

APPENDIX A

Questionnaire (English Version)

This questionnaire is designed to explore factor affecting consumers' decision making on buying condominium in Bangkok among people of different genders, marital status and incomes. It takes only 5-10 minutes to fill in the information. The researcher is grateful to you for devoting your valuable time to complete it.

Directions: Please put only one X into ☐ to answer the following questions.

Section 1: Demographic Information

Directions: Please put only one X into ☐ to answer the following questions.

1.1 Sex ☐ Male ☐ Female

1.2 Age _____ years

1.3 Educational Level ☐ Lower than Bachelor's Degree
☐ Bachelor's Degree
☐ Master's Degree
☐ Others (please specify) _____

1.4 Marital Status ☐ Single
☐ Married
☐ Divorced/Separated
☐ Widowed

1.5 How many children you have?
☐ None ☐ 1 kid
☐ 2 kids ☐ 3 kids

☐ More than 3 kids (please specify) _____

1.6 Occupation

- ☐ Government service
☐ State Enterprise
☐ Private sector
☐ Business person
☐ Professional (Doctor, Engineer, Architect, Lawyer)
☐ Others (please specify) _____

1.7 Income per month

- ☐ Lower than 20,000 baht
☐ 20,001-50,000 baht
☐ More than 50,001 baht

1.8 Who do you live with?

- ☐ Parent ☐ Husband/Wife ☐ Relative
☐ Friend ☐ Alone

1.9 What type of your current residence?

- ☐ Townhouse ☐ Duplex Home
☐ Detached Home ☐ Row Brick Building
☐ Condominium ☐ Apartment
☐ Flat ☐ Others (please specify) _____

1.10 What is your current residential location?

- ☐ North Bangkok (Jattujak, Ladpraw, Bangkhen, Saimai, Donmuang, Laksi, Nonthaburi, Pakkred, Lumlookka, Pathumtani, Thanyaburi, and Samkoke)
☐ North East Bangkok (Bangkapi, Bungkum, Meanburi, Wangtonglang, Kongsamwa, Saparnsunge, Kannayaw, and Nongjok)
☐ South Bangkok (Rajburana, Jormtong, Bangkhuntien, Prapadaeng, Ormnoi, Samutsakorn, Tungkru, and Bangborn)

- ☐ East Bangkok (Prakanong, Pravej, Ladkabang, Samutprakarn, Bangpree, Paknam, Bangna)
- ☐ West Bangkok (Talingchun, Paseejaroen, Nongkham, Sampran, Nakornchaisri, Bangkau, Bangyai, Bangbuatong, Sainoi, Taweewattana, and Bangkae)
- ☐ Central Bangkok (Pranakorn, Sampantawong, Pomprab, Dusit, Bangsue, Kongsarn, Thonburi, Bangkokyai, Bangkoknoi, Bangprad, Pathumwan, Bangrak, Sathorn, Rajathevee, Payathai, Yannawa, Huagkawn, Kongtei, Bangkorlam, and Wattana)
- ☐ Others (please specify) _____

1.11 What is your current workplace location?

- ☐ North Bangkok (Jattajak, Ladpraw, Bangkhen, Saimai, Donmuang, Laksi, Nonthaburi, Pakkred, Lumlookka, Pathumtani, Thanyaburi, and Samko)
 - ☐ North East Bangkok (Bangkapi, Bungkum, Meanburi, Wangtonglang, Kongsamwa, Saparnsunge, Kannayaw, and Nongjok)
 - ☐ South Bangkok (Rajburana, Jorntong, Bangkhuntien, Prapadaeng, Ormnoi, Samutsakorn, Tungkru, and Bangborn)
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 - ☐ West Bangkok (Talingchun, Paseejaroen, Nongkham, Sampran, Nakornchaisri, Bangkau, Bangyai, Bangbuatong, Sainoi, Taweewattana, and Bangkae)
 - ☐ Central Bangkok (Pranakorn, Sampantawong, Pomprab, Dusit, Bangsue, Kongsarn, Thonburi, Bangkokyai, Bangkoknoi, Bangprad, Pathumwan, Bangrak, Sathorn, Rajathevee, Payathai, Yannawa, Huagkawn, Kongtei, Bangkorlam, and Wattana)
 - ☐ Upcountry (please specify) _____
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Session 2: Aspect of Decision Making on Buying Condominium

Directions: Please read each of the statements below and indicate your level of agreement or disagreement affecting your decision making buying condominium in Bangkok as follows:

5 = Strongly Agree

4 = Agree

3 = Neutral

2 = Disagree

1 = Strongly Disagree

1. Price

1. Price	5	4	3	2	1
1.1 Selling price is considered for your decision making.					
1.2 Low down payment is considered for your decision making.					
1.3 Long duration of payment is considered for your decision making.					
1.4 Your capacity to pay is considered for your decision making.					
1.5 Your financial support from others such as parent or husband/wife is considered for your decision making.					
1.6 Your financial security is considered for your decision making.					
1.7 Loan service provided by project is considered for your decision making.					

2. Location

2. Location	5	4	3	2	1
2.1 Distance between project and your workplace is considered for your decision making.					
2.2 Distance between project and your kid's school is considered for your decision making.					
2.3 Distance between project and amenities such as market, shopping mall and hospital is considered for your decision making.					
2.4 Distance between project and your previous residence is considered for your decision making.					
2.5 Growth rate of the prosperity in the future is considered for your decision making.					
2.6 Growth rate of higher price in the future is considered for your decision making.					
2.7 Project's proximity to mass transportation such as BTS or MRT is considered for your decision making.					
2.8 Project's proximity to main road is considered for your decision making.					

3. Marketing and Promotion

3. Marketing and Promotion	5	4	3	2	1
3.1 Special discount of price per square metre is considered for your decision making.					
3.2 Free electric equipment such as air condition, TV and refrigerator are considered for your decision making.					
3.3 Free furniture such as table, wardrobe and bed is considered for your decision making.					
3.4 Project advertising on various channels such					

as TV, billboard, internet, radio or brochure is considered for your decision making.					
3.5 The example room and decoration is considered for your decision making.					
3.6 Project that is ready to move in is considered for your decision making.					

4. Facilities

4. Facilities	5	4	3	2	1
4.1 Central area maintenance is considered for your decision making.					
4.2 Swimming pool, fitness center is considered for your decision making.					
4.3 Security systems such as 24-hour security guards and CCTV are considered for your decision making.					
4.4 Telephone and high speed internet are considered for your decision making.					
4.5 Cable TV is considered for your decision making.					
4.6 Restaurant, laundry and mini-mart are considered for your decision making.					
4.7 Garden or ozone zone is considered for your decision making.					
4.8 Car park is considered for your decision making.					

5. Trustworthiness of the company

5. Trustworthiness of the company	5	4	3	2	1
5.1 Authorized capital of company is considered for your decision making.					

5.2 Company profile is considered for your decision making.					
5.3 Company certificate is considered for your decision making.					
5.4 Previous successful projects are considered for your decision making.					
5.5 Company financial status is considered for your decision making.					
5.6 Company financial institute back-up is considered for your decision making.					
5.7 Legal contract between company and you is considered for your decision making.					