

The purpose of this research is to study the factors affecting tendency to change residence of high income target groups, attitude towards residential condominium, factors and reasons of high income target groups in considering about residential condominium in the central and inner area of Bangkok Metropolis. Three assumptions were made as follows: 1. The habit in selecting residence of high income target groups who have not lived in a condominium tends to change from a house to a residential condominium with more convenient facilities. 2. The high income target groups who have not lived in a condominium want to move the residence from an outskirt of Bangkok to the central and inner area of Bangkok more. 3. The high income target groups who have not lived in a condominium tend to move the residence from an outskirt of Bangkok to the central and inner area of Bangkok more.

The research sample groups are divided into two types; the high income target groups who have not lived in a condominium of 991 samples and high income target group who have been living in an expensive condominium of 167 samples, totalled 1,158 samples.

The research result showed interesting essence that at present high income target groups in Bangkok Metropolis want to move to a single house, townhouse or twin house and condominium at the percentage of 68.2, 14.3 and 17.6 respectively. The factors the high income target groups use in making decision about living in a residential condominium are stated respectively as to the five important factors as follow: 1) location, 2) price of condominium, 3) necessary consumption sources, 4) time spent on traffic, 5) distance to the office.

The proof of the no.1 assumption showed that it was rejected since high income target groups of 68.1 percent want to live in a single house, and only 17.6 percent want to live in a condominium.

The proof of the no.2 assumption showed that it was not rejected since the majority of the high income target groups or at 43.6 percent care about living in good and hygienic surroundings which help promote quality of life physically, mentally and socially.

The proof of the no.3 assumption showed that it was rejected since high income target groups of 39.1 percent find that this factor is of little importance indicating that high income target groups do not find it necessary to live in the business central area or downtown.