

Jarupong Wattanamongkol 2014: Factors Affecting Consumer Purchase Decision of Second Hand Residences: A Case Study of Persons Who Need Residences at Amphoe Si Racha Changwat Chon Buri. Master of Economics (Business Economics), Major Field: Business Economics, Faculty of Economics at Sriracha. Thesis Advisor: Mr. Pat Pattanarangsun, Ph.D. 92 pages.

The objectives of this study were: 1) to study the general condition of second hand residences in Amphoe Sriracha Changwat Chon Buri 2) to study personal factors, consumer behavior, and marketing mix factors (4P) which affected consumer purchase decision of second hand residences 3) to examine the relationship between personal factors and consumer purchase decision of second hand residences by chi-square test and 4) to determine factors affecting consumer purchase decision of second hand residences by logit model. The primary data based on 400 samples was collected from persons who had contacted at department of land Sriracha branch during November – December 2014.

The study revealed that most of samples were between 20 – 29 years old, monthly income less than 30,000 Baht and interested in the residences pricing between 1,000,000 – 3,000,000 Baht. The chi-square test result indicated that income and education had relationship with second hand residences prices at a statistical significance level of 0.05. The estimated logit model showed that individual factors which affected consumer purchase decision at a statistical significance level of 0.10 were age, marital status and ownership. According to behavioral factors, consumers would give priorities to residence price and land size. In addition, second hand residences with car park and slightly interior decoration were more attractive. Buyers who concerned about price, location and asset liquidity tended not to purchase second-hand residences. Discounts and some premiums such as tax deduction could motivate consumers to purchase second hand residence as well.

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Thesis Advisor's signature