

ABSTRACT

Title : Consumers' Behavior Towards Housing Managed by the Cooperative Method: A Case Study of Government Official Groups in Chiangmai

By : Mr. Jumroonwit Jannnaranont

Degree : Master of Science in Cooperative Economics

Major Field : Cooperative Economics

Chairman, Thesis Advisory Board : .....  
(Asst. Prof.Dr. Varaporn Punyawadee)  
.....24 / July...../1997.....

The study was conducted with the following objectives: (1) to obtain information about actual housing demands under the cooperative system by target members; (2) to obtain information about consumption behavior of the target groups including their attitudes and social customs related to their expectation and decision-making on buying houses.

The population was government officers in Chiang Mai province. They were divided into 2 main groups: those under the Ministry of Education and, those under the Ministry of Health. The target area covered six districts Muang, Sankamphaeng, Sarapee, Hangdong, Sansai, and Doi Saket. The data was collected by means of interview schedule from sample groups selected by Multi-stage sampling, stratified random sampling, simple random sampling and purposive sampling, analyzed and interpreted by using a computer. The statistics used were frequency, percentage, arithmetic means and standard deviation.

The results of the study were as follows:

1. Most of the target group members were female with an average age of 39.26 years, married, had received either a university certificate or a bachelor's degree, with a monthly income of 12,001–18,000 baht, either had their own residence or stayed in government staff housing and had an average of 3–4 family members.

2. Regarding their knowledge and understanding of philosophy, principles and methods of cooperatives, most of the target group members possessed the correct knowledge and understanding of the six important aspects of cooperatives, methods, objectives, rights and duties of cooperative members.

3. As for the consumers' behavior towards housing under the implementation of cooperatives housing, the results showed that most of the target group members had high demands for housing under the cooperative housing system and were more interested in owning a two – storey house than a bungalow including a vacant lot costing 500,001–600,000 baht (maybe up to 900,000 baht), and situated about 5.1–10 km away from the downtown area. The price of land should not be more than 5,000 baht per square wah : The main purpose of land purchase by the members was to use as a permanent residence. Most of the members preferred to buy land and house within the next 2–3 years and would rather purchase through installment (within 15–20 years) rather than cash. Most of the target group members would discuss with their family members prior to decision-making which usually involved various aspects such as good facilities within the village, followed by location and security and stability of the organization. They also expected a village center or a coordination office, a tennis court, children's playground, a nursery or pre-school center, a physical fitness park, and others.