FACTORS INFLUENCING CONSUMER'S BUYING DECISION MAKING BEHAVIOR ON "NON-PERFORMING ASSETS" FROM BANGKOK COMMERCIAL ASSET MANAGEMENT COMPANY LIMITED IN BANGKOK.



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Title: Factors Influencing Consumer's Buying Decision Making Behavior

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Abstract

The purpose of this research was to study the factors influencing consumers' buying decision making behavior on non-performing assets (NPA) from Bangkok Commercial Asset Management Company Limited (BAM) in Bangkok. The sample of the study consisted of 400 participants in Bangkok and were selected by convenience sampling. The instrument used for collecting data was a questionnaire. The instruments used for data collection consisted of questionnaires which were quantitatively analyzed by t-test and F-test at a 95% confidence level, LSD method, one-way ANOVA, and multiple regression method. Data were analyzed using SPSS for Windows. Content validity was used by Item-Objective Congruence testing which was reviewed and commented on by three specialists. The result of the content validity was 0.78 which means that the questionnaires were valid and acceptable. Reliability testing was used by Cronbach's alpha coefficient. The reliability result of the pretest was 0.725 which was acceptable. The research studied consumers' buying decision making behavior regarding NPAs from BAM in Bangkok. The results showed that most respondents bought second-hand housing, the most commonly used channel in making an informed decision on buying a house was "directly contacting the project", the most popular reason for buying a second-hand house was "better environment". The most frequent approximate price for buying a second-hand house ranged between "2,500,001 to 4,500,000 baht" and the most common source of information for selling a house was "television". Finally, the results revealed that the marketing mix factors in term of promotion had the greatest positive influence consumer's buying decision making behavior on NPA from BAM in Bangkok. Most respondents ranked marketing mix in terms of importance as promotion, price, place and product, respectively.

Keywords: non-performing assets, marketing mix, buying decision making behavior

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CHAPTER 1 INTRODUCTION

The study of factors influencing consumer's buying decision making behavior on non-performing assets (NPA) from Bangkok commercial asset management company limited (BAM) in Bangkok, the researcher has provided the background of problems, main problems, sub-problem, the objectives of this study with the significant of the study. The providing of the scope and limited of the study, showing the conceptual framework. The research hypothesis and definition has also provided in this chapter. This research study will influence and focus which personal factors and marketing mixes influence consumer's buying decision making behavior on non-performing assets (NPA) from Bangkok commercial asset Management Company limited (BAM) in Bangkok. From the huge economic crises since the years 1997, Thailand have faced severe economic crises by deriving from various countries around the world suffered from financial crises have slowed economic growth and domestic financial sector policies for the release float the exchange rate of Thai baht. Entrepreneurs make various financial institutions experienced severe liquidity problems. Liabilities is increasingly exponentially overnight (Muchhala, 2007).

1.1 Statement of the Problems

There are many studies about competitive advantage but this research focusing on marketing mix, personal factors and consumer behavior towards non-performing assets (NPA) from BAM in Bangkok. Therefore the interesting in this study is to give further details and explanation about the relationship of marketing mix (Kotler, 2003) in business interest to influence consumer's buying decision making behavior on NPA. In this study, considering the marketing mix and personal factors as independent variables and consumer's buying decision making behavior towards NPA from BAM in Bangkok as the dependent variable. The effect on behalf of individuals are not able to pay the debt. There is some company which cannot continue to run the business later then to close down because the debt to income which non-performing loan (NPL) is much higher in order to fix the problem.

Financial institutions need to speed up the process of debt collection by following legal procedures to seize the shield case and auction. The auction process to sell the property if there is no interested in the auction (Meesook Khunitajan, 2003).

Table 1.1 One-year currency depreciation during Asian Financial Crisis of 1997

	Exchange Rate (per US\$1)		
Currency	Year 1997	Year 1998	Change
Thai baht	24.5	41	Depreciated 40.2%
Indonesia rupiah	2,380	14,150	Depreciated 83.2%
Philippine peso	26.3	42	Depreciated 37.4%
Malaysian ringgit	2.5	4.1	Depreciated 39.0%
South Korean won	850	1,290	Depreciated 34.1%

Financial institutions is to continue to bid for such property which has taken as a foreclosed property, non-performing assets (NPA) (Ahmed, 2008) is to be sold which allows financial institutions to reduce the NPA on the basis of Bank of Thailand (BOT) and real estate sector has resulted in greater liquidity. In Thailand which made many financial institutions closed down, including the Bangkok Bank of Commerce Limited (BBC), the financial institutions that remain in the system must bear the burden of impaired debts NPL and assets held for sale NPA. The operator of a retail project and the borrower cannot repay the loan and interest. Therefore, the impacts of economic crisis are remaining until this recent year 2014 which they are making those loans turned into distressed debt NPL. Assets (Ahmed, 2008) mainly were real estate that preventing financial assets or properties of NPA, also known as supply increases which the supply is needed to be handled properly.

Bangkok Commercial Asset Management Company Limited (BAM) was established under organization under the supervision of the Bank of Thailand (BOT) for reconstruction and development fund, with the financial system as a whole holds stock from BAM which has established for the purpose of managing distressed assets of the Bangkok Bank of Commerce Limited (BBC) and increased role for resolving distressed assets in the economy of the country. BAM purchased distressed assets from "Thai Assets Management Corporation (TAMC)" in order to manage ongoing NPL and NPA with signing a record deal and then coordinate the process of "Due Diligence" both NPL and NPA by the delivery electronic database and all required documents must be completed. BAM is also focusing on the essential tool to help solve problems and reduce NPL in the financial system and also to promote the economic development of the country more effectively in the future (Bangkok Commercial Asset Management Co., Ltd., Annual Report, 2013).

In addition, the management of NPA is a lot more efficient and comprehensive with a focus on improving a property to a marketable condition. Consequently some banks faced bankruptcy, and the number of bank loans declined, causing macroeconomic conditions to worsen significantly. The trend for the real estate industry in 2014 is that more developers will focus on low-rise projects in Bangkok and vicinity due to the high number of condominium units available in 2013. The decrease in condominium development was mainly caused by hiking land prices and the lack of contractors. The real estate price will be higher overall because of the cost of construction materials and wages. Due to the economic and political problems in 2014, the real estate industry will not have a very high growth rate compared to 2012.

Therefore, The increasing quality of NPA (Ahmed, 2008) which have right management that the governments of the Asian countries affected by the crisis have sought to rebuild their banking systems by restructuring and consolidating domestic banks. These measures may have had contributed to the reduction in number of NPA.

1.2 Research Questions

In this study is came up with major questions as follow:

- 1. What are the factors influencing consumer's buying decision making behavior on NPA from BAM in Bangkok?
- 2. What are the differences of personal factors that influence consumer's buying decision making behavior on NPA from BAM in Bangkok?
- 3. What are the differences of marketing mix factors that influence consumer's buying decision making behavior on NPA from BAM in Bangkok?

1.3 Research Objectives

The purpose of this study is to test the hypotheses which according to hypotheses testing usually explain the nature of certain relationships, or establish the differences among groups or the independence of two or more factors in situation. The objective of the research is to understand how consumer's buying decision making behavior towards NPA from BAM in Bangkok in order to develop, plan and implement useful marketing strategies that are result orientated which encompasses economic profitability. Specifically, this study aimed to achieve the following objectives.

- 1. To identify the factors influencing consumer's buying decision making behavior on NPA from BAM in Bangkok.
- 2. To investigate the differences of personal factors that influence consumer's buying decision making behavior on NPA from BAM in Bangkok.
- 3. To investigate the difference of marketing mixes factors that influence consumer's buying decision making behavior on NPA from BAM in Bangkok.

1.4 Significances of the Research

In this dynamic, Economy in Thailand, especially Bangkok need to use fully integrated sources of competitive advantage in order to survive. Consumer's buying decision making behavior is not fixed, it is changing from time to time (Jobanputra, 2009). As the mentioned before this study focus on marketing mix as the company competitive advantage of factors influencing consumer's buying decision making behavior on non-performing assets (NPA) from BAM in Bangkok. Nowadays buyers are really sensitive in terms of what the company marketed; the four p's marketing mix (Kotler and Armstrong, 2012) which are the elements that play an important role in the marketing competency.

Generally, if the company not carefully put or give right thing to the customer, it will affect the company sale, market share and profit. There were very few studies conducted on which marketing mixes influence consumer's buying decision making behavior on NPA from BAM in Bangkok. Therefore it is great to conduct a research to provide understanding and insight on the factors that influence consumer's buying decision making behavior on NPA from BAM in Bangkok. The finding from this research hopefully will help the BAM or any commercial banks and buyers to understand more on the marketing competency effort which can help in consumer's buying decision making behavior improvement by finding possible solutions to existing problems or improvement to unsatisfactory conditions towards factors influencing consumer's buying decision making behavior on NPA from BAM in Bangkok (Miller and Washington, 2014). BAM or any commercial banks will have the better understanding of the buyer's buying decision making behavior, and may help in setting and offering a competence product, better price, great promotion and placement, in the market (Hill, 2013). The findings also will help the BAM or any commercial banks or buyers to concern about the personal factors and the differences in the buyer's demographic in setting the marketing mix strategy which actually can help to compete in the challenging market. From this study, the researcher would expect to benefit results to BAM or any commercial banks which might be included planning some measures to correct the weaknesses so as to strengthen the NPAs.

In turn, buyers will also benefit for learning more factors that relevance. In the long run, the whole economy in Bangkok would be enjoy the potential good results of the study of understand the result of factors influencing consumer's buying decision making behavior on NPA from BAM in Bangkok. In order to be useful to BAM or commercial banks use as a guide in planning the marketing strategy to be effective. The expected results would be also benefit to the customers or other management team for strategizing the marketing mix on the new platform effectively.

1.5 Scope and limitation of the Research

The study of factors influencing consumer's buying decision making behavior on non-performing assets (NPA) from BAM in Bangkok which provides the concepts and theories of marketing mix, the factors controlled by a company that can influence consumer's buying decision making behavior of its products. The four components of a marketing mix (often called the four Ps) (Hill, 2013) are; First, the product which is quality, branding and other features. Second, pricing which recommended special price, discounts for large orders, and credit terms. Third, promotion which see sales promotion. And last, place where is to sell the product, the potential profitability of a particular marketing mix and its acceptability to its market are assessed by marketing research. It also uses the concepts and theories about the factors that influence consumer behavior (Kotler, 1997), which considers personal factors that affect the selection decision include age, occupation, economic, status, education, need of resident, average income and personality. There are several limitations that warrant future research. The study has been conducted in Bangkok only. The results would be not the same, if conducted in other parts of the county may vary. It is because a country like Thailand has geographically, economically, socially and culturally very different areas. Therefore, Data collection tool is a questionnaire of 400 samples of the limitation of research is divided into two parts. First, The limitation of demographic which the population in this study was a group of people who were interesting to buy the NPA property from BAM in Bangkok at the event of at "BAM Real Estate Expo 2014" and Condominium Expo 2014 (at BAM Head Office). Secondly, the time limits of duration of the study is conducted between the months of storage on 1st May 2014 to 25th July 2014.

1.6 Conceptual Framework

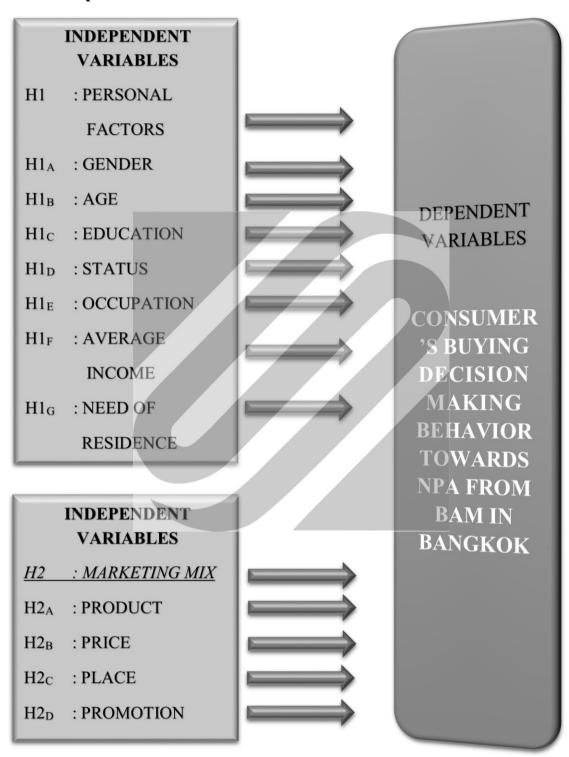


Figure 1.1: Conceptual Framework

1.7 Research Hypotheses

A hypothesis can be testing a concept or it can be developed as a result of this study:

Hypothesis 1: Difference between personal factors affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis 1_A: Difference between personal factors in term of gender affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis 1_B: Difference between personal factors in term of age affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis 1c: Difference between personal factors in term of education affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis 1_D: Difference between personal factors in term of status affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis 1_E: Difference between personal factors in term of occupation affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis 1_F: Difference between personal factors in term of monthly average income affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis 1_G: Difference between personal factors in term of need of resident affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis 2: Marketing mix factors have influenced to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis 2_A: Marketing mix in term of product have influenced consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis 2_B: Marketing mix in term of price have influenced consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis 2_C: Marketing mix in term of place have influenced consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis 2_D: Marketing mix in term of promotion have influenced consumer's buying decision making behavior towards NPA from BAM in Bangkok.

1.8 Definitions of Term

BAM is a company named "Bangkok commercial asset Management Company limited" established under the Financial Recovery Plan of the Ministry of Finance. A role in resolving NPA assets in the economy of the country of residence which is defined as property type such as house, twin house, commercial building, apartments or condominiums (Bangkok Commercial Asset Management Co., Ltd., Annual Report, 2013).

NPA is non-performing assets which refer to the property that any financial institution ownership by transferring assets. The fight and repurchase auctions, estate sales from jurisdiction (Ahmed, 2008).

Buyer is those who want to buy and acquire the second hand property of NPA in the auction bidder (Hill, 2013).

Marketing mix is the controllable marketing variables that the firm used together to satisfy the target audience. Consists of the following tools (Hill, 2013).



Product is NPA property offered by BAM to meet the needs of the customer satisfaction NPA products offered for sale which is tangible assets, or products it contains the location services, organizations, products have utility, acceptable value in the eyes of customers (Hill, 2013). So it will result in a product can be sold.

Price is the value for money NPA product and happened next product cost of consumers will compare the value of a product with a price. If the value is higher than price, consumer would decide to buy a set pricing strategy to consider (Boone, 2013). Perceived Value "One way to increase prices without damaging customer relationships is by adding to the perceived value of your product" consider the value that customer acceptance of products, the higher the price of the product and cost reduces costs in the production to be reduced and to be able to sell them at the cheapest price.

Place is the structure of the channel which consists of institutions and activities that used to move NPA product and service which company is to the target market where marketing is. Hill (2013) stated that the place where a place of individuals and businesses associated with selling consist ownership of product or services from the company to the final consumer.

Promotion is the communication about NPA product information between seller and buyer in order to establish their attitudes and buying behavior. In order to achieve the goal together which is an important promotional tool for advertising the sale (Boone, 2013).

Need of Residence is the people who have the particular place where is to live or to work for a specified time (Hair, 2010).

Average Income is average salary which represents an approximate competitive rate of pay in the industry and is also the amount obtained by dividing the total income of a group by the number of units in that group (Hair, 2010).

CHAPTER 2

LITERATURES REVIEW

This study presents an overview of previous work on related topics that provide the necessary background for the purpose of this research. The literatures review concentrate on factors influencing consumer's buying decision making behavior on non-performing assets (NPA) towards personal factors and marketing mix factors. Documents and research related to research on the consumer's buying decision making behavior of those who are interesting to buy the NPA property of the BAM in Bangkok. The researcher has studied the concept of academic papers, theoretical articles, and research papers related to the followings literatures review.

Background of Bangkok Commercial Asset Management

Bangkok Commercial Asset Management (BAM) has established a financial rehabilitation plan of the Ministry of Finance by the Cabinet on August 14, 1998, with a purpose of managing manage the distressed assets of the Bangkok Bank of Commerce Limited (BBC), which BAM was registered as a limited company where is licensed by the Bank of Thailand (BOT) to operate as an asset management company. The first mission of managing asset quality of the BBC. BAM still add up the scope to other financial institutions, asset management representation and transfer of assets or any other document in respect of all and then BAM has increased the size of the bought assets and the transfer of non-performing assets (NPA) of additional financial institutions. NPA (Ahmed, 2008) is in charge of the BAM. Asset Management Company (AMC) to sell major assets, such as investment in receivables (Bangkok Commercial Asset Management Co., Ltd., Annual Report, 2013). BAM is to create a higher performance goals. The results of operations during the year 1999 to 2013, BAM could negotiate a debt. Performance is proud to be one of the government's central role in the management of impaired assets in the financial system which have the opportunity to help debtors get out of a distressed debt and also make bank transactions go on smoothly and not have to worry about troubleshooting NPL and NPA as well as commercial banks are required to set up a company executive their assets to be a burden on NPL and NPA. It would be beneficial to the overall economy is driven forward in a sustainable manner as well as recognizing the importance of operating with good corporate governance. As a key factor in strengthening the organization has a management standard. Ethics and good business that build confidence to clients and the public that the operation of the BAM which has an independent, transparent, effective and fair to all parties involved. As a result, BAM has been recognized as a reliable and reinforces the strength of the transactions of the BAM, and will lead the organization to achieve its goal of sustainable growth and sustainable future. In 2013, BAM's overall performance surpassed the target. BAM has generated income from the debt restructuring and sale of NPA at the total amount of baht 16,605 million which is a full 21% higher than the target for the entire year of baht 13,735 million. This resulted in a net profit of Baht 6,767 million, which was baht 3,505 million higher than the figure from 2012, accounting for a growth rate of 107%. As for the increase in asset size, BAM purchased and obtained NPL and NPA from financial institutions at the total amount of baht 20,335.46 million, which was 11% higher than the target of baht 18,255 million. Consequently, as of 31 December 2013 there were 65,617 NPL debtors with aggregate debts of baht 396,736 million and 11,603 NPA accounts amounting to baht 36,634 million. (Bangkok Commercial Asset Management Co., Ltd., Annual Report, 2013).

Marketing Mix

Marketing mixes (Boone, 2013) are such as price, product, promotion, and placement. Besides that this study investigated the role of personal factors as a moderating variable to influence the relationship between independent and dependent variables towards consumer's buying decision making behavior of NPA property. This study also interested to understand the relationship of non-performing assets (NPA) towards consumer's buying decision making behavior with buyer. Kotler (2003) stated that the marketing mix means marketing tool control. The Company use these tools to meet the needs and satisfy the target consumers. Marketing mix includes everything that is used to influence the business needs of the company's products.

Marketing mix is divided into four groups, as the group was known as the "4 Ps" which are Product, Price, Distribution (Place) and Promotion. Seri Wongmonta (2004) stated that the marketing mix refers to a product that meets the needs of its target consumer which sold at a price acceptable to consumers and consumers are willing to pay for perceived value including underwriting, distribution, consistent with their buying habits for convenience to the consumers with effort, passion and motivation to behavior properly. Theory refers to the marketing mix marketing variables are controlled. This business can be shared in order to satisfy consumer and target areas. Four parts: Product, Price, Place and Promotion.

Philip Kotler stated that still consider the Mix as one of the elements of the Marketing strategy, yet this approach has developed over the years from the "academic" perspective (Kotler, 2007) to a more "practical" one (Kotler, 2006). In his more recent books the author becomes more critical by underlining one of the main limitations of the Mix namely the internal orientation arguing that" the four P's represent the sellers' view of the marketing tools available for influencing buyers" (Kotler, 2009).

First and foremost, Products (Kotler, Keller & Burton, 2009) means something to offer to meet the need and demand. Customer satisfaction products offered for sale may be tangible or intangible, which will be consisting of goods, services, ideas, events or organizations in the formulation of strategy. The product is composed of First, Creating a competitive difference in the means to carry it out and sets the meaningful difference to the offer of the company are obviously different from the competitors. Kotler & Armstrong (2012) have mentioned the product placement an activity in influencing the offer and the company's image in order to occupy outstanding position in competitiveness and value in the minds of consumers and prospects.

Strategies on the properties of the product which is to consider the features that look outstanding and innovative new products as well as a feature that can meet consumer's needs and satisfaction as possible. It must also take into account the composition of the products that can meet the needs of consumers in different levels, including the basis for product benefits consumers will receive from the product, Product appearance which is consumer can physically touch or to recognize it including the shape, form, packer brand and Mergers product benefit which consumers receive after buy the products consumer's expectation from what the consumer expects to

receive from the purchase that Products and potential products Initiatives look to meet the needs of consumers (Hill, 2013). The definition of the product that means something offered by the business to satisfy the need to have the customer satisfaction of products that could sell tangible or intangible. Bovee & Houston (2006) have mentioned that the product is available or ideas which consumers have to pay to exchange. Etzel, Houdyon & Stanton (2007) have mentioned the meaning of the product that means something to offer to the market in order to recognize the use or consumption, and could meet the needs and demands of the market.

The meanings of mentioned above that can conclude that the product refers to something offered by the business to satisfy the analysis of the products offered for sale which subject to the satisfaction of product components, products, services, express ideas, places, company or individuals. Therefore products have utility value in the eyes of the consumer that will result in a product can be sold. Hill (2013) have mentioned the business benefits is to sell the products not only selling a product. Second, Prices refers to the value of the product, expressed in terms of money (Kotler & Armstrong, 2012).

Price is the cost of consumer therefore consumers will compare the value of the product price. If the value of products with higher prices. Consumer's decision is to purchase that product in influencing the pricing strategy must take into account by providing consumer's acceptance By the need to create products to higher value products, cost of goods which include the cost and profit of the manufacturer, and the competitive nature of price. The meaning of that price (Hill, 2013) is the amount a person pays for a product or service, it may be concluded that the price means the value of the product or service that is in the money not only is it difficult to establish a specific time in the first set, but it will cause many problems on occasion that will change with a price change might be because we want to increase sales by lowering prices or weaker competitors or because the price of the goods in short supply or because of higher costs. Whether prices are higher or lower, it will surely affect others middlemen and government may be important in this regard as well and whether it increases or price reduction will take effect its competitors, buyers, middlemen, etc. The success has come from price changes based on these reactions which is difficult to estimate, but these are problems that matter (Kotler & Armstrong, 2012)

Third, Place refers to the structure of distribution channels used to move products and services from organization to marketing, distribution facility that channels means that the product is switched on to the market. In distribution channels it includes intermediaries, manufacturers and consumers. Kotler & Armstrong (2012) stated that the place where a place of individuals and businesses associated with selling consist ownership of product or services from the company to the final consumer. In summary, the Place refers to the structure of the channel, which consists of institutions and activities where used to sell products and services from organizations to market, a product to market is targeted marketing institutions. The event is an activity that helps spread the product.

Fourth the promotion (Hill, 2013) is to communicate information between the seller and the buyer which can be classified into five categories. First advertising is the best tool for creating a form of communication that is not a person to be paid by sponsors to the presentation and promotion of ideas, goods or services. Second, promotion is a short which is to promote the product or buy a product, such as discount, etc. The company will use sales promotion tools to generate fast response to offers of products and to stimulate sales by PR. Third, promotion plans are set up to promote, or the image of the company due to the publicity it has high reliability of information in the fact that have more consumer. Fourth, sales by salesperson who have communications will occur directly towards consumer.

And last direct marketing is a form of marketing that has been used multiple media are involved, such as social media, mail, and etc. which can penetrate nature news sent to each consumers. Kotler & Armstrong (2012) stated that promotion is the activities a company response in order to communicate and target to the existing and potential consumers. Difference of channels are used to communicate and target to different consumers and also different promotion.

Consumer Decision Making Behavior

In the first step, consumers who know the problem or on-demand product or service needs or problems of need which is due to internal stimuli (East& Vanhuele, 2013). Second, external stimuli may be caused by the marketing mix (the four P's), Third, Information seeking and Search when consumers know the need for a product or service is to make consumers seek information in order to make good decisions the sources of consumers personal factor as inquiries from individual, family who have experience using the product or service of commercial sources such as finding information from social media advertising sale from the media details of the product or service or consumer protection organizations (Miller & Washington, 2014). Experiential Sources resulting from the personal experiences of consumers who try the product before. Evaluation of Alternatives the next step is to assess consumer choice in evaluating alternatives.

Consumers need to define the criteria used to evaluate properties such as brand, price, and after-sales service model. The selling price per unit the decision to buy (Purchase Decision) (East & Vanhuele, 2013). After evaluating the choice that consumers will enter the stage of making a purchase which needs to be decided. Behavior after purchase after the consumers has made a decision to purchase a product or service to them. Marketers will have to check satisfaction after your purchase. Satisfaction derives from the fact that consumers do. Comparing what actually happened what to expect if the value of the goods or services received. Match the expected or higher than the expectation. Customer satisfaction is the product or service. If the consumer is satisfied, they will repeat the behavior in buying or tell, but whenever a value is actually lower than the expectation. Consumers will not be satisfied. Behavior was customers to switch to competitors products and is said to the other customer. For this reason, marketers must verify satisfaction of the customer after customer to buy your product or service (East & Vanhuele, 2013). This can be done through the use of satisfaction surveys or establishment of customer complaints. The decision concluded that the concept of a decision making process that customer decide to purchase any product or service by a factor is information about the product. Society and social groups, customer attitudes and opportunities.

Kotler (1999) stated that Marketing Management is the definition of consumer behavior refers to the act of one person directly involved with supply to which the acquisition of goods and services. This includes decision-making process and actions of the parties with respect to the buy and use of goods. The study consumer behavior a way of studying customer decides to make use of resources such as time, personnel, and other consumptive products which marketers must learn that can offer. Who is a customer (Who?) Consumers buy something (What?) Why Buy? How to buy? Buy When? Where to buy? Buy and use how often? Including the study who influence the buy to find 7 things about consumer behavior (East & Vanhuele, 2013). Model of consumer behavior is to study the motive that resulted in the decision to buy a product. Buying and consumption, the term consumer behavior is correct in the sense not mean to customers, but if it means buying emphasizes the male consumer buying is important and correct. Buying is just one of the decision process and cannot be separated from consumption. Either buying or consumed by males committed by other members. Family, which has acted as a substitute for the buyer. Instead, it buy Instead, buyers will work for the satisfaction of those who are consuming one another. For this reason, the market analyst must be careful always to the relationship. This behavior means the actions of the individual person who is directly related to the management and use of goods and services (East & Vanhuele, 2013). The buyer behaviors means the actions of any one person involved in the exchange of goods and services funded by and includes a decision.

The role of buying decision making behavior refers to the role of the customer in relation to a buying decision that studies of consumer behavior. Marketers have applied in influencing the marketing strategy, advertising strategy and influencer, the role of any one role as an innovator who influenced the buying decision, buyers and users generally have five roles are as following (East &Vanhuele, 2013).

1. The initiator who is individuals in recognition of the need of buying initiatives and ideas about the need for any kind of product.

- 2. Influencer who is individuals using words or actions, intended or not intended to influence purchasing decisions on buying and using a product or service. The decision who individual decisions or take part in the decision whether to buy or not to buy, what to buy, how or where to buy.
 - 3. Buyer who actually bought the product.
- 4. Users who is persons directly related to consumption by using a product or service.

Consumer Behavior Analysis (Belk, 2012) is to search or research on buying behavior and the use of consumers. Needs to know the nature Purchasing behavior and consumer responses will help marketers to align marketing strategies (Marketing strategy) to meet the satisfaction of consumers appropriately. Buying behavior of consumers were starting to get a stimulus (Stimulus) effect. Needs, and the resulting response by these stimuli consisted.

- 1. Incentive marketing including product assembly the four P's, Product Price, Place and Promotion.
- 2. What motivating factors include technological, economic, political and cultural.

When customer were motivated by incentive marketing and other stimuli that cause buy this information will be sent into the sentiment of customer which marketers want to know and want to try to find the sentiment of customer (Belk, 2012). Also aim to understand how it will motivate and change factors within the consumer, including characteristics of buyers and consumer's buying decision making process to become available to marketers want consumers to respond. Koltler (2003) stated that factors that affect consumer behavior which is a factor that resulted in a rebound in the behavioral characteristics of different. First, culture and tradition cultural factors are the factors that create the behavior of the selection of the individual, which will be translated into values in choosing to buy goods and services and is a factor in influencing the most basic needs and human behavior. These include the social elite as wealthy businessmen, executives, and employee's working class (Proctor, 2012).

The person in social class also tend to show a habit of buying the same basic things that determine the needs and behaviors of individuals, such as the popular perception, preferences, behavior, race, religion, etc. East &Vanhuele (2013) stated the study of culture and tradition is essential because different cultures and traditions that make the difference, and behavior as well which should be studied how these different things would be affecting the products and services you much. Second, aspects of social factors, social that factors involved in the daily life and influence buying behavior, which includes reference group is a group of agents to influence the thinking of the society, any society, like family, friends, etc. But these groups are limited in the profession, social class, and lifetime household is a group to affect influence the thinking of most consumers because consumers will listen to the opinions of people in the family to decide always the role and status of the buyer. Social status is the existence of some consumer role and status may change over time (Bayerle, 2012). Third, Personal factor which decisions of buyers is often influenced by personal attributes such as age and length of life span.

Consumer behavior is if you live in the same age range, it will behave in buying the same or similar that the age difference would be a preference or requirement varies profession, occupation affects consumer behavior, as well as a professional appearance at the difference it will make the demand different use patterns like adventure life like travel, etc. These are things that indicate consumer behavior. Hair (2010) stated Need of residence, and average income have impact and influence buying decisions, which, if consumers are spending more than its average income, it makes the buying decisions are tougher.

Consumer behavior

The theory of consumer behavior refer to the decision process with practices which are directly related to the buy and use of goods. This research study is to guide the analysis of factors affecting the buying decisions of consumers. During the product a higher price due to the high competition (East & Vanhuele, 2013). Successful businesses will have to analyze consumer behavior to marketing plans and determine the strategy to optimize the study. Seri Wongmonta (2004) stated that to the actions or

behavior trends of buying behavior, with the beginning of the birth needs then tension and the drive and then also get more influence learning, and the understanding of audiences. Belk (2012) stated that consumer behavior has the meaning that behavior means all human activities have done. No matter what action is to be observed or not and the meaning of consumer behavior that is the actions of any one person, which is directly related to the provision and use of products. This includes the decision process, which occurs first. And take part in the formulation of the action. East & Vanhuele (2013) stated that the consumer behavior means to study the behavior decisions and actions of the associated with the buying and use.

Product marketers need to study and analyze consumer behavior for several reasons, consumer behavior affect the marketing strategy of a business and result in business success. If successful marketing strategy to meet the satisfaction of the consumer and to comply with the concept of marketing that puts customer satisfaction to study consumer behavior to stimuli marketing strategies to meet the satisfaction of the consumer from the above definition to conclude that consumer behavior refers to the study that in purchasing decisions (Belk, 2012). Products and Services, if the marketing strategy meet the satisfaction of the consumer, it will result in a successful business of consumer behavior analysis. Seriwan Serirat (2007) stated that a means of analyzing consumer behavior that a search about research or buying and usage behavior of consumers in order to know the nature and needs and buying behavior and consumer's answers will help marketers to easily manage marketing strategy that can satisfy the consumer appropriately.

Consumer's buying decision making process

It is very important for company to understand consumer behavior and the processes involved factors influencing consumer's buying decision making process on non-performing assets (NPA) towards personal factors and marketing mix in order be able to influence consumer's buying decision making behavior on NPA. An understanding of the specific needs that a customer is aiming to meet is key to successful marketing (Belch, Belch, Kerr, & Powell, 2012).

A basic model of consumer decision making is described by (Belch et al, 2012) and this is reproduced as shown in Figure 2.1 below.

A. Stages in the consumer decision making processes

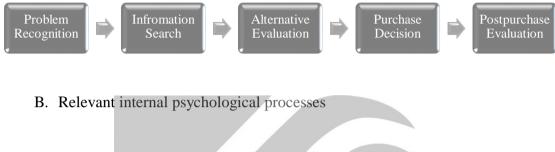




Figure 2.1: Consumer decision-making processes model

Source: Belch et al, 2012: page 121

Each of the five stages is explored below.

Stage 1

Problem recognition is determined as the initial stage when a consumer perceives a need and becomes motivated to solve the problem (Belch et al, 2012) Motivation, (Duncan, 2005) describes motivations as internal impulses that when stimulated some type of response. Motivations can influence consumer's buying decision making behavior process on NPA towards personal factors and marketing mix depend on the way consumers have perceived a problem (Belch et al, 2012). An approach to understanding consumer motivations is Abraham Maslow's hierarchy of needs theory which highlights in five basic levels of human needs, arranged in a hierarchy based on the importance (Belch et al, 2012). This hierarchy is detailed below as shown in Figure 2.2.

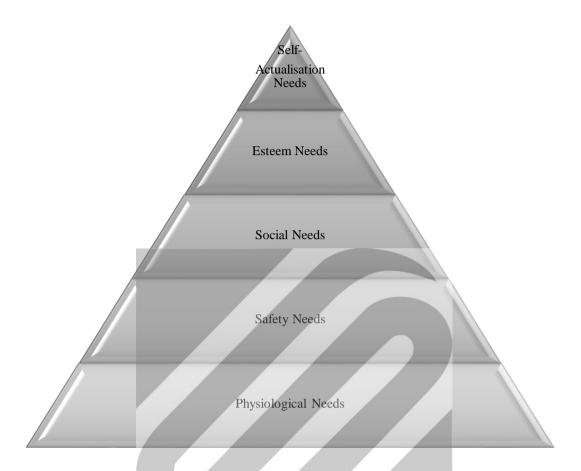


Figure 2.2: Abraham Maslow's hierarchy of needs

Source: Belch et al, 2012: page 65

Only when basic, low-level needs are satisfied can consumers consider wants at higher levels in the hierarchy (Duncan, 2005). Company must understand needs and wants of consumers because the marketing concept is that companies should sell products designed to meet consumer's needs and wants, not whatever is easiest for the company to produce (Duncan, 2005). Maslow's hierarchy of needs shows a framework to use in determining what needs that consumers want the products and services to be shown satisfying and influencing consumer's buying decision making behavior towards personal factors and marketing mix. Kotler's buyer behavior model or the 'black box' model expanded on his motivational model to reflect how the fundamentals of integrated marketing communications (IMC) tools, the four Ps, led the buying decision outcome by providing 'stimuli' to the

consumer (Kotler, 2009). This 'black box' model has since been criticized for its lack of depth in detailed below as shown in Figure 2.3

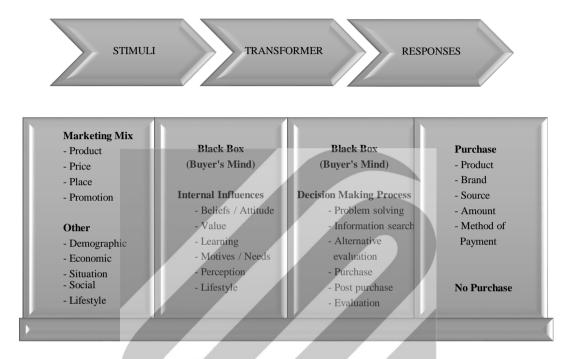


Figure 2.3: Kotler's buyer behavior model or the 'black box' model

Source: Kotler, 2009: page 94

Stage 2

Information search is consumers use the 'buying power' and seek further information before deciding on buying products. Internal search which is consumer recalls past experiences with particular product. External search which is receiving feedback from friends and family, viewing marketing advertisements on TV or cable TV, newspaper, and radio, viewing public sources of information including website reviews, blogs, magazines and newspapers or taking personal experiences and testing the product. Perception is the process of an individual receives, selects, organizes and interprets information in order to create an understanding picture. (Belch et al, 2012).

Stage 3

Alternative evaluation, (Duncan, 2005) stated the set as a group of brands that comes to mind when consumer think of a product category because the consumer has judged the brands to be acceptable. Judgment could result from product research or reflection on personal experiences (Duncan, 2005). East & Vanhuele, 2013 stated Attitude formation is attitudes are value judgments that lead us to behave consistently towards similar objects or ideas; they are very enduring (Kotler, Keller, & Burton, 2009). Marketers have, amongst many options, the opportunity to integrate their offer with the target market's attitude, alter the target market's attitude to their product or influence the target market's attitude to competitive offers (Kotler, 2009).

Stage 4

Purchase decision is the buying decision stage as described by Belch et al is not the same as an actual buying decision making behavior. "Once a consumer chooses which brand to buy, consumers are still make the decision and do the actual process" (Belch et al, 2012). A communication tool is to create influences on the final buying decision making at the point of buying. These influences factors could include promotions, incentives' offers, vouchers and highly visible shelf displays as stated by Belch et al (2012) integration processes are the ways by which a consumer will evaluate the various features, attitudes, and perceptions around competing offers.

Stage 5

Post purchase evaluation is the post-purchase evaluation stage described by Belch et al (2012) as the comparison to the expectations the consumer gives the product after using it. The outcome of the comparison would determine if the consumer is above expectations which is satisfied and below expectation which is dissatisfied with the product buying (Belch et al, 2012). A key communication tool in this stage is to ensure that the company's marketing does not oversell the product or "create unreasonable expectation which the product cannot meet" (Belch et al, 2012). The opportunity is to provide feedback to the company should be also be a key communication tool. This can only strengthen the products and company positions, if analyzed and applied appropriately. Learning occurs during the evaluation stage of the decision making

process and has described as (Duncan, 2005) as the change in what consumer knows that comes from new information or experiences.

Related Research

Pratumwan Praritesank (2009) stated that strategic influencing buying real estate at Thailand Asset Management company (TAMC) which found that attention to the personal nature of the target group are women of working age increased which is old, and as a family. TAMC should allocate property types to meet the needs of the target group. Asset pricing size of property levels that would have the capacity to buy. In the results, its demand the most central and Bangkok. What influences the decision to buy NPA property is the most strategic pricing. It means that the sample of TAMC is still lower than the general market, therefore the price is important in order to motivate consumer more interested, the marketing strategy of groups is to focus on the transfer fee which is consistent with the government's policy measures to stimulate the economy and create incentives for consumers to buy more homes. Therefore this related literature review would be benefit to my conceptual framework of marketing mix in term of price as independent variable towards consumer's buying decision making behavior on NPA that show the product which is the most demand in Bangkok. Pranada Chomsiri (2009) stated that the economic factors and psychology that affects the auction of property from the auction of the Legal Execution Department (LED). The bidders are required to bid for the auction of property from LED. The level this is because those who join the bidding. There is a fundamental need in real estate, then went to the Legal Department. Therefore results of the study sampling, the most important is the promotion of the market, followed by the condition of property and the price of property in order to promote the market. Samples bidders is to bid for the most important in influencing the site of the execution.

Therefore, the condition of property must be in good condition and the price was lower than the market price of the opening bid execution with low prices in order to encourage more consumer to attend the auction. Therefore this related literature review would be benefit to my conceptual framework marketing mix in term of

promotion as independent variable towards consumer's buying decision making behavior on NPA that show the most important of consumer's decision making behavior towards NPA. Somnuk kitjaruwong (2003) stated that conducting a study of factors that influence consumer buying houses in Bangkok which found that the majority were female. There are between 25-30 years of age, marital status, education bachelor degree level government employees and private employees earn on average between 30,000 to 39,999 baht in the study of factors that influence the decision to buy a home of consumers in Bangkok which was found that consumers focus on the safety of the village or condos in transportation and utilities, respectively. The features and specifications of the homes that consumer demand is holding its own proprietary format home house you want to buy a house, most media attention is the newspaper. Market incentives was to promote home buying consumer is income. The study analyzes the relationship between the independent variables of personal factors in term of age, marital status, and average income, house prices towards the price of townhouse, duplex house, condominium and apartment.

Therefore condominium had no relation to the factors that influence a consumer's decision to buy a house in Bangkok. The level of education, occupation, and economic and need of residence of the sample population is associated with factors that influence the decision to buy the home of the consumer. Therefore this related literature review would be benefit to my conceptual framework of personal factors in term of occupation, need of residence and average income as independent variable towards consumer's buying decision making behavior on NPA that show the relationship that influence the market. Somluck Sadprasit (2008) stated that factors affecting the decision to buy housing which is property held for sale were found age, gender, social and economic characteristics were not different purposes to buy NPA property is mostly for housing the original owner to repay debts or enforcement is minimal. Payment of bank loans, full amount to the bank and often choose to buy NPA property as a second home, as most people live it which show the bank is to take the decision to buy NPA property, it mainly takes approximately main factors of a down payment for long without losing interest and minor financial factors what most consider to be a reasonable price and the Bank's policy of buying down payment without interest is a motivation and expedite the decision of buying better and faster. Therefore this related literature review would be benefit to my conceptual framework of marketing mix in term of price as independent variable towards consumer's buying decision making behavior on NPA that show the consideration reasonable price in the market.

Seksan Mokjaibun (2009) stated that factors influencing consumer behavior in the auction house's sale. The number of homes for sale has a small number compared to the total supply of homes for sale on the market. The samples are two auction houses, mostly male, 31-40 years old, single graduate degree. Career, Officer or private companies with monthly average income of the family 20,001 to 50,000 Thai baht for providing the level of importance of the factors of marketing mix various areas showed that the factors most influential in the auction house for sale, including the price of the opening bid is below market value, followed by the second home is conveniently located in the user can view the auction property house for sale on the Web Site and reputation of the auction, respectively. Therefore this related literature review would be benefit to my conceptual framework marketing mix in term of place as independent variable towards consumer's buying decision making behavior on NPA that show the auction place influence the consumers. Aorawee Audsathaporn (2007) stated that the study of the incentive of bidders to buy the NPA property from the auction of the Legal Execution Department (LED). The Survey Research by using questionnaires as a tool to collect data. The samples used in the study, 400 were as a result that incentives of bidders to buy from the auction of the Legal Execution Department. In the medium for monthly average income and expectations in buying NPA property is associated with the incentive of bidders to buy the property from the auction Jurisdiction. Statistically significant, the gender, age, marital status, occupation, and experience in the real estate buying perception about buying real estate and real estate-related cognition. There is no relation to the incentive of bidders to buy the NPA property from the auction of the Department of Legal statistically significant.

In conclusion, this all related research would be benefit to my conceptual framework as independent variables towards consumer's buying decision making behavior on NPA that marketing mix in term of product show that the product which is the most demand in Bangkok. Marketing mix in term of place that show the auction place influence the consumer. Marketing mix in term of price that show the consideration most reasonable price in the market. Marketing mix in term of promotion

show the most important thing of consumer's buying decision making behavior on NPA. And personal factors in term of age, gender, status, education, occupation, need of residence and average income as independent variable towards consumer's buying decision making behavior on NPA that show the relationship and differences that influencing consumer's buying decision making behavior on NPA from BAM in Bangkok.



CHAPTER 3

RESEARCH METHODOLOGY

From the study of factors influencing consumer's buying decision making behavior on non-performing assets (NPA) from Bangkok commercial asset management company limited (BAM) in Bangkok, the researcher has developed and designed the research according to the process studied. Therefore, methodology included scopes of the study, population and sample size, research planning process, hypotheses of the study, research design and instrument, data collecting procedure, and data analysis.

3.1 Population and Sample Size

The population in this study is population who interested in buying NPA at the center of BAM housing estate and property sales in Bangkok with details are in influencing population, The statistics used in the study are as follows; Male and female who are 20 years old and above and in Bangkok because Bangkok is a place to live and has a lot of property buyers are concentrated (Bangkok Asset Management Company, Annual Report, 2013). The sample size is random sampling which is using the formula to calculate the sample size used to store data. Calculating the size of the probe so that the formula for the size of the group continued as an unknown number of a certain population (Marsden, 2010) by the exact number of population at a confidence level of 95 %, the error does not exceed 5% using the formula as below.

$$n = \frac{Z^2}{4e^2}$$

Where n is number of samples, the researcher wants to randomly.

Z is a given confidence level (95 %) = 1.96

e is dimensional tolerances the error tolerance set at 5%

Calculation is

$$n = \frac{1.96^2}{4x0.05^2} = 384.12$$

Therefore, substitute n = 385. The number of samples of the calculation is 384.12 but the research will add about 4 % of number of samples in order to prevent any errors (Seymore, 2012). Therefore, this study uses a sample of 400 samples by selected a convenience sampling which is the process of qualifying for the convenience of the study according to the number 400 samples by using a convenience sample which is non-probability and collect data using prepared questionnaires.

3.2 Research Procedure

The research of factors influencing consumer's buying decision making behavior on non-performing assets (NPA) from BAM in Bangkok." is a quantitative research using the survey research which is close-end questionnaire for Part 1 and 2 and collect data with a query by questionnaires which the researchers have established guidelines to perform the research.

The procedures for collecting data are as follows: First, the research study collects information from various sources such as books, journals, government publications, government or international organizations annual reports, and internet as secondary Data which are compiled from the research news about NPA types of housing, residential and real estate which related researches in the past (Bryman, 2012).

Second, the conducting questionnaires from BAM in Bangkok was in order to analyze the data and testing hypotheses with concluding and making recommendations. The research study plans analysis of data collected by the survey is conducted to examine the data. The monitoring tool uses to collect data which researcher uses questionnaires to inspection by research advisors and specialists in order to be sure to check the reliability and validity of content.

Marsden (2010) stated that the questionnaires collected to check the reliability and validity that measure designed questionnaire which generally measured in degrees involves collecting and analyzing data to have the accuracy of questionnaires that involves pilot testing. Content validity measures questionnaires accurately in order to have what the study objectives by evaluating against the desired results. Reliability test is for questionnaires consistently measuring what it is intended to measure. Test-Retest Reliability measures the consistency of evaluation which reliability is directly related to the validity of the measure (Marsden, 2010).

Finally, the most useful instrument are both content validity and reliability testing by specialists. It is a moderately reliable predictor of consumer's buying decision making behavior and a moderately validity measure of influencing consumer's buying decision making behavior on NPA from BAM in Bangkok and the extra storage in the repair defect. The complete data set of 400 respondents, and then proceed to the next stage of data analysis.

Pretest of Research Instrument:

Content Validity

A pretest was conducted for assessing a quality, validity and reliability of both English and translated Thai version questionnaire used in this study. It was IOC (Item-Objective Congruence) > 0.75 test (Rovinelli and Hambleton, 1977).

IOC was commented and reviewed by three specialists, one is a graduate master of Assumption University, who is a master degree in international marketing.

One is the marketing department of Bangkok commercial asset management company limited (BAM). The last one is a master of Chulalongkorn University who is major is marketing management. They appreciated time to help for rating each individual item on the scale, of which the questions was used to measure the objective of the study or not.

The rating score had three levels, which were for each objectives as follows

"+1" means as congruence for clearly measuring,

"0" means as degree to which it measures the content area is unclear.

"-1" means as clearly not measuring.

Here is an index evaluation and interpretation of IOC (Item-Objective Congruence) (Revinelli and Hambleton, 1997):

Over 0.75 means the items are valid and acceptable.

Equal 0.75 means the items with objective congruence.

Below 0.75 means the items are invalid and unacceptable

The index of IOC (Item-Objective Congruence) was used as follows (Revinelli and Hambleton, 1997):

$$IOC = \frac{\sum R}{N}$$

Where IOC is index of item-objective congruence

 $\sum R$ is sum of scores checked by at least three specialists

N is number of specialists

 Table 3.1
 Item-Objective Congruence Results (Revinelli and Hambleton, 1997)

Variables / Questions		Specialists	S	IOC	Interpretation
	1	2	3		
PRODUCT					
Variety of housing forms	+1	+1	+1	1.0	High
Condition of the house	+1	0	+1	0.67	Medium
Accommodation Transportation	+1	+1	+1	1.0	High
PRICE					
Price lower than buying					
new House	+1	+1	0	0.67	Medium
Interest rate is lower	+1	+1	+1	1.0	High
Down payment is lower	+1	+1	+1	1.0	High
PLACE					
Generally easier to contact trading.	0	-1	+1	0	Lowest
Website shows details of NPAs	0	+1	0	0.33	Low
Auction of NPAs	+1	0	+1	0.67	Medium
PROMOTION					
Advertising Information	+1	+1	+1	1.0	High
Incentives	+1	-1	+1	0.33	Low
Offering after-sales services	0	+1	+1	0.67	Medium
DECISION MAKING					
Product concern	+1	+1	+1	1.0	High
Price concern	+1	+1	+1	1.0	High
Place concern	+1	+1	+1	1.0	High
Promotion concern	+1	+1	+1	1.0	High
Total				0.78	High / Valid

Reliability Test

A reliability analysis of the variables is to test the questionnaire with a pre-test with a sample of 40 samples and reliability analysis of variables is to test the questionnaire to 400 samples (Marsden, 2010). These results answer the question of ordinal and interval scales were analyzed to determine the analysis of the internal consistency method with a Cronbach's Alpha Coefficient for measuring the internal consistency of the answers sequential data. The Cronbach's Alpha Coefficient set to a value greater than 0.6 is acceptable. The analysis is as follows:

 Table 3.2
 Reliability Test Results

	Number of	Cronbach's Alpha of	Cronbach's Alpha
Variables / Questions	Answer	testing questionnaires	of the results
	Choices	(n = 40)	(n = 400)
Gender	2	.730	0.906
Status	3	.741	0.906
Age	4	.740	0.905
Education background	6	.715	0.908
Occupation	7	.702	0.608
Monthly average income	6	.727	0.906
Do you have any experience in			
buying a house before or not?	4	.740	0.903
What is the buying channel			
and have an informed decision			
on buying house?	6	.693	0.912
What is the reason to buy a			
second-hand house?	5	.721	0.913
How much do you buy a			
house, approximately?	6	.724	0.909

 Table 3.2
 Reliability Test Results (Cont.)

Variables / Questions	Number of	Cronbach's Alpha of	Cronbach's Alpha
	Answer	testing questionnaires	of the results
	Choices	(n = 40)	(n = 400)
PRODUCT			
Variety of housing forms.	5	0.696	0.900
Condition of the house.	5	0.716	0.900
Accommodation			
Transportation.	5	0.717	0.899
PRICE			
Price lower than buying			
new House	5	0.720	0.899
Interest rate is lower	5	0.701	0.899
Down payment is lower	5	0.705	0.901
PLACE			
Generally easier to contact			
trading.	5	0.709	0.901
Website shows details of			
NPAs	5	0.701	0.901
Auction of NPAs	5	0.716	0.898
PROMOTION			
Advertising Information	5	0.726	0.898
Incentives	5	0.722	0.899
Offering after-sales services	5	0.714	0.899
DECISION MAKING			
Product concern	5	0.702	0.899
Price concern	5	0.717	0.899
Place concern	5	0.710	0.899
Promotion concern	5	0.701	0.899
Total		0.725	0.905

The results of testing the questionnaire with a pre-test with a sample of 40 samples. The analyzed to determine the analysis of the internal consistency method with a Cronbach's Alpha Coefficient for measuring the internal consistency of the answers sequential data.

The Cronbach's Alpha Coefficient of testing 40 questionnaires are value greater than 0.6 which are acceptable. Therefore, questionnaires are used to collect the actual data. The results of reliability testing of the 400 questionnaire samples. The analyzed results is to determine the analysis of the internal consistency method with a Cronbach's Alpha Coefficient for measuring the internal consistency of the answers sequential data. The Cronbach's Alpha Coefficient of 400 questionnaires are value greater than 0.6 which are acceptable. Therefore, questionnaires are used to analyze in proceed to the next stage of data analysis.

3.3 Data Collecting

In this research study was conducted to collect data as follows. Primary Data in the analysis of the sample respondents interested in the consumer's buying decision making behavior towards NPA from BAM in Bangkok at the center of a housing estate and property sales named Bangkok from BAM and at the event of "BAM Real Estate Expo 2014" and Condominium Expo 2014 (at BAM Head Office).

Secondly, on 1st May 2014 to 25th July 2014, a total of 400 sample respondents. The researcher have two assistants training in the study to serve on the collected field data with the study which is in order to have a better understanding of how to gather information from a sample accurate synchronization (Seivewright, 2012).

The completion of the respondents and separate query that is not completely out of the query into coding. The data can all be recorded by computer processing by analyzing Descriptive and Inferential Analysis. Seivewright (2012) stated the researcher studied how to create a questionnaire in the details of the purpose of research, mainly in the following questions to get the answer to achieving research. By studying the factors influencing the decision to buy NPA which is organized by questions such as steps in order to facilitate the respondents which focus on the closed tool used to gather primary data was a questionnaire divided into two sections.

Part 1

Personal characteristics is general information on respondents includes age, gender, status, education level, average income, occupation, need of resident, and personal factors and consumer's buying decision making behavior towards NPA from Bangkok Commercial Asset Management Company Limited (BAM) in Bangkok.

Part 2

Information about the factors that influencing consumer's buying decision making behavior on NPA from Bangkok Commercial Asset Management Company Limited (BAM) in Bangkok. For estimation using rating scale which consists of five level factors, would be affecting the selection decision. Marketing mix factors in term of product, price, place, and promotion have influenced consumer's buying decision making behavior on NPA from Bangkok Commercial Asset Management Company Limited (BAM) in Bangkok.

Marketing mix concerning on consumer's buying decision making towards NPA from Bangkok Commercial Asset Management Company Limited (BAM) in Bangkok. This research study would be defined by the criteria in the scoring method (Rating Scales). Therefore, translated opinion on factors that influencing consumer's buying decision making behavior on NPA from BAM in Bangkok. Using the total score of the scale (Rating Scales) which be influenced by the choices of the respondents replied 5 ratings, 5, 4, 3, 2, 1.

3.4 Data Analysis

The research study analyzes data variables using SPSS program to compute for the results. The outputs of the program have been presented in chapter four (Research Analysis and Results) and the result of respondents will be presented as follows:

Descriptive statistics: Data Analysis in Part 1 is a about the details of the data on the personal characteristics which are for general information to describe the demographic variables as age, gender, status, education level, average income, occupation, and need of resident which measures for variables that require analysis as

Nominal Scale, Ordinal Scale Frequency and Percentage (Seymore, 2012). Data Analysis in Part 2, which is creating Likert Scale, listing in order the most comments on important level to a minimum. Scale Question is the important level with highest important = (5), High = (4), Average = (3), Low = (2) and Lowest = (1) by using the quantitative statistical averaging (Mean) and the standard deviation (SD) (Seymore, 2012).

Inferential statistics: Hypothesis 1: "There is a relationship between consumer's buying decision making behavior towards NPA and personal factors". A test with the relationship for the first group by using One-way ANOVA method (Seymore, 2012). quantitative analysis by t – test and F - test at 95% confidence level or 0.05, test differences dependent between groups by LSD method (least significant difference), one-way ANOVA. Data were analyzed using SPSS for Windows. Hypothesis 2: "There is a difference between consumer's buying decision making behavior towards NPA and marketing mix". A test with the difference for the second group by using multiple regression analysis method. Data were analyzed using SPSS for Windows. After gathering information about the samples on factors that influencing consumer's buying decision making behavior on NPA from BAM in Bangkok in order to obtain the data by calculating the average for the classification of the important level is defined as the range from 1.00 to 5.00 points for each level is equal to 0.5 (Myers & Well, 2013). When the scores for each level and can be modified on the following results as shown in Table 3.3.

Table 3.3 The Five-point Likert Scale

Scale	Range	Interpretation
5	4.50 – 5.00	Highest level of importance on the buying decision possible
4	3.50 – 4.49	High level of importance on the buying decision

 Table 3.3
 The Five-point Likert Scale (Cont.)

Range	Interpretation
2.50 – 3.49	Average level of importance on the buying decision
1.50 – 2.49	Low level of importance on the buying decision
1.00 – 1.49	Lowest level of importance on the buying decision
	2.50 - 3.49 1.50 - 2.49

CHAPTER 4

RESEARCH FINDINGS AND ANALYSIS

This research conducted study was about the factors that influence consumer's buying decision making behavior on non-performing assets (NPA) from Bangkok commercial asset management company limited in Bangkok. A total of 400 questionnaires were coded and analyzed using SPSS for Windows in order to analyze the hypotheses. The analysis consists of five parts:

4.1 Result Data Analysis

Part 1: Personal factors of characteristics

Part 2: Consumer's buying decision making behavior towards non-performing assets (NPA) from Bangkok Commercial Asset Management Company Limited (BAM) in Bangkok.

Part 3: Marketing mix factors have influenced consumer's buying decision making on non-performing assets (NPA) from Bangkok Commercial Asset Management Company Limited (BAM) in Bangkok.

Part 4: Marketing mix concerning on consumer's buying decision making towards non-performing assets (NPA) from Bangkok Commercial Asset Management Company Limited (BAM) in Bangkok.

Part 5: Hypotheses testing

Part 1: Personal factors of characteristics

This part studies about personal characteristics using frequency and percentage analysis method. Frequencies are drawn to identify the demographic characteristics of survey participants are depicted as shown in Table 4.1 - 4.6

 Table 4.1
 Frequency and percentage of personal factors in term of gender

Gender	Frequency	Percent
Male	182	45.50
Female	218	54.50
Total	400	100.00

The data revealed of table shows that the majority of the respondents were female 218 respondents or 54.50% and male were 182 respondents or 45.50%.

 Table 4.2
 Frequency and percentage of personal factors in term of age

Age			\mathcal{A}	Frequency	Percent
Under 20 years				14	3.50
20 to 29 years				103	25.75
30 to 39 years				167	41.75
40 years up				116	29.00
Total				400	100.00

The data revealed of table shows the respondents were mostly in the age group 30 to 39 years old (167 respondents or 41.75%) and the second largest age group were 40 years up old (116 respondents or 29.00), and the third largest age group were 20 to 29 years old (103 respondents or 25.75%). The minority age group were under 20 years old (14 respondents or 3.50%).

 Table 4.3
 Frequency and percentage of personal factors in term of education

Education	Frequency	Percent
Lower than a Grade 12	2	0.50
Grade 12	15	3.75
Lower than a bachelor's degree	74	18.50
Bachelor degree	216	54.00
Master degree	78	19.50
Higher than a Master degree	15	3.75
Total	400	100.0

The data revealed of table shows the largest group of respondents held in "bachelor degree level" (216 respondents or 54.00%). The second largest groups were "master degree level" (78 respondents or 19.50%) and the third respondents were "lower than a bachelor's degree" (74 respondents or 18.50%). The minorities were "grade 12 and higher than a master's degree level" (15 respondents or 3.75%) and the least group were "lower than a grade 12" (2 respondents or 0.50%)

 Table 4.4
 Frequency and percentage of personal factors in term of status

Status	Frequency	Percent
Single	144	36.00
Married	233	58.25
Divorced	23	5.75
Total	400	100.0

The data revealed of table shows the largest groups of respondents were "married status" (233 respondents or 58.26%). The second largest groups were "single" (144 respondents or 36.00%) and the third largest were "divorced" (23 respondents or 5.75%).

Table 4.5 Frequency and percentage of personal factors in term of monthly average income.

Monthly Average Income	Frequency	Percent
Less than 20,000 baht	36	9.00
20,001 to 30,000 baht	61	15.25
30,001 to 40,000 baht	58	14.50
40,001 to 50,000 baht	89	22.25
50,001 to 60,000 baht	55	13.75
More than 60,001 baht	101	25.25
Total	400	100.0

The data revealed of table shows the respondents monthly average income of the largest group of respondents were in the range of "more than 60,001 baht" (101 respondents or 25.25%). The respondents in the second largest salary were in range of "40,001 to 50,000 baht" (89 respondents or 22.25%). The third largest salary were in range of "20,001 to 30,000 baht" (61 respondents or 15.25%). The least salary group salary were "less than 20,000 baht" per month (36 respondents or 9.00%).

 Table 4.6
 Frequency and percentage of personal factors in term of occupation

Occupation	Frequency	Percent
Student / College	35	8.75
State Enterprises	45	11.25
Government employee	60	15.00
Company Employee	118	29.50
Housewife / husband	55	13.75
Business owner	87	21.75
Total	400	100.0

The data revealed of table shows the respondents department the largest group were "company employee" (118 respondents or 29.50%). The respondents in the second were "business owner" (87 respondents or 21.75%). The third largest were "government employee" (60 respondents or 15.00%). The least group were student and college (35 respondents or 8.75%).

Part 2: Consumer's buying decision making behavior towards non-performing assets (NPA) from Bangkok Commercial Asset Management Company Limited (BAM) in Bangkok.

This part studied about consumer's buying decision making behavior towards non-performing assets (NPA) from Bangkok Commercial Asset Management Company Limited (BAM) in Bangkok. Using frequency and percentage analysis method. Frequencies were drawn to identify the behavior decision making buying house of survey participants were depicted as shown in Table 4.7 – 4.11

Table 4.7 Frequency and percentage of experience in buying a house

Experience in buying a house	Frequency	Percent
Never	122	30.50
Bought New House	116	29.00
Bought a second-hand housing	157	39.25
Other	5	1.25
Total	400	100.00

The data revealed of table shows the respondents mostly bought a "second-hand housing" (157 respondents or 39.25%). The second largest respondents were "never have experienced in buying a house" (122 respondents or 30.50%). The third largest respondents were "bought new house" (116 respondents or 29.00%). And the least respondents were "other" (5 respondents or 1.25%).

Table 4.8 Frequency and percentage of channel of informed decision on buying house.

Channel of infor	med decision on buying house.	Frequency	Percent
Commercial Bar	53	13.25	
Bangkok Asset N	85	21.25	
Legal Execution	69	17.25	
Real Estate Brok	er	69	17.25
Contact directly	the project	122	30.50
Other		2	0.50
Total		400	100.00

The data revealed of table shows the greatest channel of informed decision on buying house were "contact directly the project" (122 respondents or 30.50%). The second largest channel of informed were "Bangkok asset management company" (85 respondents or 21.25%). The third largest group were "legal execution department and real estate broker" (69 respondents or 17.25%) and the fourth largest group were "commercial banks" (53 respondents or 13.25%) and the least group were "other" (2 respondents or 0.50%).

Table 4.9 Frequency and percentage of reason to buy a second-hand house

Reason to buy a second-hand house	Frequency	Percent
Extended family	109	27.25
Better environment	113	28.25
Ease of travel	87	21.75
Speculative investment	87	21.75
Other	4	1.00
Total	400	100.00

The data revealed of table shows the reason to buy a second-hand house the largest group were "reason better environment" (113 respondents or 28.25%). The second largest group were "extended family" (109 respondents or 27.25%). The third largest reason were "ease of travel and speculative investment" (87 respondents or 21.75%) and the least group were "other" (4 respondents or 1.00%).

Table 4.10 Frequency and percentage of the approximately of price to buy a second-hand house

Approximately of price to buy a second-hand house	Frequency	Percent
Less than 500,000 baht	28	7.00
500,001 to 2,500,000 baht	99	24.75
2,500,001 to 4,500,000 baht	103	25.75
4,500,001 to 6,500,000 baht	95	23.75
6,500,001 to 8,500,000 baht	29	7.25
More than 8,500,000 baht	46	11.50
Total	400	100.00

The data revealed of table shows the greatest approximately of price to buy a second-hand house were in the range of "2,500,001 to 4,500,000 baht" (103 respondents or 25.75%). The second largest respondents approximately of price were in the range of "500,001 to 2,500,000 baht" (99 respondents or 24.75%). The third largest approximately of price were in the range of "4,500,001 to 6,500,000 baht" (95 respondents or 23.75%). The fourth largest approximately of price were in the range of "6,500,001 to 8,500,000 baht" (29 respondents or 7.25%). The least respondents approximately of price were in range of "less than 500,000 baht" (28 respondents or 7.00%).

 Table 4.11
 Frequency and percentage of source of information to selling a house

Source of information to selling a house	Frequency	Percent
Newspapers	26	6.50
Employees from (BAM)	60	15.00
Television / Cable TV	81	20.25
Friends	32	8.00
Billboards, flyers, flap	35	8.75
Magazine	24	6.00
Banner of other relevance web site	65	16.25
Introducing the booth / Event	68	17.00
Radio	9	2.25
Total	400	100.00

The data revealed of table shows the greatest source of information to selling a house were "television or cable TV" (81 respondents or 20.25%). The second largest were "introducing the booth or event" (68 respondents or 17.00%). The third largest were "banner of other relevance web site" (65 respondents or 16.25%). The fourth largest were "newspapers" (26 respondents or 6.50%) and the least were "radio" (9 respondents or 2.25%).

Part 3: Marketing mix factors have influenced towards consumer's buying decision making of non-performing assets (NPA) from Bangkok

Commercial Asset Management Company Limited (BAM) in Bangkok.

This part studied about marketing mix factors have influenced consumer's buying decision making on non-performing assets (NPA) from Bangkok Commercial Asset Management Company Limited (BAM) in Bangkok in term of product, price, place and promotion as follows as shown in table 4.12 – 4.16

Table 4.12 The mean and standard deviation important marketing mix factors have influenced consumer's buying decision making on NPA from BAM in Bangkok in overall (n = 400)

Marketing mix factors have influenced consumer buying decision making on non-performing assets (NPA)		\bar{x}	SD.	Interpretatio n	Rank
product		4.12	0.76	High	3
price		4.18	0.76	High	2
place		4.31	0.75	Highest	1
promotion		4.00	0.86	High	4
Overall		4.15	0.64	High	

The data revealed of table shows the important of marketing mix factors have influenced consumer's buying decision making on non-performing assets (NPA) from BAM in Bangkok in overall. The result found in "high level mean" which was 4.15, Standard Deviation which was 0.64, Looking at specific factors, the results show that there was a higher degree of factors marketing mix have influenced consumer buying decision making on non-performing assets (NPA) from BAM in Bangkok the most in the highest level were "marketing mix in term of place" (mean of 4.31). The factors influenced in high level the second were "marketing mix in term of price" (mean of 4.18), the third were "marketing mix in term of product" (mean of 4.12) and the fourth were "marketing mix in term of promotion" (mean of 4.00), respectively.

Table 4.13 The mean and standard deviation of level of important in marketing mix factors have influenced consumer's buying decision making on NPA from BAM in Bangkok in term of product. (n = 400)

Product	\overline{x}	SD.	Interpretation	Rank
Variety of housing forms.	4.09	0.74	High	2
Condition of the house.	4.25	0.82	Highest	1
Accommodation Transportation.	4.03	0.85	High	3
Overall	4.12	0.76	High	

The data revealed of table shows the level of important in marketing mix factors have influenced consumer's buying decision making on non-performing assets (NPA) from BAM in Bangkok in term of product. Overall results found product factors have influenced buying decision in high level mean which was 4.12, Standard Deviation which was 0.76, Results show the item was higher degree in the highest level were "condition of the house" (mean of 4.25). And the second item in high level were "variety of housing forms" (mean of 4.09) and "accommodation transportation" (mean of 4.03), respectively.

Table 4.14 The mean and standard deviation of level of important in marketing mix factors have influenced consumer's buying decision making on NPA from BAM in Bangkok in term of price. (n = 400)

Price	\overline{x}	SD.	Interpretation	Rank
Price lower than buying new House	4.19	0.73	High	1
Interest rate is lower	4.17	0.79	High	2
Down payment is lower	4.16	0.80	High	3
Overall	4.18	0.76	High	

The data revealed of table shows the level of important in marketing mix factors have influenced consumer's buying decision making on non-performing assets (NPA) from BAM in Bangkok in term of price. Overall result found marketing mix in term of price have influenced consumer's buying decision making in high level mean which was 4.18, Standard Deviation which was 0.76, Results show all items in high level by higher degree were "price lower than buying new House" (mean of 4.19), the second were "interest rate is lower" (mean of 4.17) and the third were "down payment is lower" (mean of 4.16), respectively.

Table 4.15 The mean and standard deviation of level of important in marketing mix factors have influenced consumer's buying decision making on NPA from BAM in Bangkok in term of place. (n = 400)

Place		\overline{x}	SD.	Interpretation	Rank
Generally easier to contact tra	ding.	4.40	0.73	Highest	1
Website shows details of NPA	As	4.33	0.86	Highest	2
Auction of NPAs		4.20	0.82	High	3
Overall		4.31	0.75	Highest	

The data revealed of table shows the level of important in marketing mix factors have influenced consumer's buying decision making on non-performing assets (NPA) from BAM in Bangkok in term of place. Overall results found marketing mix in term of place have influenced consumer's buying decision making in the highest level mean which was 4.31, Standard Deviation which was 0.75, Result show two items in the highest level by higher degree were "generally easier to contact trading" (mean of 4.40). And the second were "website shows details of NPAs" (mean of 4.33) and last item in high level were "auction of NPAs" (mean of 4.20), respectively.

Table 4.16 The mean and standard deviation of level of important in marketing mix factors have influenced consumer's buying decision making on NPA from BAM in Bangkok in term of promotion. (n = 400)

Promotion	\overline{x}	SD.	Interpretation	Rank
Advertising Information	4.03	0.88	High	1
Incentives	4.01	0.88	High	2
Offering after-sales services	3.96	0.90	High	3
Overall	4.00	0.86	High	

The data revealed of table shows the level of important in marketing mix factors have influenced consumer's buying decision making on non-performing assets (NPA) from BAM in Bangkok in term of promotion. Overall results found marketing mix in term of promotion have influenced consumer's buying decision making in high level mean which was 4.00, Standard Deviation which was 0.86, Results show all items in high level by higher degree were "advertising information" (mean of 4.03). And the second were "incentives" (mean of 4.01) and the third were "offering after-sales services" (mean of 3.96), respectively.

Part 4: Marketing mix concerning on consumer's buying decision making towards non-performing assets (NPA) from Bangkok Commercial Asset Management Company Limited (BAM) in Bangkok.

This part studied about marketing mix concerning on consumer's buying decision making towards non-performing assets (NPA) from Bangkok Commercial Asset Management Company Limited (BAM) in Bangkok in term of product concern, price concern, place concern and promotion concern as follows as shown in table 4.17

Table 4.17 The mean and standard deviation of marketing mix concerning on consumer's buying decision making towards NPA from BAM in Bangkok in overall (n = 400)

Buying decision making towards	\overline{x}	SD.	Interpretation	Rank
non-performing assets (NPA)		SD.	interpretation	Kank
Product concern	4.22	0.85	Highest	2
Price concern	3.97	0.98	High	4
Place concern	4.55	0.95	Highest	1
Promotion concern	4.01	0.87	High	3
Overall	4.18	0.85	High	

The data revealed of table shows the marketing mix concerning on consumer's buying decision making towards non-performing assets (NPA) from BAM in Bangkok in overall. Results found in high level mean which was 4.18, Standard Deviation which was 0.85, Looking at specific factors, the results show two items in the highest level by the highest degree were "place concern" (mean of 4.55) and the second were "product concern" (mean of 4.22). In high level two items were "promotion concern" (mean of 4.01) and "price concern" (mean of 3.97), respectively.

Part 5: Hypotheses testing

Hypothesis 1: Difference between personal factors affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis H_0 = Difference between personal factors not affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis H_a = Difference between personal factors affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis 1_A: Test difference between personal factors in term of gender affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis H_0 = Difference between personal factors in term of gender not affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis H_a = Difference between personal factors in term of gender affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Table 4.18 Hypothesis test between personal factors in term of gender and consumer's buying decision making behavior towards NPA from BAM in Bangkok. (n = 400)

Consumer's buying	Gender	N	\bar{x}	SD.	t.	Sig.
decision making						0.85
behavior towards NPA	Male	182	3.68	0.94	-0.184	4
from BAM in Bangkok	Female	218	3.82	0.98		
	Total	400	3.76	0.96		

The results of table shows the testing difference between personal factors in term of gender and consumer's buying decision making behavior towards NPA from BAM in Bangkok by using T-test. The results found the t-test = -0.184, and Sig. = 0.854 > 0.05.

Hypothesis decision: Accept H_0 or the difference of personal factors in term of gender not affect consumer's buying decision making behavior towards NPA from BAM in Bangkok. This was significant at or below the 0.05 level.

Hypothesis 1_B: Test difference between personal factors in term of age affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis H_0 = Difference between personal factors in term of age not affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis H_a = Difference between personal factors in term of age affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Table 4.19 Hypothesis test difference between personal factors in term of age and consumer's buying decision making behavior towards NPA from BAM in Bangkok.

·								
Age	N	\bar{x}	SD.	Sum of Squares	df	Mean Square	F	Sig.
								0.06
Under 20 years	14	4.18	0.58	5.217	3	1.739	2.438	4
20 to 29 years	103	4.08	0.92	282.497	396	0.713		
30 to 39 years	167	4.13	0.88	287.715	399			
40 years up	116	4.36	0.74					
Total	400	4.18	0.85					

The results of table shows the testing difference between personal factors in term of gender and consumer's buying decision making behavior towards NPA from BAM in Bangkok by using F-test. The results found F-test = 2.438, and Sig. = 0.064 > 0.05.

Hypothesis decision: Accept H_0 or the difference of personal factors in term of age not affect consumer's buying decision making behavior towards NPA from BAM in Bangkok. This was significant at or below the 0.05 level.

Hypothesis 1_C: Test difference between personal factors in term of education affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

 $Hypothesis \ H_0 = Difference \ between \ personal \ factors \ in \ term \ of \ education \ not$ affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

 $\label{eq:Hypothesis} H_a = \text{Difference between personal factors in term of education affect}$ to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Table 4.20 Hypothesis test between personal factors in term of education and consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Education	N	\bar{x}	SD.	Sum of Squares	df	Mean Square	F	
Lower than a								
Grade 12	2	4.63	0.53	3.453	5	0.691	0.957	0.444
					39			
Grade 12	15	4.27	1.02	284.261	4	0.721		
Lower than a					39			
bachelor's	74	4.31	0.73	287.7148	9			
Bachelor's degree	216	4.17	0.88					
Master's degree	78	4.05	0.90					
Higher than a								
master's	15	4.33	0.42					
Total	400	4.18	0.85					

The results of table shows the testing difference between personal factors in term of education and to consumer's buying decision making behavior towards NPA from BAM in Bangkok by using F-test. The results found F-test = 0.957, and Sig. = 0.444 > 0.05.

Hypothesis decision: Accept H₀ or the difference of personal factors in term of education not affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok. This was significant at or below the 0.05 level.

Hypothesis 1_D: Test difference between personal factors in term of status affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis H_0 = Difference between personal factors in term of status not affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis H_a = Difference between personal factors in term of status affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Table 4.21 Hypothesis test between personal factors in term of status and consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Status	N	\overline{x}	SD.	Sum of Squares	df	Mean Square	F	Sig.
Single	144	4.13	0.89	1.381	2	0.691	0.958	0.385
Married	233	4.23	0.84	286.334	397	0.721		
Divorced	23	4.07	0.70	287.7148	399			
Total	400	4.18	0.85					

The results of table shows the testing personal factors in term of status and consumer's buying decision making behavior towards NPA from BAM in Bangkok. By using F-test. The results found F-test = 0.958, and Sig. = 0.385 > 0.05.

Hypothesis decision: Accept H_0 or the difference of personal factors in term of status not affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok. This was significant at or below the 0.05 level.

Hypothesis 1_E: Test difference between personal factors in term of occupation affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis H_0 = Difference between personal factors in term of occupation not affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis H_a = Difference between personal factors in term of occupation affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Table 4.22 Hypothesis test between personal factors in term of occupation and consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Occupation	N	$\overline{\mathcal{X}}$	SD.	Sum of	df	Mean	F	Sig.
				Squares		Square		
Student / College	35	3.03	1.04	28.345	5	5.669	6.548	0.00*
State Enterprises	45	3.96	0.93	341.132	394	0.866		
Government								
employee	60	3.61	1.06	369.478	399			
Company								
Employee	118	3.75	0.99					
Housewife/husband	55	3.79	0.83					
Business owner	87	4.03	0.75					
Total	400	3.76	0.96					

The results of table shows the testing difference between personal factors in term of occupation and consumer's buying decision making behavior towards NPA from BAM in Bangkok by using F-test. The results found F-test = 6.548, and Sig. = 0.000 < 0.05.

Hypothesis decision: Accept H_a or the difference of personal factors in term of occupation affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok. This was significant at or below the 0.05 level. Therefore, testing for least significant difference between personal factors in term of occupation and consumer's buying decision making behavior towards NPA from BAM in Bangkok as shown in table 4.23

Table 4.23 Test for Least significant difference between personal factors in term of occupation and consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Occupation	\bar{x}	Student College 3.03	State Enterprise	Government employee 3.61	Company Employe e 3.75	Housewife/ husband	Business owner
Student /		3.03		3.01		3.77	
College	3.03		0.93*	0.58*	0.73*	0.76*	1.01*
State				-0.34*	-0.20	-0.17	0.08
Enterprises	3.96			-0.54	-0.20	-0.17	0.00
Government					0.14	0.17	0.42*
employee	3.61				0.14	0.17	0.42
Company						0.02	0.20*
Employee	3.75					0.03	0.28*
Housewife							0.25*
/husband	3.79						0.25*
Business							
owner	4.03						

^{*}Significant at or below the 0.05 level

The results of table shows the test for least significant differences between personal factors in term of occupation and consumer's buying decision making behavior towards NPA from BAM in Bangkok, significant at or below the 0.05 level. The result was that there are 5 pair differences as follows;

- 1) Consumer's occupation of student and college have less important than consumers occupation of state enterprises, government employee, company employee, housewife and husband and business owner of consumer's buying decision making behavior towards NPA from BAM in Bangkok.
- 2) Consumers occupation of state enterprises have more important than consumer's occupation of government employee of consumer's buying decision making behavior towards NPA from BAM in Bangkok.
- 3) Consumers occupation of government employee have less important than consumers occupation of business owner of consumer's buying decision making behavior towards NPA from BAM in Bangkok.
- 4) Company employee of government employee have less important than consumers occupation of business owner of consumer's buying decision making behavior towards NPA from BAM in Bangkok.
- 5) Company employee of housewife and husband have less important than consumers occupation of business owner of consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis 1_F: Test difference between personal factors in term of monthly average income affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis H_0 = Difference between personal factors in term of monthly average income not affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis H_a = Difference between personal factors in term of monthly average income affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Table 4.24 Hypothesis test between personal factors in term of monthly average income and consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Monthly average	N	\bar{x}	SD.	Sum of	df	Mean	F	Sig.
income	11	\mathcal{A}	SD.	Squares	uı	Square	1,	oig.
Less than								
20,000 baht	36	2.99	0.94	31.090	5	6.218	7.240	0.000*
20,001 to								
30,000 baht	61	3.64	0.93	338.388	394	0.859		
30,001 to								
40,000 baht	58	3.64	1.01	369.478	399			
40,001 to								
50,000 baht	89	3.94	0.84					
50,001 to								
60,000 baht	55	3.81	0.95					
More than								
60,001 baht	101	3.99	0.93		4			
Total	400	3.76	0.96					

^{*}Significant at or below the 0.05 level

The results of table shows the testing difference between personal factors in term of monthly average income and consumer's buying decision making behavior towards NPA from BAM in Bangkok by using F-test. The results found F-test = 7.240, and Sig. = 0.000 < 0.05.

Hypothesis decision: Accept H_a or the difference of personal factors in term of monthly average income affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok. This was significant at or below the 0.05 level. Therefore, test for least significant difference between personal factors in term of monthly average income and consumer's buying decision making behavior towards NPA from BAM in Bangkok as shown in table 4.25

Table 4.25 Test for least significant difference between personal factors in term of monthly average income and consumer's buying decision making behavior towards NPA from BAM in Bangkok.

		Less	20,001 to	30,001 to	40,001 to	50,001 to	More than
Monthly average	$\overline{\mathcal{X}}$	20,000	30,000	40,000	50,000	60,000	60,000
income		baht	baht	baht	baht	baht	baht
_							
		2.99	3.64	3.64	3.94	3.81	3.99
Less than 20,000 ba	aht 2.99		0.64*	0.64*	0.94*	0.82*	0.99*
20,001 to 30,000 ba	aht 3.64			0.00	0.30*	0.17	0.35*
30,001 to 40,000 ba	aht 3.64				0.30*	0.17	0.35*
40,001 to 50,000 ba	aht 3.94					-0.13	0.05
50,001 to 60,000 ba	aht 3.81						0.18
More than 60,000 b	oaht 3.99						

^{*}Significant at or below the 0.05 level

The results of table shows the test for least significant difference between personal factors in term of monthly average income and consumer's buying decision making behavior towards NPA from BAM in Bangkok, significant at or below the 0.05 level. The result was that there are 3 pair differences as follows;

- 1) Consumers monthly average income of "less than 20,000 baht" have less important than consumers than monthly average income of "20,001 to 30,000 baht", "30,001 to 40,000 baht", "40,001 to 50,000 baht", "50,001 to 60,000 baht" and "more than 60,000 baht" of consumer's buying decision making behavior towards NPA from BAM in Bangkok.
- 2) Consumer's monthly average income of "20,001 to 30,000 baht" have less important than consumers than monthly average income of "40,001 to 50,000 baht" and "more than 60,000 baht" of consumer's buying decision making behavior towards NPA from BAM in Bangkok.
- 3) Consumer's monthly average income of "30,001 to 40,000 baht" have less important than consumers than monthly average income of "40,001 to 50,000 baht" and

"more than 60,000 baht" of consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis 1_G: Test difference between personal factors in term of need of residence affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis H_0 = Difference between personal factors in term of need of residence not affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis H_a = Difference between personal factors in term of need of residence affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Table 4.26 Hypothesis test between personal factors in term of need of residence and consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Need of residence	N	\bar{x}	SD.	Sum of Squares	df	Mean Square	F	Sig.
Never	122	3.33	0.89	38.970	3	12.990	15.564	0.00*
Bought New				330.507	396	0.835		
House	116	3.76	0.90					
Bought a								
second-hand	157	4.08	0.94	369.478	399			
housing								
Other	5	3.90	0.88					
Total	400	3.76	0.96	*Significant at or below the 0.05 level				

The results of table shows the testing difference between personal factors in term of need of residence and consumer's buying decision making behavior towards NPA from BAM in Bangkok by using F-test. The results found F-test = 15.564, and Sig. = 0.000 < 0.05.

Hypothesis decision: Accept H_a or the difference of personal factors in term of need of residence affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok. This was significant at or below the 0.05 level. Therefore, test for least significant difference between personal factors in term of need of residence and consumer's buying decision making behavior towards NPA from BAM in Bangkok as shown in Table 4.27

Table 4.27 Test for least significant difference between personal factors in term of need of residence and consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Need of residence	\bar{x}	Never	Bought New House	Bought a second-hand housing.	Other
		3.33	3.76	4.08	3.90
Never	3.33		0.42*	0.75*	0.57*
Bought New House	3.76			0.33*	0.14
Bought a second-hand					-0.18
housing	4.08				-0.18
Other	3.90				

^{*}Significant at or below the 0.05 level

The results of table shows a test for least significant difference between personal factors in term of need of residence and consumer's buying decision making behavior towards NPA from BAM in Bangkok, significant at or below the 0.05 level. The result was that there are 2 pair differences as follows;

- 1) Consumers who never have need of residence have less important than consumers bought new house, bought a second-hand housing and other of consumer's buying decision making behavior towards NPA from BAM in Bangkok.
- 2) Consumers who bought new house have less important than consumers bought a second-hand housing of consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis 2: Marketing mix factors have influenced consumer's buying decision making behavior on NPA from BAM in Bangkok.

Hypothesis H_0 = Marketing mix factors not have influenced consumer's buying decision making behavior on NPA from BAM in Bangkok.

Hypothesis H_a = Marketing mix factors have influenced consumer's buying decision making behavior on NPA from BAM in Bangkok.

Theses hypotheses test were designed for the hypothesis testing of the marketing mix factors have influenced consumer's buying decision making behavior on NPA from BAM in Bangkok. The researcher has chosen to express the data in term of multiple regression analysis method as follows as shown in Table 4.28.

Table 4.28 Multiple regression analysis of influencing of marketing mix factors and consumer's buying decision making behavior on NPA from BAM in Bangkok.

		Unstandardized		Standardized			
Marketing n	nix factors	Coeffi	cients	Coefficients			
			Std.		t.	Sig.	
		В	Error	Beta			
(Constant)		-0.099	0.103		-0.957	0.339	
Product		0.148	0.031	0.146	4.816	0.000*	
Price		0.287	0.030	0.289	9.575	0.000*	
Place		0.261	0.037	0.228	7.096	0.000*	
Promotion		0.324	0.032	0.386	10.173	0.000*	
(r) = 0.924	R^2 (Adjusted	R Square)	= 0.852				
F. = 577.203 df. = 2 Sig. = 0.000 Durbin-Watson = 1.520							
Dependent Variable: decision making							

^{*}Significant at or below the 0.05 level

The results of table shows multiple regression analysis of influencing of marketing mix factors and consumer's buying decision making behavior on NPA from BAM in Bangkok. Result found Correlation coefficient (r) = 0.924 and Adjusted R Square $(R^2) = 0.852$ were to explain marketing mix factors have high relations with consumer's buying decision making behavior towards NPA from BAM in Bangkok and has influenced change was 85.2%. And F-statistics = 577.203, Sig. = 0.000 < 0.05, significant at the 0.05 level. Durbin-Watson test found 1.520 > 1.5 not have Autocorrelation between variables.

Results revealed that Constant have t - test = -0.957, Sig. = 0.339, Summary model of hypotheses test found marketing mix factors all 4 issues in term of product, price, place and promotion. Sig. < 0.05, explain result as follows;

Marketing mix in term of product result found that t. = 4.816, Sig. = 0.000 < 0.05, Beta = 0.146 which were to explain marketing mix in term of product have influenced positively consumer's buying decision making behavior on NPA from BAM in Bangkok. This result namely opinion towards important of marketing mix in term of product increased one unit have influenced consumer's buying decision making behavior on NPA from BAM in Bangkok change to increase 0.146 unit, significant at the 0.05 level.

Marketing mix in term of price result found that t. = 9.575, Sig. = 0.000 < 0.05, Beta = 0.289 which were to explain marketing mix in term of price have influenced positively consumer's buying decision making behavior on NPA from BAM in Bangkok. This result namely opinion towards important of marketing mix in term of price increased one unit have influenced consumer's buying decision making behavior on NPA from BAM in Bangkok change to increase 0.289 unit, significant at the 0.05 level.

Marketing mix in term of place result found that t. = 7.096, Sig. = 0.000 < 0.05, Beta = 0.228 which were to explain marketing mix in term of place have influenced positively consumer's buying decision making behavior on NPA from BAM in Bangkok. This result namely opinion towards important of marketing mix in term of place increased one unit have influenced consumer's buying decision making behavior on NPA from BAM in Bangkok change to increase 0.228 unit, significant at the 0.05 level.

Marketing mix in term of promotion result found that t. = 10.173, Sig. = 0.000 < 0.05, Beta = 0.386 which were to explain marketing mix in term of promotion have influenced positively consumer's buying decision making behavior on NPA from BAM in Bangkok. This result namely opinion towards important of marketing mix in term of promotion increased one unit have influenced consumer's buying decision making behavior on NPA from BAM in Bangkok change to increase 0.386 unit, significant at the 0.05 level.

Hypothesis decision: Accept H2 or Marketing mix factors have influenced positively consumer's buying decision making behavior on NPA from BAM in Bangkok by marketing mix in term of promotion which have influenced the greatest consumer's buying decision making behavior on NPA from BAM in Bangkok and have influenced the second largest were marketing mix in term of price, the third largest were marketing mix in term of place and the fourth largest were marketing mix in term of promotion, respectively. Significant at or below the 0.05 level.

 Table 4.29
 Hypotheses Testing Summary

Hypotheses	Results
Hypothesis 1 _A : Difference between	Reject H1 _A
personal factors in term of gender affect	
to consumer's buying decision making	47/4
behavior towards NPA from BAM in	
Bangkok.	
Hypothesis 1 _B : Difference between	Reject H ₁ _B
personal factors in term of age affect to	
consumer's buying decision making	
behavior towards NPA from BAM in	
Bangkok.	
Hypothesis 1 _C : Difference between	Reject H ₁ _C
personal factors in term of education	
affect to consumer's buying decision	
making behavior towards NPA from	
BAM in Bangkok.	

 Table 4.29
 Hypotheses Testing Summary (Cont.)

Hypotheses	Results
Hypothesis 1 _D : Difference between personal factors in term of status affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.	Reject H1 _D
Hypothesis 1 _E : Difference between personal factors in term of occupation affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.	Accept H1 _E
Hypotheses 1 _F : Difference between personal factors in term of monthly average income affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.	Accept H1 _F
Hypotheses 1 _G ; Difference between consumer's buying decision making behavior towards NPA and personal factors in term of need of residence from BAM in Bangkok.	Accept H1 _G
Hypothesis 2: Marketing mix factors have influenced consumer's buying decision making behavior on NPA from BAM in Bangkok.	Accept H2

 Table 4.29
 Hypotheses Testing Summary (Cont.)

Hypotheses	Results
Hypothesis 2 _A : Marketing mix in term of product have influenced consumer's buying decision making behavior on NPA from BAM in Bangkok.	Accept H2 _A
Hypothesis 2 _B : Marketing mix in term of price have influenced consumer's buying decision making behavior on NPA from BAM in Bangkok.	Accept H2 _B
Hypothesis 2c: Marketing mix in term of place have influenced consumer's buying decision making behavior on NPA from BAM in Bangkok.	Accept H2 _C
Hypothesis 2 _D : Marketing mix in term of promotion have influenced consumer's buying decision making behavior on NPA from BAM in Bangkok.	Accept H2 _D

CHAPTER 5

CONCLUSIONS, DISCUSSIONS AND RECOMMENDATIONS

This chapter contains the summary results of this study, titled, "the factors influencing consumer's buying decision making behavior on non-performing assets (NPA) from Bangkok commercial asset management company limited (BAM) in Bangkok". This research used as a basis all the information that the researcher has gathered, analyzed and organized in previous chapters. This chapter will enable readers to see conclusions and recommendations resulting for further study and applications. The study itself has three major objectives.

- 1. To identify factors influencing consumer's buying decision making behavior on non-performing assets (NPA) from BAM in Bangkok.
- 2. To investigate the differences of personal factors that consumer's buying decision making behavior on non-performing assets (NPA) from BAM in Bangkok
- 3. To investigate the differences of marketing mixes factors that influence consumer's buying decision making behavior on non-performing assets (NPA) from BAM in Bangkok.

5.1 Conclusions of the research

The researcher conducted detailed analysis and conclusions are as follow:

5.1.1 Demographic variables

Analysis of demographic variable the researcher was found that the majority of the respondents were female 54.50% and male 45.50%. And the largest age group were 30 to 39 years old (41.75%) and the second largest age group were 40 years up old (29.00%) and the third largest age groups were less than 20 years old (3.50%). Respondents were mostly in "Bachelor degree level" (54.00%). The second largest

groups were "master degree level" (19.50%) and the third largest group were "lower than a bachelor's degree" (18.50%) and the fourth largest group were "lower than a Grade 12" (0.50%). The largest married status were (58.26%), the second largest groups were single (36.00%) and divorced (5.75%). The respondent's monthly average income of the largest group were in range of "more than 60,001 baht" (25.25%). The second largest salary were in range of "40,001 to 50,000 baht" (22.25%), the third largest salary were in range of "20,001 to 30,000 baht" (15.25%) and "less than 20,000 baht per month" (9.00%). The respondents that the largest group were company employee (29.50%), the second largest were "business owner" (21.75%), the third largest were "government employee" (15.00%) and the fourth largest were "student and college" (8.75%).

5.1.2 Consumer's buying decision making behavior towards non-performing assets (NPA) from Bangkok Commercial Asset Management Company Limited (BAM) in Bangkok.

Results were found the respondents the largest group bought a second-hand housing (39.25%), the second largest were never have experienced in buying a house (30.50%) and the third largest were "buy new house" (29.00%) and the fourth largest were "other" (1.25%). The greatest channel of informed decision on buying house were "contact directly the project" (30.50%), the second largest channel of information were "Bangkok asset management company" (21.25%), and the third largest were "legal execution department" and "real estate broker" (17.25%) and the fourth largest were "commercial banks" (13.25%). Reason to buy a second-hand house the largest group were for "better environment" (28.25%), "extended family" (27.25%). "Travel and speculative investment" (21.75%). The approximately of price to buy a second-hand house the most were in the range of "2,500,001 to 4,500,000 baht" (25.75%), the second largest price were in the range of "500,001 to 2,500,000 baht" (24.75%), the third largest approximately of price were in range of "less than 500,000 baht" (7.00%). The largest group of source of information to selling a house were "television or cable TV" (20.25%). the second largest group were "introducing the booth or event" (17.00%). the third largest were "banner of other relevance web site" (16.25%) and the fourth largest group were "radio" (2.25%).

5.1.3 Marketing mix factors have influenced consumer's buying decision making on non-performing assets (NPA) from Bangkok Commercial Asset Management Company Limited (BAM) in Bangkok.

The respondents have important of marketing mix factors that have influenced consumer's buying decision making behavior on NPA from BAM in Bangkok in high level mean which was 4.15, standard deviation which was 0.64, that the most in the highest level is marketing mix in term of place (mean of 4.31), the second largest was price (mean of 4.18), the third largest was marketing mix in term of product (mean of 4.12) and the fourth largest was marketing mix in term of promotion (mean of 4.00), respectively. Summary in issues as follows;

- 1.) Marketing mix factors in term of product have influenced consumer's buying decision making behavior on NPA from BAM in Bangkok in high level mean which was 4.12, standard deviation which was 0.76. The higher degrees in the highest level were "condition of the house". The two items in high level were "variety of housing forms" and "accommodation transportation".
- 2.) Marketing mix factors in term of price have influenced consumer's buying decision making behavior on NPA from BAM in Bangkok in high level mean which was 4.18, standard deviation which was 0.76, a higher degree were "price lower than buying new house". The second largest were "interest rate is lower" and the third largest were "down payment is lower".
- 3.) Marketing mix factors in term of place have influenced consumer's buying decision making behavior on NPA from BAM in Bangkok in the highest level mean which was 4.31, standard deviation which was 0.75, the highest level by higher degree were "generally easier to contact trading". The second largest were "website shows details of NPAs" and the third in high level were "auction of NPAs".
- 4.) Marketing mix factors in term of promotion have influenced consumer's buying decision making behavior on NPA from BAM in Bangkok in high level mean which was 4.00, standard deviation which was 0.86, A high level by higher degree were "advertising information". And the second largest were "incentives" and the third largest were "offering after-sales services".

5.1.4 Marketing mix concerning on consumer's buying decision making towards non-performing assets (NPA) from Bangkok Commercial Asset Management Company Limited (BAM) in Bangkok.

The respondents have opinion towards consumer's buying decision making behavior towards NPA from BAM in Bangkok in high level mean which was 4.18, standard deviation which was 0.85, the results shows two items in the highest level by a higher degree were "place concern" and the second largest were "product concern". In high level two items were "promotion concern" and "price concern".

5.1.5 Hypotheses Testing

Hypothesis 1: Difference between personal factors affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis 1_A: Difference between personal factors in term of gender affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis decision: Reject H1_A or the difference of personal factors in term of gender not affects consumer's buying decision making behavior towards NPA from BAM in Bangkok. This was significant at or below the 0.05 level.

Hypothesis 1_B: Difference between personal factors in term of age affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis decision: Reject H1_B or the difference of personal factors in term of age not affects consumer's buying decision making behavior towards NPA from BAM in Bangkok. This was significant at or below the 0.05 level.

Hypothesis 1_C: Difference between personal factors in term of education affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis decision: Reject H1_C or the difference of personal factors in term of education not affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok. This was significant at or below the 0.05 level.

Hypothesis 1_D: Difference between personal factors in term of status affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis decision: Reject H1_D or the difference of personal factors in term of status not affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok. This was significant at or below the 0.05 level.

Hypothesis 1_E: Difference between personal factors in term of occupation affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis decision: Accept H1_E or the difference of personal factors in term of occupation affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok. And have differences between personal factors in term of occupation and consumer's buying decision making behavior towards NPA from BAM in Bangkok, significant at or below the 0.05 level. The results were that there are 5 pair differences as follows;

- 1) Consumer's occupation of student and college have important consumer's buying decision making behavior towards NPA from BAM in Bangkok less than consumers occupation of state enterprises, government employee, company employee, housewife and husband and business owner.
- 2) Consumers occupation of state enterprises have important consumer's buying decision making behavior towards NPA from BAM in Bangkok more than consumer's occupation of government employee.
- 3) Consumers occupation of government employee have important consumer's buying decision making behavior towards NPA from BAM in Bangkok less than consumers occupation of business owner.

- 4) Company employee of government employee have important consumer's buying decision making behavior towards NPA from BAM in Bangkok less than consumers occupation of business owner.
- 5) Company employee of housewife and husband have important consumer's buying decision making behavior towards NPA from BAM in Bangkok less than consumers occupation of business owner.

Hypotheses 1_F: Difference between personal factors in term of monthly average income affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis decision: Accept H1_F or the difference of personal factors in term of monthly average income affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok. And have differences between personal factors in term of monthly average income and consumer's buying decision making behavior towards NPA from BAM in Bangkok, significant at or below the 0.05 level.

The result was that there are 3 pair differences as follows;

- 1) Consumers monthly average income of "less than 20,000 baht" have important consumer's buying decision making behavior towards NPA from BAM in Bangkok less consumers than monthly average income of "20,001 to 30,000 baht", "30,001 to 40,000 baht", "40,001 to 50,000 baht", "50,001 to 60,000 baht" and "more than 60,000 baht".
- 2) Consumer's monthly average income of "20,001 to 30,000 baht" have important consumer's buying decision making behavior towards NPA from BAM in Bangkok less consumers than monthly average income of "40,001 to 50,000 baht" and "more than 60,000 baht".
- 3) Consumer's monthly average income of "30,001 to 40,000 baht" have important consumer's buying decision making behavior toward NPA from BAM in Bangkok less consumers than monthly average income of "40,001 to 50,000 baht" and "more than 60,000 baht".

Hypotheses 1_G; Difference between consumer's buying decision making behavior towards NPA and personal factors in term of need of residence from BAM in Bangkok.

Hypothesis decision: Accept H1_G or the difference of personal factors in term of need of residence affect to consumer's buying decision making behavior towards NPA from BAM in Bangkok. This was significant at or below the 0.05 level. And have relationships between need of residence and consumer's buying decision making behavior towards NPA from BAM in Bangkok 2 pair differences as follows;

- 1) Consumers never have need of residence have less important than consumers bought new house, bought a second-hand housing and other of consumer's buying decision making behavior towards NPA from BAM in Bangkok.
- 2) Consumers bought new house have less important than consumers bought a second-hand housing of consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis 2: Marketing mix factors have influenced consumer's buying decision making behavior on NPA from BAM in Bangkok.

Hypothesis decision: Accept H2 or marketing mix factors have influenced positively consumer's buying decision making behavior on NPA from BAM in Bangkok. By marketing mix in term of promotion have the greatest influenced positively consumer's buying decision making behavior on NPA from BAM in Bangkok. The second largest influence were marketing mix in term of price, the third largest influence were marketing mix in term of place and the fourth largest influence were marketing mix in term of product, respectively. Significant at or below the 0.05 level.

Hypothesis 2_A: Marketing mix in term of product have influenced consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis decision: Accept H2_A or marketing mix in term of product have influenced positively consumer's buying decision making behavior on NPA from BAM in Bangkok.

Hypothesis 2_B: Marketing mix in term of price have influenced consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis decision: Accept H2_B or marketing mix in term of price have influenced positively consumer's buying decision making behavior on NPA from BAM in Bangkok.

Hypothesis 2c: Marketing mix in term of place have influenced consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis decision: Accept $H2_{\mathbb{C}}$ or marketing mix in term of place have influenced positively consumer's buying decision making behavior on NPA from BAM in Bangkok.

Hypothesis 2_D: Marketing mix in term of promotion have influenced consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypothesis decision: Accept H2_D or marketing mix in term of promotion have influenced positively consumer's buying decision making behavior on NPA from BAM in Bangkok.

5.2 Discussions of the research

After to studies the factors that influence consumer's buying decision making behavior on non-performing assets (NPA) from Bangkok commercial asset management company limited (BAM) in Bangkok. The results found that the largest respondents bought a "second-hand housing", the second largest were never have experienced in buying a house, the greatest channel of informed decision on buying house the most were "contact directly the project", the greatest reason to buy a second-hand house were "better environment". The largest approximately of price to buy a second-hand house were in the range "2,500,001 to 4,500,000 baht" and the largest source of information to selling a house were "television or cable TV".

The research found respondents have opinion towards important to marketing mix factors have influenced consumer's buying decision making behavior on NPA from BAM in Bangkok the most in the highest level is marketing mix in term of promotion, the second largest influence were marketing mix in term of price, the third largest influence were marketing mix in term of place, and the fourth largest influence were marketing mix in term of product, respectively. This research also found marketing mix in term of product of higher degree were "condition of the house", marketing mix in term of price of higher degree were "price lower than buying new house", marketing mix in term of place of "higher degree were generally easier to contact trading", marketing mix in term of promotion of higher degree were "advertising information". The respondents have opinion towards consumer's buying decision making behavior towards NPA from BAM in Bangkok in high level by a higher degree were "place concern". Results compatible with (Hill, 2013) express an opinion stated that the place where a place concern of how a company will place its products in an attempt to gain market share and consumer purchases.

And also compatible with (Seksan Mokjaibun, 2009) express that factors influencing consumer behavior in the auction house's sale that showed that the factors most influential in the auction house for sale is marketing mix in term of place where the second home is conveniently located in the user can view the auction property house for sale on the web site and reputation of the auction, respectively. Therefore this related literature review would be benefit to my conceptual framework marketing mix in term of place as independent variable towards NPA of consumer's buying decision making behavior that show the auction place influence the consumers. Also result is compatible with (Kotler & Armstrong, 2012) express that the place where a place of individuals and businesses associated with selling consist ownership of product or services from the company to the final consumer.

Furthermore for hypotheses testing results found differences of personal factors are occupation and monthly average income have affected consumer's buying decision making behavior towards NPA from BAM in Bangkok. Result personal factors in term of occupation found consumer's occupation of student and college have less important than consumer's occupation of state enterprises, government employee, company employee, housewife and husband and business owner of consumer's buying decision

making behavior towards NPA from BAM in Bangkok which result compatible with (Somnuk kitjaruwong, 2003) express conducting a study of factors that influence consumer buying houses in Bangkok which found that the majority were female. There are between 25 to 30 years of age, marital status, education bachelor degree level government employees and private employees earn on average between 30,000 to 39,999 baht in the study of factors that influence the decision to buy a home of consumers in Bangkok which was found that the level of occupation, and average income and need of residence of the sample population is associated with factors that influence the decision to buy the home of the consumer. Therefore this related literature review would be benefit to my conceptual framework of personal factors in term of occupation as independent variable of consumer's buying decision making behavior towards NPA.

Personal factors on term of monthly average income compatible with (Hair, 2010) express an opinion average income is average salary which represents an approximate competitive rate of pay in the industry and is also the amount obtained by dividing the total income of a group by the number of units in that group. Research found personal factors in term of monthly average income were "less than 20,000 baht" have less important than consumer's personal factors in term of monthly average income of "more than 20,000 baht" of consumer's buying decision making behavior towards NPA from BAM in Bangkok. And group consumer's personal factors in term of monthly average income were "20,001 to 30,000 baht" and "30,001 to 40,000 baht" have less important than consumers than monthly average income of "more than 40,000 baht" of consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Hypotheses testing found the differences of need of residence have affected to consumer's buying decision making behavior towards NPA from BAM in Bangkok. Research found consumers never of residence have less important than consumers bought new house, bought a second-hand housing and other of consumer's buying decision making behavior towards NPA from BAM in Bangkok.

Consumers bought new house have less important than consumers bought a second-hand housing of consumer's buying decision making behavior towards NPA from BAM in Bangkok. Result compatible with (Hair, 2010) express an opinion need of residence is the people who have the particular place where is to live or to work for a specified time.

Finally result found marketing mix factors have influenced positively consumer's buying decision making behavior on NPA from BAM in Bangkok. By marketing mix in term of promotion have the greatest influenced consumer's buying decision making behavior on NPA from BAM in Bangkok. The second largest influence were marketing mix in term of price, the third largest influence were marketing mix in term of place, and the fourth largest influence were marketing mix in term of product. The Result compatible with (Bayerle, 2012) express an opinion on marketing mix is the controllable marketing variables that the firm used together to satisfy the target audience that personal factors which decisions of buyers are often influenced by personal attributes such as need of residence.

Consumer behavior is if you live in the same age range, it will behave in buying the same or similar that the need of residence differences would be a preference or requirement varies profession, occupation and age affect consumer behavior, as well as a professional appearance at the difference it will make the demand different. Also result is compatible with (Hill, 2013) express communicating information between the seller and the buyer which can be advertising which is the best tool for creating a form of communication that is not a person to be paid by sponsors, to the presentation and promotion of ideas, products.

5.3 Recommendations for managerial implication

Based on the findings respondents have opinion towards the important of marketing mix factors of consumer's buying decision making behavior towards NPA from BAM in Bangkok. The most in the highest level were marketing mix in term of place, Therefore suggestion that should the importance of marketing mix in term of place near hub of transportation have convenience of public utility and should focus the important to "generally easier to contact trading" includes buying criteria and payment condition and after sales and services, while mainly strengths of consumer's buying decision making of NPA from BAM in Bangkok. Finally suggestions for managerial implications should focus the important to price reasonable and appropriate payment and reasonable down payment, including buying of NPA facilities will increase demand as it will facilitate satisfaction of customers.

The suggestions for BAM which should announce the marketing plan about active activity in order to boost sales for breaking the target. For non-performing assets, bam should focus on managing of non-performing assets which are held for more than 5 years by categorizing problems and low liquidity assets, including creating suitable operation plan for each problem. In the same time, BAM should focus development and renovation of non-performing assets in each project to make them have good quality for selling to customers.

The marketing mix in term of promotion, BAM should focus on releasing non-performing assets by arranging the booth in several events, advertising information, incentives and offering after-sales services including using sales promotion strategy for each asset. Also BAM should use the marketing mix in term of promotion for offering special discount and installment payment for the assets with the price lower than 5 million baht, for retail purchasers, cooperated with financial institutes for lending retail purchasers and selected the land in upcountry for allocation to support customer's requirement. Moreover, BAM should arrange and plan to arrange the sales promotion activity, which is the bidding for investment by focusing on each individual group and the strategy which is to build up corporate team for providing the assets' information including selecting attractive assets for bidding in the future.

5.4 Recommendations for future research

The current study uses the "non-probability sampling" method and convenient sampling from respondents 400 samples surveys", so probably it is not representative from a statistical point of view, so for future study, if with more time and budgets, the future researchers may take random sampling that each member of that population has an equal probability of being selected, In addition, the researcher focuses would ask to propose the trend for studying related to the satisfaction towards quality of consumer's buying decision making behavior process of NPA or study comparing satisfaction separate customer type.

Firstly, the research design suggested that marketing mix factors are study as variables to consumer's buying decision making behavior process towards NPA from BAM in Bangkok in this study. There are still lots of variables were interesting to research which also give effects on consumer's buying decision making process model, such as attitude, motivation, perception as the relevant internal psychological processes and so on. Because motivation can influence consumer's buying decision making behavior process depend on the way consumers have perceived a problem in order to study, and different factors and different situations, even different time to study will lead different result, such as the attitude of different provinces, the time for scholars researching, the place researcher choosing, the sample researcher selecting, the result from antecedents research will different from now. No matter what variables that the researcher select, all the relative further research would provide significant benefit for the purchase intention area research.

Secondly, based on the survey instrument, questionnaires of the future research should be extended more area, the volume of question items should be increased, and it also can add more samples. Additionally, it could be more clearly understand the consumer's buying decision making behavior towards NPA. However, how to deliver and implement the method, or strategy to achieve the high level of consumer's buying decision making behavior was not created very clearly. Therefore, for the further research, researcher should be more concerning about why consumers don't buy the NPA from BAM? One of the problem on buying NPA from BAM that is existing owner of NPA will not move out from the property after the BAM customers buy the NPA, even the legal agreement. It would take times for the situation. It also necessary to the researchers pay attention to how the marketing implement the strategy to increase the consumer's buying decision making behavior towards NPA. In a word, the results of this study only provide results on consumer's buying decision making behavior towards NPA. Future research can consider to extend it with other areas in provinces or other countries. It will be better to understand the consumer's buying decision making behavior towards NPA.

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APPENDIX A SURVEY QUESTIONNAIRE

Questionnaire used in the study (English Version)

Questionnaire is about the factors that influencing consumer's buying decision making behavior on non-performing assets (NPA) from Bangkok Commercial Asset Management Company Limited (BAM) in Bangkok has intended to support a research study of MBA students study International Business Administration, Stamford International University. Researcher would seek aid from you, please respond in the three following sections.

Part 1: General information about the respondents.

Please	mark $$ in t	he box O next to the t	ruth about your	information.			
1)	Gender						
		O Male	○ Female				
2)	Status						
		Single	O Married	ODivorced			
3)	Age						
		O Under 20 years	20 - 29 yea	rs 30 - 39 years			
		0 40 years up					
4)	Education	Background					
		O Lower than a Grad	de 12	Grade 12			
		O Lower than a back	nelor's degree	O Bachelor's degree			
		O Master's degree		O Higher than a			
		master's degree					
5)	Occupation	n					
		O Student / College		O State Enterprises			
		O Government empl	oyee	O Company Employee			
		O Housewife/husbar	nd	O Business owner			
		Other (please specify)					

6)	Monthly Average Income	
	Characteristics (Control of Control of Contr	\bigcirc 20,001 – 30,000 Baht
	◯ 30,001 – 40,000 Baht	○ 40,001 – 50,000 Baht
	○ 50,001 – 60,000 Baht	More than 60,001 Baht
7)	Do you have any experience in buying a ho	ouse before or not?
	○ Never	
	O I bought New House O I bou	ight a second-hand housing.
	Other (please specify)	
8)	What is the Buying Channel? And Have an	informed decision on buying
	house?	
	Commercial Banks Bang	gkok Asset Management Company
	O Legal Execution Department	Real Estate Broker
	Contact directly the project	Other (please specify)
9)	What is the reason to buy a second-hand he	ouse?
	Extended family	Speculative investment
	Better environment	Ease of travel
	Other (please specify)	
10	0) How much do you buy a house, approxim	nately?
	Cless Than 500,000 Baht	○ 500,001 to 2,500,000 Baht
	2,500,001 to 4,500,000 Baht	4,500,001 to 6,500,000 Baht
	O 6,500,001 to 8,500,000 Baht	More than 8,500,000 Baht
11)) Where do you know the latest information	of selling a house from any source
	possible?	
	Newspapers	Magazine
	Employees from (BAM)	Banner of web site
		Introducing booth / Event
	Friends	Radio
	Billboards, flyers, flap.	Other (please specify)

Part 2

Marketing mix factors that factors that influencing consumer's buying decision making behavior on non-performing assets (NPA) from Bangkok Commercial Asset Management Company Limited (BAM) in Bangkok.

Please focus on various factors by putting a $\sqrt{\text{into }}$ to the opinion of you

MA	ARKETING MIX FACTORS	Level of Importance					
		Highest	High	Average	Low	Lowest	
	PRODUCT	5	4	3	2	1	
12	Variety of housing forms.						
13	Condition of the house.						
14	Accommodation						
	Transportation.						
	PRICE						
15	Price lower than buying new						
	House						
16	Interest rate is lower						
17	Down payment is lower						
	PLACE						
18	Generally easier to contact						
	trading.						
19	Website shows details of						
	NPAs						
20	Auction of NPAs						
	PROMOTION						
21	Advertising Information						
22	Incentives						
23	Offering after-sales services						

MARKETING MIX FACTORS		Level of Importance					
		Highest	High	Average	Low	Lowest	
DECISION MAKING		5	4	3	2	1	
24	Product concern						
25	Price concern						
26	Place concern						
27	Promotion concern						



APPENDIX B SURVEY QUESTIONNAIRE (THAI VERSION)

แบบสอบถามที่ใช้ในการศึกษา

แบบสอบถามเรื่องปัจจัยที่มีอิทธิพลต่อการตัดสินใจซื้อทรัพย์สินรอการขาย ประเภทอสังหาริมทรัพย์ที่ อยู่อาศัยของบริษัทบริหารสินทรัพย์ กรุงเทพพาณิชย์ จำกัด ของประชาชนในเขตกรุงเทพมหานคร เพื่อ วัตถุประสงค์เพื่อใช้ประกอบการศึกษางานวิจัยศึกษาของนักศึกษาปริญญาโท สาขาวิชาบริหารธุรกิจ มหาวิทยาลัย นานาชาติแสตมฟอร์ด โดยผู้จัดทำใคร่ขอความอนุเคราะห์จากท่าน ในการตอบแบบสอบถามทั้ง 3 ส่วนต่อไปนี้

ส่วนที่ 1 ข้อมูลทั่วไปเกี่ยวกับผู้ตอบแบบสอบถาม

คำชี้แจง	โปรคทำเครื่อง	หมาย √ลงในช่อง () เ	หน้าข้อความที่เป็นจริง	เกี่ยวกับข้อมูลของา	า่าน
1)	เพศ				
2)	สถานภาพ	🔾 ชาย) หญิง		
- \		○ โสด	() สมรส	🦳 หย่าร้าง,แยก	ากันอยู่
3)	อายุ	🤘 ต่ำกว่า 20 ปี	Q 20-29 II	○30-39 1	🔾 40 ปีขึ้นไป
4)	ระดับการศึกเ				
		ต่ำกว่ามัธยมศึกษาตอนุปริญญา / ปวส.ปริญญา โท	อนต้น	มัธยมศึกษาปริญญาตรีสูงกว่าปริญ	ตอนปลาย / ปวช. ญาโท
5)	อาชีพ				
		🔾 นักศึกษา		🔾 พนักงานรัฐ	วิสาหกิจ
		รับราชการ -		🔾 พนักงานบริ	ษัทเอกชน
		แม่บ้าน / พ่อบ้าน		🔾 ประกอบธุร	กิจส่วนตัว
		(โปรคระบุ)			
6)	รายได้ของคร	อบครัวเฉลี่ยต่อเคือน			
		🤾 ต่ำกว่า 20,000 บาท		\bigcirc 20,001 $-$ 30	,000 บาท
		() 30,001 – 40,000 บา	ท	\bigcirc 40,001 – 50	,000 บาท
		0 50,001 – 60,000 บา	ท	() 60,001 บาท	ขึ้นไป

7)	ท่านมีประสบการณ์ในการซื้อที่อยู่อาศัยมาก่อนหรือไม่ ถ้ามีลักษณะเป็นเช่นไร					
	🔾 ไม่เคย					
	🔾 เคยซื้อที่อยู่อาศัยมือหนึ่ง	🔾 เคยซื้อที่อยู่อาศัยมือสอง				
	🔾 อื่นๆ (โปรคระบุ)					
8)	ช่องทางการซื้อ / ได้ข้อมูลประกอบการตัดสิเ	สินใจในการซื้อที่อยู่อาศัยในข้อ 11) เป็นเช่นไร				
	🔾 ธนาคารพาณิชย์	🔾 บริษัทบริหารสินทรัพย์				
	🔾 ติดต่อเองตามป้ายประกาศ	🔾 บริษัทนายหน้าอสังหาริมทรัพย์				
	🔾 ติดต่อตรงจาก โครงการ	🔾 อื่นๆ (โปรดระบุ)				
9)	เคุผลในการซื้อที่อยู่อาศัยในข้อ 11) เป็นเช่นไร					
	(พื่องยายครอบครัว	🔾 เพื่อการลงทุน เก็งกำไร				
	() เพื่อสภาพแวคล้อมที่ดีขึ้น	🔾 เพื่อความสะควกในการเดินทาง				
	🔾 อื่นๆ (โปรคระบุ)					
10)	ท่านจะเลือกหรือสนใจอสังหาริมทรัพย์ประเภทที่อยู่อาศัย อยู่ในวงเงินประมาณเท่าใด					
	() ต่ำกว่า 500,000 บาท	500,001 - 2,500,000 บาท				
	🔾 2,500,001 - 4,500,000 บาท	(4,500,001 - 6,500,000 บาท				
	🔾 6,500,001 - 8,500,000 บาท	🥠 ตั้งแต่ 8,500,000 บาทขึ้นไป				
11)	ท่านทราบข่าวประชาสัมพันธ์การขายทรัพย์สินรอการขาย ประเภทที่อยู่อาศัยของบริษัทบริหาร					
	นทรัพย์ กรุงเทพพาณิชย์ จำกัด จากแหล่งใดมากที่สุด					
	หนังสือพิมพ์	นิตยสาร				
	พนักงานของ บสก.	Banner ใน Web Site ต่างๆ				
	โทรทัศน์	การตั้งบูธแนะนำบริการ				
	มื่อนหรือคนรู้จัก	วิทยุ				
	ป้ายโฆษณา, ใบปลิว, แผ่นพั	บือื่นๆ (โปรดระบุ)				

ช้วนที่ 2
 <u>ปัจจัยด้านส่วนประสมทางการตลาดที่มีอิทธิพลต่อการตัดสินใจซื้อทรัพย์สินรอการขายของบริษัทบริหาร</u>
 <u>สินทรัพย์ กรุงเทพพาณิชย์ จำกัด ในเขตกรุงเทพมหานคร</u> กำชี้แจง โปรดให้ความสำคัญในปัจจัยต่างๆ โดยใส่
 เครื่องหมาย √ ใส่ช่อง □ ตามความเห็นของท่าน

ส่วนประสมทางการตลาดด้านต่างๆ		ระดับความสำคัญ				
		มาก	มาก	ปาน	น้อย	น้อย
	ด้านผลิตภัณฑ์	ที่สุด		กลาง		ที่สุด
12	ที่อยู่อาศัยให้เลือกหลายรูปแบบ					
13	พื้นที่ใช้สอยจัดได้เหมาะสม					
14	ทำเลที่ตั้ง สะควกต่อ การเดินทาง					
	ด้านราคา					
15	ราคาที่ต่ำกว่าการซื้อบ้านมือหนึ่ง					
16	มีอัตราเงินดาวน์ที่ต่ำกว่า					
17	อัตราดอกเบี้ยต่ำกว่า					
	ด้านช่องทางการจัดจำหน่าย			4		
18	สำนักงานอยู่ทั่วไปทำให้ง่ายต่อการติดต่อซื้อขาย					
19	เว็บไซต์ แสดงรายละเอียดข้อมูล NPA อย่างครบถ้วน					
20	ระบบการจัดประมูล NPA					
ด้านการส่งเสริมการตลาด						
21	บริการข่าวสารต่างๆ ของโครงการอย่างต่อเนื่อง และ					
	สม่ำเสมอ					
22	สิ่งจูงใจ เช่น ฟรีค่าโอน, แถมบัตรเติมน้ำมัน, แถม					
	เฟอร์นิเจอร์ และเครื่องใช้ไฟฟ้าหรือแจกบัตรกำนัล					
23	บริการหลังการขาย					
การตัดสินใจต่อด้านส่วนประสมทางการตลาด						
24	ด้านผลิตภัณฑ์					
25	ด้านราคา					
26	ด้านช่องทางการจัดจำหน่าย					
27	ด้านการส่งเสริมการตลาด					



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