

Independent Study **Factors Effecting Decision-Making in Buying
Condominium in Amphoe Muang, Changwat Chiang Mai**

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Abstract

The independent study of "Factors Effecting Decision-Making in Buying Condominium in Amphoe Muang, Changwat Chiang Mai" had three main objectives:

1. To study factors that will effect decision-making in buying condominium in Amphoe Muang, Changwat Chiang Mai.
2. To study problems of condominium residents in Amphoe Muang, Changwat Chiang Mai.
3. To study the future demand for condominium.

Data was collected from condominium residents. The sample was selected by using Multistage Random Sampling. The 58 condominium which had registered with the Changwat Chiang Mai Land Office were divided into 3 priced levels: high, medium, and low. Samples were selected by random sampling technique. The number of residents sampled at each price level was in proportion to the number of condominium units in each price level. Using this method the sample consisted of 60 residents

from low priced condominium, 60 from medium priced, and 30 from high priced. The data was analyzed by using SPSS/PC+ programing producing statistics of frequency, percentage, average and chi-square.

It was found that generally condominium residents were average age 21-25 years old, had bachelor degree educations, and were single. Mostly the residents in low priced and medium priced were students or private company's employees who had incomes of 4,001-9,000 baht per month, while residents in high priced condominiums had their own business and had incomes of 15,001-20,000 baht per month. Most of condominium residents came from other provinces. The residents in low priced condominiums rented their units. In medium priced units, half were the owners and half were renters. Most of the residents in high priced units were owners.

According to the data, the most important factor that will effect the future buying decision is a location that is near their office or convenient for travelling in the city. Price is the second factor that will effect the buying decision. The price range that the residents who were students, government employees and private company employees liked was 280,000-600,000 baht and business owners choose 800,000 baht and up. The other important factor is construction material and neat construction. Advertising also can assist in terms of details and location information. The building being ready to move into supports selling activities. The chi-square test of the hypothesis indicated that residents in every priced level will use the same factors in making their buying decision. The persons who effect the buying decision of students are their parents. However the residents who had their own business, government employees and private company's employees will make the decision by themselves.

The problems of condominium residents are insufficient parking, elevators break down, not enough telephone line and less supply of pipe

water.

Approximately 50 percent of residents who are staying in condominiums at present want to buy and live in condominium in the future. The model of condominium that is interesting is a 4-9 floor building, each floor consists of 2-10 units, and the area is about 35-63 square meters per unit. The most needed facilities are direct telephone lines, guards, and parking lodge.