

Tital : A STUDY OF FACTORS AFFECTING DECISION
MAKING FOR PURCHASING CONDOMINIUM
IN BANGKOK AREA AND ITS SUBURB
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Bangkok becomes the center of civilization both social and economic. Besides, all public utilities have been developed to support all demands of government sector and private sector. According to the above reasons, the population growth rate and town expansion growth rate are increased in the same direction.

Nowadays, demands of land for the residence is increased rapidly, so the price of land is increased automatically. Traffic jam is another factor affecting decision making for purchasing condominium. Living in condominium make people more convenient in travelling and living. Role of condominium is increasing rapidly and in the future demand for condominium will increase also.

Aim of this thesis is to study consumer behavior and factors affecting decision making for purchasing condominium. The result of this thesis is used for consideration in planning and marketing development to satisfy demand of consumers.

The result of random sampling, selected 210 samples from condominiums in Bangkok area and its suburb, which are registered in condominium registered book.

According to the result of this thesis, it shows that most of customers are

- 1) Persons who have age between 25-34 years.
- 2) Persons who have more education.
- 3) Persons who have their own business or are employee, having income between baht 10,001-20,000 per month.

According to the study of factors affecting decision making for purchasing condominium in Bangkok area and its suburb, it shows that, the factors affect decision making for purchasing condominium in Bangkok area and its suburb are listed respectively.

- 1) Income per month.
- 2) Architect and Contractor.
- 3) Newspaper.
- 4) Marital Status.
- 5) Education.
- 6) Number of persons in the family

We can use these factors to set up marketing strategies to match with demands in the market. Thesis strategies can create useful for investors. Firstly,

investors have to set up target market before constructing condominium to satisfy customers's need & want. Secondly, investors have to set up price to satisfy those demand. After that, investor have to indicate layout to satisfy target market. According to the study of factors affecting decision making for purchasing condominium, it shows that the first factor which affect decision making is income, secondly, style of condominium which emphasize an convenient and safety in living. From this thesis the media which investor should emphasize is newspaper and advertising board.