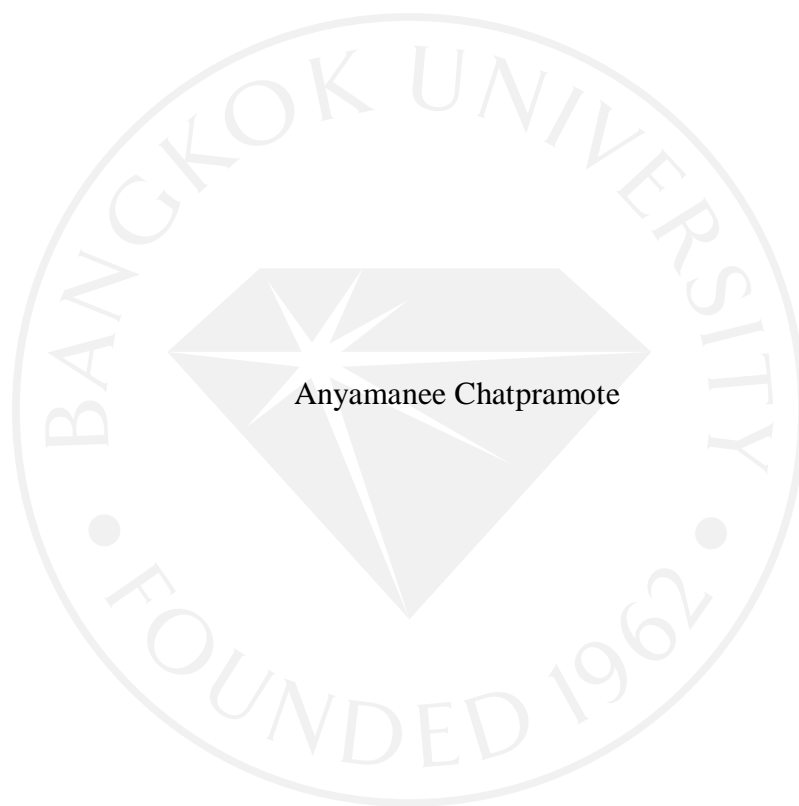


A STUDY OF FACTOR INFLUENCING CUSTOMER'S DECISIONS IN BYING
HIGH-END CONDOMINIUM IN BANGKOK AMONG THE ADDRESS
(SATHORN), KEYNE (THONGLOR) AND NOBLE REFINE (SUKHUMVIT),
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THAILAND



This Independent Study Manuscript Presented to
The Graduate School of Bangkok University
in Partial Fulfillment
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Master of Business Administration

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**This Independent Study has been approved by
the Graduate School
Bangkok University**

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Factor Influencing Customer's Decisions in Buying High-End Condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) (114 pp.)

Advisor: Sumas Wongsunopparat, Ph.D.

ABSTRACT

This research aimed to study the marketing mix (7Ps), brand equity and consumer behavior of High-End which significantly influence choice decision in buying High-End condominium in Bangkok, Thailand. This study is survey research by the sample group prospects customer decision in buying High-End condominium in Bangkok, among the Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit), use questionnaire for the sample group total 400 respondents. The research found that the variables that significantly influence choice decisions in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) include unique concept, Strong structure, The common area management fee is appropriate, Easy to accessible, Located at good environment, Located in the city center, Free 1 year common area management fee, No down payment, Professional Management, Knowledge and skill, The step of transfer ownership is conveniently, The step of contracts is conveniently, The step of approval credit is conveniently, Good and secure neighborhoods, and Ensuring privacy of residents. The main purpose of buying High-End Condominium in Bangkok, The majority frequency have the main purpose of buying High-End Condominium in Bangkok by the respondents decision by partner. The reason that why you buying high-end condominium in Bangkok, The majority frequency have the reason that why you buying high-end condominium in Bangkok by the respondents decision buying for investment. The kind of your lifestyle that you prefer for high-end condominium in Bangkok, The majority frequency have the kind of your lifestyle that you prefer for high-end condominium in Bangkok by the respondents have lifestyle for city life style. The majority frequency have age for customer to buying high-end

condominium in Bangkok by the respondents have age 31 – 40 years, gender female, marriage status single, education level Bachelor's Degree, occupation business Owner and have income 70,001 – 90,000 Baht per Month.

Keywords: Marketing Mix (7Ps), Brand Equity, Consumer Behavior, High-End condominium



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Last but not certainly least; I would like to extend my thanks and gratefulness to my beloved parents.

Anyamanee Chatpramote

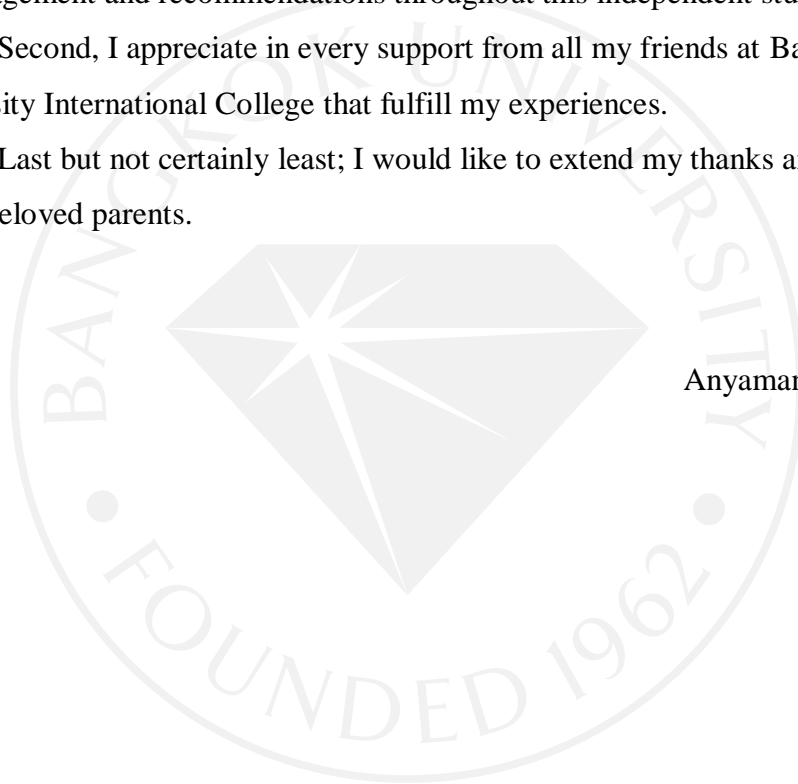


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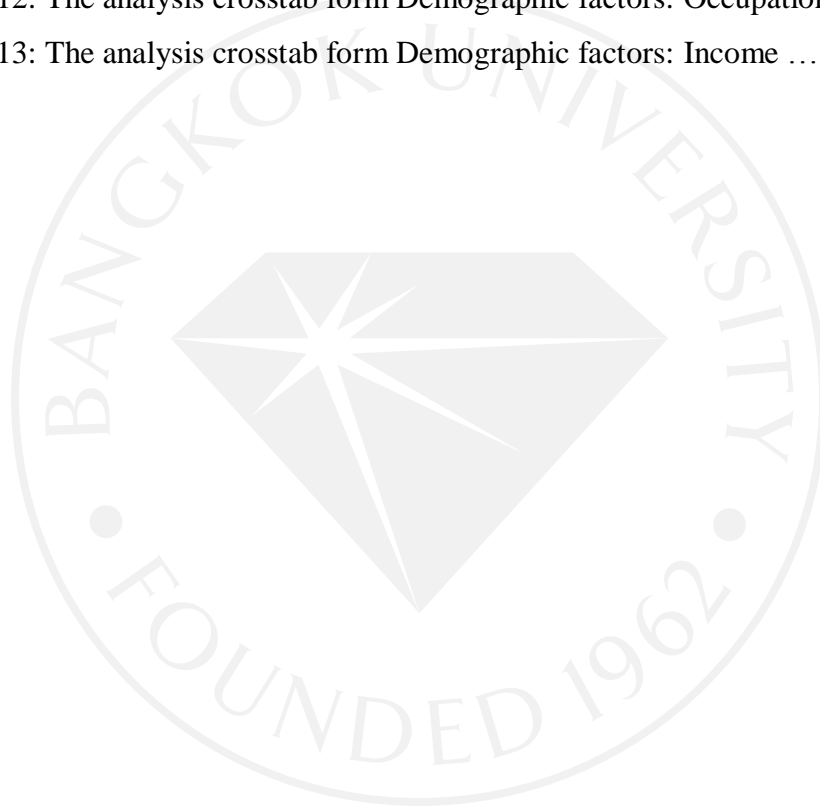
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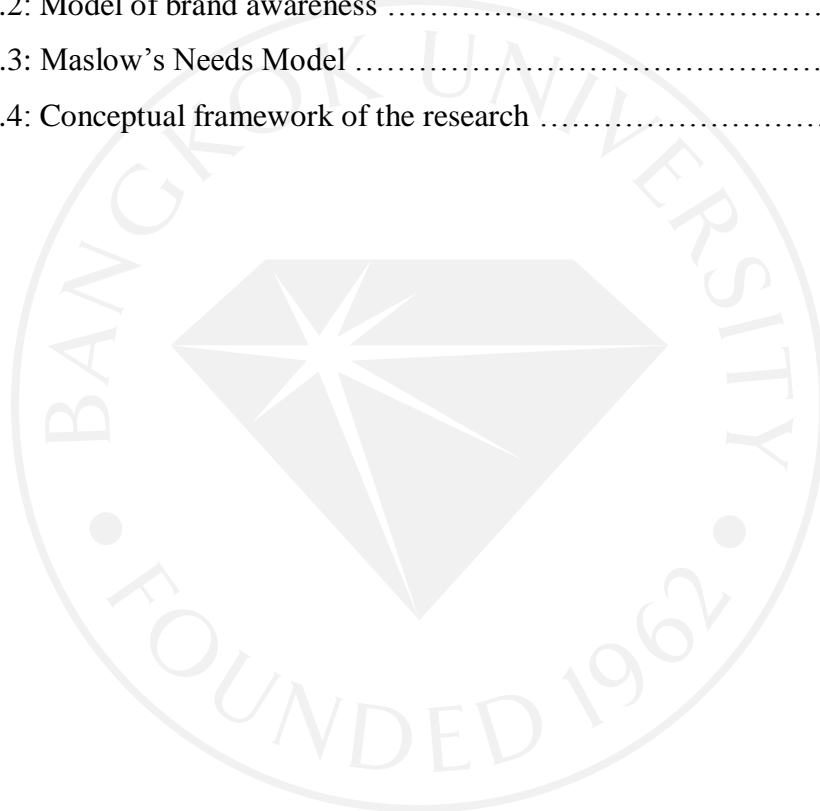
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CHAPTER 1

INTRODUCTION

In this chapter, the author briefly describes background which related to the subject of this research, which author is interested to study about theories that are Marketing Mix (7Ps), Brand Equity, Customer Behaviors, Life Style and Demographic that Factors influencing customer's decisions in buying High-End condominium in Bangkok. The statement of problem is introduced by the purposes of this research. In this chapter the author also provides research's study of details, including Background, Problem's Statement, Purposes of Study, Expected Results, Scope of Study and Focus & Limitation as following;

1.1 Background

Condominium is a project that people give emphasize to a convenience accommodation especially in the city. Condominiums are often built in the community area. Accommodation is one of the most important factors in life. However, the current accommodations have various styles such as house, townhome and condominium and so on; that each of types has different characteristics to meet the customer's needs. The characteristics of house and townhome are almost located in the suburbs where're far away from department store and public transportation, including both the BTS Sky Train and the MRT Underground Train's system. While, the characteristic of condominium is located in the capital city, being nearby various facilities, to be became as a selling point for of residential purchase of persuasion.

Condominium's Segment can be divided ranking level from Luxury High - End and Economic Class. The example of Luxury condominium's segment, that are familiar with condominium of project's name in Thailand's Market for example: The Sukhothai Residences, Magnolias Waterfront Residences and The Ritz-Carlton Residences and so on. At this segment, High-End Condominium's segment has exclusively special facilities. In High-End group's condominium, condominium's brand is classified in this group such as Ivy, The Address by AP, Keyne by Sansiri, The River, Noble Refine, The Crest and Ashton. Meanwhile, the example's brand of Economic Class condominium is for example: U Delight, Lumpini Ville, dcondo and The Niche. (Thinkofliving, 2015)

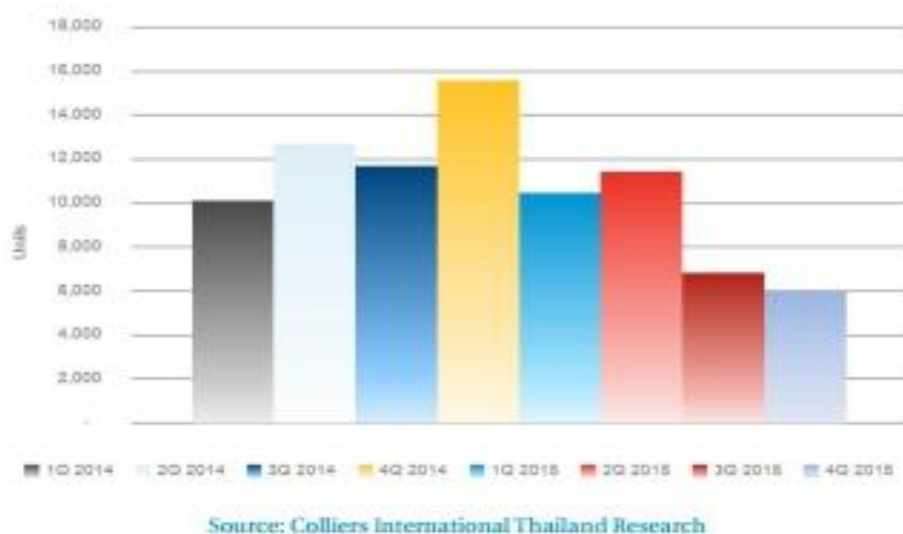


Figure 1.1: Newly launched condominium units from 1Q 2014 – 4Q 2015 by quarter

The figure shows that 5,960 units of condominium were launched in the fourth quarter of the year in 2015 and the total of newly launched units in 2015 were approximately 34,670 units, being lower in 2014 around 30 percentage points. The significant decrease in the number of newly launched units reflected the market slowdown, while, the mostly developers were still not confident in the market's situation. At this result, they also postponed launching the new projects in the year of 2015. Consequently, the Thailand's Government announced afterwards the tax and transfer rate deduction policy during the period of fourth quarter in year of 2015 to the first quarter in year of 2016. This policy aims to boost increasing the transfer rate in the condominium and housing market in fourth quarter of year 2015, expecting that it may be higher in first quarter of year 2016. (Colliers, 2016)

Table 1.2: Newly housing registered of year 2015

Area	House	Twin House	Townhouse	Commercial Building	Total of residential flat	Condominium	Year 2015	Year 2014
Bangkok	13,500	1,600	11,300	1,800	28,200	38,800	67,000	70,400
Sub-Urban	19,300	900	6,800	1,800	28,800	25,700	54,500	63,100
Bangkok and Sub-Urban	32,800	2,500	18,100	3,600	57,000	64,500	121,500	133,500
Average %	27%	2%	15%	3%	47%	53		

Source: Real Estate Information Center. (2015). *Sub-Urban included 5 provinces are Nonthaburi, Pathumthani, Samut Prakan, Samut Sakhon and Nakornpathom.*

Retrieved from <http://www.reic.or.th/ResearchReport/Research.aspx>

The figure shows that the newly housing registered of year 2015 at Bangkok Metropolitan Region has newly housing registered 121,500 units, decreasing 9% from year 2014 which has 133,500 units.

High-end condominiums are sold at the price of THB 120,000-169,999 per square meter. Most are located in a capital city, commercial area and nearby important places such as hospitals, shopping places and so on. What's more being settled in surrounding of attractive places where are conveniences for travelling via the BTS Sky Train or The MRT Subway Train.

In this study, the author focus on the factors which influence customer decision in buying High-End condominium in Bangkok. Therefore, the author is interested to study the customer choice decision in buying High-End condominium in Bangkok among The Address (located at Sathorn), Keyne (located at Thonglor) and Noble Refine (located at Sukumvit).

1.2 Statement of Problem

According to acknowledge that High-end Condominiums are located in the capital city, commercial area, being together with fully providing more special facilities and nearby surrounding in both the great riverside area's viewpoint, the BTS Sky Train, The MRT Subway Train and other convenient Public Transportation for advantage travelling. Therefore, the price of High-End condominium's segment are higher than other segments that are priced by developer approximately THB 120,000-169,999 per square meter.

Nowadays, many condominiums are still decelerating to launch the newly project, whether being the good or bad economy's situation.

When having lot choices of condominium, the customer will make a choice decision which one is the best worth of investment. The customer will be considered from many factors such as comfortable transportation, surrounding city, nearby the BTS Sky Train, the community or the customer's office and so on, that depend on the purchaser's needs. The condominiums that are expensive price also located in economic area, nearly the transportation, nice architecture's feature, specially accommodated facilities and etc. All of these factors make the condominium's price increase and effect to the customer's decision.

Research question

In order to response this research study, the author set research question following the background and statement of problem as following:

Majority Question;

The Mainly Research's question is "Which factors influences customer decision in buying High-End condominium in Bangkok?" Therefore, the author is interested to study the customer's decision choice in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit), Thailand?

Sub – Question;

1. Which brand dimension of brand equity influences consumer choice decision in buying High-End condominium in Bangkok among the Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit), Thailand?
2. Which customer behavior factor influences consumer choice decision in buying High-End condominium in Bangkok among the Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit), Thailand?

1.3 Purposes of Study

1. To study the marketing mix (7Ps) of High-End which significantly influence choice decision in buying High-End condominium in Bangkok, Thailand.

2. To study the brand equity of High-End Condominium which significantly influence choice decision in buying High-End condominium in Bangkok, Thailand.

3. To study consumer behavior in choice decisions in buying High-End Condominium.

1.4 Important of Study

The output of this study will be productive to the business sector that related to real estate business. For business owner can use the output to improve, develop the High-End condominium to fit the consumer's need.

The importance of this study is to understand the customer behavior in buying High-End Condominium which helps developers to improve the strategy to increase the sale target, expand market share and to serve customer's demand efficiently.

1.5 Scope of Study

This study is to survey the choice decisions in buying High-End condominium in Bangkok among the Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit), Thailand which will be used the questionnaire as a tool for describe the scope of study as following:

1.4.1 Scope of Content

1. This study will focus on the marketing mix (7Ps), brand equity, consumer behavior, life style and demographic to affecting choices decision in purchase High-End condominium in Bangkok.
2. This study will focus on High-End condominium in Bangkok only.
3. This study is survey research by the sample group was prospects customer decision in buying High-End condominium in Bangkok, among the Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit), use questionnaire for the sample group total 400 respondents.
4. This study was started from September 2015 – January 2016

1.4.2 Scope of Demographic, Sample and Location

1.6 Focus and Limitation

Focus

The focus of this research is particularly High-End condominiums in Bangkok. The author chooses only three condominium, including The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) in Bangkok, Thailand. This entire place is the target of customer for allocating the answer from questionnaire papers is enough for analytical method.

Limitation

Due to limitation of this research, the reference is not sufficient enough to support researcher's study. Moreover, author foresaw that result of this research's study was able to explain, that familiar referenced to another similar research's topic in the same research's area of city center. However, author of research's result may not be comprehensive to another research's result in both different research's areas and respondents so that in the further, researcher who will bring this research's result should realize the important factors such as the various characteristic's respondent, different research's area, the various ranking level of condominium and real estate, different way of research's methodology and the chosen factor in research's study and so on.

CHAPTER 2

LITERATURE REVIEW

The detail in this chapter is to review and analyze High-End condominium definition including marketing mix (7ps), brand equity and customer behavior which based on related to electronic document (internet), textbooks, foreign journal and local journals that provide information about the consumer choice decision in buying High-End condominium among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) which efficiently influence in topic. In addition, the chapter has shown the result of consumer's intention to buying High-End condominium.

2.1 Definition of High-End condominium

A condominium, frequently call shortened as condo, where a specified part of real estate. The criterion for a high-end condominium is defined based on its location, the finishes, management fees, facilities and amenities. This is a premium placed on all of -these. High-End Condominium is provided common facilities such as fitness, sauna, swimming pool, meeting room, elevators, playground and etc.

According to review several literatures, author envision that High-end condominium are crucially influencing in both recent economic and social aspect of Thailand. At this present, Land Allocation's business in type of Juristic Person Condominium is widely famous from both purchaser and investor's project developer that can devise the ranking type of condominium's business as the market's popularity such as the Residential Building, Recreation House/Resort, Business's Office Building, Commercial's Building in Shopping's Business and so on. In any case, the word of "Condominium" definite that the building where can be divided to share partially the ownership, including both the personal asset's ownership and the middle area's joint ownership (Thailand's Government Gazette's Act, 1979)

For the high-end condominium's business has almost the selling price of 120,000 – 169,999 Baht per square meter that almost settled in the middle downtown and nearby important places for example; school, hospital, shopping place and

convenient Mass Transportation place in both sky train (called BTS) and underground train (called MRT). Mostly, High-End Condominium have always furnished the fully luxury convenient things such as famously luxury sanitary ware, kitchen, balconies, storage space, microwave/oven, refrigerator, TV set, wooden floor, warm water, outdoor swimming pool, lounge, jacuzzi, bathtub, fitness room, sauna room, meeting room, private lift etc.

2.2 Theory of High-End condominium

Bangkok Condo Classifications into six categories based on price per square meter. Classifications are based on the maximum number of condos in a project that fall into a category. (CBRE Thailand, 2016)

1. Super Luxury: Above THB 250,000 per square meter
2. Luxury: THB 170,000-249,999 per square meter
3. High End: THB 120,000-169,999 per square meter
4. Upper – Mid – range: THB 90,000-119,999 per square meter
5. Mid-range: THB 70,000-89,999 per square meter
6. Entry Level: Below THB 70,000 per square meter

2.3 Choice Model

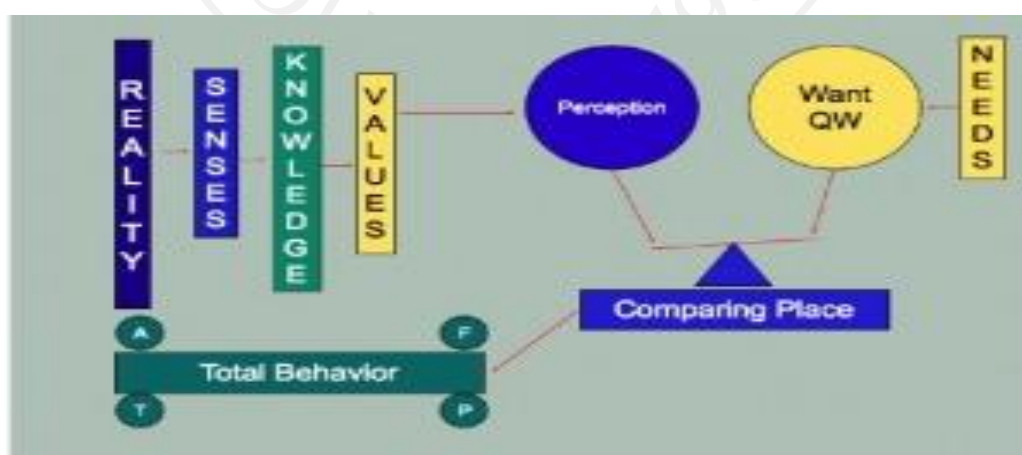


Figure 1: *Model of Choice*

Source: Glasser, W. (2011). *Choice Theory*. Retrieved from

<http://www.funderstanding.com/educators/choice-theory/>

2.4 Choice theory

Choice Theory represents an alternative to behaviorism and other external control psychologies. A basic understanding of Choice Theory requires some knowledge of the following 5 key concepts: (Glasser, 2011)

1. Basic Needs

All people are born with 5 basic needs: to love & belong, to be powerful, to be free, to have fun and to survive. All behavior is purposeful, motivated by our incessant desire to satisfy the basic needs woven into our genes. The strength of each need varies from person to person. For example, some are more driven by the social need to love and belong while others are more driven by the need to be free and autonomous.

2. The Quality World

According to conceptual idea of Quality World, it is explained that each of us develops a unique Quality World, the source of all motivation. Whereas the Basic Needs represent “nature”, The Quality World represents “nurture”. While, we live in our place and interact with others, we are each building this Quality World to become a unique that The Quality World are included the people, activities, values, and beliefs that are most important to us as individuals. Everything we place in our Quality World is need satisfying. Choice Theory suggests that parents, educators, and the community at large can promote environments that encourage others to develop Quality World pictures that let them satisfy their needs responsibly.

3. Reality & Perception

Although, we all live in the Real World, Choice Theory wonder what matters is our perception of reality. We behave based on what we perceive to be real, whether we are right or wrong. Choice Theory states that information passes through three distinct filters as we create our perception of reality, these distinct filters are composed of the sensory filter, the knowledge filter and the value filter. Because of these filters, two or more people may witness the same event or participate in the same activity and develop radically different perceptions.

4. Comparing Place

Our brain continually compares two images: our perception of reality and our Quality World picture of what we want at that moment. The purpose of all behavior is to create a match between what we perceive and what we want. When there is a match, we will maintain the behaviors we have chosen. When there is enough of a mismatch to cause internal discomfort, we automatically search for new behaviors that will create the match we seek.

5. Total Behavior

All behavior has four components: acting, thinking, feeling and physiology. When we change any one component of behavior, the other components change as well. The two easiest components to control directly are acting and thinking. It is virtually impossible to change your feelings or physiology directly.

2.5 Marketing Mix 7P's

Background of the service marketing mix (7Ps) (Vliet, 2013)

More and more organizations are compete one another strategically to distinguish themselves in the area of service and quality within a market. Successful organizations strongly focus on the service paradigm with investment in people, technology, personnel policy and remuneration systems for their employees. This is very important as the behavior of the employees can have a direct influence on the quality of the service. Employees represent the face and the voice of their organization to the customers. They translate the services provision into services for the customer across all sectors.

In 1981, using the above mentioned information, Bernard H. Booms and Mary J. Bitner further developed the traditional marketing mix developed by the American Professor of Marketing Jerome McCarthy into the extended marketing mix or services marketing mix. This services marketing mix is also called the 7P model or the 7 Ps of Booms and Bitner (1981). This service marketing mix strategy extends the original marketing mix model from four to seven elements. While Jerome McCarthy has only defined four verifiable marketing elements, the 7Ps are an extension as a result of

which this services marketing mix can also be applied in service companies and knowledge intensive environments.

Service Marketing mix: 7 P's model (Booms & Bitner, 1981)

The 7 Ps model, also known as the services marketing mix, goes beyond the four basic marketing principles for product marketing. Services have unique characteristics, for example intangibility, heterogeneity, inseparability and perishability. Bernard and Bitner (1981) insight in relation to physical products and services led to an extension of the traditional marketing mix. In addition to the four traditional factors, three important factors have been added: People, Process and Physical Evidence, that make the services marketing mix.

2.5.1 Product

This element is an object or service an organization produces on a large scale in a specific volume of units. An example of a material product is the disposable razor. For this research include design was modern, the multiple size room and strong structure of High-end Condominium in Bangkok.

2.5.2 Price

This is the price the customer pays for a service or product. The price is the most important factor for marketing. The price of a product or service is determined by all factors that an organization invests during the preparation of the product. For instance material costs, market share, product identity etc. The price of a product may go up or go down depending on time and the price of a certain product may vary because of market developments. For this research include the value with quality and service, term of payment and the common area management fee is appropriate of High-end Condominium in Bangkok.

2.5.3 Place

This element represents the location where the product is available for the customers. It is possible that the product is not available in all locations but only in a certain selection of locations. For this research include easy to go journey, located at good environment and near office of High-end Condominium in Bangkok.

2.5.4 Promotion

This element comprises all the efforts the company or organization makes to stimulate the popularity of their product in the market, for instance by advertising, promotional programmers, etc. For this research include free common area management fee 1 year, free fully furnished and no down payment of High-end Condominium in Bangkok.

2.5.5 People

‘People’ include people who are directly or indirectly involved in the trade of the product or service. These are mainly customer contact employees (contact center employees, representatives, account managers, etc.), customers, personnel and management. It is mainly the customer contact employees who are the face of the organization and they translate the quality into a service. They are the ‘service’ providers on account of their occupation or entrepreneurship. They include for instance stylists, hair dressers, coaches, trainers, gardeners, lawyers, contact center employees, etc. They deliver a physical service with a visible result.

Service companies are thoroughly aware that they must effectively manage the customer contact employees in order to monitor the quality of the service with respect to attitudes and behavior. This is very important in service companies because there might be a large variable in the performance of the customer contact employees in relation to the results of the services delivered. The quality of a service between service companies and customers (hospital intake, having a meal in a restaurant or accountancy or management consultancy services) can vary very strongly in addition to other important factors. The lack of homogeneity in services creates difficulties for service companies. Delivery of services often occurs during an interaction between a customer and contact employees. Attitude and behavior of an employee create a perception of the service as experienced by the customer (customer perception). This perception may be either positive or negative. It is even more important because it can influence customer satisfaction and in turn the customer’s purchase intentions. For this research include good manner, good reliant, good bestead and learned about realty of High-end Condominium in Bangkok.

2.5.6 Process

The element 'Process' of the service marketing mix represents the activities, procedures, protocols and more by which the service in question is eventually delivered to the customer. As services are results of actions for or with customers, a process involves a sequence of steps and activities to get there. The element 'process' of the service marketing mix is an essential element within the entire service marketing mix strategy. This element comprises all activities and services in which the people involved play an important role. For this research include the step of transfer ownership is conveniently, the step of contracts is conveniently and the step of approval credit is conveniently of High-end Condominium in Bangkok.

2.5.7 Physical Evidence

The physical evidence within the service marketing mix refers to an environment in which a service comes about from an interaction between an employee and a customer which is combined with a tangible commodity. The physical evidence includes a representation of a service for instance brochures, company stationery, business cards, reports, company website, etc. A good example is a hotel. The design, furnishing, lighting and decoration of a hotel as well as the appearance and the attitudes of the employees have a certain influence on the quality of the service and customer experience.

For example for a theme park, restaurant, or school, its 'service scape' or the environment in which the service takes places (service setting) is of crucial importance when it concerns communicating about the service and the positive influencing of customer experience. This service scape includes three physical environment dimensions that represent the relation between services and environment, named as following:

1. Environmental conditions such as temperature, sound, light, smell, or etc.
2. Space and functions such as map, equipment, decoration, etc.
3. Signs, symbols and artifacts such as signature, decoration style, personal touch, etc.

Despite of intangible services, customers are continuously looking for concrete clues to help them understand the nature of the service company. The more

intangible the service the more important it is to make the service around it tangible. Credit cards are a good example of tangible proof compared to the provision of (intangible) credit facilities by credit card companies and banks. In conclusion, the physical evidence serves as a visual metaphor of what the company represents, what services it facilitates and the relations between customers and employees. Another important point for consideration: satisfied customers. Satisfied customers are the best publicity for the services or products to be delivered. The marketing strategy must be effective, in which satisfaction of existing customers can be communicated to potential customers. Social marketing is a useful tool in this respect. It is not tangible but it supplies physical evidence with the aid of for instance a written recommendation by a customer or user. For this research include location was near BTS, MRT, River, the design is unique and the good ambiance of High-end Condominium in Bangkok.

This research, the author was used marketing mix (7Ps) because High-end Condominium is service business which need to be use this concept in marketing plan for business, so this research will show that what is factor of marketing mix (7Ps) to affect to customer choices decision in purchase High-End condominium in Bangkok.

2.6 Brand Equity

Brand equity is the value of the brand in the marketplace. Simply put, a high equity brand has high value in the marketplace. However, what this means exactly is often not fully or clearly understood. (Keller, 2003)

High brand value, a brand with high equity, means that the brand has the ability to create some sort of positive differential response in the marketplace. This can mean that your brand is easily recognizable when encountered in advertising or seen on a yard sign. It can mean your brand is one of the first ones recalled when a relevant prompt is used. It could mean that individuals would be willing to pay a premium price for your brand's offering. In the case of a real estate transaction, individuals would pay a standard commission and feel as if they received a valuable high-quality service from a well-known and trusted brand. It could mean that when someone asks for a referral, your brand is the first one that is recommended to others. All of these are positive responses to the brand – a readily recognizable brand, a brand

that is recalled quickly and easily when needed, one that individuals are willing to pay a premium price to acquire, and a brand that is recommended to others. These are all characteristics of a high equity brand. (Netemeyer, Chris, Krishnan, Dean, Ricks, Wang, Wirth & Yagci, 2004)

Ultimately, Brand Equity = consumer brand knowledge. You create your brand's equity as you create your market's consumer knowledge. Recall that brand equity is the value of the brand in the marketplace. We should think of brand equity as an asset that we will receive returns on today, tomorrow and the days to come. As with any asset, you have to decide how best to invest in it. Invest wisely and you will have the type of brand equity that provides good returns. Build a brand that is high in awareness. Grow a brand that is readily recognized whenever and wherever it is seen. When consumers think of needing a realtor, your brand should be the first one that comes to mind. Such a brand leads customers to easily construct an image of your brand that is relevant to their needs, clear in what it stands for, and stand out from your competition. When you have accomplished this then you have made the right investments in building your own brand value – high brand equity that won't appear on a financial statement on its own unique line, but will be reflected in the top-line revenue and the bottom-line profitability. (Chris, 2008)

For this research, the author will study about Brand Equity Model defines the six following brand equity components:

2.6.1 Brand Awareness

The extent to which a brand is known among the public, which can be measured using the following parameters:

- Anchor to which associations can be attached (depending on the strength of the brand name, more or fewer associations can be attached to it, which will, in turn, eventually influence brand awareness)
- Familiarity and liking (consumers with a positive attitude towards a brand, will talk about it more and spread brand awareness)
- Signal of substance / commitment to a brand.
- Brand to be considered during the purchasing process (to what extent does the brand form part of the evoked set of brand in a consumer's mind)

This research, the author was more study about factor to build Brand Awareness which using the following:

- Reputation, The Merriam-Webster Dictionary defines reputation as the overall quality of character as seen or judged by people in general, The Cambridge Dictionary defines reputation as the general opinion that people have about someone or something. Both of these dictionary definitions have something in common: judging or opinion. In other words, reputation is based on individual perceptions of a person's (or brand's) character. (Susan, 2011)

- Recognition, The extent to which the general public or and organization's target market is able to identify a brand by its attributes. Brand recognition is most successful when people can state a brand without being explicitly exposed to the company's name, but rather through visual signifiers like logos, slogans, shape, illustrations, graphics and colors. (Shawn, 2015)

- Recall, the extent to which a brand name is recalled as a member of a brand, product or service class, as distinct from brand recognition. Common market research usage is that pure brand recall requires "unaided recall". For example a respondent may be asked to recall the names of any cars he may know, or any whisky brands he may know. Some researchers divide recall into both "unaided" and "aided" recall. "Aided recall" measures the extent to which a brand name is remembered when the actual brand name is prompted. In terms of brand exposure, companies want to look for high levels of unaided recall in relation to their competitors. The first recalled brand name (often called "top of mind") has a distinct competitive advantage in brand space, as it has the first chance of evaluation for purchase. (Keller, 1993; Kelle, 1998)

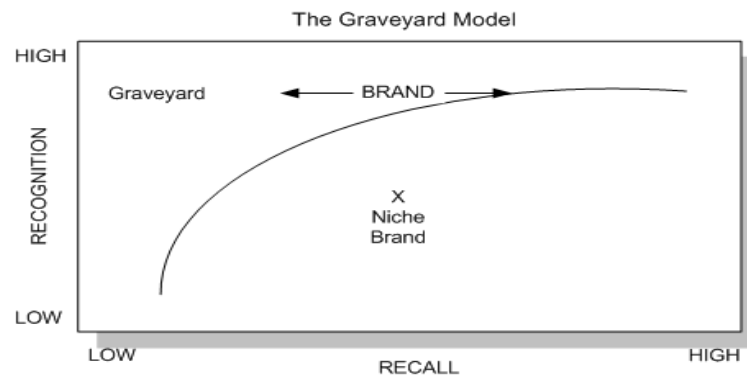


Figure 2: *Model of Brand Awareness*

Source: Aaker, D. (1996). *The Graveyard Model*. Retrieved from <http://www.van-haaften.nl/branding/corporate-branding/82-brand-awareness>

2.6.2 Brand Personality

The Brand Personality establishes what specific characteristics the brand has, and these characteristics should indicate how the brand would be in human life. By humanizing a brand, it plays a more central part in consumers' lives (Kapferer, 2008), which is good considering individuals are keener towards brands that share the same or similar ideas (Ponnam, 2007). Aaker (1997) also states that brand personality refers to the set of human characteristics associated with a brand. It regards how the brand personality enables a consumer to express his or her self through the consumption of brand. Furthermore, brand personality increases consumer preference and usage, evoke emotions in consumers and increases levels of trust and loyalty.

2.6.3 Brand Identity

The brand identity is the internal desired image that the company wants to communicate to the target group. A strong brand has a clear and specified brand identity, which is a set of associations that the company tries to create through, for example, market communication. (Martensson, 2008) Brand identity specifies the frames of a brand's uniqueness and value. It describes what a brand stands for and is difficult to copy. (Melin, 1997) By generating a value position, brand identity establishes the relationship between the customer and the company. The benefits can

be functional, emotional or self-expressive (Aaker, 1996). Brand identity involves all the basic characteristics of a company that will persist over time and provides a framework for the overall brand coherence. It expresses the unity and durability of a brand (Kapferer, 2004). According to Kapferer (2004), the brand identity prism is a good tool for analyzing brands. It gives a description of how the brand owner wants the target group to perceive the brand identity (Aperia and Back, 2004). The brand identity prism consists of physique, personality, culture, relationship, reflection and self-image. These concepts together define the brand identity that can be communicated to consumers (Kapferer, 2004).

2.6.4 Brand Loyalty (Aaker, 1997)

The extent to which people are loyal to a brand is expressed in the following factors:

- Reduced marketing costs (hanging on to loyal customers is cheaper than charming potential new customers)
- Trade leverage (loyal customers represent a stable source of revenue for the distributive trade)
- Attracting new customers (current customers can help boost name awareness and hence bring in new customers)
- Time to respond to competitive threats (loyal customers that are not quick to switch brands give a company more time to respond to competitive threats)

2.6.5 Brand Experience (Experiential Marketing)

Brand Experience is the subjective internal consumer responses and behavior evoked by brand related stimuli that are a part of a brand's design and identity, packaging, communications and environments (Brakus et al., 2009)

2.6.6 Brand Preference

The notion of preference has been considered in difference disciplines such as economists, psychologists, sociology. However there is no commonly agreed definition of preference among these disciplines. For example, economists believe

that preferences are exogenous, stable and known with adequate precision and are revealed through choice behavior. The economic view of preference has been criticized for assuming that preferences are stable and endogenous. An individual's preferences are not stable and can be endogenous or exogenous. In marketing literature, the word preference means the desirability or choice of an alternative. Preferences are above all behavioral tendencies (Zajonc and Markus, 1982). Brand preference is defined variously as the consumer's predispositions toward a brand that varies depending on the salient beliefs that are activated at a given time; the consumer's biasness toward a certain brand; the extent to which a consumer favours one brand over another. For this study a working definition for brand preference is offered: "the biased behavioral tendencies reflecting the consumer's predisposition toward a brand". Moreover, there is a difference between brand preference and brand loyalty. Brand preference represents the attitudinal brand loyalty excluding the action of repeat purchasing; the brand-oriented attitudinal loyalty. The main theme is that the first three decision-making phases of brand loyalty constitute the focal of brand preference. Thus, brand preference is related to brand loyalty, however, brand loyalty is more consistently depicted by the long term repeated purchasing behavior. (Reham and Ebrahim, 2011)

2.7 Customer Behavior

This research, the author used customer behaviors because it is the process through which the ultimate buyer makes purchase decisions. High-end Condominium, so this research will show that what is a factor of beliefs, attitude and behavioral intention to affect customer choices decision in purchase High-End condominium in Bangkok.

2.7.1 Beliefs (David & Louis, 2006)

Beliefs represent the information people have about a behavior: its likely consequences, the normative expectations of others and the likely impediments to its performance. Behavioral interventions provide information that change some of these beliefs, or that lead to the formation of new beliefs. It is important that the information provided be as accurate as possible. The ethical reasons for this

requirement are obvious, but there are other reasons as well. We may be able to change attitudes, subjective norms, or perceptions of behavioral control by providing powerful but inaccurate information relevant to these factors. In the short term, this may actually be quite effective in that we may see behavioral expressions of the changes produced by the intervention. In the long run, however, people will realize that the promised consequences do not materialize, that important referents do not really expect them to perform the behavior, or that they do not, after all, have the required skills and resources to perform it. As a result, intentions and behavior will often revert to what they were prior to the intervention. Only when the new beliefs accurately reflect reality can we expect that the effect of the intervention will persist over time.

For this research include be worth for investment, the high quality of product or service and reputation and image of developer of High-end Condominium.

2.7.2 Attitude (David & Louis, 2006)

Perception of incoming stimuli is greatly affected by attitudes. In fact, a consumer's decision to purchase an item is strongly based on his or her attitudes about the product, store or salesperson.

Attitudes are a person's enduring favorable or unfavorable evaluations, emotions, or action tendencies toward some object or data. As they form over time through individual experiences and group contacts, attitudes become highly resistant to change. Sometimes it takes a possible health threat to change consumers' attitudes. Some people avoided eating beef after the first U.S. case of mad cow disease was discovered, as outlined in the "Solving an Ethical Controversy" feature.

Because favorable attitudes likely affect brand preferences, marketers are interested in determining consumer attitudes toward their offerings. Numerous attitude-scaling devices have been developed for this purpose.

2.7.2.1 Attitude Components (David & Louis, 2006)

An attitude has cognitive, affective and behavioral components. The cognitive component refers to the individual's information and knowledge about an object or concept. The affective component deals with feelings or emotional reactions. The behavioral component involves tendencies to act in a certain manner. For example, in deciding whether to shop at a warehouse-type food store, a consumer might obtain information about what the store offers from advertising, trial visits, and input from family, friends and associates (cognitive component). The consumer might also receive affective input by listening to others about their shopping experiences at this type of store. Other affective information might lead the person to make a judgment about the type of people who seem to shop there, whether they represent a group with which he or she would like to be associated. The consumer may ultimately decide to buy some canned goods, cereal and bakery products there but continue to rely on a regular supermarket for major food purchases (behavioral component).

All three components maintain a relatively stable and balanced relationship to one another. Together, they form an overall attitude about an object or idea.

2.7.2.2 Changing Consumer Attitudes (David & Louis, 2006)

Since a favorable consumer attitude provides a vital condition for marketing success, how can a firm lead prospective buyers to adopt such an attitude toward its products. Marketers have two choices (1) attempt to produce consumer attitudes that will motivate purchase of a particular product or (2) evaluate existing consumer attitudes and then make the product features appeal to them.

If consumers view an existing good or service unfavorably, the seller may choose to redesign it or offer new options. American automakers have struggled for years to change consumers' attitudes about the way American cars are built, perform, and look. General Motors has spent decades and millions, working to overcome quality problems and has succeeded in many areas. But sales of its Hummer H2 have dropped from their early peak, with consumers complaining about poor rear window visibility, a cramped interior, cheap workmanship and especially poor gas

mileage about 11 to 1311 miles per gallon. The H2 SUT and the H3 will focus on satisfying complaints with plusher interiors and improved gas mileage as well as broadening the Hummer' appeal to a whole new market segment, drivers under 40 who like its rugged personality.(David, 2004)

2.7.2.3 Modifying the Components of Attitude (David & Louis, 2006)

Attitudes frequently change in response to inconsistencies among the three components. The most common inconsistencies result when new information changes the cognitive or affective components of an attitude. Marketers can work to modify attitudes by providing evidence of product benefits and by correcting misconceptions. Marketers may also attempt to change attitudes by engaging buyers in new behavior. Free samples, for instance, can change attitudes by getting consumers to try a product.

Sometimes new technologies can encourage consumers to change their attitudes. Some people, for example are reluctant to purchase clothing by mail order because they are afraid it will not fit properly. To address these concerns, e-retailer Lands' End (now part of Sears) introduced a "virtual model" feature on its Web site. People who visit the site answer a series of questions about height, body proportions and hair color, and the software creates a three-dimensional figure reflection their responses. Consumers can then adorn the electronic model with Lands' End garments to get an idea of how various outfits might look on them. Of course, for the electronic model to be correct, shoppers must enter information about their bodies accurately instead of simply relying on their perception of themselves.

For this research include enhance social status, show status of financial and the individual's information of High-end Condominium have more expensive another condominium.

2.7.3 Behavioral Intention (David & Louis, 2006)

Interventions directed at behavioral, normative, or control beliefs may succeed in producing corresponding changes in attitudes, subjective norms, and perceptions of behavioral control and these changes may further influence intentions in the desired

direction. The intervention will still be ineffective, however, unless individuals are in fact capable of carrying out their newly formed intentions. It is therefore incumbent on the investigator to ensure that there is a strong link from intentions to behavior. When this relation is weak, steps must be taken to strengthen it. One of the most effective means available to date is to induce individuals to form an implementation intention, i.e., to form a specific plan detailing when, where, and how the desired behavior will be performed. The formulation of such plans makes it easier for people to carry out their intended actions.

For this research include intention behavior of customer to buy high-end condominium only, to spend time with family and to live with privacy.

2.8 Lifestyle

Despite its frequent colloquial use, the concept of life-style has not received much scientific attention since its conception during the first quarter of this century. It was developed independently by a psychologist (Adler, 1933) and a sociologist (Weber, 1943 as reported by Gerth & Mills, 1958) to describe some characteristic of human beings which was not well-described by the existing terminology of social science. Shared by both, as well as by their followers, was the quest for a concept which captures the wholeness of the individual and his or her behavior (Reed, 1976)

The explanation of human behavior is often done by the use of “low-level” descriptors, such as income, expenditures, personality traits, attitudes toward specific issues, age and family structure etc. Only rarely is there an attempt to describe the individual in a comprehensive context. Unfortunately, even when such attempts are made, by the use of multivariate methods, most often the temporal dimension is overlooked. The cross-sectional nature of many of the “low-level” social descriptors has failed to account for consistency of behavior in the longer term.

For this research include main purpose of buying High-End Condominium in Bangkok, the reason that why you buying high-end condominium in Bangkok, and the kind of your lifestyle that you prefer for high-end condominium in Bangkok of customer to buy high-end condominium only.

2.9 Maslow's Needs Theory

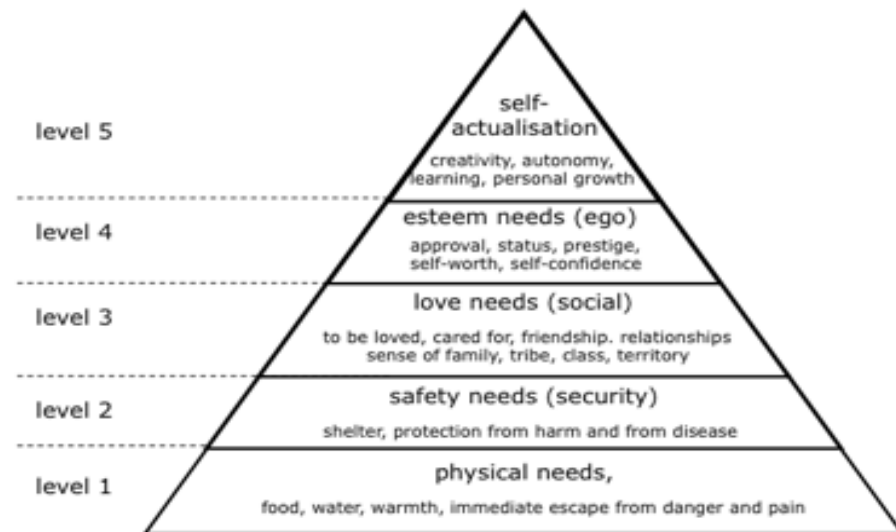


Figure 3: Maslow's Needs Model

According to Maslow's Theory, there are four types of needs that must be satisfied before a person can act unselfishly. The needs are arranged in a hierarchical order. The upward climb is made by satisfying one set of needs at a time. The most basic drives are physiological. After that comes the need for safety, then the desire for love, and then the quest for esteem. Maslow referred to the four lower needs as "deficiency needs" because their lack creates a tension within us. He saw nothing wrong with the human desire to scratch where we itch. As long as we can work to satisfy the cravings, we're moving toward growth. It's when a repressive society or a warped individual curtails our freedom to satisfy our needs that we become ill. Satisfying needs is healthy. Blocking gratification makes us sick.

There is nothing unique about Maslow's focus on physical, safety, love and esteem needs. Other theorists include these four in their lists of basic needs. The genius of the hierarchy is its concept of prepotency. A prepotent need is the one that has the greatest power or influence over our actions. Maslow claimed that everyone has a prepotent need, but the need will differ among individuals. You might be motivated by a craving for love, while I may be motivated by a desire for esteem. Which need is prepotent for a given individual? According to Maslow, a person's prepotent need is the lowest unmet need in the pyramid.

What follows is a brief description of the deficiency needs in the order Maslow predicted they occur.

2.9.1 Physiological Needs

Physiological needs are basic: The body craves food, liquid, sleep, oxygen, sex, freedom of movement, and a moderate temperature. When any of these are in short supply, we feel the distressing tension of hunger, thirst, fatigue, and shortness of breath, sexual frustration, confinement, or the discomfort of being too hot or cold. These irritants compel us to seek the missing commodity so that our body can return to homeostasis, a system in balance or at rest.

As long as the body feels substantially deprived, it marshals all its energies in the service of satisfying these demands. Responding like a heat seeking missile, a dog or cat invariably finds the one patch of sunlight that provides a warm place to doze. On the physiological level, Maslow sees people as no different. But once these physical needs are met regularly, they no longer exert pressure. A need fulfilled no longer motivates.

Weight Watchers advises that the time to go to the grocery store is after a complete meal. When we've had enough to eat, food becomes relatively unimportant. As hunger and the other physiological needs are met, the need for security kicks in.

2.9.2 Safety Needs

The safety needs operate mainly on a psychological level. Naturally we try to avoid a poke in the eye with a sharp stick. But once we've managed a certain level of physical comfort, we'll seek to establish stability and consistency in a chaotic world. When he talked about security, Maslow pictured the child who strives for predictability and certainty. For instance, most kids enjoy a set bedtime routine and grow visibly distressed if a parent tries to short-circuit the ritual. Their safety need require a consistent and secure world that offers few surprises.

Unfortunately, life doesn't always cooperate. Some of you who come from a broken or dysfunctional home know the cringing fear of waiting for the next fight or the other shoe to fall. Many adults go through life stuck on this level and act as if

catastrophe will happen any moment. Political appeals for law and order are aimed at people whose insecurities have never been quieted. Maslow also placed religious inclination on the safety rung because he saw that tendency as an attempt to bring about an ordered universe with no nasty shocks.

2.9.3 Love and Belongingness Needs

The love or belongingness needs come into play after the physiological and security drives are satisfied. Gratification is a matter of degree rather than an either or accomplishment. But once a need has been significantly satisfied over a long period of time, it becomes functionally absent. The action switches to the next highest level, in this case, love.

Maslow's concept of belonging combines the twin urges to give and receive love. Giving love is different from the passion of rock music lyrics that announce, "I want you, I need you, I'm going to have you" That's raw sex. And giving love is more than the maternal instinct implanted by nature. For Maslow, giving love is seeking to fill a void by understanding and accepting selected others. Receiving love is a way of staving off the pangs of loneliness and rejection. The man who attains this level will "feel keenly, as never before, the absence of friends, or a sweetheart, or a wife, or children.

Even though it's higher in the hierarchy than physical or safety needs, the desire for love and belonging is similar in that it motivates only when a person feels a deficit. According to Maslow, love loses its pull when you've had enough. Thirty years ago he suggested that the desire for love and belonging was the lowest level of unmet need for most Americans. If the continuing popular appeal of Cheers reruns on television is a reliable indicator, his assessment still holds true today.

Maslow notes that the need for love is more fragile than the needs that go before. For example, this need is nonexistent in the psychopath, who feels no desire for warmth or affection. They want respect before they want love. But for most of us, the prepotent order is as Maslow depicted it:

Physiological → Safety → Love → Esteem

2.9.4 Esteem Needs

The esteem needs are of two types. There's self-esteem, which is the result of competence or mastery of tasks. Harvard psychologist David McClelland calls this "need for achievement". There's also the attention and recognition that come from other. Wanting this admiration is part of what McClelland labels "need for power". McClelland assumes that individual differences in needs are tied to personality, and they change slowly if at all. Maslow, on the other hand, believes that repeated shifts in motivation are possible when a person is in a supportive environment.

2.9.5 Self-actualization

Maslow described the need for self-actualization as "the desire to become more and more what one is, to become everything that one is capable of becoming. People feel this gentle but persistent tug to maximize their potential only after they have satisfied their basic deficiency craving. Obviously, the comic strip character Charlie Brown, who bemoans the curse of great potential, has yet to reach that point.

Self-actualization can take many forms, depending on the individual. These variations may include the quest for knowledge, understanding, peace, self-fulfillment, meaning in life, or beauty. For instance, the aesthetic person operating on this level may feel physically ill when driving past an ugly array of fast-food restaurants with garish neon signs. But the need for beauty is neither higher nor lower than the other needs at the top of the pyramid. Self-actualization needs aren't hierarchically ordered.

2.10 Statistic Method

2.10.1 Multinomial logistic regression

Discrete Choice Model: The random utility component is based on the assumption that a decision-maker n ($n = 1, \dots, N$), faced with a finite set C_n of mutually exclusive alternatives i ($i = 1, \dots, I_n$), chooses the option i which offers the highest utility U_{in} . Each alternative's utility is described as a function of explanatory variables forming the characteristic part of the utility, $V(\cdot)$, and random disturbances, v_{in} :

$$U_{in} = V(\mathbf{x}_{in}, \boldsymbol{\eta}_{in}; \boldsymbol{\beta}) + v_{in}, \quad (1)$$

where \mathbf{x}_{in} is a $(K \times 1)$ vector of observed variables and $\boldsymbol{\eta}_{in}$ is a $(M \times 1)$ vector of latent variables. These variables symbolize either (latent) characteristics of the decision-maker (\mathbf{x}_{sin} , $\boldsymbol{\eta}_{sin}$) or (latent) attributes of the alternatives (\mathbf{x}_{zin} , $\boldsymbol{\eta}_{zin}$). The importance of the descriptive variables on the function of the options is reflected in the $(1 \times (K+M))$ vector $\boldsymbol{\beta}$. By assuming, for example, that each v_{in} is independently, identically distributed (i.i.d.) extreme value, the widely used multinomial logit model results (e.g. Ben-Akiva & Lerman, 1985):

$$P(u_{in} = 1 | \mathbf{x}_{in}, \boldsymbol{\eta}_{in}; \boldsymbol{\beta}) = \frac{e^{V(\mathbf{x}_{in}, \boldsymbol{\eta}_{in}; \boldsymbol{\beta})}}{\sum_{j \in C_n} e^{V(\mathbf{x}_{jn}, \boldsymbol{\eta}_{jn}; \boldsymbol{\beta})}}, \quad (2)$$

as is common practice in choice modeling, the representative utility $V(\cdot)$ is specified to be linear in parameters:

$$V_{in} = \boldsymbol{\beta}_x \mathbf{x}_{in} + \boldsymbol{\beta}_\eta \boldsymbol{\eta}_{in}, \quad (3)$$

where $\boldsymbol{\beta}_x$ and $\boldsymbol{\beta}_\eta$ is a $(1 \times K)$ and a $(1 \times M)$ vector, respectively.

Latent Variable Model: Model identification typically requires that the unobserved $\boldsymbol{\eta}$ s are operationalized by multiple manifest variables, \mathbf{y} .² In the simplest case, a linear factor model is appropriate to describe the mapping of the indicators onto the latent variables, leading to the following measurement equation:

$$\mathbf{y} = \boldsymbol{\Lambda} \boldsymbol{\eta} + \boldsymbol{\varepsilon}, \quad (4)$$

where \mathbf{y} is a $(P \times 1)$ vector, $\boldsymbol{\Lambda}$ is a $(P \times M)$ matrix of factor loadings and $\boldsymbol{\varepsilon}$ is a $(P \times 1)$ vector of dimension errors which are i.i.d. multivariate normal.³

Our structural model for the latent variables mixes alternative formulations by Ashok et al. (2002) and Walker and Ben-Akiva (2002) by allowing for interrelationships among the latent variables as well as for the influence of practical explanatory variables \mathbf{z} on the latent variables: ⁴

$$\boldsymbol{\eta} = \mathbf{B} \boldsymbol{\eta} + \boldsymbol{\Gamma} \mathbf{z} + \boldsymbol{\zeta}, \quad (5)$$

where \mathbf{z} is a $(L \times 1)$ vector, and the $(M \times M)$ matrix \mathbf{B} and the $(M \times L)$ matrix $\mathbf{\Gamma}$ contain unknown regression parameters. The $(M \times 1)$ vector ζ represents random disturbances assumed to be i.i.d. multivariate normal.

Likelihood Function: Since all information about the latent variables is comprised in the multiple observed indicators, the joint probability of the choice and latent variable indicators conditioned on the exogenous variables is considered. Assuming that the random errors v , ε , and ζ are independent, integrating over the joint distribution of the latent variables leads to the following multidimensional integral:

(6)

$$P(u_i = 1, \mathbf{y} | \mathbf{x}, \boldsymbol{\theta}) = \int_{R_\eta} P_u(u_i = 1 | \mathbf{x}, \boldsymbol{\eta}, \boldsymbol{\beta}, \boldsymbol{\Sigma}_v) f_y(\mathbf{y} | \boldsymbol{\eta}, \boldsymbol{\Lambda}, \boldsymbol{\Sigma}_\varepsilon) f_\eta(\boldsymbol{\eta} | \mathbf{z}; \mathbf{B}, \mathbf{\Gamma}, \boldsymbol{\Sigma}_\zeta) d\boldsymbol{\eta},$$

Where P_u denotes the probability function of observing the choice of a specific alternative (2), the density function f_y for the latent variable indicators relates to the measurement model (4), and the density function f_η of the latent variables corresponds to the structural model (5). R_η denotes that integration is over the range space of the vector of latent variables that have a direct impact on the choice decision.

2.10.2 Descriptive research: Cross tabulation

Cross-tabulation is about taking two variables and tabulating the results of one variable against the other variable. An example would be the cross-tabulation of course performance against mode of study:

Table 1: Cross Tabulation

	HD	D	C	P	NN
FT - Internal	10	15	18	33	8
PT Internal	3	4	8	15	10
External	4	3	12	15	6

Each individual would have had a recorded mode of study (the rows of table) and performance on the course (the columns of table). For each individual, those pairs of values have been entered into the appropriate cell of the table.

2.10.3 Source of Questionnaire in each variable

Table 2: Sources of questionnaire items

Constructs	Indicators	Sources
Product	The High End condominium is unique concept The multiple size room Strong structure	Booms and Bitner, 1981; CBRE Thailand, 2016;
Price	The value with quality and service Term of payment The common area management fee is appropriate	Booms and Bitner, 1981;
Place	Easy to accessible Located at good environment Located in the city center	Booms and Bitner, 1981;
Promotion	Free 1 year common area management fee Free fully furnished No down payment	Booms and Bitner, 1981;
People	Friendliness Politeness Professional Management Knowledge and skill	Booms and Bitner, 1981;
Process	The step of transfer ownership is conveniently The step of contracts is conveniently The step of approval credit is conveniently	Booms and Bitner, 1981;

(Continued)

Table 2 (Continued): Sources of questionnaire items

Constructs	Indicators	Sources
Physical Evidence	Located near BTS, MRT, River Good and secure neighborhoods Ensuring privacy of residents	Booms and Bitner, 1981; CBRE Thailand, 2016;
Brand awareness	Good reputation Good recognition Good recalling	Susan, 2011; Shawn, 2015; Aaker, 1996;
Brand Personal	Looks luxury more than others focusing on the perfect location such as near the river, MRT or BTS. Worth more than other type of condominium.	Kapferer, 2008; Ponnam, 2007; Aaker, 1997;
Brand Identity	Reasonable Price Private Unique Style	Martensson, 2008; Melin, 1997; Aaker, 1996; Kapferer, 2004; Aperia and Back, 2004;
Brand Preference	Decide to buy High-End condominium after viewing the advertising decide to buy High-End Condominium from the recommend from sale staff decide to buy High- End Condominium by the premium?	Zajonc and Markus, 1982; Reham and Ebrahim, 2011;

(Continued)

Table 2 (Continued): Sources of questionnaire items

Constructs	Indicators	Sources
Brand Loyalty	buy High-End Condominium only recommend your friend to buy will think about High-End Condominium	Aaker, 1997;
Brand Experience	All facilities are conveniences The design of layout make feel impress Make feel happiness	Brakus et al, 2009;
Belief	worth for investment high quality reputation and image of developer	David & Louis, 2006;
Attitude	enhances social status show status of financial indicated personal taste good standard of construction using high-quality materials and specifications	David & Louis, 2006;
Behavioral intention	to buy high-end condominium only to live among good environment to live in identical social class	David & Louis, 2006;

2.11 Conceptual Framework

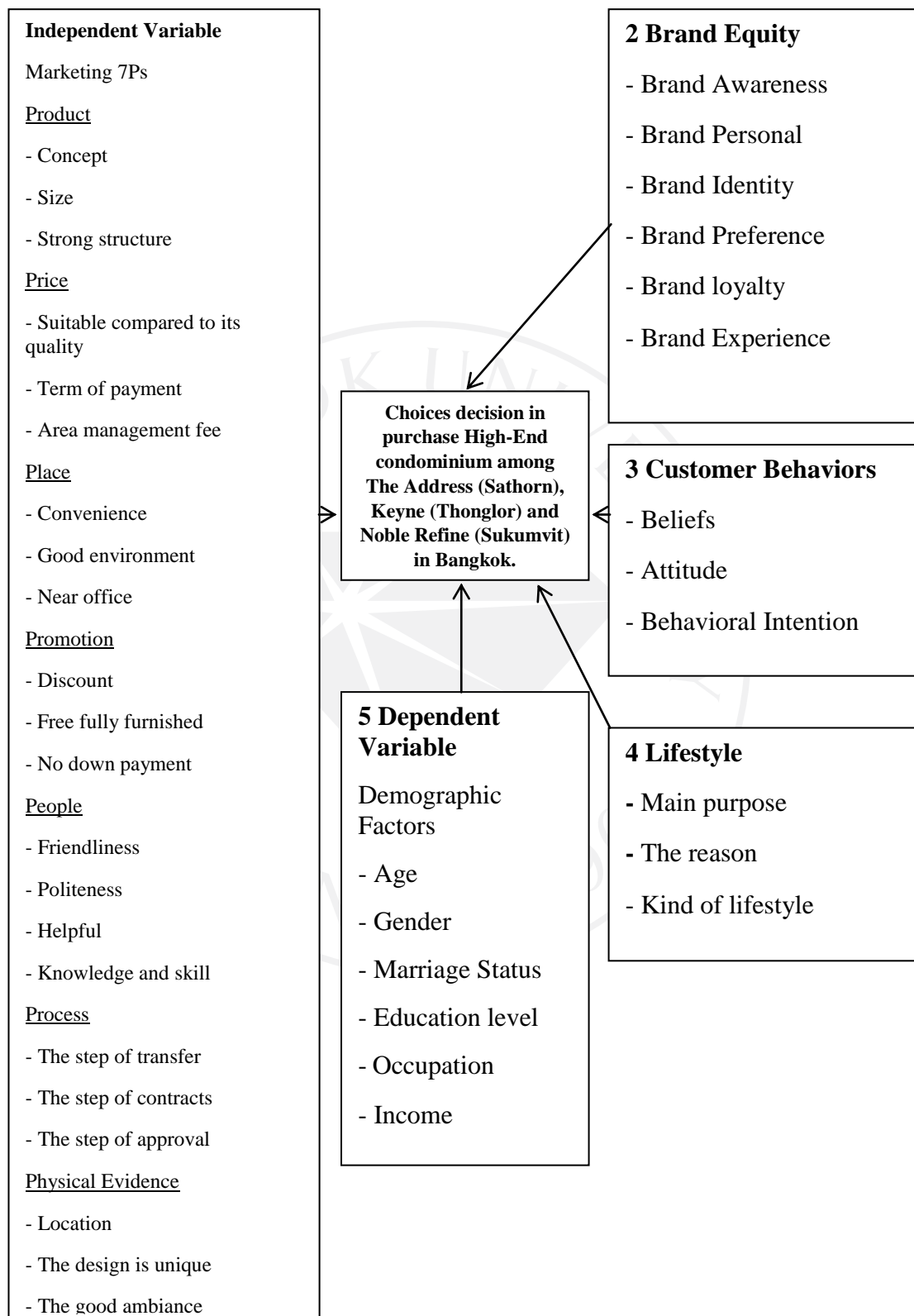


Figure 4: *Conceptual framework of the research*

2.12 Hypothesis of this research study

Hypothesis is a statement to explain research problem, and arrange for educated vision of research result (Sarantakos, 2012). According to doing experiment in research study, will be analyzing each variable along with the results from former research in order to offer hypothesis to this study.

Therefore, the Hypotheses are set as follow:

Table 3: The independent and dependent variables.

Part	Section	Dependent Variables	Independent Variables
Marketing 7Ps	Product	Brand choice of High-End Condominium	1. The High End condominium is unique concept 2. The multiple size room 3. Strong structure
	Price	Brand choice of High-End Condominium	1. The value with quality and service 2. Term of payment 3. The common area management fee is appropriate
	Place	Brand choice of High-End Condominium	1. Easy to accessible 2. Located at good environment 3. Located in the city center
	Promotion	Brand choice of High-End Condominium	1. Free 1 year common area management fee 2. Free fully furnished 3. No down payment
	People	Brand choice of High-End Condominium	1. Friendliness 2. Politeness 3. Professional Management 4. Knowledge and skill

(Continued)

Table 3 (Continued): The independent and dependent variables

Part	Section	Dependent Variables	Independent Variables
Marketing 7 Ps	Process	Brand choice of High-End Condominium	1. The step of transfer ownership is conveniently 2. The step of contracts is conveniently 3. The step of approval credit is conveniently
	Physical Evidence	Brand choice of High-End Condominium	1. Located near BTS, MRT, River 2. Good and secure neighborhoods 3. Ensuring privacy of residents
Brand Equity	Brand awareness	Brand choice of High-End Condominium	1. Good reputation 2. Good recognition 3. Good recalling
	Brand Personal	Brand choice of High-End Condominium	1. Looks luxury more than others 2. Focusing on the perfect location such as near the river, MRT or BTS. 3. Worth more than other type of condominium.
	Brand Identity	Brand choice of High-End Condominium	1. Reasonable Price 2. Private 3. Unique Style

(Continued)

Table 3 (Continued): The independent and dependent variables

Part	Section	Dependent Variables	Independent Variables
Brand Equity	Brand Preference	Brand choice of High-End Condominium	1. Decide to buy High-End Condominium after viewing the advertising 2. Decide to buy High-End Condominium from the recommend from sale staff 3. Decide to buy High-End Condominium by the premium.
	Brand Loyalty	Brand choice of High-End Condominium	1. Buy High-End Condominium only 2. Recommend your friend to buy High-End Condominium 3. When want to buy a Condominium, will think about High-End Condominium
	Brand Experience	Brand choice of High-End Condominium	1. All facilities are conveniences 2. The design of layout make feel impress 3. Make feel happiness

(Continued)

Table 3 (Continued): The independent and dependent variables

Part	Section	Dependent Variables	Independent Variables
Customer behavior	Beliefs	Brand choice of High-End Condominium	1. worth for investment 2. high quality 3. reputation and image of developer
	Attitude	Brand choice of High-End Condominium	1. enhances social status 2. show status of financial 3. indicated personal taste 4. Good standard of construction using high-quality materials and specifications
	Behavioral intention	Brand choice of High-End Condominium	1. to buy high-end condominium only 2. to live among good environment 3. to live in identical social class

There are the followings hypotheses:

H1_o: Product does not influence consumer choices decision in buying High-End condominium among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H1_a: Product significantly influences consumer choices decision in buying High-End condominium among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H1.1_o: The unique concept does not influence consumer choices decision in buying High-End condominium among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H1.1_a: The unique concept significantly influences consumer choices decision in buying High-End condominium among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H1.2_o: The multiple size room does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H1.2_a: The multiple size room significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H1.3_o: The strong structure does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H1.3_a: The strong structure significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H2_o: Price does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H2_a: Price significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H2.1_o: The value with quality and service do not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H2.1_a: The value with quality and service significantly influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand

H2.2_o: Term of payment does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H2.2_a: Term of payment significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H2.3_o: The appropriated common area management fee does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H2.3_a: The appropriated common area management fee significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H3_o: Place does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H3_a: Place significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H3.1_o: Easy to accessible does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H3.1_a: Easy to accessible significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H3.2_o: Located at good environment does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H3.2_a: Located at good environment significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H3.3_o: Located in the city center does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H3.3_a: Located in the city center significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H4_o: Promotion does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H4_a: Promotion significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H4.1_o: Free 1 year common area management fee does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H4.1_a: Free 1 year common area management fee significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H4.2_o: Free fully furnished does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H4.2_a: Free fully furnished significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H4.3_o: No down payment does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H4.3_a: No down payment significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H5_o: People do not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H5_o: People significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H5.1_o: Friendliness does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H5.1_a: Friendliness significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H5.2_o: Politeness does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H5.2_a: Politeness significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H5.3_o: Professional Management does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H5.3_a: Professional Management significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H5.4_o: Knowledge and skill do not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H5.4_a: Knowledge and skill significantly influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H6_o: Process does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H6_a: Process significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H6.1_o: The convenient step of transfer ownership does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H6.1_a: The convenient step of transfer ownership significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H6.2_o: The convenient step of contracts does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H6.2_a: The convenient step of contracts significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H6.3_o: The convenient step of credit approval does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H6.3_a: The convenient step of credit approval significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H7_o: Physical evidence does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H7_a: Physical evidence significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H7.1_o: Located near BTS, MRT, and river do not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H7.1_a: Located near BTS, MRT, and river significantly influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H7.2_o: Good securement in neighborhoods does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H7.2_a: Good securement in neighborhoods significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H7.3_o: Ensuring privacy of residents does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H7.3_a: Ensuring privacy of residents significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H8_o: Brand awareness does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H8_a: Brand awareness significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H8.1_o: Good reputation does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H8.1_a: Good reputation significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H8.2_o: Good recognition does not influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H8.2_a: Good recognition significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H8.3_o: Good recalling does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H8.3_a: Good recalling significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H9_o: Brand personal does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H9_a: Brand personal significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H9.1_o: Looks luxury more than others does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H9.1_a: Looks luxury more than others significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H9.2_o: Focusing on the perfect location does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H9.2_a: Focusing on the perfect location significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H9.3_o: Worth more than other type of condominium does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H9.3_a: Worth more than other type of condominium significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H10_o: Brand identity does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H10_a: Brand identity significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H10.1_o: Reasonable Price does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H10.1_a: Reasonable Price significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H10.2_o: Private does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H10.2_a: Private significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H10.3_o: Unique Style does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H10.3_a: Unique Style significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H11_o: Brand preference does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H11_o: Brand preference significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H11.1_o: The advertising does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H11.1_a: The advertising significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H11.2_o: Sale staff does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H11.2_a: Sale staff significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H11.3_o: The premium does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H11.3_a: The premium significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H12_o: Brand loyalty does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H12_a: Brand loyalty significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H12.1_o: Buy High-End Condominium only does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H12.1_a: Buy High-End Condominium only significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H12.2_o: Recommend your friend to buy High-End Condominium does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit).

H12.2_a: Recommend your friend to buy High-End Condominium significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit).

H12.3_o: Thinking about High – End condominium in buying does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit).

H12.3_a: Thinking about High – End condominium in buying significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit).

H13_o: Brand experience does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H13_a: Brand experience significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H13.1_o: All facilities of High –End condominium does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H13.1_a: All facilities of High –End condominium significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H13.2_o: The design of layout does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H13.2_a: The design of layout significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H13.3_o: Feel happiness does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H13.3_a: Feel happiness significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H14_o: Belief does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H14_a: Belief significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H14.1_o: Worth for investment does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H14.1_a: Worth for investment significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H14.2_o: High quality does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H14.2_a: High quality significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H14.3_o: Reputation and image of developer does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H14.3_a: Reputation and image of developer significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H15_o: Attitude does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H15_a: Attitude significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H15.1_o: Social status does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H15.1_a: Social status significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H15.2_o: Status of financial does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H15.2_a: Status of financial significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H15.3_o: Indicated personal taste does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H15.3_a: Indicated personal taste significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H15.4_o: Good standard of construction in using high-quality materials and specifications does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H15.4_a: Good standard of construction in using high-quality materials and specifications significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H16_o: Behavioral intention does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H16_a: Behavioral intention significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H16.1_o: To buy high-end condominium only does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H16.1_a: To buy high-end condominium only significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H16.2_o: To live among good environment does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H16.2_a: To live among good environment significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H16.3_o: To live in identical social class does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

H16.3_a: To live in identical social class significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

CHAPTER 3

METHODOLOGY

This research base on quantitative methodology to collect data in order to attain the aims and objectives. Research strategy and approach were explain as following. Questionnaire as the main survey tool has been distributed to the customers.

3.1 Research Strategy

In this research, author gathered data and analyzed data thought using questionnaire, the aim of this research is to explain the factor influencing customer's decisions in buying High-End condominium in Bangkok.

Quantitative research is 'Explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics)'. It means that the professional quantitative research has based on accurate data. Therefore, the questionnaire setting, population and sampling designing and data collection has been set reasonably.

3.2 Questionnaire Design

In this research, the questionnaire was designed to factors affect decisions in buying High-End condominium among the Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit), include marketing mix (7Ps), brand equity, customer behavior, lifestyle and demographic which related to customer's choice buying High-End condominium.

3.3 Population and Sample

Population: in this research, the population who buy High-End condominium was selected from the Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit), these three High-End condominium in Bangkok.

Sample: the customers who come to visit, live or buy High-End condominium in these three High-End condominium in Bangkok is a huge population, therefore, author has chosen some of them as the sample.

According to Taro Yamane (1973) formula at confidences level of 95% and precision levels = 0.05

$$n = \frac{N}{1 + N*(e^2)}$$

Where

n = the sample size

N = the population size

e = the acceptable sampling error

* 95% confidence level and p = 0.5 are assumed

So:

$$\begin{aligned} n &= \frac{2,042}{1 + 2,042 (0.05)^2} \\ &= 334.47 \end{aligned}$$

Referring to formula calculating, the result of sample size for conducting research is 334.47 respondents. However, to make reliability efficiently, the author collect the sample size in this study is 400 people who are the customers from The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) by using at 95% confidence level to avoid deviation.

Sampling Design

Table 3.1: Amount of questionnaire

Brand's Name	Total Unit	Percentage	Number of Questionnaire
The Address (Sathorn)	562	55%	220
Keyne (Thonglor)	216	22%	88
Noble Refine (Sukumvit)	243	23%	92
Total	1,021	100%	400

As a result, 220 copies questionnaires has been gather by The Address (Sathorn), and 88 questionnaires has been gather by Keyne (Thonglor), and 92 questionnaires has been gather by Noble Refine (Sukumvit).

3.4 Survey Instruments

As the author mentioned above, the questionnaire for this research is based on the topic which is the customer's buy High-End condominium at the Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit), therefor, the questionnaire totally has seven portions as following:

Part 1. It refers High-End condominium in Bangkok at the Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit), Which High-End condominium to the customer's buy for habitat.

Table 3.2: Level of Information Measurement and Criteria

Variable	Level of Measurement	Criteria Classification
1. What among following choice decision one is your favorite High-End condominium in Bangkok	Nominal	1. The Address (Sathorn) 2. Keyne (Thonglor) 3. Noble Refine (Sukumvit)

Part 2. It related to factors which influence customer's decisions in buying High-End condominium among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit).

It consist of 3 factors: Marketing Mix 7Ps factors, Brand Equity factors and Customer Behavior factors.

1. Marketing Mix 7Ps factors aspect includes 7 questions that are

1. Product
2. Price

- 3. Place
- 4. Promotion
- 5. People
- 6. Process
- 7. Physical Evidence

2. Brand Equity factors aspect includes 6 questions that are

- 8. Brand Awareness
- 9. Brand Personal
- 10. Brand Identity
- 11. Brand Preference
- 12. Brand loyalty
- 13. Brand Experience

3. Customer Behavior factors aspect includes 3 questions that are

- 12. Beliefs
- 15. Attitude
- 16. Behavioral Intention

All factors were weighted by target respondents on a seven-point Likert scale. In each questions are scaled by Number 0 indicate as “Not any effect” to number 7 indicate as “Extremely important”.

The weight (scores) are fixed in each level as below

Extremely important	= 7 points
Very important	= 6 points
Moderately important	= 5 points
Neutral	= 4 points
Slightly important	= 3 points
Low important	= 2 points
Not at all important	= 1 point

Not any effect = 0 point

For the measurement analysis the author use mean and interval class formula to calculate the range of information in each level as followed;

$$\begin{aligned}\text{Interval class} &= \frac{\text{Range (Max value - Min Value)}}{\text{Number of Interval}} \\ &= \frac{(8-1)}{8} \\ &= 0.86\end{aligned}$$

Therefore, the analysis and interpretation of factors in each aspects will use the average score interpretation that are

- Average score of 6.03 – 7.00 refers to extremely important level
- Average score of 5.17 – 6.02 refers to Very important level
- Average score of 4.31 – 5.16 refers to moderately important level
- Average score of 3.45 – 4.30 refers to Neutral level
- Average score of 2.58 – 3.44 refers to slightly important level
- Average score of 1.73 – 2.58 refers to Low important level
- Average score of 0.87 – 1.72 refers to Not at all important level
- Average score of 0.00 – 0.86 refers to not any effect level

Part 3. It related to factors of marketing mix 7Ps which influence customer's decisions in buying High-End Condominium in Bangkok.

It consist of 7 factors: Product, Price, Place, Promotion, People (sale staff's behavior), Process and Physical Evidence.

1. Product factors aspect includes 3 questions that are

- 17. The High End condominium is unique concept
- 18. The multiple size room
- 19. Strong structure

2. Price factors aspect includes 3 questions that are

- 20. The value with quality and service
 - 21. Term of payment
 - 22. The common area management fee is appropriate
3. Place factors aspect includes 3 questions that are
- 23. Easy to accessible
 - 24. Located at good environment
 - 25. Located in the city center
4. Promotion factors aspect includes 3 questions that are
- 26. Free 1 year common area management fee
 - 27. Free fully furnished
 - 28. No down payment
5. People (sale staff's behavior) factors aspect includes 4 questions that are
- 29. Friendliness
 - 30. Politeness
 - 31. Professional Management
 - 32. Knowledge and skill
6. Process factors aspect includes 3 questions that are
- 33. The step of transfer ownership is conveniently
 - 34. The step of contracts is conveniently
 - 35. The step of approval credit is conveniently
7. Physical Evidence factors aspect includes 3 questions that are
- 36. Located near BTS, MRT, River
 - 37. Good and secure neighborhoods
 - 38. Ensuring privacy of residents

All items were weighted by target respondents on a five-point Likert scale.

In each questions are scaled by Number 1 indicate as “Strongly Disagree” to number 5 indicate as “Strongly Agree”.

The weight (scores) are fixed in each level as below

Strongly Agree	= 5 points
Somewhat Agree	= 4 points
Neutral	= 3 points
Somewhat Disagree	= 2 points
Strongly Disagree	= 1 point

For the measurement analysis the author use mean and interval class formula to calculate the range of information in each level as followed;

Interval class = $\frac{\text{Range (Max value - Min Value)}}{\text{Number of Interval}}$

$$= \frac{(5-1)}{5}$$

$$= 0.8$$

Therefore, the analysis and interpretation of factors in each aspects will use the average score interpretation that are

Average score of 4.21 – 5.00 refers to Strongly agree level

Average score of 3.41 – 4.20 refers to Agree level

Average score of 2.61 – 3.40 refers to Neutral level

Average score of 1.81 – 2.60 refers to Disagree level

Average score of 1.00 – 1.80 refers to Strongly Disagree level

Part 4. It related to factors of Brand Equity which influence customer's decisions in buying High-End Condominium in Bangkok.

It consist of 6 factors: Brand Awareness, Brand Personal, Brand Identity, Brand Preference, Brand Loyalty, and Brand Experience

1. Brand Awareness factors aspect includes 3 questions that are
 39. The High-End condominium is good reputation.
 40. The High-End condominium is good recognition
 41. The High-End Condominium is good recalling
2. Brand Personal factors aspect includes 3 questions that are
 42. High-End Condominium is looks luxury more than others
 43. High-End Condominium is focusing on the perfect location such as near the river, MRT or BTS.
 44. High-End Condominium is worth more than other type of condominium
3. Brand Identity factors aspect includes 3 questions that are
 45. Reasonable Price
 46. Private
 47. Unique Style
4. Brand Preference factors aspect includes 3 questions that are
 48. Are you decide to buy High-End Condominium after viewing the advertising.
 49. Are you decide to buy High-End Condominium from the recommend from sale staff
 50. Are you decide to buy High-End Condominium by the premium?
5. Brand Loyalty factors aspect includes 3 questions that are
 51. You will buy High-End Condominium only
 52. Will you recommend your friend to buy High-End Condominium?
 53. When you want to buy a Condominium, you will think about High-End Condominium
6. Brand Experience factors aspect includes 3 questions that are
 54. All facilities of High-End Condominium are conveniences to you.
 55. The design of layout make you feel impress
 56. High-End Condominium make you feel happiness

All items were weighted by target respondents on a five-point Likert scale. In each questions are scaled by Number 1 indicate as “Strongly Disagree” to number 5 indicate as “Strongly Agree”.

The weight (scores) are fixed in each level as below

Strongly Agree	= 5 points
Somewhat Agree	= 4 points
Neutral	= 3 points
Somewhat Disagree	= 2 points
Strongly Disagree	= 1 point

For the measurement analysis the author use mean and interval class formula to calculate the range of information in each level as followed;

Interval class = $\frac{\text{Range (Max value - Min Value)}}{\text{Number of Interval}}$

$$= \frac{(5-1)}{5}$$

$$= 0.8$$

Therefore, the analysis and interpretation of factors in each aspects will use the average score interpretation that are

Average score of 4.21 – 5.00 refers to Strongly agree level

Average score of 3.41 – 4.20 refers to Agree level

Average score of 2.61 – 3.40 refers to Neutral level

Average score of 1.81 – 2.60 refers to Disagree level

Average score of 1.00 – 1.80 refers to Strongly Disagree level

Part 5. It related to factors of Customer Behavior which influence customer's decisions in buying High-End Condominium in Bangkok.

It consist of 3 factors: Beliefs, Attitude, and Behavioral Intention

1. Beliefs factors aspect includes 3 questions that are

- 57. You believe that high-end condominium worth for investment
- 58. You believe that High-End condominium is high quality.
- 59. You believe in reputation and image of developer

2. Attitude factors aspect includes 4 questions that are

- 60. High-end condominium enhances social status
- 61. High-end condominium is show status of financial
- 62. High-end condominium is indicated personal taste.
- 63. Good standard of construction using high-quality materials and

specifications

3. Behavioral Intention factors aspect includes 3 questions that are

- 64. Your intention is to buy high-end condominium only
- 65. You need to live among good environment
- 66. You need to live in identical social class

All items were weighted by target respondents on a five-point Likert scale.

In each questions are scaled by Number 1 indicate as “Strongly Disagree” to number 5 indicate as “Strongly Agree”.

The weight (scores) are fixed in each level as below

Strongly Agree	= 5 points
Somewhat Agree	= 4 points
Neutral	= 3 points
Somewhat Disagree	= 2 points
Strongly Disagree	= 1 point

For the measurement analysis the author use mean and interval class formula to calculate the range of information in each level as followed;

Interval class = $\frac{\text{Range (Max value - Min Value)}}{\text{Number of Interval}}$

$$= \frac{(5-1)}{5}$$

$$= 0.8$$

Therefore, the analysis and interpretation of factors in each aspects will use the average score interpretation that are

Average score of 4.21 – 5.00 refers to Strongly agree level

Average score of 3.41 – 4.20 refers to Agree level

Average score of 2.61 – 3.40 refers to Neutral level

Average score of 1.81 – 2.60 refers to Disagree level

Average score of 1.00 – 1.80 refers to Strongly Disagree level

Part 6. It related to Lifestyle consist of screen using buy High-End condominium at the Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit), include main purpose of buying, the reason of buying, and lifestyle by use close-end questionnaire

Table 3.3: Level of Information Measurement and Criteria

Variable	Level of Measurement	Criteria Classification
1. main purpose of buying	Nominal	1. Yourself 2. Partner 3. Family 4. Relative/Friend 5. Sales Staff 6. Other
2. the reason of buying	Nominal	1. Investment 2. Separate family 3. Personal Intention 4. Indicate your being
3. lifestyle	Nominal	1. Work life style 2. Near Office 3. Near Shopping Centre 4. Toward family life 5. City life style 6. Urban life style 7. Facility 8. Big kitchen 9. Big balcony 10. Layout

Part7. It related to Demographic consist of screen using buy High-End condominium at the Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit), include Age, Gender, Marriage Status, Education level, Occupation, and Income by use close-end questionnaire

Table 3.4: Level of Information Measurement and Criteria

Variable	Level of Measurement	Criteria Classification
1. Age	Ordinal	1. 20 – 30 years 2. 31 – 40 years 3. 41 – 50 years 4. More than 50 years
2. Gender	Nominal	1. Male 2. Female
3. Marriage Status	Nominal	1. Single 2. Married 3. Divorced
4. Education level	Ordinal	1. High School 2. Bachelor's Degree 3. Master' Degree 4. Doctoral Degree 5. Other
5. Occupation	Nominal	1. Public Companies and State Enterprises 2. Private Companies 3. Business Owner 4. Student 5. Others

(Continued)

Table 3.4 (Continued): Level of Information Measurement and Criteria

6. Income	Ordinal	1. Less than 30,000 Baht per Month 2. 30,000 – 50,000 Baht per Month 3. 50,001 – 70,000 Baht per Month 4. 70,001 – 90,000 Baht per Month 5. More than 90,000 Baht per Month
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3.5 Content Validity and Reliability

The survey examines to two significant aspects, which are content validity and reliability to make sure that the respondents have a same frequent understanding of questionnaire. After that they can retort based on reality, emotion and knowledge as statistical reliability of the questionnaire.

3.5.1 Content validity

Each questions be on questionnaires are from previous works and literature. Even though the writer submitted this questionnaire to an independent study advisor and five experienced experts who have experience in related field in order to make sure content validity.

1. Mr. Nuttapong Poothanachai - Facilities coordinator (CB Richard Ellis)
2. Mrs. Jitsada Sirisurinporn - Residential Manager (Gaysorn Property)
3. Mr. Sukrid Leangsuksant – Commercial and Customer Services Senior Assistant Manager (Gaysorn Property)
4. Mr. Saranyu Busatam - Residential Sales Officer (CB Richard Ellis)
5. Ms. Toungrat Chaochawanil –Sale Manager (Nirvana Development)

To establish the constancy of questions, the researcher uses Index of Item Objective Congruence (IOC) method to calculate the consistency between the objective and content or questions and objective.

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

IOC = consistency between the objective and content or questions and objective.

ΣR = total assessment points given from all qualified experts.

N = number of qualified experts.

The consistency index value must have the value 0.5 or above to be accepted. After measurement result, the questions have misused and have adapted to make sure that each question has the constancy index value more than 0.5. Therefore,

$$IOC = \frac{74.4}{75} \\ = 0.992$$

According to IOC result of 75 questions on this questionnaire has value index of item objective congruence (IOC) equal to 0.992 without any question has IOC index less than 0.5. Thus, all questions are reasonable.

3.5.2 Reliability

The researcher chooses the questionnaire to samples as a show experiment to examine the reliability of the questionnaire. The reliability test for this study processes on SPSS statistic program by using Cronbach's alpha coefficient.

Table 3.5: Criteria of reliability

Cronbach's alpha coefficient	Reliability level	Desirability level
0.80-1.00	Very high	Excellent
0.70-0.79	High	Good
0.50-0.69	Medium	Fair
0.30-0.49	Low	Poor
Less than 0.30	Very low	Unacceptable

However, Cronbach's alpha coefficient is more than 0.70. The questionnaire reliability is acceptable (Cronbach, 1951; Olorunniwo et al., 2006).

Table 3.6: The Result of Cronbach's Alpha Test with pre-test for 30 respondents: Factor

All Variables	Cronbach's Alpha
All Parts	0.941
Product	0.935
Price	0.941
Place	0.937
Promotion	0.938
People	0.937
Process	0.934
Physical Evidence	0.936
Brand Awareness	0.936
Brand Personality	0.935
Brand Identity	0.935
Brand Preference	0.941
Brand loyalty	0.943
Brand Experience	0.933
Beliefs	0.938
Attitude	0.934
Behavioral Intention	0.942

The value of Cronbach's alpha coefficient of the 30 pre-test questionnaire of factor is 0.941 so that the result is very high level

Table 3.7: The Result of Cronbach's Alpha Test with pre-test for 30 respondents:

Marketing Mix 7Ps

Marketing Mix (7Ps)	Output Reliability
All Parts	0.854
Product	0.820
The High End condominium is unique concept	0.806
The multiple size room	0.707
Strong structure	0.730
Price	0.882
The value with quality and service	0.840
Term of payment	0.764
The common area management fee is appropriate	0.882
Place	0.839
Easy to accessible	0.766
Located at good environment	0.737
Located in the city center	0.822
Promotion	0.809
Free 1 year common area management fee	0.741
Free fully furnished	0.761
No down payment	0.720
People (sale staff's behavior)	0.867
Friendliness	0.818
Politeness	0.797
Professional Management	0.858
Knowledge and skill	0.844

(Continued)

Table 3.7 (Continued): The Result of Cronbach's Alpha Test with pre-test for 30 respondents: Marketing Mix 7Ps

Process	0.796
The step of transfer ownership is conveniently	0.706
The step of contracts is conveniently	0.702
The step of approval credit is conveniently	0.752
Physical Evidence	0.842
Located near BTS, MRT, River	0.786
Good and secure neighborhoods	0.754
Ensuring privacy of residents	0.795

The value of Cronbach's alpha coefficient of the 30 pre-test questionnaire of marketing mix is 0.854 so that the result is very high level

Table 3.8: The Result of Cronbach's Alpha Test with pre-test for 30 respondents:

BRAND EQUITY

Brand Equity	Output Reliability
All Parts	0.847
Brand Awareness (The recognition of the existence of the brand in the consumer's mind)	0.939
The High-End condominium is good reputation.	0.919
The High-End condominium is good recognition.	0.903
The High-End Condominium is good recalling.	0.912

(Continued)

Table 3.8 (Continued): The Result of Cronbach's Alpha Test with pre-test for 30 respondents:

Brand Personal (The represents the identity of the product)	0.937
High-End Condominium is looks luxury more than others	0.916
High-End Condominium is focusing on the perfect location such as near the river, MRT or BTS.	0.901
High-End Condominium is worth more than other type of condominium.	0.908
Brand Identity (the brand is reflect the value by the company is trying to bring to the market to appeal to its customers)	0.823
Reasonable Price	0.724
Private	0.769
Unique Style	0.774
Brand Preference	0.853
Are you decide to buy High-End Condominium after viewing the advertising?	0.871
Are you decide to buy High-End Condominium from the recommend from sale staff?	0.747
Are you decide to buy High-End Condominium by the premium?	0.748

(Continued)

Table 3.8 (Continued): The Result of Cronbach's Alpha Test with pre-test for 30 respondents:

Brand Loyalty	0.846
You will buy High-End Condominium only.	0.822
Will you recommend your friend to buy High-End Condominium?	0.816
When you want to buy a Condominium, you will think about High-End Condominium.	0.707
Brand Experience	0.858
All facilities of High-End Condominium are conveniences to you	0.874
The design of layout make you feel impress	0.805
High-End Condominium make you feel happiness	0.718

The value of Cronbach's alpha coefficient of the 30 pre-test questionnaire of customer's lifestyle and brand is 0.847 so that the result is high level

Table 3.9: The Result of Cronbach's Alpha Test with pre-test for 30 respondents:

Customer Behavior

Customer Behavior	Output Reliability
All Parts	0.702
Beliefs	0.890
You believe that high-end condominium worth for investment	0.772
You believe that High-End condominium is high quality.	0.966
You believe in reputation and image of developer	0.755

(Continued)

Table 3.9 (Continued): The Result of Cronbach's Alpha Test with pre-test for 30 respondents: Customer Behavior

Attitude	0.911
High-end condominium enhances social status	0.870
High-end condominium is show status of financial	0.895
High-end condominium is indicated personal taste.	0.887
Good standard of construction using high-quality materials and specifications	0.884
Behavioral Intention	0.855
Your intention is to buy high-end condominium only.	0.746
You need to live among good environment	0.916
You need to live in identical social class	0.720

3.6 Data Collection

The data has been collected on December of 2015 year and throughout the Bangkok. Some related correlation data and related statistical function were conducted and analyzed through SPSS.

In this study, data used within this research comprise of two types of data which are primary data and secondary data

1. Primary Data are data received form questionnaire instruments that has been self-administered by sample group which are customers from The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit). Total number of questionnaire is 400 copies consist of customers from The Address (Sathorn) 220copies, Keyne (Thonglor) 88 copies and Noble Refine (Sukumvit) 92 copies.

2. Secondary Data are information that has been collected, analyzed and organized throughout this research from the review of literature in related topics such as international journal, local journal, articles, books, research and the Internet.

Data collection process has been done in the December 2015 to January 2016.

3.7 Statistic for Data Analysis

Data analyzing process for this research is processed on a computer program and presented on a format of table of content along with description on each table. As for the statistic for data analysis, the author use; multinomial logistic regression

1. Demographic which include age, gender, Marriage Status, Education level, occupation and income, Lifestyle which include the main purpose, the reason and lifestyle by using crosstab to analysis.

2. Using Multinomial Logistic Regression method to analyze the factors which can influence customer's decisions in buying High-End condominium among the Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit), because it is a statistical technique that permits to forecast other one's score on one variable on the basis of their scores on several other variables. In additional, this statistical can identify a set of forecaster variables along with giving a useful estimation of a participant's score on a criterion variable.

Multinomial logistic regression use correlation between independent variable with dependent variable and interaction between independent variable with dependent variable. Multinomial logistic regression is a classification method that generalizes logistic regression to multiclass problems, i.e. with more than two possible discrete outcomes. That is, it is a model that is used to predict the probabilities of the different possible outcomes of a categorically distributed dependent variable, given a set of independent variables (which may be real-valued, binary-valued, categorical-valued, etc.). The process is similar to the one leading to the estimation of ordered logistic regression and the output should also be interpreted accordingly. Multinomial logistic regression is used when the dependent variable in question is nominal (equivalently categorical, meaning that it falls into any one of a set of categories which cannot be ordered in any meaningful way) and for which there are more than two categories.

Multinomial Logistic Regression analysis does not require the restrictive assumptions regarding normality distribution of independent variables or equal dispersion matrices nor concerning the prior probabilities of failure (Ohlson, 1980; Zavgren, 1985).

Rather, logistic regression is based on two assumptions; (1) it requires the dependent variable to be dichotomous, with the groups being discrete, non-overlapping and identifiable and (2) it considers the cost of type I and type II error rates in the selection of the optimal cut-off probability. β s are the regression coefficients that are estimated through an iterative maximum likelihood method. However, due to the subjectivity of the choice of these misclassification costs in practice, most researchers minimize the total error rate and, hence, implicitly assume equal costs of type I and type II errors (Ohlson, 1980; Zavgren, 1985). Since multi logistics are the extension of binary logistic regression so all the assumptions are same but the dependent variable should be polychotomous.

For this research used Multinomial logistic regression because the dependent variable in question is nominal (High-End Condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit)) and for which there are more than two categories.

CHAPTER 4

RESEACH FINDINGS AND DATA ANALYSIS

In this chapter, the author presents the analytical results in each part which is to classify related factors that influence customer choice decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukhumvit) through SPSS program by using 400 respondents' data based on the conceptual framework.

As a result of analysis, the data is shown in separated parts which are follows:

Part 1: The analysis of hypothesis testing by using multinomial logistic regression to study the influential in marketing mix (7ps), brand equity, customer behavior.

Part 2: The analytical result of Crosstab method for demographic and lifestyle toward customer choice decision in buying High-End condominium in Bangkok.

Part 1: 4.1 The analytical results for hypothesis testing

Table 4.1: The factors influence on choosing decisions in buying High-End condominium

Channel	Factors	B	Std. Error	Wald	df	Sig	Exp (B)	95% Confidence Interval for Exp (B)	
								Lower Bound	Upper Bound
Keyne (Thonglor)	Physical Evidence =3	-7.094	3.315	4.579	1	.032	.001	1.251E-6	.551
	Physical Evidence =4	-6.798	3.166	4.611	1	.032	.001	2.256E-6	.553

Keyne (Thonglor) compared with Noble Refine (Sukumvit)

According to Marketing Mix 7P's part, customers prefer Keyne (Thonglor) over Noble Refine (Sukumvit) due to Physical Evidence (p-value of $\beta_{\text{Physical evidence}=3,4]} < .05$)

Table 4.2: Multinomial of Marketing Mix (7Ps) (5 Likert Scale)

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Product				
The High End condominium is unique concept	369.976 ^b	19.568	6	.003
The multiple size room	354.058 ^b	3.650	8	.887
Strong structure	380.913 ^b	30.505	6	.000
Price				
The value with quality and service	373.430 ^b	23.022	6	.001
Term of payment	367.615 ^b	17.207	6	.009
The common area management fee is appropriate	382.647 ^b	32.239	6	.000
Place				
Easy to accessible	375.162 ^b	24.754	6	.000
Located at good environment	383.043 ^b	32.635	6	.000
Located in the city center	413.564 ^b	63.156	8	.000
Promotion				
Free 1 year common area management fee	367.780	17.372	6	.008
Free fully furnished	362.104	11.696	8	.165
No down payment	366.039 ^b	15.631	6	.016
People				
Friendliness	360.661 ^b	10.253	6	.114
Politeness	356.585 ^b	6.177	6	.404
Professional Management	372.209 ^b	21.801	6	.001
Knowledge and skill	380.383 ^b	29.975	6	.000

(Continued)

Table 4.2(Continued): Multinomial of Marketing Mix (7Ps) (5 Likert Scale)

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Process				
The step of transfer ownership is conveniently	370.257 ^b	19.849	6	.003
The step of contracts is conveniently	361.436	11.028	6	.088
The step of approval credit is conveniently	385.183 ^b	34.775	6	.000
Physical Evidence				
Located near BTS, MRT, River	357.105 ^b	6.697	6	.350
Good and secure neighborhoods	371.001 ^b	20.593	6	.002
Ensuring privacy of residents	404.485	54.077	6	.000

According to the table 4.2, there are fifteen variables significantly influence decisions in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) (p-value < .05).

The variables that significantly influence choice decisions in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) include unique concept (0.003), Strong structure (0.000), The value with quality and service (0.001), Term of payment (0.009), The common area management fee is appropriate (0.000), Easy to accessible (0.000), Located at good environment (0.000), Located in the city center (0.000), Free 1 year common area management fee (0.008), No down payment (0.016), Professional Management (0.001), Knowledge and skill (0.000), The step of transfer ownership is conveniently (0.003), The step of approval credit is conveniently (0.000), Good and secure neighborhoods (0.002), and Ensuring privacy of residents (0.000) accepting The step

of contracts is conveniently (0.088), The multiple size room (0.887), Free fully furnished (0.165), Friendliness (0.114), Politeness (0.404), and Located near BTS, MRT, River (0.350).

Therefore, the hypothesis can explain as following.

- H1.1_a: The unique concept significantly influences consumer choices decision in buying High-End condominium among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.003 < 0.05)
- H1.2_o: The multiple size room does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H1.3_a: The strong structure significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.000 < 0.05)
- H2.1_a: The value with quality and service significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.001 < 0.05)
- H2.2_a: Term of payment significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.009 < 0.05)
- H2.3_a: The appropriated common area management fee significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.000 < 0.05)
- H3.1_a: Easy to accessible significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.000 < 0.05)
- H3.2_a: Located at good environment significantly influences consumer choices decision in buying High-End condominium in Bangkok among The

Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.000<0.05)

- H3.3_a: Located in the city center significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.000<0.05)
- H4.1_a: Free 1 year common area management fee significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.008<0.05)
- H4.2_o: Free fully furnished does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H4.3_a: No down payment significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.016<0.05)
- H5.1_o: Friendliness does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H5.2_o: Politeness does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H5.3_a: Professional Management significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.001<0.05)
- H5.4_a: Knowledge and skill significantly influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.000<0.05)

- H6.1_a: The convenient step of transfer ownership significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. ($0.003 < 0.05$)
- H6.2_o: The convenient step of contracts does not influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H6.3_a: The convenient step of credit approval significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. ($0.000 < 0.05$)
- H7.1_o: Located near BTS, MRT, and river do not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H7.2_a: Good securement in neighborhoods significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. ($0.002 < 0.05$)
- H7.3_a: Ensuring privacy of residents significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. ($0.000 < 0.05$)

Table 4.3: Multinomial of Brand Equity (5 Likert Scale)

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Brand Awareness (The recognition of the existence of the brand in the consumer's mind)				
The High-End condominium is good reputation.	619.974	19.135	6	.004
The High-End condominium is good recognition.	604.195	3.355	6	.763
The High-End condominium is good recalling.	606.351	5.511	6	.480
Brand Personal (The represents the identity of the product)				
High-End Condominium is looks luxury more than others	603.765	2.926	6	.818
High-End Condominium is focusing on the perfect location such as near the river, MRT or BTS.	610.494	9.654	6	.140
High-End Condominium is worth more than other type of condominium.	605.664	4.825	6	.566
Brand Identity (the brand is reflect the value by the company is trying to bring to the market to appeal to its customers)				
Reasonable Price	602.356	1.517	6	.958
Private	639.175	38.335	6	.000
Unique Style	616.627	15.788	6	.015

(Continued)

Table 4.3(Continued): Multinomial of Brand Equity (5 Likert Scale)

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Brand Preference				
Are you decide to buy High-End Condominium after viewing the advertising?	619.974	19.135	6	.004
Are you decide to buy High-End Condominium from the recommend from sale staff?	604.195	3.355	6	.763
Are you decide to buy High-End Condominium by the premium?	606.351	5.511	6	.480
Brand Loyalty				
You will buy High-End Condominium only.	606.695	5.856	6	.440
Will you recommend your friend to buy High-End Condominium?	608.699	7.860	6	.249
When you want to buy a Condominium, you will think about High-End Condominium.	613.974	13.135	6	.041
Brand Experience				
All facilities of High-End Condominium are conveniences to you.	619.773	18.934	6	.004
The design of layout make you feel impress	609.301	8.461	6	.206
High-End Condominium make you feel happiness	602.891	2.052	6	.915

According to the table 4.3, there are not variables significantly influence decisions in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) ($p\text{-value} > .05$).

The variables that significantly influence choice decisions in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) include The High-End condominium is good reputation (0.004), Private (0.000), Unique Style (0.015), When you want to buy a Condominium, you will think about High-End Condominium (0.041) and All facilities of High-End Condominium are conveniences to you (0.004) accepting The High-End condominium is good recognition (0.763), The High-End condominium is good recalling (0.480), High-End Condominium is looks luxury more than others (0.818), High-End Condominium is focusing on the perfect location such as near the river, MRT or BTS (0.140), High-End Condominium is worth more than other type of condominium (0.566), Reasonable Price (0.958), decide to buy High-End Condominium after viewing the advertising (0.805), decide to buy High-End Condominium from the recommend from sale staff (0.634), decide to buy High-End Condominium by the premium (0.667), buy High-End Condominium only (0.440), recommend your friend to buy High-End Condominium (0.249), The design of layout make you feel impress (0.206) and High-End Condominium make you feel happiness (0.915)

Therefore, the hypothesis can explain as following.

- H8.1_a: Good reputation significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.004<0.05)
- H8.2_o: Good recognition does not influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H8.3_o: Good recalling does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

- H9.1_o: Looks luxury more than others does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H9.2_o: Focusing on the perfect location does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H9.3_o: Worth more than other type of condominium does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H10.1_o: Reasonable Price does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H10.2_a: Private significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. ($0.000 < 0.05$)
- H10.3_a: Unique Style significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. ($0.015 < 0.05$)
- H11.1_o: The advertising does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H11.2_o: Sale staff does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

- H11.3_o: The premium does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H12.1_o: Buy High-End Condominium only does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H12.2_o: Recommend your friend to buy High-End Condominium does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit).
- H12.3_a: Thinking about High – End condominium in buying significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit). (0.041<0.05)
- H13.1_a: All facilities of High –End condominium significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.004<0.05)
- H13.2_o: The design of layout does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H13.3_o: Feel happiness does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

Table 4.4: Multinomial of Customer Behavior (5 Likert Scale)

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Beliefs				
You believe that high-end condominium worth for investment	656.720	25.950	8	.001
You believe that High-End condominium is high quality.	650.881	20.111	8	.010
You believe in reputation and image of developer	634.185	3.416	6	.755
Attitude				
High-end condominium enhances social status	662.915	32.145	8	.000
High-end condominium is show status of financial	636.546	5.777	8	.672
High-end condominium is indicated personal taste.	635.723	4.953	8	.763
Good standard of construction using high-quality materials and specifications	649.510	18.740	8	.016
Behavioral Intention				
Your intention is to buy high-end condominium only.	632.571	1.801	4	.772
You need to live among good environment	667.662	36.892	8	.000
You need to live in identical social class	646.687	15.917	8	.044

According to the table 4.4, there are not variables significantly influence decisions in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) (p-value > .05).

The variables that significantly influence choice decisions in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) include worth for investment (0.001), high quality (0.010), social status (0.000), Good standard of construction using high-quality materials and specifications (0.016), need to live among good environment (0.000), and need to live in identical social class (0.004) accepting reputation and image of developer (0.755), High-end condominium is show status of financial (0.672), High-end condominium is indicated personal taste (0.763), to buy high-end condominium only (0.772).

Therefore, the hypothesis can explain as following.

- H14.1_a: Worth for investment significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.001<0.05)
- H14.2_a: High quality significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.010<0.05)
- H14.3_o: Reputation and image of developer does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H15.1_a: Social status significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.000<0.05)

- H15.2_o: Status of financial does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H15.3_o: Indicated personal taste does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H15.4_a: Good standard of construction in using high-quality materials and specifications significantly influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.016<0.05)
- H16.1_o: To buy high-end condominium only does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H16.2_a: To live among good environment significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.000<0.05)
- H16.3_a: To live in identical social class significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.044<0.05)

Part 2: 4.2 The analytical result of Crosstab method for lifestyle demographic and toward customer choice decision in buying High-End condominium in Bangkok.

Table 4.5: The analysis crosstab form Life Style: The main purpose of buying High-End Condominium in Bangkok (influenced people)

The main purpose of buying High-End Condominium in Bangkok	High-End Condominium in Bangkok			Total
	The Address (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
Yourself	16	6	8	30
Partner	125	53	52	230
Family	54	20	22	96
Relative/Friend	17	6	7	30
Sales Staff	8	3	3	14
Other	0	0	0	0
Total	220	88	92	400

According to the table 4.5, the result can be analyzed as following.

- The majority frequency have the main purpose of buying High-End Condominium in Bangkok by the respondents' decision by partner (230) and followed family (96), yourself (30), Relative/friend (30) and sales staff (14) respectively.
- The most respondents of The Address (Sathorn) decision by partner (125).
- The most respondents of Keyne (Thonglor) decision by partner (53).
- The most respondents of Noble Refine (Sukumvit) decision by partner (52).

Table 4.6: The analysis crosstab form Life Style: the reason that why you buying High-End Condominium in Bangkok

The reason that why you buying high-end condominium in Bangkok	High-End Condominium in Bangkok			Total
	The Address (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
Investment	71	26	30	127
Separate family	53	21	21	95
Personal Intention	65	29	28	122
Indicate your being	31	12	13	56
Total	220	88	92	400

According to the table 4.6, the result can be analyzed as following.

- The majority frequency have the reason that why you buying high-end condominium in Bangkok by the respondents decision buying for investment (127) and followed Personal Intention (122), Separate family (95), and Indicate your being (56) respectively.
- The most respondents of The Adress (Sathorn) decision buying for investment (71).
- The most respondents of Keyne (Thonglor) decision buying for Personal Intention (29).
- The most respondents of Noble Refine (Sukumvit) decision buying for investment (30).

Table 4.7: The analysis crosstab form Life Style: the kind of your lifestyle that you prefer for High-End Condominium in Bangkok

The kind of your lifestyle that you prefer for high-end condominium in Bangkok	High-End Condominium in Bangkok			Total
	The Address (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
Work life style	133	55	58	246
Near Office	83	37	34	154
Near Shopping Centre	104	44	45	193
Toward family life	106	43	44	193
City life style	145	51	56	252
Urban life style	92	52	38	182
Facility	29	10	11	50
Big kitchen	98	41	42	181
Big balcony	112	28	14	154
Layout	96	40	42	178

According to the table 4.7, the result can be analyzed as following.

- The majority frequency have the kind of your lifestyle that you prefer for high-end condominium in Bangkok by the respondents have lifestyle for city life style (252) and followed Work life style (246), Near Shopping Centre (193), Toward family life (193), Urban life style (182), Big kitchen (181), Layout (178), Near Office (154), Big balcony (154) and Facility (50) respectively.
- The most respondents of The Address (Sathorn) have lifestyle for city life style (145).
- The most respondents of Keyne (Thonglor) have lifestyle for Work life style (55).
- The most respondents of Noble Refine (Sukumvit) have lifestyle for Work life style (58).

Table 4.8: The analysis crosstab form Demographic factors: Age

Age	High-End Condominium in Bangkok			Total
	The Address (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
20 – 30 years	48	19	16	83
31 – 40 years	116	46	50	212
41 – 50 years	49	20	24	93
More than 50 years	7	3	2	12
Total	220	88	92	400

According to the table 4.8, the result can be analyzed as following.

- The majority frequency have age for customer to buying high-end condominium in Bangkok by the respondents have age 31 – 40 years (212) and followed 41 – 50 years (93), 20 – 30 years (83), and more than 50 years (12) respectively.
- The most respondents of The Address (Sathorn) have age 31 – 40 years (116).
- The most respondents of Keyne (Thonglor) have age 31 – 40 years (46).
- The most respondents of Noble Refine (Sukumvit) have age 31 – 40 years (50).

Table 4.9: The analysis crosstab form Demographic factors: Gender

Gender	High-End Condominium in Bangkok			Total
	The Address (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
male	93	39	41	173
female	127	49	51	227
Total	220	88	92	400

According to the table 4.9, the result can be analyzed as following.

- The majority frequency have gender for customer to buying high-end condominium in Bangkok by the respondents have gender female (227) and followed male (173) respectively.
- The most respondents of The Adress (Sathorn) have gender female (127).
- The most respondents of Keyne (Thonglor) have gender female (49).
- The most respondents of Noble Refine (Sukumvit) have gender female (51).

Table 4.10: The analysis crosstab form Demographic factors: Marriage Status

Marriage Status	High-End Condominium in Bangkok			Total
	The Address (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
Single	107	41	42	190
Married	100	43	44	187
Divorced	13	4	6	23
Total	220	88	92	400

According to the table 4.10, the result can be analyzed as following.

- The majority frequency have marriage status for customer to buying high-end condominium in Bangkok by the respondents have marriage status single (190) and followed married (187) and divorced (23) respectively.
- The most respondents of The Adress (Sathorn) have marriage status single (107).
- The most respondents of Keyne (Thonglor) have marriage status married (43).
- The most respondents of Noble Refine (Sukumvit) have marriage status married (44).

Table 4.11: The analysis crosstab form Demographic factors: Education level

Education level	High-End Condominium in Bangkok			Total
	The Address (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
High School	14	0	4	18
Bachelor's Degree	134	52	55	241
Master' Degree	64	33	31	128
Doctoral Degree	8	3	2	13
others	0	0	0	0
Total	220	88	92	400

According to the table 4.11, the result can be analyzed as following.

- The majority frequency have education level for customer to buying high-end condominium in Bangkok by the respondents have education level Bachelor's Degree (241) and followed Master' Degree (128), High School (18) and Doctoral Degree (13) respectively.
- The most respondents of The Adress (Sathorn) have education level Bachelor's Degree (134).
- The most respondents of Keyne (Thonglor) have education level Bachelor's Degree (52).
- The most respondents of Noble Refine (Sukumvit) have education level Bachelor's Degree (55).

Table 4.12: The analysis crosstab form Demographic factors: Occupation

Occupation	High-End Condominium in Bangkok			Total
	The Address (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
Public Companies and State Enterprises	34	15	15	64
Private Companies	88	38	20	146
Business Owner	89	27	53	169
Student	9	8	4	21
others	0	0	0	0
Total	220	88	92	400

According to the table 4.12, the result can be analyzed as following.

- The majority frequency have occupation for customer to buying high-end condominium in Bangkok by the respondents have occupation business Owner (169) , and followed private companies (146), public companies and state enterprises (64) and Student (21) respectively.
- The most respondents of The Address (Sathorn) have occupation business Owner (89).
- The most respondents of Keyne (Thonglor) have occupation private companies (38).
- The most respondents of Noble Refine (Sukumvit) have occupation business Owner (53).

Table 4.13: The analysis crosstab form Demographic factors: Income

Income	High-End Condominium in Bangkok			Total
	The Address (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
Less than 30,000 Baht per Month	11	5	5	21
30,000 – 50,000 Baht per Month	7	3	2	12
50,001 – 70,000 Baht per Month	53	22	21	96
70,001 – 90,000 Baht per Month	102	41	42	185
More than 90,000 Baht per Month	47	17	22	86
Total	220	88	92	400

According to the table 4.13, the result can be analyzed as following.

- The majority frequency have gender for customer to buying high-end condominium in Bangkok by the respondents have income 70,001 – 90,000 Baht per Month (185) and followed 50,001 – 70,000 Baht per Month (96), More than 90,000 Baht per Month (86), Less than 30,000 Baht per Month (21) and 30,000 – 50,000 Baht per Month (12) respectively.
- The most respondents of The Address (Sathorn) have income 70,001 – 90,000 Baht per Month (102).
- The most respondents of Keyne (Thonglor) have income 70,001 – 90,000 Baht per Month (41).
- The most respondents of Noble Refine (Sukumvit) have income 70,001 – 90,000 Baht per Month (42).

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

In this chapter, the authors summarized the analytical results for hypothesis testing, by used Multinomial logistic regression of marketing mix 7Ps (product, price, place, promotion, people, process and physical evidence), brand equity (brand awareness, brand personal, brand identity, brand preference, brand loyalty and brand experience) and customer behavior (beliefs, attitude and behavioral intention) influence choice buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit).

This research will be useful for owner business of High-End condominium, and researcher which are related to High-End condominium. The result of this study can improve the marketing strategy of High-End condominium for target.

This research used a quantitative methodology, which distribute questionnaire with the customer is 400 people who buy High-End condominium was selected from the Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit), these three High-End condominium in Bangkok. The questionnaire was designed to the factors influence choice decision in buying High-End condominium, marketing mix (7P's) data, brand equity, consumer behavior, life style and demographic which related to customer's choice buy High-End condominium was selected from the Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit), these three High-End condominium in Bangkok. Each questions be on questionnaires are from previous works and literature. Even though the writer submitted this questionnaire to an independent study advisor and five experienced experts who have experience in related field in order to make sure content validity and pass reliability test.

In this research there are the theoretical foundations of conceptual framework that can measure the related to choice buy High-End condominium was selected from the Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit), these three

High-End condominium in Bangkok and analyzed to hypothesis which has already explained in previous chapter.

5.2 Conclusion

From the research of the factors that effect on choice decision in buying High-End condominium in Bangkok, the result as following;

1. The factors influence on choosing decisions in buying High-End condominium

The analytical results for hypothesis testing of factors influence on choosing decisions in buying High-End condominium the result that according to Marketing Mix 7P's part, customers prefer Keyne (Thonglor) over Noble Refine (Sukumvit) due to Physical Evidence (p-value of $\beta_{\text{Physical evidence} = 3,4} < .05$)

2. The marketing mix (7P's) influence on choosing decisions in buying High-End condominium

The analytical results for hypothesis testing of the marketing mix (7P's) influence on choosing decisions in buying High-End condominium the result that there are sixteen variables significantly influence decisions in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) (p-value $< .05$).

The variables that significantly influence choice decisions in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) include unique concept (0.003), Strong structure (0.000), The value with quality and service (0.001), Term of payment (0.009), The common area management fee is appropriate (0.000), Easy to accessible (0.000), Located at good environment (0.000), Located in the city center (0.000), Free 1 year common area management fee (0.008), No down payment (0.016), Professional Management (0.001), Knowledge and skill (0.000), The step of transfer ownership is conveniently (0.003), The step of approval credit is conveniently (0.000), Good and secure

neighborhoods (0.002), and Ensuring privacy of residents (0.000) accepting The step of contracts is conveniently (0.088), The multiple size room (0.887), Free fully furnished (0.165), Friendliness (0.114), Politeness (0.404), and Located near BTS, MRT, River (0.350).

Therefore, the hypothesis can explain as following.

- H1.1_a: The unique concept significantly influences consumer choices decision in buying High-End condominium among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.003 < 0.05)
- H1.2_o: The multiple size room does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H1.3_a: The strong structure significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.000 < 0.05)
- H2.1_a: The value with quality and service significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.001 < 0.05)
- H2.2_a: Term of payment significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.009 < 0.05)
- H2.3_a: The appropriated common area management fee significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.000 < 0.05)
- H3.1_a: Easy to accessible significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.000 < 0.05)

- H3.2_a: Located at good environment significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.000<0.05)
- H3.3_a: Located in the city center significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.000<0.05)
- H4.1_a: Free 1 year common area management fee significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.008<0.05)
- H4.2_o: Free fully furnished does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H4.3_a: No down payment significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.016<0.05)
- H5.1_o: Friendliness does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H5.2_o: Politeness does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H5.3_a: Professional Management significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.001<0.05)

- H5.4_a: Knowledge and skill significantly influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.000<0.05)
- H6.1_a: The convenient step of transfer ownership significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.003<0.05)
- H6.2_o: The convenient step of contracts does not influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H6.3_a: The convenient step of credit approval significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.000<0.05)
- H7.1_o: Located near BTS, MRT, and river do not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H7.2_a: Good securement in neighborhoods significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.002<0.05)
- H7.3_a: Ensuring privacy of residents significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.000<0.05)

3. The Brand Equity influence on choosing decisions in buying High-End condominium

The analytical results for hypothesis testing of the Brand Equity influence on choosing decisions in buying High-End condominium the result that , there are five variables significantly influence decisions in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) ($p\text{-value} > .05$).

The variables that significantly influence choice decisions in buying High-End condominium in Bangkok among The Adress (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) include The High-End condominium is good reputation (0.004), Private (0.000), Unique Style (0.015), When you want to buy a Condominium, you will think about High-End Condominium (0.041) and All facilities of High-End Condominium are conveniences to you (0.004) accepting The High-End condominium is good recognition (0.763), The High-End condominium is good recalling (0.480), High-End Condominium is looks luxury more than others (0.818), High-End Condominium is focusing on the perfect location such as near the river, MRT or BTS (0.140), High-End Condominium is worth more than other type of condominium (0.566), Reasonable Price (0.958), decide to buy High-End Condominium after viewing the advertising (0.805), decide to buy High-End Condominium from the recommend from sale staff (0.634), decide to buy High-End Condominium by the premium (0.667), buy High-End Condominium only (0.440), recommend your friend to buy High-End Condominium (0.249), The design of layout make you feel impress (0.206) and High-End Condominium make you feel happiness (0.915)

Therefore, the hypothesis can explain as following.

- H8.1_a: Good reputation significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.004<0.05)

- H8.2_o: Good recognition does not influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H8.3_o: Good recalling does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H9.1_o: Looks luxury more than others does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H9.2_o: Focusing on the perfect location does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H9.3_o: Worth more than other type of condominium does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H10.1_o: Reasonable Price does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H10.2_a: Private significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.000<0.05)
- H10.3_a: Unique Style significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.(0.015<0.05)

- H11.1_o: The advertising does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H11.2_o: Sale staff does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H11.3_o: The premium does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H12.1_o: Buy High-End Condominium only does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H12.2_o: Recommend your friend to buy High-End Condominium does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit).
- H12.3_a: Thinking about High – End condominium in buying significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit). (0.041<0.05)
- H13.1_a: All facilities of High –End condominium significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.004<0.05)
- H13.2_o: The design of layout does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

- H13.3_o: Feel happiness does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

4. The multinomial of customer behavior influence on choosing decisions in buying High-End condominium

The analytical results for hypothesis testing of the multinomial of customer behavior influence on choosing decisions in buying High-End condominium the result that , there are six variables significantly influence decisions in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) (p-value > .05).

The variables that significantly influence choice decisions in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) include worth for investment (0.001), high quality (0.010), social status (0.000), Good standard of construction using high-quality materials and specifications (0.016), need to live among good environment (0.000), and need to live in identical social class (0.004) accepting reputation and image of developer (0.755), High-end condominium is show status of financial (0.672), High-end condominium is indicated personal taste (0.763), to buy high-end condominium only (0.772).

Therefore, the hypothesis can explain as following.

- H14.1_a: Worth for investment significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.001<0.05)
- H14.2_a: High quality significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.010<0.05)
- H14.3_o: Reputation and image of developer does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.

- H15.1_a: Social status significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.000<0.05)
- H15.2_o: Status of financial does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H15.3_o: Indicated personal taste does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H15.4_a: Good standard of construction in using high-quality materials and specifications significantly influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.016<0.05)
- H16.1_o: To buy high-end condominium only does not influence consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand.
- H16.2_a: To live among good environment significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.000<0.05)
- H16.3_a: To live in identical social class significantly influences consumer choices decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) Bangkok, Thailand. (0.044<0.05)

5. The life style influence on choosing decisions in buying High-End condominium

From the research of life style for choice buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit), the result as following;

- The main purpose of buying High-End Condominium in Bangkok, The majority frequency have the main purpose of buying High-End Condominium in Bangkok by the respondents decision by partner (230) and followed family (96), yourself (30), 1Pelative/friend (30) and sales staff (14) respectively. The most respondents of The Address (Sathorn) decision by partner (125). The most respondents of Keyne (Thonglor) decision by partner (53). The most respondents of Noble Refine (Sukumvit) decision by partner (52).

- The reason that why you buying high-end condominium in Bangkok, The majority frequency have the reason that why you buying high-end condominium in Bangkok by the respondents decision buying for investment (127) and followed Personal Intention (122), Separate family (95), and Indicate your being (56) respectively. The most respondents of The Address (Sathorn) decision buying for investment (71). The most respondents of Keyne (Thonglor) decision buying for Personal Intention (29). The most respondents of Noble Refine (Sukumvit) decision buying for investment (30).

- The kind of your lifestyle that you prefer for high-end condominium in Bangkok, The majority frequency have the kind of your lifestyle that you prefer for high-end condominium in Bangkok by the respondents have lifestyle for city life style (252) and followed Work life style (246), Near Shopping Centre (193), Toward family life (193), Urban life style (182), Big kitchen (181), Layout (178), Near Office (154), Big balcony (154) and Facility (50) respectively. The most respondents of The Address (Sathorn) have lifestyle for city life style (145). The most respondents of Keyne (Thonglor) have lifestyle for Work life style (55). The most respondents of Noble Refine (Sukumvit) have lifestyle for Work life style (58).

6. The demographic information influence on choosing decisions in buying High-End condominium

From the research of demographic information for choice decision in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit), the result as following;

- Age, The majority frequency have age for customer to buying high-end condominium in Bangkok by the respondents have age 31 – 40 years (212) and followed 41 – 50 years (93), 20 – 30 years (83), and more than 50 years (12) respectively. The most respondents of The Address (Sathorn) have age 31 – 40 years (116). The most respondents of Keyne (Thonglor) have age 31 – 40 years (46). The most respondents of Noble Refine (Sukumvit) have age 31 – 40 years (50).

- Gender, The majority frequency have gender for customer to buying high-end condominium in Bangkok by the respondents have gender female (227) and followed male (173) respectively. The most respondents of The Address (Sathorn) have gender female (127). The most respondents of Keyne (Thonglor) have gender female (49). The most respondents of Noble Refine (Sukumvit) have gender female (51).

- Marriage Status, The majority frequency have marriage status for customer to buying high-end condominium in Bangkok by the respondents have marriage status single (190) and followed married (187) and divorced (23) respectively. The most respondents of The Address (Sathorn) have marriage status single (107). The most respondents of Keyne (Thonglor) have marriage status married (43). The most respondents of Noble Refine (Sukumvit) have marriage status married (44).

- Education level, The majority frequency have education level for customer to buying high-end condominium in Bangkok by the respondents have education level Bachelor's Degree (241) and followed Master' Degree (128), High School (18) and Doctoral Degree (13) respectively. The most respondents of The Address (Sathorn) have education level Bachelor's Degree (134). The most respondents of Keyne (Thonglor) have education level Bachelor's Degree (52). The most respondents of Noble Refine (Sukumvit) have education level Bachelor's Degree (55).

- Occupation, The majority frequency have occupation for customer to buying high-end condominium in Bangkok by the respondents have occupation business Owner (169) , and followed private companies (146), public companies and state

enterprises (64) and Student (21) respectively. The most respondents of The Address (Sathorn) have occupation business Owner (89). The most respondents of Keyne (Thonglor) have occupation private companies (38). The most respondents of Noble Refine (Sukumvit) have occupation business Owner (53).

- Income, The majority frequency have gender for customer to buying high-end condominium in Bangkok by the respondents have income 70,001 – 90,000 Baht per Month (185) and followed 50,001 – 70,000 Baht per Month (96), More than 90,000 Baht per Month (86), Less than 30,000 Baht per Month (21) and 30,000 – 50,000 Baht per Month (12) respectively. The most respondents of The Address (Sathorn) have income 70,001 – 90,000 Baht per Month (102). The most respondents of Keyne (Thonglor) have income 70,001 – 90,000 Baht per Month (41). The most respondents of Noble Refine (Sukumvit) have income 70,001 – 90,000 Baht per Month (42).

5.3 Discussion

1. The result that the variables marketing mix (7P's) that significantly influence customer decisions in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) include Product (unique concept, Strong structure), Price (The common area management fee is appropriate), Place (Easy to accessible, Located at good environment, Located in the city center), Promotion (Free 1 year common area management fee, No down payment), People (Professional Management, Knowledge and skill), Process (The step of transfer ownership is conveniently, The step of contracts is conveniently, The step of approval credit is conveniently), Physical Evidence (Good and secure neighborhoods, and Ensuring privacy of residents).

According with research of Kiriya Kulkolkarn (2012) study Attributes Determining Condominium Prices in Bangkok (in Thai), The results indicate that the attributes determining the price of condominium in Bangkok were: project location, proximity to sky train and subway, unit location, unit size, furniture, total number of units in a project, land size, waiting duration before construction is completed, reputation of developers, parking space, common fee for maintenance and services,

and number of bedrooms. The estimated coefficients indicate relative prices of the attributes which can be used as reference prices for buyers, developers and banks.

2. The result that the variables brand equity that significantly influence choice decisions in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) include The High-End condominium is good reputation, Private, Unique Style, When you want to buy a Condominium, you will think about High-End Condominium and All facilities of High-End Condominium are conveniences.

Conflict with research of Chiraporn Kamchadthuk (2009) study customer satisfaction after buying condominium in Bangkok, the result that Determine the extent to which customers are satisfied or not satisfied with the products/services they receive from condominium using the total score of all four dimensions, it is found that customers do not satisfy with their condominiums. However, when analyze each dimensions the study finds that only environment dimension satisfied the customers. Concerning about the product dimension, three most dissatisfied aspects to customers are ready to move-in, beautiful furniture, and the quality of furniture. For the price dimension the most dissatisfied things are central-sharing expenses, value for money of provided furniture, and utility expenses. And the most dissatisfied things about facilities in condominium were wireless internet, restaurants, and coffee shops. On the other hand, three most satisfied aspects for the condominium residents were security of condominium and surroundings, convenience transportation, and pollution free.

3. The result that the variables customer behavior that significantly influence choice decisions in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit) include worth for investment, high quality, social status, Good standard of construction using high-quality materials and specifications, need to live among good environment, and need to live in identical social class.

Conflict with research of Vutinun Bhataraseth (2009) study on pleasure of quality in buying moderate class of condominium, the result that the quality components that most affect owners' satisfaction were components of after-sales

service, specifications of the room, and decoration and usage respectively, such results were contrary to the project owner's primary goal in reverse order.

In addition, research studies in the past found that the factors influencing the customer satisfaction which consist of number of condominiums searching for information, travel time spending between former accommodation to current workplace, monthly family expenses, using of internet to search information about condominiums, and amount of time to make decision on whether to buy the condominium. In the research study, the author found that factors influencing customer choice decision in buying High-End Condominium is good securement in neighborhoods, ensuring privacy of residents, private, unique style, all facilities are conveniences, social status, good standard of construction using high-quality materials and specifications, good environment and identical social class. These factors have been changed by customer demand in each era. Thus, customers have a different satisfaction depend on their own style.

5.4 Managerial Implication

Marketing Mix (7P's)

Form the result with Marketing Mix (7Ps) influence choice decisions in buying High-End condominium in Bangkok among The Adress (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit), Owner business High-End condominium can be applied in marketing plan as follows;

1. Product: High-End condominium should be emphasize about unique concept and strong structure in construction.
2. Price: High-End condominium should be emphasize about the common area management fee is appropriate.
3. Place: High-End condominium should be emphasize about easy to accessible, located at good environment and located in the city center.

4. Promotion: High-End condominium should be emphasize about free 1 year common area management fee and no down payment.

5. People: High-End condominium should be emphasize about professional management, knowledge and skill.

6. Process: High-End condominium should be emphasize about the step of transfer ownership is conveniently, the step of contracts is conveniently and the step of approval credit is conveniently.

7. Physical Evidence: High-End condominium should be emphasize about Good securement in neighborhoods and ensuring privacy of residents. Developer should focus on this factors more than define the concept of the project.

5.5 Recommendation for Future Research

The conducting research on Market 7Ps, Brand Equity and Customer behavior, the results are reflected that the unique concept, ambiance, location and physical evidence have been influence customer decision and very important for expand condominium market opportunities for developers to improve the productivity provides substantial benefits, especially to medium and High-End development firms in developing a niche market.

For those who interested in research about customer decision in buying High-End condominium in the future, should be research more about service quality for the residents in High-End condominium because condominium is kind of service business and to bring the result of research to use implement service for satisfy and word of mouth to other customer will be a decision in buying High-End condominium in the future.

In addition, the property business owner should keep updating and doing research study because this business is related to external factors in many aspects even economic, political , customer behavior which are related to business. As a result, businesses may take the risk in affecting of change at any time. As can be seen

from the economic crisis in 1997, a real estate price was slumped, so the property could not be sold. That is the downside in business situation.



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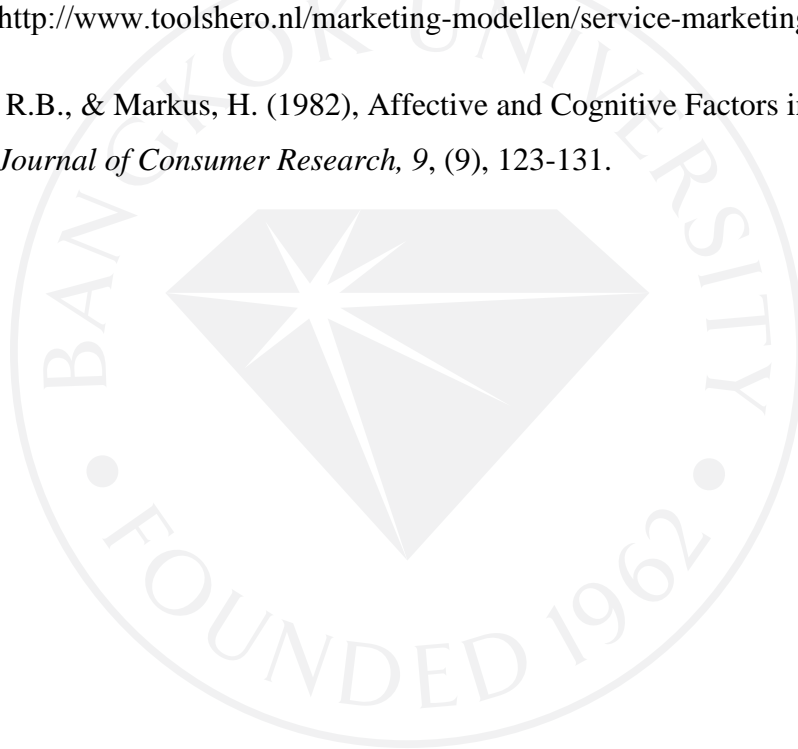
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Factor influencing customer's decisions in buying High-End condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit), Thailand.

Direction: This questionnaire was designed to collect data on which factor influencing customer's decisions in buying High-End Condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit). This questionnaire will be used for an independence study by a graduate student of Master Administration Business, International Program at Bangkok University. It is a part of BA715 "Independent Study for Academic"

Questionnaire: The questionnaire is composed demographic Information, factor influencing customer's decisions in buying High-End Condominium in Bangkok among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit).

Could you please make (✓) in this entire questionnaire.

Q1: High-End condominium in Bangkok

What among following choice decision one is your favorite High-End condominium in Bangkok?

- ☐ 1. The Address (Sathorn)
- ☐ 2. Keyne (Thonglor)
- ☐ 3. Noble Refine (Sukumvit)

Q2. Factors affect decisions in buying High-End condominium among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit).

Please indicate your response of decisions in buying high-end condominium by marking (✓) the box which corresponds to your opinion.

0 = Not any effect, 1 = Not at all important, 2 = Low important, 3 = Slightly important,
4 = Neutral, 5 = Moderately, 6 = Very important, 7 = Extremely important

Factors	Opinion Level							
	0	1	2	3	4	5	6	7
Marketing Mix (7Ps)								
1. Product								
2. Price								
3. Place								
4. Promotion								
5. People								
6. Process								
7. Physical Evidence								
Brand Equity								
8. Brand Awareness								
9. Brand Personal								
10. Brand Identity								
11. Brand Preference								
12. Brand loyalty								
13. Brand Experience								
Customer Behavior								
14. Beliefs								
15. Attitude								
16. Behavioral Intention								

Q3. Factors of Marketing Mix (7Ps)

Which following factors (Marketing Mix 7Ps) relate to your purchase decisions in buying High-End Condominium in Bangkok?

Please indicate your response of factor marketing mix (7Ps) by marking (√) the box which corresponds to your opinion.

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Marketing Mix (7Ps)	Opinion Level				
	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
Product					
17. The High End condominium is unique concept					
18. The multiple size room					
19. Strong structure					

Price					
20. The value with quality and service					
21. Term of payment					
22. The common area management fee is appropriate					
Place					
23. Easy to accessible					
24. Located at good environment					
25. Located in the city center					
Promotion					
26. Free 1 year common area management fee					
27. Free fully furnished					
28. No down payment					
People (sale staff's behavior)					
29. Friendliness					
30. Politeness					
31. Professional Management					
32. Knowledge and skill					
Process					
33. The step of transfer ownership is conveniently					
34. The step of contracts is conveniently					
35. The step of approval credit is conveniently					
Physical Evidence					
36. Located near BTS, MRT, River					
37. Good and secure neighborhoods					
38. Ensuring privacy of residents					

Q4. Factors of Brand Equity

Which following factors of Brand Equity relate to your purchase decisions in buying High-End Condominium in Bangkok?

Please indicate your response of factor Brand Equity choosing high end condominium by marking (✓) the box which corresponds to your opinion

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Brand Equity	Opinion Level				
	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
Brand Awareness (The recognition of the existence of the brand in the consumer's mind)					
39. The High-End condominium is good reputation.					
40. The High-End condominium is good recognition.					
41. The High-End Condominium is good recalling.					
Brand Personal (The represents the identity of the product)					
42. High-End Condominium is looks luxury more than others					
43. High-End Condominium is focusing on the perfect location such as near the river, MRT or BTS.					
44. High-End Condominium is worth more than other type of condominium.					
Brand Identity (the brand is reflect the value by the company is trying to bring to the market to appeal to its customers)					
45. Reasonable Price					
46. Private					
47. Unique Style					
Brand Preference					
48. Are you decide to buy High-End Condominium after viewing the advertising.					
49. Are you decide to buy High-End Condominium					

from the recommend from sale staff.					
50. Are you decide to buy High-End Condominium by the premium?					
Brand Loyalty					
51. You will buy High-End Condominium only.					
52. Will you recommend your friend to buy High-End Condominium?					
53. When you want to buy a Condominium, you will think about High-End Condominium.					
Brand Experience					
54. All facilities of High-End Condominium are conveniences to you.					
55. The design of layout make you feel impress					
56. High-End Condominium make you feel happiness					

Q5. Factors of Customer Behavior

Which following factors of Customer Behavior relate to your purchase decisions in buying High-End Condominium in Bangkok?

Please indicate your response of factor Brand Equity choosing high end condominium by marking (✓) the box which corresponds to your opinion

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Customer Behavior	Opinion Level				
	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
Beliefs					
57. You believe that high-end condominium worth for investment					
58. You believe that High-End condominium is high quality.					

59. You believe in reputation and image of developer					
Attitude					
60. High-end condominium enhances social status					
61. High-end condominium is show status of financial					
62. High-end condominium is indicated personal taste.					
63. Good standard of construction using high-quality materials and specifications					
Behavioral Intention					
64. Your intention is to buy high-end condominium only.					
65. You need to live among good environment					
66. You need to live in identical social class					

Q6. Factors of Lifestyle

67. What is your main purpose of buying High-End Condominium in Bangkok?

- ☐ 1. Yourself ☐ 2. Partner ☐ 3. Family ☐ 4. Relative/Friend
☐ 5. Sales Staff ☐ 6. Other (Please specify).....

68. What is the reason that why you buying high-end condominium in Bangkok?

- ☐ 1. Investment ☐ 2. Separate family ☐ 3. Personal Intention ☐ 4. Indicate your being

69. What kind of your lifestyle that you prefer for high-end condominium in Bangkok? (Respondents can select more than one answer)

- ☐ 1. Work life style ☐ 2. Near Office ☐ 3. Near Shopping Centre
☐ 4. Toward family life ☐ 5. City life style ☐ 6. Urban life style
☐ 7. Facility ☐ 8. Big kitchen ☐ 9. Big balcony
☐ 10. Layout

Q7. Demographic factors influencing your choice decision in purchase High-End condominium.

70. Age

- ☐ 1. 20 – 30 years ☐ 2. 31 – 40 years ☐ 3. 41 – 50 years ☐ 4. More than 50 years

71. Gender

- ☐ 1. Male ☐ 2. Female

72. Marriage Status

- ☐ 1. Single ☐ 2. Married ☐ 3. Divorced

73. Education level

- ☐ 1. High School Degree ☐ 2. Bachelor's Degree ☐ 3. Master's Degree
☐ 4. Doctoral Degree ☐ 5. Other (Please specify).....

74. Occupation

- ☐ 1. Public Companies and State Enterprises ☐ 2. Private Companies
☐ 3. Business Owner ☐ 4. Student
☐ 5. Others (Please specify).....

75. Income

- ☐ 1. Less than 30,000 Baht per Month ☐ 2. 30,000 – 50,000 Baht per Month
☐ 3. 50,001 – 70,000 Baht per Month ☐ 4. 70,001 – 90,000 Baht per Month
☐ 5. More than 90,000 Baht per Month

IOC: Item-Objective Congruency Index five experienced experts

Question	The experts					ΣR	$\frac{\Sigma R}{x}$	Interpretation
	1	2	3	4	5			
Factors affect decisions in buying High-End condominium among The Address (Sathorn), Keyne (Thonglor) and Noble Refine (Sukumvit)								
Marketing Mix (7Ps)								
1. Product	1	1	1	1	1	5	1	good
2. Price	1	1	1	1	1	5	1	good
3. Place	1	1	1	1	1	5	1	good
4. Promotion	1	1	1	1	1	5	1	good
5. People	1	1	1	1	1	5	1	good
6. Process	1	1	1	1	1	5	1	good
7. Physical Evidence	1	1	1	1	1	5	1	good
Brand Equity								
8. Brand Awareness	1	1	1	1	1	5	1	good
9. Brand Personal	1	1	1	1	1	5	1	good
10. Brand Identity	1	1	1	1	1	5	1	good
11. Brand Preference	1	1	1	1	1	5	1	good
12. Brand loyalty	1	1	1	1	1	5	1	good
13. Brand Experience	1	1	1	1	1	5	1	good
Customer Behavior								
14. Beliefs	1	1	1	0	1	4	0.8	good
15. Attitude	1	1	1	0	1	4	0.8	good
16. Behavioral Intention	1	1	1	0	1	4	0.8	good

Question	The experts					ΣR	$\frac{\Sigma R}{x}$	Interpretation
	1	2	3	4	5			
Factors of Marketing Mix (7Ps)								
Product								
17. The High End condominium is unique concept	1	1	1	1	1	5	1	good
18. The multiple size room	1	1	1	1	1	5	1	good
19. Strong structure	1	1	1	1	1	5	1	good
Price								
20. The value with quality and service	1	1	1	1	1	5	1	good
21. Term of payment	1	1	1	1	1	5	1	good
22. The common area management fee is appropriate	1	1	1	1	1	5	1	good
Place								
23. Easy to accessible	1	1	1	1	1	5	1	good
24. Located at good environment	1	1	1	1	1	5	1	good
25. Located in the city center	1	1	1	1	1	5	1	good
Promotion								
26. Free 1 year common area management fee	1	1	1	1	1	5	1	good
27. Free fully furnished	1	1	1	1	1	5	1	good
28. No down payment	1	1	1	1	1	5	1	good
People (sale staff's behavior)								
29. Friendliness	1	1	1	1	1	5	1	good
30. Politeness	1	1	1	1	1	5	1	good
31. Professional Management	1	1	1	1	1	5	1	good
32. Knowledge and skill	1	1	1	1	1	5	1	good
Process								
33. The step of transfer ownership is conveniently	1	1	1	1	1	5	1	good
34. The step of contracts is conveniently	1	1	1	1	1	5	1	good
35. The step of approval credit is conveniently	1	1	1	1	1	5	1	good

Question	The experts					ΣR	$\frac{\Sigma R}{x}$	Interpretation
	1	2	3	4	5			
Physical Evidence								
36. Located near BTS, MRT, River	1	1	1	1	1	5	1	good
37. Good and secure neighborhoods	1	1	1	1	1	5	1	good
38. Ensuring privacy of residents	1	1	1	1	1	5	1	good
Factors of Brand Equity								
Brand Awareness (The recognition of the existence of the brand in the consumer's mind)								
39. The High-End condominium is good reputation.	1	1	1	1	1	5	1	good
40. The High-End condominium is good recognition.	1	1	1	1	1	5	1	good
41. The High-End Condominium is good recalling.	1	1	1	1	1	5	1	good
Brand Personal (The represents the identity of the product)								
42. High-End Condominium is looks luxury more than others	1	1	1	1	1	5	1	good
43. High-End Condominium is focusing on the perfect location such as near the river, MRT or BTS.	1	1	1	1	1	5	1	good
44. High-End Condominium is worth more than other type of condominium.	1	1	1	1	1	5	1	good
Brand Identity (the brand is reflect the value by the company is trying to bring to the market to appeal to its customers)								
45. Reasonable Price	1	1	1	1	1	5	1	good
46. Private	1	1	1	1	1	5	1	good
47. Unique Style	1	1	1	1	1	5	1	good
Brand Preference								
48. Are you decide to buy High-End Condominium after viewing the advertising.	1	1	1	1	1	5	1	good
49. Are you decide to buy High-End Condominium from the recommend from sale staff.	1	1	1	1	1	5	1	good
50. Are you decide to buy High-End Condominium by the premium?	1	1	1	1	1	5	1	good

Question	The experts					ΣR	$\frac{\Sigma R}{x}$	Interpretation
	1	2	3	4	5			
Brand Loyalty								
51. You will buy High-End Condominium only.	1	1	1	1	1	5	1	good
52. Will you recommend your friend to buy High-End Condominium?	1	1	1	1	1	5	1	good
53. When you want to buy a Condominium, you will think about High-End Condominium.	1	1	1	1	1	5	1	good
Brand Experience								
54. All facilities of High-End Condominium are conveniences to you.	1	1	1	1	1	5	1	good
55. The design of layout make you feel impress	1	1	1	1	1	5	1	good
56. High-End Condominium make you feel happiness	1	1	1	1	1	5	1	good
Factors of Customer Behavior								
Beliefs								
57. You believe that high-end condominium worth for investment	1	1	1	1	1	5	1	good
58. You believe that High-End condominium is high quality.	1	1	1	1	1	5	1	good
59. You believe in reputation and image of developer	1	1	1	1	1	5	1	good
Attitude								
60. High-end condominium enhances social status	1	1	1	1	1	5	1	good
61. High-end condominium is show status of financial	1	1	1	1	1	5	1	good
62. High-end condominium is indicated personal taste.	1	1	1	1	1	5	1	good
63. Good standard of construction using high-quality materials and specifications	1	1	1	1	1	5	1	good
Behavioral Intention								
64. Your intention is to buy high-end condominium only.	1	1	1	1	1	5	1	good
65. You need to live among good environment	1	1	1	1	1	5	1	good
66. You need to live in identical social class	1	1	1	1	1	5	1	good

Question	The experts					ΣR	$\frac{\Sigma R}{x}$	Interpretation
	1	2	3	4	5			
Factors of Lifestyle								
67. What is your main purpose of buying High-End Condominium in Bangkok?	1	1	1	1	1	5	1	good
68. What is the reason that why you buying high-end condominium in Bangkok?	1	1	1	1	1	5	1	good
69. What kind of your lifestyle that you prefer for high-end condominium in Bangkok?	1	1	1	1	1	5	1	good
Demographic factors influencing your choice decision in purchase High-End condominium								
70. Age	1	1	1	1	1	5	1	good
71. Gender	1	1	1	1	1	5	1	good
72. Marriage Status	1	1	1	1	1	5	1	good
73. Education level	1	1	1	1	1	5	1	good
74. Occupation	1	1	1	1	1	5	1	good
75. Income	1	1	1	1	1	5	1	good

Where: IOC = Consistency between the objective and content or questions and objectives.

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

N

Σ = Total assessment points given from all qualified experts.

N = Number of qualified experts.

Therefore,

$$IOC = \frac{74.45}{75} = 0.992$$

The assessment result of questions on this questionnaire has value index of item objective congruence (IOC) equal to 0.992 without any question that has IOC index less than 0.5

SPSS RESULTS

Reliability of Marketing 7Ps

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.941	16

Item Statistics			
	Mean	Std. Deviation	N
Product	4.10	1.094	30
Price	4.33	1.295	30
Place	4.83	.986	30
Promotion	4.67	1.241	30
People	4.77	.935	30
Process	4.70	1.022	30
Physical Evidence	4.47	1.042	30
Brand Awareness	4.50	1.106	30
Brand Personality	4.53	1.137	30
Brand Identity	4.50	1.042	30
Brand Preference	4.50	.974	30
Brand loyalty	4.37	1.217	30
Brand Experience	4.27	1.230	30
Beliefs	4.70	1.393	30
Attitude	4.30	1.149	30
Behavioral Intention	3.70	.651	30

PRODUCT**Reliability****Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.820	3

Item Statistics

	Mean	Std. Deviation	N
product_1	3.70	.651	30
product_2	3.57	.817	30
product_3	3.73	.640	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
product_1	7.30	1.803	.619	.806
product_2	7.43	1.289	.730	.707
product_3	7.27	1.720	.704	.730

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.00	3.310	1.819	3

Price**Reliability****Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.880	3

Item Statistics

	Mean	Std. Deviation	N
price_1	3.77	.679	30
price_2	3.93	.740	30
price_3	3.90	.759	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
price_1	7.83	1.937	.760	.840
price_2	7.67	1.678	.840	.764
price_3	7.70	1.803	.714	.882

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.60	3.834	1.958	3

Place**Reliability****Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.839	3

Item Statistics

	Mean	Std. Deviation	N
place_1	3.77	.679	30
place_2	3.87	.730	30
place_3	3.93	.740	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
place_1	7.80	1.752	.714	.766
place_2	7.70	1.597	.740	.737
place_3	7.63	1.689	.655	.822

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.57	3.495	1.870	3

Promotion**Reliability****Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.809	3

Item Statistics

	Mean	Std. Deviation	N
promotion_1	3.73	.640	30
promotion_2	3.70	.877	30
promotion_3	3.77	.626	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
promotion_1	7.47	1.844	.664	.741
promotion_2	7.50	1.293	.674	.761
promotion_3	7.43	1.840	.692	.720

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.20	3.407	1.846	3

People**Reliability****Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.867	4

Item Statistics

	Mean	Std. Deviation	N
people_1	3.77	.626	30
people_2	3.93	.640	30
people_3	4.10	.712	30
people_4	3.80	.610	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
people_1	11.83	2.833	.747	.818
people_2	11.67	2.713	.796	.797
people_3	11.50	2.741	.658	.858
people_4	11.80	2.993	.679	.844

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.60	4.800	2.191	4

Process**Reliability****Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.796	3

Item Statistics

	Mean	Std. Deviation	N
process_1	3.67	.711	30
process_2	3.60	.724	30
process_3	3.60	.621	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
process_1	7.20	1.407	.654	.706
process_2	7.27	1.375	.658	.702
process_3	7.27	1.651	.613	.752

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.87	3.016	1.737	3

Physical Evidence

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.842	3

Item Statistics

	Mean	Std. Deviation	N
physical_1	3.73	.640	30
physical_2	3.93	.828	30
physical_3	3.97	.765	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
physical_1	7.90	2.093	.715	.786
physical_2	7.70	1.597	.739	.754
physical_3	7.67	1.816	.691	.795

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.63	3.826	1.956	3

Brand Awareness**Reliability****Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.939	3

Item Statistics

	Mean	Std. Deviation	N
Brand Awareness	4.23	1.633	30
Brand Awareness	4.83	1.367	30
Brand Awareness	4.33	1.470	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Brand Awareness	9.17	7.454	.873	.919
Brand Awareness	8.57	8.806	.891	.903
Brand Awareness	9.07	8.340	.872	.912

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.40	17.903	4.231	3

Brand Personality

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.937	3

Item Statistics

	Mean	Std. Deviation	N
Brand Personality	4.13	1.592	30
Brand Personality	4.73	1.337	30
Brand Personality	4.13	1.432	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Brand Personality	8.87	7.085	.867	.916
Brand Personality	8.27	8.340	.885	.901
Brand Personality	8.87	7.913	.869	.908

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.00	16.966	4.119	3

Brand Identity

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.823	3

Item Statistics

	Mean	Std. Deviation	N
Brand Identity	3.63	.765	30
Brand Identity	3.47	.860	30
Brand Identity	3.47	.730	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Brand Identity	6.93	1.995	.711	.724
Brand Identity	7.10	1.817	.672	.769
Brand Identity	7.10	2.162	.662	.774

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.57	4.116	2.029	3

Brand Preference

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.853	3

Item Statistics

	Mean	Std. Deviation	N
Brand Preference	3.37	.809	30
Brand Preference	3.47	.973	30
Brand Preference	3.70	.877	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Brand Preference	7.17	3.040	.640	.871
Brand Preference	7.07	2.271	.777	.747
Brand Preference	6.83	2.557	.775	.748

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.53	5.499	2.345	3

Brand Loyalty

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.846	3

Item Statistics

	Mean	Std. Deviation	N
Brand Loyalty	3.63	.809	30
Brand Loyalty	3.73	.785	30
Brand Loyalty	3.73	.868	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Brand Loyalty	7.47	2.326	.675	.822
Brand Loyalty	7.37	2.378	.682	.816
Brand Loyalty	7.37	1.964	.791	.707

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.10	4.645	2.155	3

Brand Experience

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.858	3

Item Statistics

	Mean	Std. Deviation	N
Brand Experience	3.87	.776	30
Brand Experience	3.77	.626	30
Brand Experience	3.77	.728	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Brand Experience	7.53	1.637	.664	.874
Brand Experience	7.63	1.895	.737	.805
Brand Experience	7.63	1.551	.815	.718

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.40	3.559	1.886	3

Belief**Reliability****Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.890	5

Item Statistics

	Mean	Std. Deviation	N
Beliefs	3.80	.551	30
Beliefs	3.77	.774	30
Beliefs	3.73	.640	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Beliefs	14.80	6.648	.651	.772
Beliefs	14.83	5.523	.736	.966
Beliefs	14.87	6.533	.568	.755

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.60	8.800	2.966	5

Attitude

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.911	3

Item Statistics

	Mean	Std. Deviation	N
Attitude	3.57	.935	30
Attitude	3.57	.898	30
Attitude	3.60	.894	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Attitude	7.17	2.833	.639	.870
Attitude	7.17	2.764	.720	.895
Attitude	7.13	2.602	.803	.887
Attitude	7.11	2.862	.503	.884

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.73	5.720	2.392	3

Behavioral Intention **Reliability**

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.855	3

Item Statistics

	Mean	Std. Deviation	N
Behavioral Intention	3.57	.774	30
Behavioral Intention	3.70	.952	30
Behavioral Intention	3.67	.884	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Behavioral Intention	7.37	2.861	.626	.746
Behavioral Intention	7.23	2.185	.713	.916
Behavioral Intention	7.27	2.340	.731	.720

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.93	5.099	2.258	3

Lifestyle**Crosstabs****Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
What is your main purpose of buying High-End Condominium in Bangkok * What among following choice decision one is your favorite High-End condominium in Bangkok?	400	100.0%	0	0.0%	400	100.0%

What is your main purpose of buying High-End Condominium in Bangkok * What among following choice decision one is your favorite High-End condominium in Bangkok? Crosstabulation

Count

		What among following choice decision one is your favorite High-End condominium in Bangkok?			Total
		The Address (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
What is your main purpose of buying High-End Condominium in Bangkok	Yourself	16	6	8	30
	Partner	125	53	52	230
	Family	54	20	22	96
	Relative/Friend	17	6	7	30
	Sales Staff	8	3	3	14
Total		220	88	92	400

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
What is the reason that why you buying high-end condominium in Bangkok * What among following choice decision one is your favorite High-End condominium in Bangkok?	400	100.0%	0	0.0%	400	100.0%

What is the reason that why you buying high-end condominium in Bangkok * What among following choice decision one is your favorite High-End condominium in Bangkok? Crosstabulation

Count

		What among following choice decision one is your favorite High-End condominium in Bangkok?			Total
		The Adress (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
What is the reason that why you buying high-end condominium in Bangkok	Investment	71	26	30	127
	Separate family	53	21	21	95
	Personal Intention	65	29	28	122
	Indicate your being	31	12	13	56
Total		220	88	92	400

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Work life style * What among following choice decision one is your favorite High-End condominium in Bangkok?	400	100.0%	0	0.0%	400	100.0%
Near Office * What among following choice decision one is your favorite High-End condominium in Bangkok?	400	100.0%	0	0.0%	400	100.0%
Near Shopping Centre * What among following choice decision one is your favorite High-End condominium in Bangkok?	400	100.0%	0	0.0%	400	100.0%
Toward family life * What among following choice decision one is your favorite High-End condominium in Bangkok?	400	100.0%	0	0.0%	400	100.0%
City life style * What among following choice decision one is your favorite High-End condominium in Bangkok?	400	100.0%	0	0.0%	400	100.0%
Urban life style * What among following choice decision one is your favorite High-End condominium in Bangkok?	400	100.0%	0	0.0%	400	100.0%
Facility * What among following choice decision one is your favorite High-End condominium in Bangkok?	400	100.0%	0	0.0%	400	100.0%

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Big kitchen * What among following choice decision one is your favorite High-End condominium in Bangkok?	400	100.0%	0	0.0%	400	100.0%
Big balcony * What among following choice decision one is your favorite High-End condominium in Bangkok?	400	100.0%	0	0.0%	400	100.0%
Layout * What among following choice decision one is your favorite High-End condominium in Bangkok?	400	100.0%	0	0.0%	400	100.0%

Work life style * What among following choice decision one is your favorite High-End condominium in Bangkok? Crosstabulation

Count

		What among following choice decision one is your favorite High-End condominium in Bangkok?			Total
		The Adress (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
Work life style	yes	133	55	58	246
	no	87	33	34	154
Total		220	88	92	400

Near Office * What among following choice decision one is your favorite High-End condominium in Bangkok? Crosstabulation

Count

		What among following choice decision one is your favorite High-End condominium in Bangkok?			Total
		The Address (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
Near Office	yes	83	37	34	154
	no	137	51	58	246
Total		220	88	92	400

Near Shopping Centre * What among following choice decision one is your favorite High-End condominium in Bangkok? Crosstabulation

Count

		What among following choice decision one is your favorite High-End condominium in Bangkok?			Total
		The Address (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
Near Shopping Centre	yes	104	44	45	193
	no	116	44	47	207
Total		220	88	92	400

Toward family life * What among following choice decision one is your favorite High-End condominium in Bangkok? Crosstabulation

Count

		What among following choice decision one is your favorite High-End condominium in Bangkok?			Total
		The Address (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
Toward family life	yes	106	43	44	193
	no	114	45	48	207
Total		220	88	92	400

City life style * What among following choice decision one is your favorite High-End condominium in Bangkok? Crosstabulation

Count

		What among following choice decision one is your favorite High-End condominium in Bangkok?			Total
		The Adress (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
City life style	yes	145	51	56	252
	no	75	37	36	148
Total		220	88	92	400

Urban life style * What among following choice decision one is your favorite High-End condominium in Bangkok? Crosstabulation

Count

		What among following choice decision one is your favorite High-End condominium in Bangkok?			Total
		The Adress (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
Urban life style	yes	92	52	38	182
	no	128	36	54	218
Total		220	88	92	400

Facility * What among following choice decision one is your favorite High-End condominium in Bangkok? Crosstabulation

Count

		What among following choice decision one is your favorite High-End condominium in Bangkok?			Total
		The Adress (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
Facility	yes	29	10	11	50
	no	191	78	81	350
Total		220	88	92	400

Big kitchen * What among following choice decision one is your favorite High-End condominium in Bangkok? Crosstabulation

Count

		What among following choice decision one is your favorite High-End condominium in Bangkok?			Total
		The Adress (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
Big kitchen	yes	98	41	42	181
	no	122	47	50	219
Total		220	88	92	400

Big balcony * What among following choice decision one is your favorite High-End condominium in Bangkok? Crosstabulation

Count

		What among following choice decision one is your favorite High-End condominium in Bangkok?			Total
		The Address (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
Big balcony	yes	112	28	14	154
	no	108	60	78	246
Total		220	88	92	400

Layout * What among following choice decision one is your favorite High-End condominium in Bangkok? Crosstabulation

Count

		What among following choice decision one is your favorite High-End condominium in Bangkok?			Total
		The Address (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
Layout	yes	96	40	42	178
	no	124	48	50	222
Total		220	88	92	400

Demographic**Crosstabs****Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
age * What among following choice decision one is your favorite High-End condominium in Bangkok?	400	100.0%	0	0.0%	400	100.0%

Age * What among following choice decision one is your favorite High-End condominium in Bangkok? Crosstabulation

Count

		What among following choice decision one is your favorite High-End condominium in Bangkok?			Total
		The Adress (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
age	20 – 30 years	48	19	16	83
	31 – 40 years	116	46	50	212
	41 – 50 years	49	20	24	93
	More than 50 years	7	3	2	12
Total		220	88	92	400

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * What among following choice decision one is your favorite High-End condominium in Bangkok?	400	100.0%	0	0.0%	400	100.0%

Gender * What among following choice decision one is your favorite High-End condominium in Bangkok? Crosstabulation

Count

		What among following choice decision one is your favorite High-End condominium in Bangkok?			Total
		The Adress (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
gender	Male	93	39	41	173
	Female	127	49	51	227
Total		220	88	92	400

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Marriage Status * What among following choice decision one is your favorite High-End condominium in Bangkok?	400	100.0%	0	0.0%	400	100.0%

Marriage Status * What among following choice decision one is your favorite High-End condominium in Bangkok? Crosstabulation

Count

		What among following choice decision one is your favorite High-End condominium in Bangkok?			Total
		The Adress (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
Marriage Status	Single	107	41	42	190
	Married	100	43	44	187
	Divorced	13	4	6	23
Total		220	88	92	400

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Education level * What among following choice decision one is your favorite High-End condominium in Bangkok?	400	100.0%	0	0.0%	400	100.0%

Education level * What among following choice decision one is your favorite High-End condominium in Bangkok? Crosstabulation

Count

		What among following choice decision one is your favorite High-End condominium in Bangkok?			Total
		The Adress (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
Education level	High School	14	0	4	18
	Bachelor's Degree	134	52	55	241
	Master' Degree	64	33	31	128
	Doctoral Degree	8	3	2	13
Total		220	88	92	400

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Occupation * What among following choice decision one is your favorite High-End condominium in Bangkok?	400	100.0%	0	0.0%	400	100.0%

Occupation * What among following choice decision one is your favorite High-End condominium in Bangkok? Crosstabulation

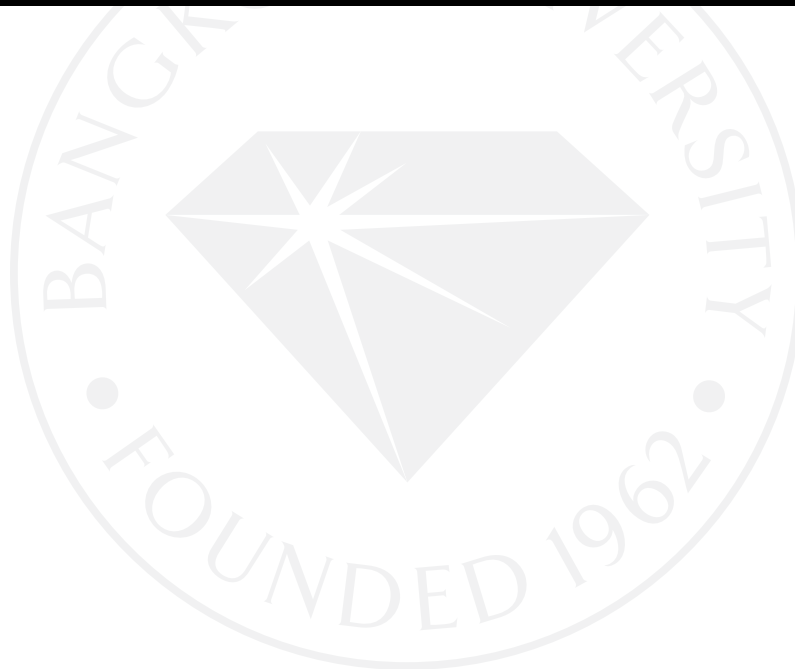
Count

		What among following choice decision one is your favorite High-End condominium in Bangkok?			Total
		The Adress (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
Occupation	Public Companies and State Enterprises	34	15	15	64
	Private Companies	88	38	20	146
	Business Owner	89	27	53	169
	Student	9	8	4	21
Total		220	88	92	400

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
income * What among following choice decision one is your favorite High-End condominium in Bangkok?	400	100.0%	0	0.0%	400	100.0%



income * What among following choice decision one is your favorite High-End condominium in Bangkok? Crosstabulation

Count

		What among following choice decision one is your favorite High-End condominium in Bangkok?			Total
		The Adress (Sathorn)	Keyne (Thonglor)	Noble Refine (Sukumvit)	
income	Less than 30,000 Baht per Month	11	5	5	21
	30,000 – 50,000 Baht per Month	7	3	2	12
	50,001 – 70,000 Baht per Month	53	22	21	96
	70,001 – 90,000 Baht per Month	102	41	42	185
	More than 90,000 Baht per Month	47	17	22	86
Total		220	88	92	400

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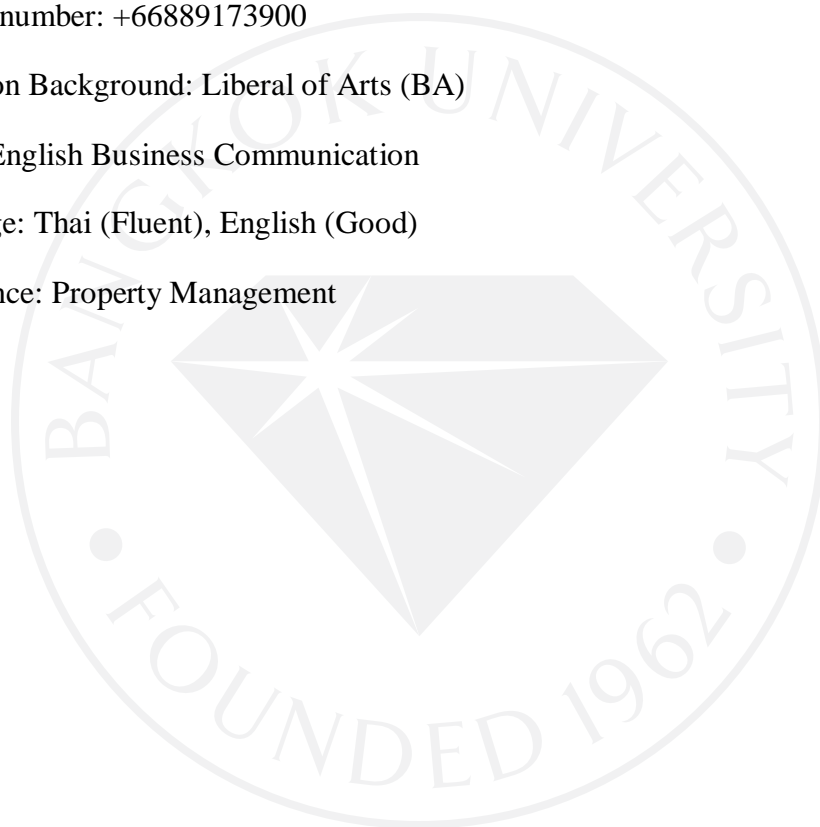
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