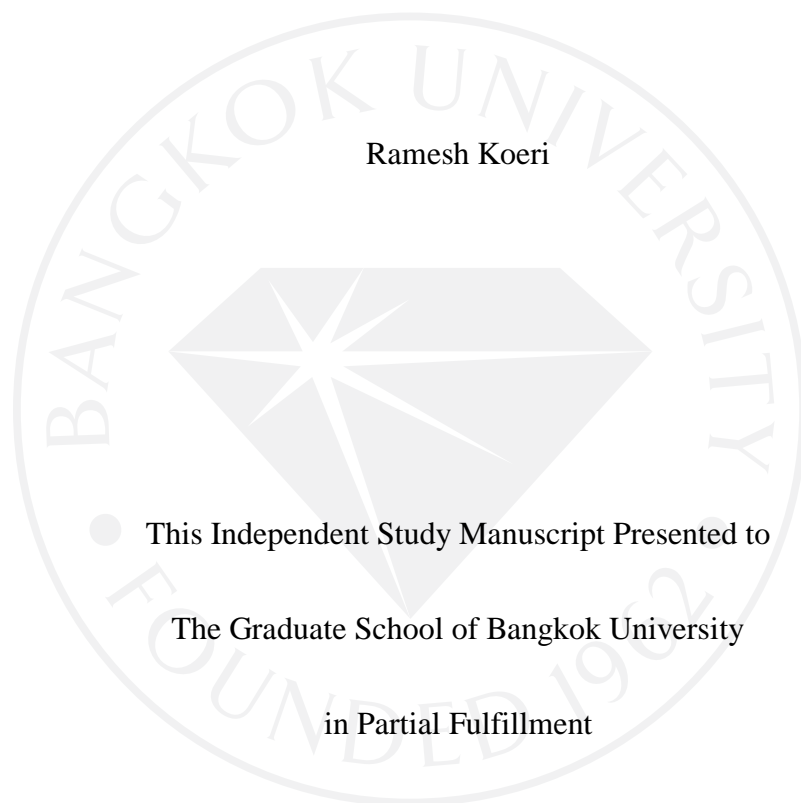


A STUDY OF FACTORS INFLUENCING CUSTOMER CHOICE DECISION IN
RENTING APARTMENT IN BANGKOK



A STUDY OF FACTORS INFLUENCING CUSTOMER CHOICE DECISION IN
RENTING APARTMENT IN BANGKOK

Ramesh Koeri



This Independent Study Manuscript Presented to

The Graduate School of Bangkok University

in Partial Fulfillment

of the Requirements for the Degree

Master of Business Administration

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

Title: A STUDY OF FACTORS INFLUENCING CUSTOMER CHOICE DECISION
IN RENTING APARTMENT IN BANGKOK

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A Study Of Factors Influencing Customer Choice Decision In Renting Apartment In Bangkok (104 pp.)

Advisor: Sumas Wongsunopparat, Ph.D.

ABSTRACT

The study aim is to examine different factor which affect the renting decision of customer in Bangkok. The increase in competition in this sectors either from condominium and Modern Apartment (Known builder). The rapid development of roads, BTS, MRT and other more shopping center around Bangkok increased the need of customer to live near the attraction point. Hence this research tends to find the causal factor which effect the rental decision of the customer. It does not take the marketing factors as the only variable but also the Psychological factor and brand equity. The study of motivation and customer lifestyle is of utmost important in the modern apartment. Therefore, the old apartment business need to change according to lifestyle to compete with the modern apartment

Keywords: Need of customer, Decision of Customer, Lifestyle, Apartment, Customer Behavior

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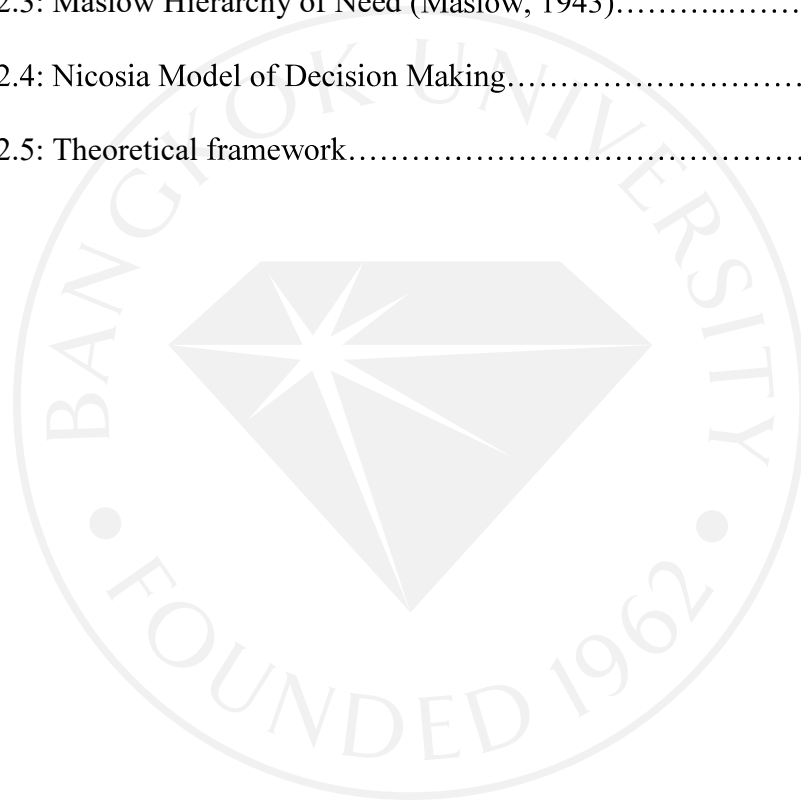
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CHAPTER 1

INTRODUCTION

This research study is about the factors influencing the Customer Choice Decision in Choosing and Renting Apartment in Bangkok. In this chapter the problem statement, scope of study and limitation will be discuss along with the information on which the research will be build upon.

1.1 Background

Thailand: Situated in South East Asian part of the world, a country known as the Land of Smile, also known as Thailand with the area of 513,120 sq. Kilometers is situated. Thailand shared its border with Burma, Laos, Cambodia and Malaysia. It has Andaman Seas and Gulf of Thailand as the water bodies around it from the South Side, which is the sources of income for the country by all channel such as fisheries and tourism. To the South of Thailand, the most popular tourist attraction is Phuket, which is the group of island at the southern part of the country. Many of movie shooting also took place in Phuket and other part of Thailand as well. Thailand is gift with a lot of beautiful place, not only to the South but also to most of its province. In the Northern Part of the country, there are provinces such as Chiangmai, Chiangrai, Maehongson and other more. They are well known for most natural climate that is cooler than most part of the country. No doubt, Thailand are full with waterfall, cave, sea etc. which is gifted by nature but culture do play a big role in maintaining it. Thai people are well known for their kind nature and welcoming with the foreign tourist from abroad.

The result of being the big tourist point mean a business to Thailand too. Thailand has a lot of domestic and multinational company counting from SME to Heavy Industries such as Vehicle part manufacturing and assemblies which as a result created a lot of job for Thai Citizen as well to expats.. The GDP growth rate of the country is 0.8% while in 2015 the GDP of the country was \$396 Billion. The GDP per capita was \$5732 in 2015. (Focuseconomics, 2016). According to World Travel and Tourism Council the contribution of tourism to the country GDP is around 8.6% of the total GDP (Turner, 2015). A lot of foreign national was drawn in to Thailand to work for the multinational company as well as many Thai who got the opportunity to work these company. Many of the retired US citizen decide to live in Thailand as for the reason that it has low cost of living and the life standard is much better than some other country. The increase in population who is rushing for work and travel has eventually increased the demand in the housing industry in recent few years which increase the competition in the market, however, some of the old apartment in Bangkok which is operating today as they was 10 years is not able face the competition. Customer keep changing the room as soon as they find the better place. Hence it is very important to the owner to change the way they were operating in order to compete with other as well as to maintain their income level too.

Apartment

Apartment refer to as the building that is divided into smaller unit and is available for rent only. Apartment usually has single bedroom with an area of not less than 20 sq. Meters. Each unit has its kitchen and toilet attached. Apartment has many facilities that are share by the tenant such as gym, swimming pool etc. (Smaksman,

2011) Apartment building has the single owner. The tenant promises to pay rent as per month basis that will include the rent and utilities cost. The contract of several apartment has the minimum stay period which is around 3 months according to which tenant has to stay for 3 months then he can leave the room otherwise the caution money which is taken as the guarantee will not be returned. The caution money is equal to rent per month though in some case it may be higher which usually depend on what kind of facility is provided for the tenant. For example, rent of the room is 1,500 Baht then the caution money will equal to 1,500 baht as well. In order to run the apartment business successfully the owner of the apartment must consider the location, target group and customer behavior so that he can set the cost and provide amenities that could be used by the tenants (Khamsuk, 2016).

Apartment (Middle to High Cost)

Apartment rental cost start from 1000 baht to more than 5000 Baht. The basic difference is the facilities provided with larger room size. Facilities such as Air Condition, Water Heater, Telephone and parking. On the security side there is key card locker, CCTV camera and guard on duty which eventually give a much better environment for living. (Smaksman, 2011)

Service Apartment

As the name said, the apartment has the service facility. The cost of rent per month is more than 10,000 Baht. The facility such as cleaning, change of bed sheet etc is available. The Businessman who has to stay for just a few month uses most of the service apartment (Smaksman, 2011)

Condominium

Condominium on the other hand is like Apartment except to the fact that its entire unit has owner. Each unit of condominium has its owner. As each apartment has the owner it is therefore considered like a house that's why each condominium has their own meter for electricity and water. The good thing about having their own meter is their bill is generated by Government sector, that's mean the owner pay the bill directly to Government office. However owner has to pay a minimal amount to the project for the maintenance fees such as swimming pool, electric, guard etc. (Smaksman, 2011)

1.2 Research Objective:

The objective of the research is to create and make apartment owner understand the factor which effect apartment rent so that they could give more attention to those factors.. The reason why customer choose certain apartment by taking in account not only the personality issue but as well as psychological. The issue like motivation, perception, attitude and learning. Customer behavior don't stay same as the Apartment building age, therefore the need to develop according to the lifestyle of customer is very important.

1.3 Purpose Of Study

There are three purpose of study:

1. To understand the factor influencing customer choice in renting and choosing the apartment as their living alternative.

2. To determine the priority of different factor so that the owner can focus on those matter which can help in order to remain competitive in the market.

3. To understand how the psychological factor, effect the decision of the customer.

4. The effect of brand equity to the apartment business in Bangkok.

1.4 Scope Of Study:

This research is being conduct to understand the influential factor to the rental decision of the tenant in Bangkok Metropolitan Are (BMA). The author uses the questionnaire as an instrument of research and define the scope as below.

1.4.1 Scope of Content:

The author of the research aims to study the general profile of the customer and their decision making process by using the questionnaire to gain the information regarding the personality factor as well as the psychological factor (Motivation, Perception, Learning and Attitude) of the target group. The survey also studies the marketing factors which are Product, Price, Place, Promotion, Process, Physical Environment and People. In this research the author did not focus on one certain Apartment but study it as a whole in order to understand the market and customer behavior. Additionally, author also survey the tenant living in the condominium as well as they are the sector which is competing with the apartment, while the other fact is condominium when rented it is similar to middle and high grade of apartment too.

1.4.2 Scope of Demographic, Sample and Location

The author identifies the sample as the tenant living in apartment or condominium on the rental basis in Bangkok Metropolitan area. The population constitute of both sex whose age is more than 18 who is able to rent a room for their use.

1.5 Limitation Of Research

The limitation of this research is its time limitation and limited budget. There might be a little misunderstanding to the sample population about the different between Apartment and Condominium as both of them when rented they are very closely similar to each other. The sample population might fill in survey with a little rush that may lead to a not true answer to some of the questionnaire.

1.6 Research Question

The research questionnaire has been designed with the quantitative method which include question with multiple choice as well as the opinion of the tenant which is taken in form of Likert scale. The Likert scale used in the survey contain two type of it, 5-point scale and 7-point scale. The question include in the survey are as follow:

1. The question asks about the general profile of customer which include Age, Gender, Income, Marital Status etc.
2. What are the personal factor which effect the choice decision on selecting the apartment for renting?
3. What are the psychological factor effecting the decision to rent?
4. Which marketing factor has the most effect on decision-making?

1.7 Independent Study Outline

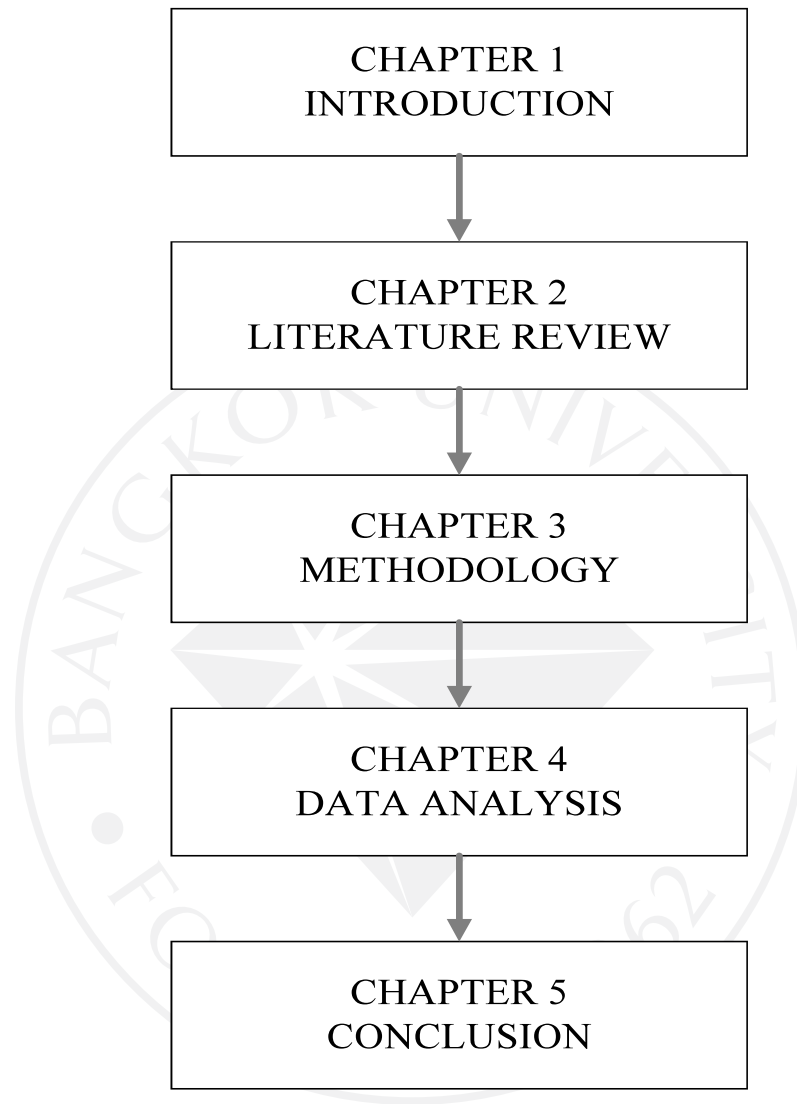


Figure 1.1: Independent Study Outline

Chapter 1: In this chapter the author briefly present about the background of the country, Thailand. It present about the economy of the country, which include GDP of the country. There are the brief introduction of Apartment and condominium as well. The author has provided with the reason of doing this research and how it will help the Apartment business owner to improve their apartment in order to remain competitive in the market.

Chapter 2: In this chapter the author has provided with the literature review which present the theoretical framework and model on which this research is based upon. The author provides the literature about marketing mix, external and internal factors which affect customer choice decision. The author also presents the theory which has been researched in the past about the decision making process of customer too.

Chapter 3: This chapter present about the method which is used to design the survey instrument such as questionnaire and survey collection method. Additionally, author describe the instrument which is used to analyze the data which he got as a result of survey.

Chapter 4: In this chapter author present the result of the research after the data has been analyzed through different analytical method and software.

Chapter 5: This chapter conclude about the entire research finding and their effect. The author has address upon the ethical issue that occur during the research. During the research there is the problem and other issue about the apartment which author would like to recommend to the future researcher in this chapter as well.

CHAPTER 2

LITERATURE REVIEW

With this chapter the author provide the theoretical foundation of different method used for doing this research. The literature tends to give more understanding about different terms and concept which is the basis of all method as well as contribute to the reason for the purpose of this project. In this chapter there will be brief information about all the theory which has been studied by the author for the research purpose to give the solid framework to the research model.

2.1 Theoretical Foundation:

This research paper focus on the apartment business in Bangkok, Thailand. Its tend to find the cause of consumer to rent the apartment by taking in mind the marketing factor as well as the psychological factor. This research focus on the past consumer and the future customer who is looking to rent the apartment. Hence the purpose of the marketing factor(7P) tend to find attraction toward the apartment in term of Product, Price, Place, promotion, people, Process and physical environment. The psychological factor tends to find the motive, perception and how the customer learn and develop their knowledge about the product which help them to choose the product wisely as well as at the fair price. The brief literature of different theory is explained below.

2.2 Customer Behavior:

Customer behavior define the way of how consumer behave and react to the product they are buying or the service they will be using. It is very important for the

firm to understand their target group because the product is designed only to satisfied the need of the customer such as the real estate business, where product is land, house apartment etc., the concept is same for other product in the world. Schiffman describe Customer Behavior as the process by which the customer behaves in seeking or to find the product they need, followed by purchasing it and evaluate the product or service they bought. (Schiffman, 2001). Customer try to fulfil their need for the product which reflect into this behavior and it is very crucial for the marketer to understand it. (Schiffman, 2001).

2.3 Factor Affecting Customer Behavior

There is many factor which effect customer behavior. It includes some of the external factor as well as some of the internal factor. As these are the independent factors which is influenced by a lot of factor, therefore it couldn't be controlled by the marketer but it is still very important to learn about it (Kotler&Armstrong, 2006).

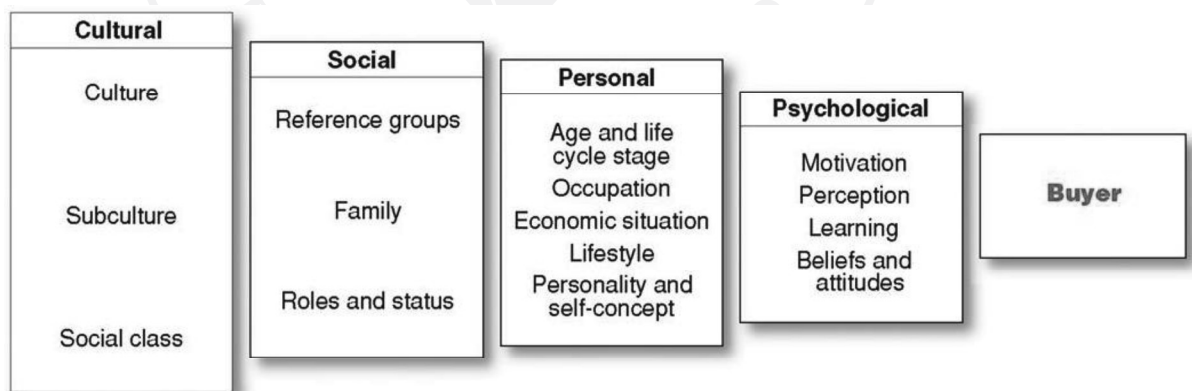


Figure 2.1: Factors Effecting Customer Behavior

2.3.1 Cultural Factor:

Culture: Cultural factor is considered to be the external factor which effect the customer behavior. The cultural value is described as the basic cause of a need and

requirement by a people. Every child grows up in the separate culture and thus it effects their behavior as well. (Kotler&Armstrong, 2006) They learn different kind of value in the society which eventually effect the way how they perceive thing regarding their need, necessary etc. It has an effect on the individual as well, he can have different traits such as achievement and success, activity and involvement, efficiency and practically, progress, material comfort, individualism, freedom, humanities, youthfulness, and fitness and health (Kotler&Armstrong, 2006). Those were all achieved from the culture, which effect by the society, living condition, location and experience through life. These factor couldn't be control but it changes with time. Hence marketer always try to identify the trend so that they can introduce some kind of product which could be attractive and satisfy the cultural need (Kotler&Armstrong, 2006).

Subculture: Culture are comprised of many small group which can be defined as the subculture. As in a lot of the country, there is the mixed religion, several language is spoken of, many people of different nationalities live together, in some place it took form as the expat. All of those are the part of the subculture. Hence subculture comprises of people who has different belief, speak of different language, have faith in different religion such as Hindu, Buddhist, Christian, Islam etc. They make up different market segment and marketer need to study it in order to design the product that suit their need (Kotler&Armstrong, 2006). The four different subculture has been identified which is Hispanic, African American, Asian and mature consumer.

Social Class: In the society of vast variation where billions of people living together with different culture and value, it happens that these people share the common lifestyle. Social class doesn't determine only by the amount of income alone but it is the mixed combination of education background, income, wealth, family background etc. (Kotler&Armstrong, 2006). In other word social class are the group of people having similarity in their economic position, wealth, status, value, lifestyle, personal performance, skill etc. (Zeng, 2013).

2.3.2 Social Factors:

Every living thing on earth has a social value. They are considered as social animal because they live and interact with each other through communication and many other ways. In the same way human is the social animal as well. They interact and communication as well as spend daily life together as an individual, member of a family, citizen of the country and member of the world living. Social factor effect customer behavior because the need of people changes when they don't have same status. For a low middle class people, buying a small eco car might be the best thing he could have in life, but the upper middle class people could afford more than just a small eco car. So there is different requirement for the product of the same need. Hence it is important for the marketer to study this part in order to understand the need and quality of the product in order to suit different social status of the people. Social factor is in fact comprise of three variable i.e. Reference Group, family, roles and status (Kotler & Armstrong, 2006).

Reference Group: People belonging to different social class which have their own value and lifestyle but often their attitude and behavior are affected by different

group of people who have the another lifestyle and class. They compare themselves to those group and accordingly their attitude and behavior changed as well as it affects their own lifestyle and product choice (Kotler & Armstrong, 2006). Reference group is classified into primary and secondary group. Family, friends, colleagues are considered as the primary group and they shared the close identity. On the other hand, secondary group are those people who is unknown to us but they are influential. They are people with religious, professional and trade union association (Zeng, 2013)

Family: Nowadays family is playing very crucial role in making the purchase decision. The new changing society where women are allowed to work outside the house rather than just sitting at home looking after the child. With the 21st century women are working and achieved even more than men in several field. Therefore, this effect the family decision. Now woman is more influential in doing the purchase decision in the family. (Kotler & Armstrong, 2006). The decision is also affected by many other demographic variables which is age of household, marital status, employment situation, number of children and family size (Zeng, 2013)

Roles and Status: Every consumer play a different role in the society. One person can play more than one role and it changes according to the people around them. Taking the example of a man, at home he plays a role of father to his child, play a role of husband to his wife and in the office he plays a role of manager to his junior. Therefore, he will buy a product which suit his role and status, as a manger in the office. (Kotler & Armstrong, 2006).

2.3.3 Personal Factor:

The reaction toward the environmental factor such as culture and social class also depend on the consumer personal factor. This factor is a part of the individual which effect the customer behavior. It is determined by Age and life cycle stage, Occupation, Economic Situation, lifestyle, personality and self-concepts (Kotler & Armstrong, 2006).

Personality and self-concept: Consumer has different way of purchasing the product and it is the effect of their behavior. However, there are many variables which effect consumer behavior while personality and self-concept is one of them. Personality therefore is effect by different psychological variable which lead to the response to the environment (Kotler & Armstrong, 2006). This turn into trait and make everyone unique in a very different way (Gibler & Nelson, 2003). Consumer may like the red car more than a blue car, this is the example of how person psychology affect the purchasing decision. Customer choose the product according to their personality and self-concept. Self-concept tell about how the consumer perceived something by comparing it to themselves. (Gibler & Nelson, 2003).

Lifestyle: Culture, Personalities trait etc. effect the lifestyle of individual. Hence it is a pattern of living the daily life which reflect the psychographics (Kotler & Armstrong, 2006). Lifestyle of a person can be observed in their daily activity. Some people love to do exercise therefore they will eat clean food and do exercise every morning. He may have the habit of riding bicycle to work or in the park. Some people may have different. Lifestyle therefore is effected by personal interest, attitude and opinion. A tools has been developed in order to measure a person lifestyle which is accepted all

around the world, they are AIO Dimension (Activities, Interest and Opinion). The most widely accepted lifestyle dimension was developed by SRI Consulting named as VALS (Value and Lifestyles) (Kotler & Armstrong, 2006). This dimension identifies eight type of lifestyle which is Innovators, Thinkers, Believers, Achievers, Strivers, Experiencers, Makers and Survivors (Kotler & Armstrong, 2006).

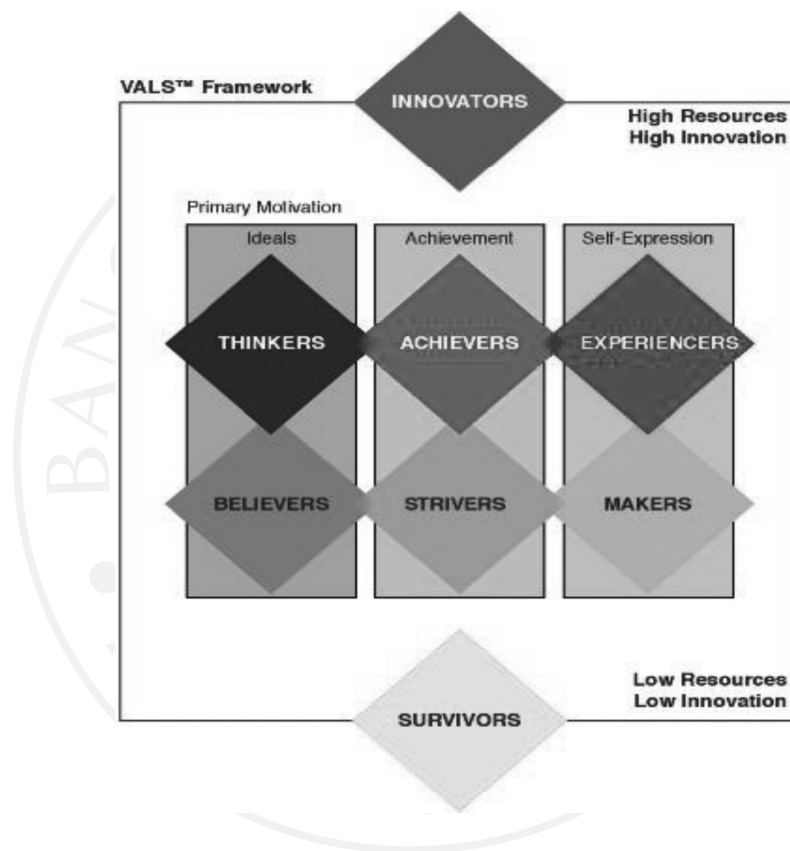


Figure 2.2: Diagram of SRI Vals

Source: Schiffman, L.G and Kanuk, L.L., Consumer Behavior, 9th Edition, Pearson, Prentice Hall

Age and Life Cycle Stage: Like every other social animal, human also walk through different life stages and cycle. Attitude and behavior also changed as customer are in different stages and life. Hence it is the orderly process which evolve

and let the individual gain the maturity (Bhasin, 2016). However, at different stage person acquire many thing and therefore effect the buying behavior as well as the product they choose. For example, at the age of 24 years old, a person may want to have a good job, buy a very new trending product but he gets older he may look for more stable life with a good home and buy thing only he needed. Hence it effects the choice of product. Therefore, it is very important for the marketer to understand the need at different age of consumer so that they can design product which suites their target market.

Occupation and Income: Occupation effect the way how consumer choose their product. There is different between the choice of product between blue collar worker and the white collar worker. Blue collar worker, as they do more rough work, tend to buy a quality and durable product which has the priority more than the looks and luxury while the white collar worker tends to buy product which suits more of their social status. The product therefore will have a good look and more luxury (Kotler & Armstrong, 2006).

2.3.4 Psychological Factor

The four factors effecting customer behavior are Perception, Motivation, learning, belief and attitude.

Motivation: Consumer are driven by the need and desire to achieves something which lead to the purchase of the product or the service. This needs which slowly move a person to act in such behavior is called Motivation (Wilkie, 1994). Motivation drive consumer to buy product, and it is very difficult to measure one

motivation. As motivation is associated with need and it is very important for every business firm to understand the motivation of their customer (Perreau, 2012). Many scientist has studied about motivation and thus proposed different theory but the most well know is Freud and Maslow Theory.

Freud Psychoanalytic Theory: The theory was provided by Sigmund Freud who suggest that a person behavior is affected by sub conscious motive that even the buyer do not understand (Kotler & Armstrong, 2006)



Figure 2.3: Maslow Hierachy of Need (Maslow,1943)

Source: Maslow, A. (1943). *Maslow Hierachy of Need*. Retrieved from

<https://samirajamali.wordpress.com/2015/06/08/maslows-hierarchy-of-needs/>

Maslow' hierarchy of need: The theory was provided by Abraham Maslow a famous Psychologist. He has identified the pattern of hierarchy that how a person give the priority to different type of need. Maslow therefore categorized five type of need that

is physiological need, safety need, social need, esteem needs and self-actualization needs (Kotler & Armstrong, 2006)

According to Maslow Theory a person will at first try to fulfil their physiological need which is about food, drink and other physical requirement. Then he will move to fulfil his safety need, love and belongingness, esteem needs, cognitive needs, and self-actualization (Kotler & Armstrong, 2006).

Perception: The process of selecting, evaluate and interpret accordingly is the perception reaction toward the product (Luo & James, 2013). Person perceived after they recognize the need. Human use all the sense in order to perceived about something i.e. sight, hearing, smell, touch and taste (Kotler & Armstrong, 2006). There are three type of perception toward the object with the same stimulus, that is selective attention, selective distortion and selective retention. (Perreau, 2012)

Selective Attention: This type of consumer will particularly pay more attention to the information about the product which is advertised while lesser attention to the other product.

Selective Distortion: This type of consumer will support the choice of product which they already made up in their mind. (Perreau, 2012)

Selective Retention: The process of retaining the information and memorized it in the mind. In this way the consumer will forget about other competing brand product. It is believed to be one of the reason that an advertising of product is repeated over time, the reason behind is to let the people know about this product and therefore the product will be listed as “Top of the mind” (Perreau, 2012).

Learning: When consumer buy product he expects for the product quality and other variable that may satisfy his need. If the product appears to be good than he expects, then he will remember the product and the vendor as his most favorites but if the product turns bad, he may even blacklist the vendor. This way customer learns by experience which then turn out to be the action and effect the behavior of customer (Rani, 2016).

Belief and attitude: After learning and experiencing through buying the product or used the service, customer develop a conviction about the product. This conviction is term as belief which is very important in order to develop the product image and loyalty. Hence it is one of the reason that marketer develop marketing campaign in order to give the brand message and shift its brand position (Rani, 2016).

2.4 Consumer Decision Making Process:

The study of Decision-Making process has been around for a long time. It is very important in order to know how the decision is made and what are different attribute that effect the decision of the individual. ProfessionalAcademy, an online knowledge sources explain the consumer decision making process as the method used by the marketer in order to track the decision making process from start to finish (ProfessionalAcademy, 2016). However, the consumer decision-making composed of five level.

1. Problem Recognition: At this level, need is to be addressed according to which customer can fulfil it by finding another type of product, which depend on the need. For example, in summer the climate gets hot, consumer need is that he wants to feel comfortable in the cool room, the answer for his solution is Air Condition.

Therefore, it is important in order to recognize the need of customer.

(ProfessionalAcademy, 2016)

2. Information Search: After recognizing the need, consumer will start looking for the information, which could solve his need. Following up with the example given above, customer will start finding more and more information about the air conditioning system available in the market. The information is available from different sources such as internet, friend recommendation, advertising etc. The experience is also considered as the good information sources as it is the medium through which knowledge is received. (ProfessionalAcademy, 2016)

3. Evaluation of alternative: After a lot of product is found, there is the need to compare between different kinds of similar product, which is closely related to other. Depending on the type of consumer usage style, if he is quality sensitive, he may buy high quality product with high prices or if he is the prices sensitive he may buy cheaper product instead. The product is compare with its different attribute, such as price, quality, reputation, sales promotion etc.

4. Purchase: With the thorough information, search and evaluation the customer now decides to purchase the product.

5. Post Purchasing satisfaction: Now as the customer has the product, he may use it and according to his expectation at the pre-purchase level, if the product appears to be good and is according to what he expects, his satisfaction is fulfilled. This experience helps the product to be sold at the second stage (Information search) when the customer recommends the product to the another customer. On the

otherhand if the product does not satisfy the customer, it will have the equal negative impact to the brand and the future sales. (ProfessionalAcademy, 2016)

The three most popular consumer decision-making model are

- The Nicosia Model
- The Engel-Kollat-Blackwell Model
- The Howard-Sheth Model.

The Nicosia Model: Nicosia Model was proposed in 1966. It was the earliest of all the major model. Nicosia gave a theory on how the customer react to the advertising messages that was released by the firm. He proposed four level in his model, the first one is the communication which is studied by the firm by taking in all the attribute of the firm and customer, according to which message is send out in form of advertising or through other channel. After the customer received the message, they perform the next step that is the search and evaluation of alternative. In this step, different product of closely correlated option is compare. During the information search, the sources could be internet, word of mouth, recommendation or the knowledge gain from the past experienced. (Baker, 1987). The search process motivate the customer to buy the products which therefore lead to the act of purchase. The product after purchased is then lead to experience and feedback is provided about the product.

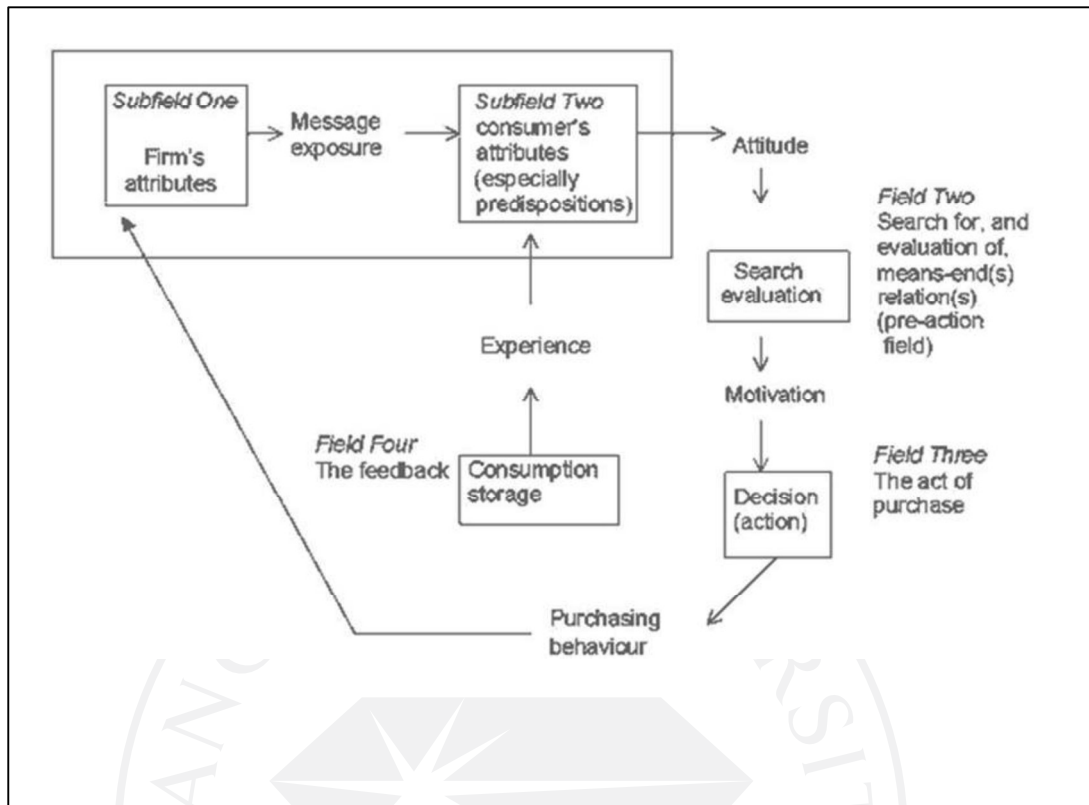


Figure 2.4: Nicosia Model of Decision Making

Source: F.M. Nicosia, *Consumer Decision Process*, Englewood Cliffs, N.J., Prentice-Hall, Inc., 1966, P.156

The Engel-Kollat-Blackwell Model:

Engel et al. proposed the consumer decision-making model in 1968. They proposed that the consumer purchase decision is determined by the decision sequence, which starts from problem recognition, search, alternative evaluation, choice, and outcome result. The problem recognition may be affected by internal factors such as motivation or external factors such as advertising. However, after the problem is recognized, the search for information takes place. (Baker, 1987) Information can be obtained from internal sources such as memory or external sources such as old customers who want to recommend the product and discuss their past experience with

the product. During the search of product the customer develop the knowledge base and came to know about different brand which they are interested and that are closely related to each other according to which the choice is made which led to the purchase decision. (Baker, 1987)

The Howard-Sheth Model

The model is constitute of four level. Input: which include the entire stimulus that motivate buyer to buy the product. There are three tye of input given by the model. (Baker, 1987)

- 1. Significant:** Significant input are those stilmuli which is related to quality, price, distinctiveness, service ability. These input effect the consumer directly.
- 2. Symbolic:** The symbolic input has the same feature as that of significant but in this type of input the effect is indirectly. (Baker, 1987)
- 3. Social:** The social stimuli effect the customer internally and usually before the decision process. However the effect is still county as indirect effect. Social stimuli include family,reference and social class. (Baker, 1987)

Perceptual Construct: After getting the stimuli which create the motivation in buying the product, consumer view the product and perceived its overall appearance by perceiving all its dimension which including packaging, perceived quality, brand equity etc. During this stage there is the feeling of uncertainty which still holding off consumer from making final decision. (Baker, 1987) Therefore in order to remove all the certainty customer will start searching for the information which tell more about the consumer attitude, intention, choice criteria, confidence in the item etc. Finally at

the output stage the purchase decision is made after evaluating all the attribute in the learning stage. (Baker, 1987)

2.5 Marketing Factor (7ps)

Marketing factor are the set of variable which the firm or company used to target their customer. These factors are controllable and is major tool that is now used by most of the firm across the globe. However there are two version of it, 4P which include Product, Price, Place and promotion is used by the firm which make the product while the service sector used 7P which add up Process, Physical facilities and people.

Product: The tangible things that has the features that can satisfy consumer need. For apartment the room and its service is the product for the consumer .

Prices: The cost at which consumer is ready to pay for in exchange of product. The price of the product always include the total cost of creating the product with profit added up. Some of the luxury product has the brand value which eventually make the price of the product goes up.

Place: Place is the point where the product is sold. It is the distribution method or channel. (Ivy, 2008) For the apartment and condominium, the place is the actual location of the project customer will be living.

Promotion: The promotion of the product is the way to advertise and let the consumer know about it, while the main purpose is to increase the sales of the product too. The promotion like Buy One Get One (BOGO) or discount etc. Therefore, the motive of promotion is just to promote the product and service.

People: Another most important element of marketing is its people (Ivy, 2008). For service industry, where service quality is the top priority for the customer, maintain and training people to the standard is real exhausting but in return the value is incomparable.

Physical evidence and process: Physical evidence are the tangible element that the consumer can perceived it with all their sense. (Ivy, 2008) In case of apartments it is the design of building, the material quality, parking facility etc. The process is the way how it is being managed, the process are targeted to make it simplest for the consumer to understand and efficient in managing it.

2.6 Brand Equity:

The value of the firm does not mean only the cost of total asset and depreciation but Brand do has the value as well. According to branddirectory.com, the most Apple has rank 1st as the most valuable brand which is \$128,303 Million. Pullig wrote in his article that brand equity is the value of brand in the market place. (Pullig, 2008) Brand equity comprise of four part that it Brand Image, Brand Loyalty, Brand Perceived Quality and Brand awareness.

Brand Image: Brand image is the key driver of the brand equity. It is the face of the brand and customer always perceived most of its quality. (Zhang, 2015) Marketer always studies their customer behavior in order to get deep knowledge about their attitude and their purchase style. In this way the product could be design with package that parallel to the customer expectation as a result the image of the brand will be maintained or in the best case be more better than the competing brand. (Zhang, 2015)

Brand Loyalty: When consumer repeat purchase of product from the same brand is call brand loyalty. Customer ignore the other brand which have the product at cheaper price, this is also another act of loyalty. Mostly the loyalty occur when the customer are satisfied with the post purchase experience. Loyalty is the perception of the consumer that the product is superior to other. (Grimsley, 2016)

Brand Perceived Quality: It do not refer to the quality of one type of product but it refers to overall quality of the brand. Customer has the perception that certain brand has good or bad quality by not even experience with it earlier. (Xiao & Hawley, 2009)

Brand Awareness: The ability of the consumer to recal the brand ad its symbol among the group of product is called brand awareness. (Xiao & Hawley, 2009)

2.7 Hypothesis

- H1_o: Product does not Significantly influence customer choice decision in renting Apartment.
- H1_a: Product Significantly influence customer choice decision in renting Apartment.
 - H1.1_o: Room Design does not Significantly influence customer choice decision in renting Apartment.
 - H1.1_a: Room Design Significantly influence customer choice decision in renting Apartment.
 - H1.2_o: Room Size does not Significantly influence customer choice decision in renting Apartment.

- H1.2_a: Room Size Significantly influence customer choice decision in renting Apartment.
- H1.3_o: Material Quality does not Significantly influence customer choice decision in renting Apartment.
- H1.3_a: Material Quality Significantly influence customer choice decision in renting Apartment.
- H1.4_o: Furniture Facility does not Significantly influence customer choice decision in renting Apartment.
- H1.4_a: Furniture Facility Significantly influence customer choice decision in renting Apartment.
- H2_o: Price does not Significantly influence customer choice decision in renting Apartment.
- H2_a: Price Significantly influence customer choice decision in renting Apartment.
 - H2.1_o: Room Rent does not Significantly influence customer choice decision in renting Apartment.
 - H2.1_a: Room Rent Significantly influence customer choice decision in renting Apartment.
 - H2.2_o: Utilities Expense does not Significantly influence customer choice decision in renting Apartment.
 - H2.2_a: Utilities Expense Significantly influence customer choice decision in renting Apartment.
 - H2.3_o: Repair and Maintenance Cost does not Significantly influence customer choice decision in renting Apartment.

- H2.3_a: Repair and Maintenance Cost Significantly influence customer choice decision in renting Apartment.
- H2.4_o: Advance Deposit Amount does not Significantly influence customer choice decision in renting Apartment.
- H2.4_a: Advance Deposit Amount Significantly influence customer choice decision in renting Apartment.
- H3_o: Place does not Significantly influence customer choice decision in renting Apartment.
- H3_a: Place Significantly influence customer choice decision in renting Apartment.
 - H3.1_o: Distance from School does not Significantly influence customer choice decision in renting Apartment.
 - H3.1_a: Distance from School Significantly influence customer choice decision in renting Apartment.
 - H3.2_o: Distance from Main Street does not Significantly influence customer choice decision in renting Apartment.
 - H3.2_a: Distance from Main Street Significantly influence customer choice decision in renting Apartment.
 - H3.3_o: Access to transport does not Significantly influence customer choice decision in renting Apartment.
 - H3.3_a: Access to transport Significantly influence customer choice decision in renting Apartment.
 - H3.4_o: Security does not Significantly influence customer choice decision in renting Apartment.

- H3.4_a: Security Significantly influence customer choice decision in renting Apartment.
- H3.5_o: Far from disturbing element does not Significantly influence customer choice decision in renting Apartment.
- H3.5_a: Far from disturbing element Significantly influence customer choice decision in renting Apartment.
- H4_o: Promotion does not Significantly influence customer choice decision in renting Apartment.
- H4_a: Promotion Significantly influence customer choice decision in renting Apartment.
 - H4.1_o: Creational does not Significantly influence customer choice decision in renting Apartment.
 - H4.1_a: Creational Significantly influence customer choice decision in renting Apartment.
 - H4.2_o: Free Cable TV does not Significantly influence customer choice decision in renting Apartment.
 - H4.2_a: Free Cable TV Significantly influence customer choice decision in renting Apartment.
 - H4.3_o: Free Internet does not Significantly influence customer choice decision in renting Apartment.
 - H4.3_a: Free Internet Significantly influence customer choice decision in renting Apartment.
 - H4.4_o: Annual Function does not Significantly influence customer choice decision in renting Apartment.

- H4.4_a: Annual Function Significantly influence customer choice decision in renting Apartment.
- H4.5_o: Room Service does not Significantly influence customer choice decision in renting Apartment.
- H4.5_a: Room Service Significantly influence customer choice decision in renting Apartment.
- H5_o: People does not Significantly influence customer choice decision in renting Apartment.
- H5_a: People Significantly influence customer choice decision in renting Apartment.
 - H5.1_o: Staff communication does not Significantly influence customer choice decision in renting Apartment.
 - H5.1_a: Staff Communication Significantly influence customer choice decision in renting Apartment.
 - H5.2_o: Clean Uniform does not Significantly influence customer choice decision in renting Apartment.
 - H5.2_a: Clean Uniform Significantly influence customer choice decision in renting Apartment.
 - H5.3_o: Service Standard does not Significantly influence customer choice decision in renting Apartment.
 - H5.3_a: Service Standard Significantly influence customer choice decision in renting Apartment.
 - H5.4_o: Ability to solve Problem does not Significantly influence customer choice decision in renting Apartment.

- H5.4_a: Ability to solve Problem Significantly influence customer choice decision in renting Apartment.
- H5.5_o: Staff knowledge does not Significantly influence customer choice decision in renting Apartment.
- H5.5_a: Staff Knowledge Significantly influence customer choice decision in renting Apartment.
- H6_o: Process does not Significantly influence customer choice decision in renting Apartment.
- H6_a: Process Significantly influence customer choice decision in renting Apartment.
 - H6.1_o: Access to information does not Significantly influence customer choice decision in renting Apartment.
 - H6.1_a: Access to Information Significantly influence customer choice decision in renting Apartment.
 - H6.2_o: Quick response to customer complaint does not Significantly influence customer choice decision in renting Apartment.
 - H6.2_a: Quick response to customer complaint Significantly influence customer choice decision in renting Apartment.
 - H6.3_o: Rule and Regulation does not Significantly influence customer choice decision in renting Apartment.
 - H6.3_a: Rule and regulation Significantly influence customer choice decision in renting Apartment.
- H7_o: Physical Environment does not Significantly influence customer choice decision in renting Apartment.

- H7_a: Physical Environment Significantly influence customer choice decision in renting Apartment.
 - H7.1_o: Clear Name Sign does not Significantly influence customer choice decision in renting Apartment.
 - H7.1_a: Clear Name Sign Significantly influence customer choice decision in renting Apartment.
 - H7.2_o: Thrash Throwing Area does not Significantly influence customer choice decision in renting Apartment.
 - H7.2_a: Thrash Throwing Area Significantly influence customer choice decision in renting Apartment.
 - H7.3_o: Sanitation does not Significantly influence customer choice decision in renting Apartment.
 - H7.3_a: Sanitation Significantly influence customer choice decision in renting Apartment.
 - H7.4_o: Reputation and Trust does not Significantly influence customer choice decision in renting Apartment.
 - H7.4_a: Reputation and Trust Significantly influence customer choice decision in renting Apartment.
 - H7.5_o: Green Environment does not Significantly influence customer choice decision in renting Apartment.
 - H7.5_a: Green Environment Significantly influence customer choice decision in renting Apartment.
- H8_o: Lifestyle does not Significantly influence customer choice decision in renting Apartment.

- H8_a: Lifestyle Significantly influence customer choice decision in renting Apartment.
- H9_o: Motivation does not Significantly influence customer choice decision in renting Apartment.
- H9_a: Motivation Significantly influence customer choice decision in renting Apartment.
 - H9.1_o: Neighborhood does not Significantly influence customer choice decision in renting Apartment.
 - H9.1_a: Neighborhood Significantly influence customer choice decision in renting Apartment.
 - H9.2_o: Employment Change does not Significantly influence customer choice decision in renting Apartment.
 - H9.2_a: Employment Change Significantly influence customer choice decision in renting Apartment.
 - H9.3_o: Home Affordability does not Significantly influence customer choice decision in renting Apartment.
 - H9.3_a: Home Affordability Significantly influence customer choice decision in renting Apartment.
 - H9.4_o: Location does not Significantly influence customer choice decision in renting Apartment.
 - H9.4_a: Location Significantly influence customer choice decision in renting Apartment.
 - H9.5_o: Home ownership does not Significantly influence customer choice decision in renting Apartment.

- H9.5_a: Home Ownership Significantly influence customer choice decision in renting Apartment.
- H9.6_o: Living Period does not Significantly influence customer choice decision in renting Apartment.
- H9.6_a: Living Period Significantly influence customer choice decision in renting Apartment.
- H10_o: Perception does not Significantly influence customer choice decision in renting Apartment.
- H10_a: Perception Significantly influence customer choice decision in renting Apartment.
 - H10.1_o: Quality Perception does not Significantly influence customer choice decision in renting Apartment.
 - H10.1_a: Quality Perception Significantly influence customer choice decision in renting Apartment.
 - H10.2_o: Environmental Perception does not Significantly influence customer choice decision in renting Apartment.
 - H10.2_a: Environmental Perception Significantly influence customer choice decision in renting Apartment.
 - H10.3_o: Facility Service Perception does not Significantly influence customer choice decision in renting Apartment.
 - H10.3_a: Facility Service Perception Significantly influence customer choice decision in renting Apartment.
 - H10.4_o: Living Space Perception does not Significantly influence customer choice decision in renting Apartment.

- H10.4_a: Living Space Perception Significantly influence customer choice decision in renting Apartment.
- H10.5_o: Design Perception does not Significantly influence customer choice decision in renting Apartment.
- H10.5_a: Design Perception Significantly influence customer choice decision in renting Apartment.
- H10.6_o: Neighborhood Perception does not Significantly influence customer choice decision in renting Apartment.
- H10.6_a: Neighborhood Perception Significantly influence customer choice decision in renting Apartment.
- H11_o: Information does not Significantly influence customer choice decision in renting Apartment.
- H11_a: Information Significantly influence customer choice decision in renting Apartment.
 - H11.1_o: Past Experience does not Significantly influence customer choice decision in renting Apartment.
 - H11.1_a: Past Experience Significantly influence customer choice decision in renting Apartment.
 - H11.2_o: Information from friends does not Significantly influence customer choice decision in renting Apartment.
 - H11.2_a: Information from Friends Significantly influence customer choice decision in renting Apartment.
 - H11.3_o: Advertisement does not Significantly influence customer choice decision in renting Apartment.

- H11.3_a: Advertisement Significantly influence customer choice decision in renting Apartment.
- H11.4_o: Word Of Mouth does not Significantly influence customer choice decision in renting Apartment.
- H11.4_a: Word of Mouth Significantly influence customer choice decision in renting Apartment.
- H11.5_o: Internet does not Significantly influence customer choice decision in renting Apartment.
- H11.5_a: Internet Significantly influence customer choice decision in renting Apartment.
- H12_o: Brand Image does not Significantly influence customer choice decision in renting Apartment.
- H12_a: Brand Image Significantly influence customer choice decision in renting Apartment.
 - H12.1_o: Preference over well-known Developer does not Significantly influence customer choice decision in renting Apartment.
 - H12.1_a: Preference over well-known Developer Significantly influence customer choice decision in renting Apartment.
 - H12.2_o: Preference for best well known brand does not Significantly influence customer choice decision in renting Apartment.
 - H12.2_a: Preference for best well-known brand Significantly influence customer choice decision in renting Apartment.
 - H12.3_o: Poses good Knowledge about Brand does not Significantly influence customer choice decision in renting Apartment.

- H12.3_a: Poses good Knowledge about Brand Significantly influence customer choice decision in renting Apartment.
- H13_o: Brand Loyalty does not Significantly influence customer choice decision in renting Apartment.
- H13_a: Brand Loyalty Significantly influence customer choice decision in renting Apartment.
 - H13.1_o: Trust on Brand does not Significantly influence customer choice decision in renting Apartment.
 - H13.1_a: Trust on Brand Significantly influence customer choice decision in renting Apartment.
 - H13.2_o: Referral to friends does not Significantly influence customer choice decision in renting Apartment.
 - H13.2_a: Referral Significantly influence customer choice decision in renting Apartment.
 - H13.3_o: Preference over other apartment does not Significantly influence customer choice decision in renting Apartment.
 - H13.3_a: Preference over other apartment Significantly influence customer choice decision in renting Apartment.
- H14_o: Brand Perceived Quality does not Significantly influence customer choice decision in renting Apartment.
- H14_a: Brand Perceived Quality Significantly influence customer choice decision in renting Apartment.
 - H14.1_o: Qaulity does not Significantly influence customer choice decision in renting Apartment.

- H14.1_a: Quality Significantly influence customer choice decision in renting Apartment.
- H14.2_o: Maintenance does not Significantly influence customer choice decision in renting Apartment.
- H14.2_a: Maintenance Significantly influence customer choice decision in renting Apartment.
- H14.3_o: Use of Good Material does not Significantly influence customer choice decision in renting Apartment.
- H14.3_a: Use of Good Material Significantly influence customer choice decision in renting Apartment.
- H15_o: Brand Awareness does not Significantly influence customer choice decision in renting Apartment.
- H15_a: Brand Awareness Significantly influence customer choice decision in renting Apartment.
 - H15.1_o: Ability to recall does not Significantly influence customer choice decision in renting Apartment.
 - H15.1_a: Ability to Recall Significantly influence customer choice decision in renting Apartment.
 - H15.2_o: Recognition does not Significantly influence customer choice decision in renting Apartment.
 - H15.2_a: Recognition Significantly influence customer choice decision in renting Apartment.
 - H15.3_o: Brand Position does not Significantly influence customer choice decision in renting Apartment.

- H15.3a: Brand Position Significantly influence customer choice decision in renting Apartment.

2.8 Theoretical Framework:

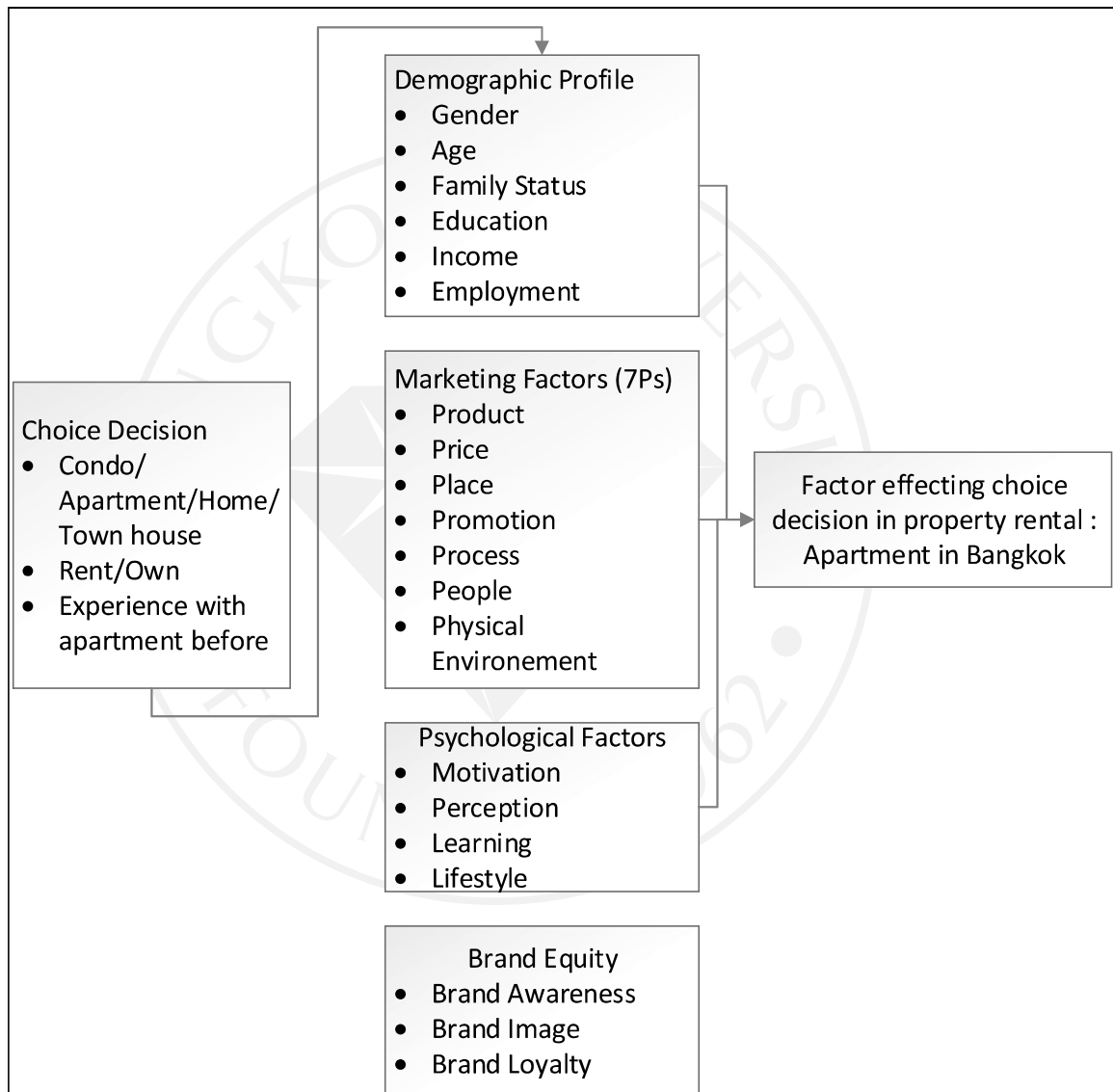


Figure 2.5: Theoretical Framework

CHAPTER 3

RESEARCH METHODOLOGY

In this chapter, the author will be giving the brief description about the method used in research as well as variable explanation, sample size calculation and data analysis method (Multinomial Logistic Regression and Cross Tab), Questionnaire design and Data collection procedure. This chapter therefore will provide the better understanding about how the research was conducted.

3.1 Research Strategy:

The study has been carried out using quantitative method by collecting the survey data through online survey and physically handing them to the respondent. The quantitative research is the numerical presentation of the observation in order to analyze the data, which may show the result about the behavior and correlation to the real life behavior. (Sukamolsan, 2010) The quantitative research can be carried out in all the field of studies such as Science, Sociology, Psychology etc. (Sukamolsan, 2010). As the author is conducting the marketing research therefore it is decided that quantitative method will be used in order to analyze all the survey data.

3.2 Population And Sample Size:

3.2.1 Population:

Population from this study identified as the customer who has rented apartment or has experienced with it. The branded taken in concern is Lumpini, Sansiri, AP, Land and House, Q house and others (Unnamed Apartment).

3.2.2 Sample and sample size

The sample from this studies is the customer who has been renting apartment in Cities of Bangkok. As there is a huge number of apartment opne up in recent years, the author has decided to take in the consideration of other apartment as well. The study is taken at the confidence level of 95% and the precision levels of 0.05. The sample calculation is as follow:

$$n = \frac{1}{\left[\frac{4e^2}{Z^2}\right]}$$

Where n = sample size

e = the level of precision i.e. 0.05

Z = the abscissa of the normal curve that cuts off an area α at tails

Applying the formula

$$\begin{aligned} n &= \frac{1}{\left[\frac{4(0.05)^2}{(1.96)^2}\right]} \\ &= 385 \text{ customer} \end{aligned}$$

There the sample size for the study is 385 customers who has the experience of renting apartment or currently renting it.

3.3 Research Instrument

The author used the questionnaire as the instrument to collect data which will later be used to analyzes and observe the relationship between different variable. The questionnaire consists of three major part.

The first part asked about the choice decision of customer which is Current type of residence, Any experience with renting apartment and brand choice

The second part asked about the demographic question which are gender, age, education, current job level, income, marital status, no. of children and the preferable range for cost of rent customer is currently looking for or renting to the present time.

The third part of the questionnaire include the most important question and considered as the core question of the research. The question is related to Marketing Mix (7Ps), Brand equity and Psychographic profile of the customer. 7Ps include product, price, place, promotion, people, process and physical environment. The Brand Equity include Brand Image, Brand loyalty, brand awareness and Brand Perceived quality. The last section include the psychological factors that are perception, lifestyle, learning and motivational factor.

3.4 Questionnaire Design:

The questionnaire was designed by including various variable which is based on the past research as well as the real estate industry development. However, the variable include in the questionnaire are according to the table below:

Table 1: Information Measurement and Criteria

Variable	Level of Measurement	Criteria of Classification
1. Residence Type	Nominal	1. Condominium 2. Apartment 3. Home
2. Type of ownership	Nominal	1. Ownership 2. Rent
3. Experience	Nominal	1. Yes 2. No
4. Name of Apartment/Condominium	Nominal	Lumpini Sansiri AP Land and House Noble Q-House Other
5. Gender	Nominal	Male Female

(Continued)

Table 1 (Continued): Information Measurement and Criteria

6. Education	Ordinal	Lower than High School High School Bachelor Graduate Other
7. Occupation	Nominal	Business Owner Private Company Employee Government Sector Student Other
8. Current Job Level	Ordinal	Owner/Executive Level Senior Management Middle Level Intermediate Entry Level Other
9. Income Level	Ordinal	0-15,000 Baht 15001-25,000 Baht 25001-35,000 Baht More than 35,000 Baht

(Continued)

Table 1 (Continued): Information Measurement and Criteria

10. Marital Status	Nominal	Single Married Divorced
11. No. of Children	Ordinal	1 2 More than 2 None
12. Does children live with Parents	Nominal	Yes No
13. Minimum Length of Stay	Ordinal	Less than 6 month 6 month to 1 Year More than 1 year
14. Type of vehicle own	Nominal	Car Motorcycle Both None

(Continued)

Table 1 (Continued): Information Measurement and Criteria

15. Transport often used	Nominal	Personal Vehicles BTS MRT Bus Other
16. Preferable price range	Ordinal	Less than 3,000 3,000-6,000 6,000-10,000 More than 10,000
17. Lifestyle	Nominal	Famililism Consumerism Careerism

3.4.1 The variables:

Other than the question which is in form of multiple choice whose variable is given in the table above, there is the use of rating scale in order to measure the opinion of the customer. The use of rating scale was applied to statement related to Marketing Mix (7Ps), Perception, Motivation, Learning, and Brand Equity (Brand loyalty, Brand Awareness, Brand perceived quality and Brand Image. The range of

scale start from “0” to “7” where “0” indicate that there is no effect while “7” indicate that it is extremely influential.

The Points are fixed in each level as follow:

No effect	= “0”
Strongly Disagree	= “1”
Disagree	= “2”
Slightly Disagree	= “3”
Uncertain	= “4”
Slightly Agree	= “5”
Agree	= “6”
Strongly Agree	= “7”

In order to analyze the scale author use the mean and interval class to calculate the range of result in each level as the following:

$$\begin{aligned}
 \text{Interval Class} &= \frac{\text{Range (Max value - Min Value)}}{\text{Number of Interval}} \\
 &= \frac{(8-1)}{8} \\
 &= 0.87
 \end{aligned}$$

And then the analysis of this rating scale can translate as the following:

Average score of 7.13 – 8.00 refers Strongly Agree

Average score of 6.25 – 7.12 refers Agree

Average score of 5.37 – 6.24 refers Slightly agree

Average score of 4.49 – 5.36 refers Uncertain

Average score of 3.61 – 4.48 refers Slightly Disagree

Average score of 2.73 – 3.60 refers Disagree

Average score of 1.85 – 2.72 refers Strongly Disagree

Average score of 0.97 – 1.84 refers No Effect

There is the use of five-point scale for each of the bus question which has been measure with 7-point scale rating. For example, product was measure alone using seven-point scale, but in order to determine the factor affecting product there need to be the sub statement which can determine the factor affecting product in depth.

The points (scores) are fixed in each level as below:

Strongly Disagree = 1 Point

Disagree = 2 Point

Neutral = 3 Points

Agree = 4 Points

Strongly Agree = 5 Points

For analyzing the data, the author uses mean and interval class to calculate the range of result in each level as following:

$$\text{Interval Class} = \frac{\text{Range (max value - min value)}}{\text{Number of Interval}}$$

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

$$= 0.8$$

Therefore, the analysis of the rating scale is as following:

Average Score of 4.21 – 5.00 refers Strongly Agree

Average Score of 3.41 – 4.21 refers Agree

Average score of 2.61 – 3.40 refers neutral

Average score of 1.81 – 2.60 refers Disagree

Average score of 1.00 -1.80 refers Strongly Disagree

The Likert scale question are given below.

Likert Scale Question:

Question 18.1 Product

19.01 Room Design and Appearance

19.02 Size of the room

19.03 Toilet Size

19.04 Quality of material Used

19.05 Furniture and Facility (TV, Table, Chair, Bed etc)

Question 18.2 Price

19.06 Room Rental Amount

19.07 Electric and water cost/unit

19.08 Repair and Maintenance Cost

19.09 Advance deposit amount

Question 18.3 Place

19.10 Distance from Office, School, Market

19.11 Distance from main street

19.12 Easy access to BTS/MRT/Bus Stop

19.13 Security (CCTV, Key card)

19.14 Far from disturbing element

19.15 Facility such as Swimming pool, Fitness)

Question 18.4 Promotion

19.16 Free Cable

19.17 Free Internet

19.18 Annual function/ festival party)

19.19 Room Service

Question 18.6 People

19.25 Staff communicate Politely

19.26 Staff wear clean uniform

19.27 Staff provide service with no double standard issue

19.28 Staff solve problem quickly

19.29 Staff has good knowledge about the place

Question 18.7 Process

19.30 Easy to find information about the place

19.31 Complaint is always heard and fixed

19.32 Have clear rule and regulation

19.33 Always has correct rent calculation

Question 18.5 Physical Environment

19.20 It has clear name and easy to notice

19.21 It has trash area

19.22 Proper Sanitation Outside/Inside building

19.23 Reputation and Trust

19.24 Present of Greenery (Tree, Garden)

Question 18.6 Motivation

20.1 It has better neighborhood and my friend live there too

20.2 Change in Employment (Relocation, Promotion, Income)

20.3 Unable to afford home yet

20.4 It is near to office, university, school

20.5 I have home in another province/City

20.6 I don't live here permanently

Question 18.7 Perception

21.1 Quality perceived

21.2 Perception toward surrounding environment

21.3 Perception toward location of facility and service

21.4 Perception toward size of the room

21.5 Perception toward exterior design and space

21.6 Perception toward neighborhood

Question 18.8 Information

22.1 I develop information from past experience

22.2 I improve knowledge from friends and colleague

22.3 I improve knowledge from advertisement

22.4 I heard from other people (Word of Mouth)

22.5 Internet

Question 18.9 Brand Image

24.1 I trust the brand

24.2 I always prefer well know developer

24.3 A well-known brand is always considered the best one

Question 18.10 Brand Loyalty

24.3 I always preferred this apartment even if I find another as good

24.4 I refer this apartment to my friend

24.5 I have a good knowledge about the brand I choose

Question 18.11 Brand Perceived Quality

24.7 The apartment quality is good

24.8 It is well maintained

24.9 It always use a good material

Question 18.12 Brand Awareness

24.10 I can quickly recall the symbol of the brand

24.11 I can recognize it among top brand

24.12 It is one of the top brand in the market

3.5 Data Collection Procedure:

The survey question was created using surveymonkey.com which is the online survey platform. The questionnaire was created using its platform. After it was created, it is reviewed by the 3 expert. A few suggestion was made which was corrected in the questionnaire. After reviewed by the expert the author interview 30 respondent whose opinion was analyzed in the SPSS Software for the Reliability Test. Reliability is the test of the data in order to check whether it is valid and reliable or not. If the reliability test is more than 0.5 is it considered valid and the survey could

be taken at the larger extent. The questionnaire will be distributed through different channel to another 400 respondents who opinion will be entered in SPSS software for the final analysis.

Content Validity

As advised by the advisor the author get the reviewed of the survey by 3 experts in the Apartment business or related. The name of expert who revised the questionnaire are:

Anisiri Trakulreungroj (Real estate Consultant)

Thunyaphat Phonghirunchinnathut (Manager at Embassy Place)

Damitaa Nopdechsunthorn (Project Sales at The Voque Place)

After the advised by the expert, questionnaire was corrected through the template in survey monkey web platform.

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

IOC = Consistency between the objective and content or questions and objective

$\sum R$ = Total assessment points given from all qualified experts

N = Number of qualified experts

As per formula

$$IOC = \frac{1.701}{3}$$

$$= 0.567$$

With the marks provided by the expert, the IOC result is 0.567 which is more than 0.50, hence it means that the questionnaire is good enough to be survey in the market.

3.5.2 Reliability test

After the data was verified using the IOC method the author next approach is to test for the reliability with general respondent. The author asked 30 respondents to respond the survey using face to face method. After successfully received respond from respondent, author enter the data into SPSS software in order to do the perform the reliability test. In SPSS the reliability value if given by Cronbach's coefficient Alpha. If the Alpha value is more than 0.7 then it is reliable. The scale for Cronbach Alpha consideration are as follow:

From 0.90 to 1.00 = Very High Reliability (Excellent)

From 0.7 to 0.89 = High reliability level (Good)

From 0.5 to 0.69 = Medium Reliability Level (Fair)

From 0.30 to 0.49 = Low reliability Level (Poor)

Less than 0.30 = Very Low (Unacceptable)

Table 2: Reliability Analysis

Cronbach's Alpha	N of Items
.936	94

Table 3:Reliability statistic

Variable	Cronbach's Alpha Coefficient	Reliability Level	Desirability Level
All Variable	0.936	Very High	Excellent
Marketing Mix (7Ps)	0.896	High	Good
Brand Equity (4 Variables)	0.867	High	Good
Psychological Influence (3 Variable)	0.908	Very High	Excellent

After the analysis of all 30 respondent survey opinion. The result is quite impressive. The test was taken out for 4 time. The first test was taken for all the variable (N=94) whose result was 0.936 which according to the scale it is at the very high reliability level. The second test was carried out for the Marketing mix (7Ps) which give the result of 0.896 which is considered high and acceptable. The third test was carried out for the brand equity which contain 4 variables, the results was 0.867 which is high and acceptable too. The last test was for the psychological influence which has four variables (Motivation, Perception and Learning), the result was at excellent level whose value is 0.908 and above all, it is acceptable.

3.6 Multinomial Logistic Regression:

Multinomial Logistic regression is another function of regression other than Bina logistic regression. It is one of the most commonly used method among the

researchers and are well equipped in many of the analysis software (SPSS etc.).

Multinomial Logistic regression is considered as the extension of the Binary Logistic Regression. The function of multinomial logistic regress is to predict the dependent variable based on multiple no. of independent variable. The independent variable could have the binary value (1 or 0) or it can be multiple value (interval or ratio in scale). (Starkweather & Moske, 2011)

3.7 Conclusion

In this chapter the author has provided with all the brief information especially how the research was conducted and by doing which method. There was a brief discussion over the IOC and reliability test whose result was acceptable to the certain extent. In order to conduct all the research, the equipment used for the analysis is Survey Money (Web based Survey platform) and SPSS analytical software programed. In the next chapter the author will provide the survey result from the data analysis.

CHAPTER 4

Research Finding and Data Analysis

In this chapter the author is going to present the results from the analysis of data which was obtained from the survey which was responded by 401 respondents. The respondent are obtain from the same target group that is people customer looking for or renting the apartment in Bangkok Area. The survey was taken majorly with two channel, face to face and Online.

The author presented the result of analyzing for this research as per following steps:

- Analysis of demographic information of each participant results
- Finding of Hypothesis testing
- Finding of Hypothesis testing Marketing Factor
- Hypothesis testing Brand Equity
- Hypothesis testing customer 's behavior and Lifestyle
- Analysis for the general information
- Summarized Results of Hypothesis Findings

Analysis of Demographic Information

Table 4: Cross Tabulation Sex VS Residence

			Residence			Total
			condominium	Apartment	Home	
Sex	Male	Count	23	124	6	153
		% within Sex	15.0%	81.0%	3.9%	100.0%
		% within Residence	18.1%	47.0%	60.0%	38.2%
	Female	Count	104	140	4	248
		% within Sex	41.9%	56.5%	1.6%	100.0%
		% within Residence	81.9%	53.0%	40.0%	61.8%
Total	Count	127	264	10	401	
	% within Sex	31.7%	65.8%	2.5%	100.0%	
	% within Residence	100.0%	100.0%	100.0%	100.0%	

Table 5 : Cross Tabulation Residence Status VS Gender

		Sex		Total
		Male	Female	
Residence Status	Own	14	24	38
	Rent	139	224	363
Total		153	248	401

The first cross tab analysis was the gender in which the author used 401 respondent opinions. Out of 401 respondents it contains of 248 females and 153 male respondents. In term of type of ownership, the author found that on 38 of them does actually own the Apartment/Condominium and Home while 363 of the respondent rent the Apartment and condominium which accounted to 90.5% of the total population. Most of the apartment and condominium are rented by female (61.7% of

respondent who rent) while the another 38.7% are male. On the other hand, there is the data shown that 81.9% of the female choose to rent the condominium while 81% of male tend to rent the apartment instead.

Table 6: Cross Tabulation Age VS Residence

			Residence			Total
			condominium	Apartment	Home	
Age	Less than 30	Count	70	149	6	225
		% within Age	31.1%	66.2%	2.7%	100.0%
		% within Residence	55.1%	56.4%	60.0%	56.1%
	31-35	Count	25	69	4	98
		% within Age	25.5%	70.4%	4.1%	100.0%
		% within Residence	19.7%	26.1%	40.0%	24.4%
	36-45	Count	16	28	0	44
		% within Age	36.4%	63.6%	0.0%	100.0%
		% within Residence	12.6%	10.6%	0.0%	11.0%
	46 Up	Count	16	18	0	34
		% within Age	47.1%	52.9%	0.0%	100.0%
		% within Residence	12.6%	6.8%	0.0%	8.5%
Total		Count	127	264	10	401
		% within Age	31.7%	65.8%	2.5%	100.0%
		% within Residence	100.0%	100.0%	100.0%	100.0%

Table 7: Cross Tabulation Residence Status VS Age

	Age				Total
	Less than 30	31-35	36-45	46 Up	
Residence Status Own	22	8	4	4	38
Rent	203	90	40	30	363
Total	225	98	44	34	401

There is the significant relationship between age and type of residence which is being choose by the customer. There is two significant relations on type of ownership and type of residence choose by the customer. The significant value is observed in age group of less than 30. This is the age which comprises of college student, part time job doer and less working experienced who is trying to find the stability in life. This is the reason that this age group choose to rent instead of buying. The little glance on the other age group is the decreased no. of rent tenant is found in other age group. Respondent of Age group of 31-35 choose to rent (n= 98), age group of 36-45 (n=44) choose to rent while the total number of renter from age group of above 46 is only 34 which is right to the fact that with age the respondent develops in many way including income and size of family which required larger space therefore they choose the second alternative i.e. buy a house instead.

Table 8: Cross Tabulation Occupation VS Residence

			Residence			Total
			Condo- minium	Apartment	Home	
Occupation	Business	Count	16	16	0	32
	Owner	% within Occupation	50.0%	50.0%	0.0%	100.0%
		% within Residence	12.6%	6.1%	0.0%	8.0%
Private	Compan	Count	67	150	8	225
	y	% within Occupation	29.8%	66.7%	3.6%	100.0%
		% within Residence	52.8%	56.8%	80.0%	56.1%
Govern	ment	Count	4	4	0	8
	Service	% within Occupation	50.0%	50.0%	0.0%	100.0%
		% within Residence	3.1%	1.5%	0.0%	2.0%
Student		Count	20	68	2	90
		% within Occupation	22.2%	75.6%	2.2%	100.0%
		% within Residence	15.7%	25.8%	20.0%	22.4%
Other		Count	20	26	0	46
		% within Occupation	43.5%	56.5%	0.0%	100.0%
		% within Residence	15.7%	9.8%	0.0%	11.5%
Total		Count	127	264	10	401
		% within Occupation	31.7%	65.8%	2.5%	100.0%
		% within Residence	100.0%	100.0%	100.0%	100.0%

Among all the job level employee working in private company choose to rent apartment whose number accounted to 50.12% (n = 201) of total respondent following by student who constituted to 20% of the total respondent who rent. This signify that this two type of occupation is important and should considered the target for Apartment Owner.

Table 9: Cross Tabulation Residence status VS Occupation

		Occupation					Total
		Business Owner	Private Company	Government Service	Student	Other	
Residence	Own	4	24	0	10	0	38
Status	Rent	28	201	8	80	46	363
Total		32	225	8	90	46	401

Table 10: Cross Tabulation Job Level VS Residence (Continued)

			Residence			Total
			condominium	Apartment	Home	
Job	owner/executive level	Count	12	9	0	21
		% within Job	57.1%	42.9%	0.0%	100.0%
		% within Residence	9.4%	3.4%	0.0%	5.2%
Senior Management		Count	7	13	0	20
		% within Job	35.0%	65.0%	0.0%	100.0%
		% within Residence	5.5%	4.9%	0.0%	5.0%
Intermediate		Count	22	73	4	99
		% within Job	22.2%	73.7%	4.0%	100.0%
		% within Residence	17.3%	27.7%	40.0%	24.7%
Entry level		Count	54	114	6	174
		% within Job	31.0%	65.5%	3.4%	100.0%
		% within Residence	42.5%	43.2%	60.0%	43.4%
Other		Count	32	55	0	87
		% within Job	36.8%	63.2%	0.0%	100.0%
		% within Residence	25.2%	20.8%	0.0%	21.7%

(Continued)

Table 10 (Continued): Cross Tabulation Job Level VS Residence

Total	Count	127	264	10	401
	% within Job	31.7%	65.8%	2.5%	100.0%
	% within Residence	100.0%	100.0%	100.0%	100.0%

As observed in the occupation level where the majority of the occupation are the private company employee who choose to rent the apartment while this table is another confirmation that employee with few experience who are categorized as an entry level choose to rent apartment and condominium (n = 174) while the n value keep decreasing with the upper level, Intermediate level (n =99), Senior Management (n = 20) and Owner and executive level (n = 21). Therefore, renting apartment is still the first option for the employee at entry level along with intermediate level.

Table 11: Cross Tabulation Income VS Residence (Continued)

		Residence			Total	
		condominium	Apartment	Home		
Income	0-15000 Baht	Count	59	120	2	181
		% within Income	32.6%	66.3%	1.1%	100.0%
		% within Residence	46.5%	45.5%	20.0%	45.1%
	15001-25000 Baht	Count	33	101	0	134
		% within Income	24.6%	75.4%	0.0%	100.0%
		% within Residence	26.0%	38.3%	0.0%	33.4%

(Continued)

Table 11 (Continued) : Cross Tabulation Income VS Residence

	25001-35000 Baht	Count	19	40	4	63
		% within Income	30.2%	63.5%	6.3%	100.0%
		% within Residence	15.0%	15.2%	40.0%	15.7%
	More than 35000	Count	16	3	4	23
		% within Income	69.6%	13.0%	17.4%	100.0%
		% within Residence	12.6%	1.1%	40.0%	5.7%
Total		Count	127	264	10	401
		% within Income	31.7%	65.8%	2.5%	100.0%
		% within Residence	100.0%	100.0%	100.0%	100.0%

Table 12: Cross Tabulation Residence Status VS Income

		Income				Total
		0-15000 Baht	15001-25000 Baht	25001-35000 Baht	More than 35000	
Residence Status	Own	6	20	4	8	38
	Rent	175	114	59	15	363
Total		181	134	63	23	401

Income Level decide the life quality all around the world. Higher income people tend to live more luxury life than the one with less income. After the analysis the result is that the respondent who get the lower income tend to rent the apartment while as the income increased the no. of renter decreased. The people who get income of less than 15,000 baht (n = 175) are the biggest group to rent the apartment followed by the group having income between 15,000 to 25,000 Baht where n is equal to 114. The number of respondent who is renting Apartment and condominium is decreasing

as they get the higher salary, it mean that with higher salary they tend to buy or rent bigger house instead.

4.1 Finding Of Hypothesis Testing:

Table 13: Likelihood Ratio Test

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
0. Intercept	83.210 ^a	.000	0	.
1. Product	104.556 ^b	21.346	6	.002
2. Price	100.247 ^b	17.037	6	.009
3. Place	83.735 ^b	.525	4	.971
4. Promotion	88.049 ^b	4.839	8	.775
5. Customer service	90.390 ^b	7.180	6	.304
6. Management process	87.787 ^b	4.577	4	.334
7. Physical environment	83.338 ^b	.128	4	.998
8. Lifestyle	86.774 ^b	3.564	4	.468
9. Motivation	88.694 ^b	5.484	6	.483
10. Perception	94.879 ^b	11.669	8	.167
11. Information	98.631 ^b	15.421	6	.017
12. Brand image	91.770 ^b	8.560	8	.381
13. Brand loyalty	97.331 ^b	14.121	10	.168
14. Brand perceived quality	98.717 ^b	15.507	6	.017
15. Brand Awareness	92.544 ^b	9.334	6	.156

After analysis by using multinomial logistic regression via SPSS software the we can pretty much reject the hypothesis with more than 95% confidence (p - value < 0.05) except the place that seem insignificant. From the above table there seem only few significant value which effect the customer choice decision in renting Apartment.

The hypothesis testing result from the above table are as follow:

- H1_a: Product significantly influence the customer choice decision on renting Apartment in Bangkok ($0.002 < 0.05$)
- H2_a: Price significantly influence the customer choice decision on renting Apartment in Bangkok ($0.009 < 0.05$)
- H3₀: Place insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.971 > 0.05$)
- H4₀: Promotion insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.775 > 0.05$)
- H5₀: Customer Service insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.304 > 0.05$)
- H6₀: Management Process insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.334 > 0.05$)
- H7₀: Physical Environment insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.998 > 0.05$)
- H8₀: Lifestyle insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.468 > 0.05$)
- H9₀: Motivation insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.483 > 0.05$)

- H10₀: Perception insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.167 > 0.05$)
- H11₀: Information significantly influence the customer choice decision on renting Apartment in Bangkok ($0.017 < 0.05$)
- H12₀: Brand Image insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.381 > 0.05$)
- H13₀: Brand Loyalty insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.168 > 0.05$)
- H14₀: Brand perceived quality significantly influence the customer choice decision on renting Apartment in Bangkok ($0.017 < 0.05$)
- H15₀: Brand Awareness insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.156 > 0.05$)

Therefore, from the analysis result, there are few factors which show the significant value indicating that they are the factor influencing customer choice decision in renting Apartment in Bangkok. The factor is Product, Price, Information and Brand Perceived Quality. Product indicate the room size and furniture installed in it. Price indicate the rental amount, advance deposit, utilities expense and repair and maintenance cost, Brand perceived quality is the quality perceived by customer from the external appearance, age and design of the building.

4.2 Multinomial Logistic Regression:

4.2.1 Multinomial Logistic Regression: Marketing Factors (7Ps)

Table 14: Multinomial Logistic Regression Marketing Factors (Continued)

Likelihood Ratio Tests				
Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	79.421 ^a	.000	0	.
1.Room Design	92.691 ^b	13.269	4	.010
2.Room Size	79.421 ^a	.000	0	.
3.Material Quality	79.421 ^a	.000	0	.
4.Furniture Facility	85.884 ^b	6.462	2	.040
5.Room Rental	85.308 ^b	5.886	2	.053
6.Electric Water Unit	89.568 ^b	10.146	2	.006
7.Repair Maintenance Cost	100.394 ^b	20.972	2	.000
8.Advance deposit amount	82.766 ^b	3.344	4	.502
9.Distance School	88.865 ^b	9.444	2	.009
10. Distance Main Street	79.421 ^a	.000	0	.
11. Easy Access to transport	79.421 ^a	.000	0	.
12. Security	79.508 ^b	.086	2	.958
13. Far from disturbing element	84.341 ^b	4.920	4	.296
14. Creational facility	86.744 ^b	7.323	4	.120
15. Free cable TV	85.689 ^b	6.268	2	.044
16. Free internet	81.865 ^b	2.444	2	.295
17. Annual Function	94.041 ^b	14.619	6	.023

(Continued)

Table 14 (Continued): Multinomial Logistic Regression Marketing Factors

18. Room Service	89.245 ^b	9.824	4	.044
19. Clear Name	81.460 ^b	2.039	2	.361
20. Trash throwing	81.060 ^b	1.639	2	.441
Area				
21. Sanitation	82.199 ^b	2.777	2	.249
22. Reputation Trust	83.388 ^b	3.967	2	.138
23. Green environment	98.532 ^b	19.111	4	.001
24. Staff communicate politely	83.160 ^b	3.739	4	.443
25. Clean uniform	83.877 ^b	4.456	2	.108
26. Standard service	87.973 ^b	8.552	2	.014
27. Solve problem quickly	83.734 ^b	4.313	4	.365
28. Good knowledge about the place	79.591 ^b	.170	4	.997
29. Easy to find information	102.751 ^b	23.330	4	.000
30. Complaint is heard	99.293 ^b	19.872	4	.001
31. Have clear rule	110.545 ^b	31.124	4	.000

H1.1_a: Room Design significantly influence the customer choice decision on renting Apartment in Bangkok ($0.010 < 0.05$)

H1.4_a: Furniture Facility significantly influence the customer choice decision on renting Apartment in Bangkok ($0.040 < 0.05$)

H1.5_o: Room Rent insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.053 > 0.05$)

H1.6_a: Utilities Expense significantly influence the customer choice decision on renting Apartment in Bangkok ($0.006 < 0.05$)

- H1.7_a: Repair and Maintenance significantly influence the customer choice decision on renting Apartment in Bangkok ($0.000 < 0.05$)
- H1.8_o: Advance Deposit insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.502 > 0.05$)
- H1.9_a: Distance from school significantly influence the customer choice decision on renting Apartment in Bangkok ($0.009 < 0.05$)
- H1.12_o: Security insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.958 > 0.05$)
- H1.13_o: Far from disturbing element insignificantly influence the customer choice decision -on renting Apartment in Bangkok ($0.296 > 0.05$)
- H1.14_o: Creational Facility insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.120 > 0.05$)
- H1.15_a: Free Cable TV significantly influence the customer choice decision on renting Apartment in Bangkok ($0.044 < 0.05$)
- H1.16_o: Free Internet insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.295 > 0.05$)
- H1.17_a: Annual Function significantly influence the customer choice decision on renting Apartment in Bangkok ($0.023 < 0.05$)
- H1.18_a: Room Service significantly influence the customer choice decision on renting Apartment in Bangkok ($0.044 < 0.05$)
- H1.19_o: Clear Name insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.361 > 0.05$)
- H1.20_o: Thrash Throwing Places insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.441 > 0.05$)

- H1.21_o: Sanitation insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.249 > 0.05$)
- H1.22_o: Reputation and Trust insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.138 > 0.05$)
- H1.23_a: Green Environment significantly influence the customer choice decision on renting Apartment in Bangkok ($0.001 < 0.05$)
- H1.24_o: Polite Communication insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.443 > 0.05$)
- H1.25_o: Clean Uniform insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.108 > 0.05$)
- H1.26_a: Standard Service significantly influence the customer choice decision on renting Apartment in Bangkok ($0.014 < 0.05$)
- H1.27_o: Problem Solving Skill insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.365 > 0.05$)
- H1.28_o: Good Knowledge About the place insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.997 > 0.05$)
- H1.29_a: Easy to find information significantly influence the customer choice decision on renting Apartment in Bangkok ($0.000 < 0.05$)
- H1.30_a: Complaint is always heard significantly influence the customer choice decision on renting Apartment in Bangkok ($0.001 < 0.05$)
- H1.31_a: Rule and regulation significantly influence the customer choice decision on renting Apartment in Bangkok ($0.000 < 0.05$)

4.2.2 Multinomial Logistic Regression: Psychological Factor:

Table 15: Multinomial Logistic Regression: Psychological Factors

Effect	Likelihood Ratio Tests			
	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	265.763 ^a	.000	0	.
9.1 Better neighborhood	349.265 ^b	83.502	8	.000
9.2 Employment change	277.713 ^b	11.950	8	.153
9.3 Not able to afford home yet	306.965 ^b	41.202	8	.000
9.4 Near to office university school	267.732 ^b	1.969	6	.922
9.5 Home in another province country	284.442 ^b	18.679	8	.017
9.6 Living temporary	295.117 ^b	29.354	8	.000
10.1 Quality perception	263.215 ^b	.	6	.
10.2 environment perception	267.311 ^b	1.548	6	.956
10.3 Facility service perception	283.705 ^b	17.942	6	.006
10.4 Living space perception	266.626 ^b	.863	4	.930
10.5 Design perception	302.515 ^b	36.752	6	.000
10.6 Neighborhood perception	273.962 ^b	8.199	4	.085
11.1 Past experience	309.543 ^b	43.779	8	.000
11.2 friend	288.009 ^b	22.246	8	.004
11.3 advertisement	311.981 ^b	46.218	8	.000
11.4 WOM	270.688 ^b	4.924	6	.554
11.5 internet	285.106 ^b	19.343	8	.013
12.1 Type of lifestyle	278.861 ^b	13.098	4	.011

H9.1a: Better Neighborhood significantly influence the customer choice decision on renting Apartment in Bangkok ($0.000 < 0.05$)

- H9.2₀: Employment Change insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.153 > 0.05$)
- H9.3_a: Home Affordability insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.000 < 0.05$)
- H9.4₀: Location (near office, university, School) insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.922 > 0.05$)
- H9.5_a: Own home in other province significantly influence the customer choice decision on renting Apartment in Bangkok ($0.017 < 0.05$)
- H9.6_a: Living temporary significantly influence the customer choice decision on renting Apartment in Bangkok ($0.000 < 0.05$)
- H10.1₀: Environment perception insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.956 > 0.05$)
- H10.2_a: Facility service perception significantly influence the customer choice decision on renting Apartment in Bangkok ($0.006 < 0.05$)
- H10.3₀: Living space perception insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.930 > 0.05$)
- H10.4_a: Design perception significantly influence the customer choice decision on renting Apartment in Bangkok ($0.000 > 0.05$)
- H10.5₀: Neighborhood perception insignificantly influence the customer choice decision on renting Apartment in Bangkok ($0.085 > 0.05$)
- H11.1_a: Past experience significantly influence the customer choice decision on renting Apartment in Bangkok ($0.000 > 0.05$)
- H11.2_a: Friend significantly influence the customer choice decision on renting Apartment in Bangkok ($0.004 < 0.05$)

H11.3_a: Advertisement significantly influence the customer choice decision on renting

Apartment in Bangkok ($0.000 < 0.05$)

H11.4₀: Word of Mouth perception insignificantly influence the customer choice

decision on renting Apartment in Bangkok ($0.554 > 0.05$)

H11.5_a: Internet perception insignificantly influence the customer choice decision on

renting Apartment in Bangkok ($0.013 < 0.05$)

H8.1_a: Lifestyle insignificantly influence the customer choice decision on renting

Apartment in Bangkok ($0.011 < 0.05$)

4.2.3 Multinomial Logistic Regression: Brand Equity

Table 16: Multinomial Logistic Regression: Brand Equity (Continued)

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	258.928 ^a	.000	0	.
13.1 I trust brand	290.480 ^b	31.552	10	.000
13.2 I refer to friend	276.822 ^b	17.894	10	.057
13.3 I prefer this apartment even I find other better	275.559 ^b	16.631	8	.034
12.1 I prefer well know developer	282.023 ^b	23.095	8	.003
12.2 A well know brand is best	283.984 ^b	25.056	8	.002
12.3 I have good knowledge about brand	285.098 ^b	26.170	8	.001
14.1 Quality is good	158.381 ^b	.	8	.
14.2 It is well maintained	286.678 ^b	27.750	10	.002
14.3 Used good material	273.236 ^b	14.308	6	.026
15.1 Quickly recall symbol of brand	258.201 ^b	.	8	.

(Continued)

Table 17 (Continued): Multinomial Logistic Regression: Brand Equity

15.2 Recognize brand among top well-known brand	292.544 ^b	33.616	8	.000
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The last analysis for the Multinomial Logistic Regression is the intangible asset of any type of organization which is very important and valuable. The result for the brief analysis of brand equity are as follow:

H13.1_a: Brand Trust significantly influence the customer choice decision on renting Apartment in Bangkok (0.000 > 0.05)

H13.2₀: Brand Referral insignificantly influence the customer choice decision on renting Apartment in Bangkok (0.057 < 0.05)

H13.3_a: Brand Preference significantly influence the customer choice decision on renting Apartment in Bangkok (0.034 > 0.05)

H12.1_a: Preference only for well-known brand insignificantly influence the customer choice decision on renting Apartment in Bangkok (0.003 > 0.05)

H12.2_a: Considering well-known brand is best significantly influence the customer choice decision on renting Apartment in Bangkok (0.002 > 0.05)

H12.3_a: Having a good knowledge about brand significantly influence the customer choice decision on renting Apartment in Bangkok (0.001 > 0.05)

H14.2_a: Proper Maintenance of room and building significantly influence the customer choice decision on renting Apartment in Bangkok (0.002 > 0.05)

H14.3_a: Material Quality significantly influence the customer choice decision on renting Apartment in Bangkok (0.026 > 0.05)

H15.2₀: Ability to recognize brand among top well-known brand significantly influence the customer choice decision on renting Apartment in Bangkok (0.000 < 0.05)

H15.3_a: Recognition as the top reputed brand in the market insignificantly influence the customer choice decision on renting Apartment in Bangkok (0.000 < 0.05)

4.3 Analysis Of Other Variable

Table 18: Cross Tabulation Stay Period VS Residence

Stay length * Residence Cross tabulation

			Residence			Total
			condominium	Apartment	Home	
Stay length	less than 6 months	Count	12	43	0	55
		% within Stay_lenght	21.8%	78.2%	0.0%	100.0%
		% within Residence	9.4%	16.3%	0.0%	13.7%
	6 month to 1 year	Count	25	84	6	115
		% within Stay_lenght	21.7%	73.0%	5.2%	100.0%
		% within Residence	19.7%	31.8%	60.0%	28.7%
	more than 1 year	Count	90	137	4	231
		% within Stay_lenght	39.0%	59.3%	1.7%	100.0%
		% within Residence	70.9%	51.9%	40.0%	57.6%
Total	Count	127	264	10	401	
	% within Stay_lenght	31.7%	65.8%	2.5%	100.0%	
	% within Residence	100.0%	100.0%	100.0%	100.0%	

According to table above the 221 customer chose to rent the apartment and tend to stay there for more than a year until they finally changed it. The number followed by 115 people who choose to rent the apartment for 6 months to 1 year while

55 respondent change the apartment every six month. Therefore, it is quite important for the Apartment business owner not to take the visiting customer for grant, because once the customer settled he will definitely stay for at least 6 months to more than a year.

Mean of transport used often

Table 19: Cross Tabulation Transport Used VS Residence

			Residence			Total
			condominium	Apartment	Home	
Transport used	Personal Car or motorcycle	Count	47	86	2	135
		% within Transport used	34.8%	63.7%	1.5%	100.0%
		% within Residence	37.0%	32.6%	20.0%	33.7%
	BTS	Count	50	77	4	131
		% within Transport used	38.2%	58.8%	3.1%	100.0%
		% within Residence	39.4%	29.2%	40.0%	32.7%
	Bus	Count	16	61	4	81
		% within Transport used	19.8%	75.3%	4.9%	100.0%
		% within Residence	12.6%	23.1%	40.0%	20.2%
	MRT	Count	4	16	0	20
		% within Transport used	20.0%	80.0%	0.0%	100.0%
		% within Residence	3.1%	6.1%	0.0%	5.0%
	Other	Count	10	24	0	34
		% within Transport used	29.4%	70.6%	0.0%	100.0%
		% within Residence	7.9%	9.1%	0.0%	8.5%
Total	Count	127	264	10	401	
	% within Transport used	31.7%	65.8%	2.5%	100.0%	
	% within Residence	100.0%	100.0%	100.0%	100.0%	

Transport is very important to the daily life living. Customer can save time and be more flexible in every day to day life if they can save time in travelling.

According to the result, 131 respondent choose to rent near BTS while 135 of the respondent have their own personal car and motorcycle. The owner therefore must allot a space for parking of car and motorcycle as it influences the rental decision of the customer to the apartment.

Price Factors:

Table 20: Cross Tabulation Price Factors VS Residence

		Residence			Total	
		condominium	Apartment	Home		
Price_range	Less than 3000 Baht	Count	44	75	0	119
		% within Price_range	37.0%	63.0%	0.0%	100.0%
		% within Residence	34.6%	28.4%	0.0%	29.7%
	3000-6000	Count	36	132	6	174
		% within Price_range	20.7%	75.9%	3.4%	100.0%
		% within Residence	28.3%	50.0%	60.0%	43.4%
	6000-10000	Count	36	51	4	91
		% within Price range	39.6%	56.0%	4.4%	100.0%
		% within Residence	28.3%	19.3%	40.0%	22.7%
	More than 10000	Count	11	6	0	17
		% within Price range	64.7%	35.3%	0.0%	100.0%
		% within Residence	8.7%	2.3%	0.0%	4.2%
Total	Count	127	264	10	401	
	% within Price range	31.7%	65.8%	2.5%	100.0%	
	% within Residence	100.0%	100.0%	100.0%	100.0%	

The price of product always reflects to the quality of the product as well. From the result of cross tabulation, 174 respondent choose to rent the Apartment and condominium whose price range lies between 3,000 to 6,000 Baht following by the

price less than 3,000 Baht where 119 respondent choose to rent it. As the price increased the no. of occupier decreased from 174 to 91 and 17 for the price range of 6,000 to 10,000 and more than 10,000 Baht respectively. It is a proven fact that not every cheap product is the most sold in the market

Table 21: Cross Tabulation Residential Status VS Residence

		Residence			Total	
		conndomin ium	Apartme nt	Home		
Residenc e Status	Own	Count	20	8	10	38
		% within Residence Status	52.6%	21.1%	26.3%	100.0%
		% within Residence	15.7%	3.0%	100.0%	9.5%
Rent		Count	107	256	0	363
		% within Residence Status	29.5%	70.5%	0.0%	100.0%
		% within Residence	84.3%	97.0%	0.0%	90.5%
Total		Count	127	264	10	401
		% within Residence Status	31.7%	65.8%	2.5%	100.0%
		% within Residence	100.0%	100.0%	100.0%	100.0%

With the cross tabulation of Residential status and Residence type, the analysis result show that 256 respondent choose to rent the apartment instead of condominium and only 107 respondent choose to rent condominium. It is considered to the fact that condominium is for available for rent only for the long term lease and the price is higher than apartment while apartment is easily available in Bangkok too.

Table 22: Cross tabulation Apartment Name VS Residence

		Residence			Total
		conndominiu m	Apartmen t	Home	
Apartment Lumpini Name	Count	18	51	0	69
	% within ApartmentName	26.1%	73.9%	0.0%	100.0%
	% within Residence	14.2%	19.3%	0.0%	17.2%
Sansiri	Count	34	45	0	79
	% within ApartmentName	43.0%	57.0%	0.0%	100.0%
	% within Residence	26.8%	17.0%	0.0%	19.7%
AP	Count	7	3	6	16
	% within ApartmentName	43.8%	18.8%	37.5%	100.0%
	% within Residence	5.5%	1.1%	60.0%	4.0%
Land and House	Count	4	15	4	23
	% within ApartmentName	17.4%	65.2%	17.4%	100.0%
	% within Residence	3.1%	5.7%	40.0%	5.7%
Noble	Count	19	4	0	23
	% within ApartmentName	82.6%	17.4%	0.0%	100.0%
	% within Residence	15.0%	1.5%	0.0%	5.7%
Other	Count	45	146	0	191
	% within ApartmentName	23.6%	76.4%	0.0%	100.0%
	% within Residence	35.4%	55.3%	0.0%	47.6%
Total	Count	127	264	10	401
	% within ApartmentName	31.7%	65.8%	2.5%	100.0%
	% within Residence	100.0%	100.0%	100.0%	100.0%

Out of five brand and one “Other” brand, respondent stay in the “other” brand it is because the new apartment set up don’t have branding or name. Mostly they are remembered by its location. Hence the apartment owner doesn’t find it necessary to create the brand or maintain it which eventually face the price competition and don’t

have much option in order to promote something in marketing point of view. From the result 191 respondent stay in the “No Name” Apartment while on the branding side 79 respondent choose to stay in Sansiri and 69 choose to stay in Lumpini.

Table 23: Cross Tabulation Lifestyle VS Residence

Type_of_lifestyle * Residence Crosstabulation

			Residence			Total
			condominium	Apartment	Home	
Type_of_lifestyle	Familism	Count	73	139	10	222
		% within Type_of_lifestyle	32.9%	62.6%	4.5%	100.0%
		% within Residence	57.5%	52.7%	100.0%	55.4%
	Consumerism	Count	10	21	0	31
		% within Type_of_lifestyle	32.3%	67.7%	0.0%	100.0%
		% within Residence	7.9%	8.0%	0.0%	7.7%
	Careerism	Count	44	104	0	148
		% within Type_of_lifestyle	29.7%	70.3%	0.0%	100.0%
		% within Residence	34.6%	39.4%	0.0%	36.9%
Total	Count	127	264	10	401	
	% within Type_of_lifestyle	31.7%	65.8%	2.5%	100.0%	
	% within Residence	100.0%	100.0%	100.0%	100.0%	

One of the psychographic factor which influence the renting decision are lifestyle. The modern marketing tends to focus on the lifestyle more than the demographic side of view. The product are designed according to the lifestyle so that it match every stage of customer and address the need. Hence for the Apartment renting there are two type major large group of lifestyle, the first one is Familism in which the number of respondent are 139 where the other group is careerism whose number rose to 104.

4.4 Summarized Results Of Hypothesis Findings:

Table 24: Hypothesis Finding (Continued)

Hypothesis	Factor	Result
H1	Product	Significant (Reject Ho)
H2	Price	Significant (Reject Ho)
H3	Place	Insignificant (cannot reject Ho, Accept Ha)
H4	Promotion	Insignificant (cannot reject Ho, Accept Ha)
H5	Customer Service (People)	Insignificant (cannot reject Ho, Accept Ha)
H6	Management Process (Process)	Insignificant (cannot reject Ho, Accept Ha)
H7	Physical Environment	Insignificant (cannot reject Ho, Accept Ha)
H8	Lifestyle	Insignificant (cannot reject Ho, Accept Ha)
H9	Motivation	Insignificant (cannot reject Ho, Accept Ha)
H10	Perception	Insignificant (cannot reject Ho, Accept Ha)
H11	Information	Significant (Reject Ho)

(Continued)

Table 24 (Continued) : Hypothesis Finding

H12	Brand Image	Insignificant (cannot reject Ho, Accept Ha)
H13	Brand Loyalty	Insignificant (cannot reject Ho, Accept Ha)
H14	Brand Perceived Quality	Significant (Reject Ho)
H15	Brand Awareness	Insignificant (cannot reject Ho, Accept Ha)
H1.1	Room Design	Significant (Reject Ho)
H1.2	Room Size	Not Enough Data Point
H1.3	Material Quality	Not Enough Data Point
H1.4	Furniture Facility	Significant (Reject Ho)
H1.5	Room Rental	Insignificant (cannot reject Ho, Accept Ha)
H1.6	Utilities Cost/Unit	Significant (Reject Ho)
H1.7	Repair and Maintenance cost	Significant (Reject Ho)
H1.8	Advance deposit	Insignificant (cannot reject Ho, Accept Ha)
H1.9	Distance to school	Significant (Reject Ho)
H1.10	Distance main street	Not Enough Data Point

(Continued)

Table 24 (Continued) : Hypothesis Finding

H1.11	Easy to access to transport	Not Enough Data Point
H1.12	Security	Insignificant (cannot reject Ho, Accept Ha)
H1.13	Far from disturbing element	Insignificant (cannot reject Ho, Accept Ha)
H1.14	Creational facility	Insignificant (cannot reject Ho, Accept Ha)
H1.15	Free cable T.V	Significant (Reject Ho)
H1.16	Free Internet	Insignificant (cannot reject Ho, Accept Ha)
H1.17	Annual Function	Significant (Reject Ho)
H1.18	Room service	Significant (Reject Ho)
H1.19	Clear Name	Insignificant (cannot reject Ho, Accept Ha)
H1.20	Trash throwing area	Insignificant (cannot reject Ho, Accept Ha)
H1.21	Sanitation	Insignificant (cannot reject Ho, Accept Ha)
H1.22	Reputation and Trust	Insignificant (cannot reject Ho, Accept Ha)
H1.23	Green Environment	Significant (Reject Ho)
H1.24	Polite Communication	Insignificant (cannot reject Ho, Accept Ha)
H1.25	Clean Uniform	Insignificant (cannot reject Ho, Accept Ha)

(Continued)

Table 24 (Continued) : Hypothesis Finding

H1.26	Standard Service	Significant (Reject Ho)
H1.27	Solve Problem Quickly	Insignificant (cannot reject Ho, Accept Ha)
H1.28	Good Knowledge About the place	Insignificant (cannot reject Ho, Accept Ha)
H1.29	Easy to find information	Significant (Reject Ho)
H1.30	Complaint is Heard	Significant (Reject Ho)
H1.31	Have Clear Rule	Significant (Reject Ho)
H9.1	Neighborhood Quality	Significant (Reject Ho)
H9.2	Employment Change	Insignificant (cannot reject Ho, Accept Ha)
H9.3	Location (office/University/School)	Insignificant (cannot reject Ho, Accept Ha)
H9.4	Already have home	Significant (Reject Ho)
H9.5	Live temporary	Significant (Reject Ho)
H10.1	Perception to quality	Insignificant (cannot reject Ho, Accept Ha)
H10.2	Perception to environment	Insignificant (cannot reject Ho, Accept Ha)
H10.3	Perception to facility/Service	Significant (Reject Ho)

(Continued)

Table 24 (Continued) : Hypothesis Finding

H10.4	Perception to living space	Insignificant (cannot reject Ho, Accept Ha)
H10.5	Perception to design	Significant (Reject Ho)
H10.6	Perception to neighborhood	Insignificant (cannot reject Ho, Accept Ha)
H11.1	Past experience	Significant (Reject Ho)
H11.2	Friend	Significant (Reject Ho)
H11.3	Advertisement	Significant (Reject Ho)
H11.4	Word of Mouth	Insignificant (cannot reject Ho, Accept Ha)
H11.5	Internet	Significant (Reject Ho)

CHAPTER 5

DISCUSSION AND CONCLUSION

In this chapter the author is going to discuss about the result which received by the analysis of data in the last chapter. The author will summarize all the research finding as how it influences the rental decision. The author will also discuss about the ethical value while doing the research as well as provide the recommendation to the future researcher as well.

5.1 Discussion

The author has started working on the title “The Study of factor influencing choice decision in renting Apartment in Bangkok” The research has been conducted in order to let the Apartment business owner to understand the importance of factor effecting it so that they could compete with the changing lifestyle of customer. Most of the traditional apartment which has been build is competing with each other only on pricing and location. The result of this research document will therefore help the Apartment owner or anyone in apartment business to develop their business and compete with modern Apartment and condominium.

In this research the theoretical foundation of the framework can be measured according to Thai people living in Bangkok and is or looking for renting apartment.

- $\beta_{H1_0, H2_0, H3_0, H4_0, H5_0, H6_0, H7_0, H8_0, H9_0, H10_0, H11_0, H12_0, H13_0, H14_0, H15_0} = 0$
- at least one of these $\neq 0$, $\beta_{H1_0, H2_0, H3_0, H4_0, H5_0, H6_0, H7_0, H8_0, H9_0, H10_0, H11_0, H12_0, H13_0, H14_0, H15_0} \neq 0$

(Note: H1 = Product, H2= Price, H3= Place, H4= Promotion, H5= People, H6= Process, H7= Physical Environment, H8= Lifestyle, H9= Motivation, H10= Perception, H11= Information, H12= Brand image, H13= Brand loyalty, H14= Brand perceived quality, H15= brand awareness)

➤ $\beta_{H1.1_o, H1.2_o, H1.3_o, H1.4_o, H1.5_o} = 0$

➤ at least one of these $\neq 0$ i.e $\beta_{H1.1_a, H1.2_a, H1.3_a, H1.4_a, H1.5_a} \neq 0$

(Note: H1.1= Room Design, H1.2 = Room Size, H1.3 = Toilet size, H1.4= Material Quality, H1.5= Furniture and facility)

➤ $\beta_{H2.1_o, H2.2_o, H2.3_o, H2.4_o} = 0$

➤ at least one of these $\neq 0$ i.e $\beta_{H2.1_a, H2.2_a, H2.3_a, H2.4_a} \neq 0$

(Note: H2.1= Room Rent, H2.2 = Utilities cost, H2.3 = Repair and Maintenance cost, H2.4= Advance Deposit Amount)

➤ $\beta_{H3.1_o, H3.2_o, H3.3_o, H3.4_o, H3.5_o} = 0$

➤ at least one of these $\neq 0$ i.e. $\beta_{H3.1_a, H3.2_a, H3.3_a, H3.4_a, H3.5_a} \neq 0$

(Note: H3.1= Distance from School, H3.2 = Distance from main street, H3.3 = Easy access to transport, H3.4= Security, H3.5= Far from disturbing element)

➤ $\beta_{H4.1_o, H4.2_o, H4.3_o, H4.4_o, H4.5_o} = 0$

➤ at least one of these $\neq 0$ i.e. $\beta_{H4.1_a, H4.2_a, H4.3_a, H4.4_a, H4.5_a} \neq 0$

(Note: H4.1= Creational Facility, H4.2 = Free Cable T.V, H4.3 = Free Internet, H4.4= Annual Function, H4.5= Room Service)

➤ $\beta_{H5.1_o}, H5.2_o, H5.3_o, H5.4_o, H5.5_o = 0$

➤ at least one of these $\neq 0$ i.e. $\beta_{H5.1_a}, H5.2_a, H5.3_a, H5.4_a, H5.5_a \neq 0$

(Note: H5.1= Creational Facility, H5.2 = Free Cable T.V, H5.3 = Free Internet, H5.4= Annual Function, H5.5= Room Service)

➤ $\beta_{H6.1_o}, H6.2_o, H6.3_o, H6.4_o, = 0$

➤ at least one of these $\neq 0$ i.e. $\beta_{H6.1_a}, H6.2_a, H6.3_a, H6.4_a, \neq 0$

(Note: H6.1= Easy to find information, H6.2 = Complaint is heard, H6.3 = Clear rule and regulation, H6.4= Correct rent calculation)

➤ $\beta_{H7.1_o}, H7.2_o, H7.3_o, H7.4_o, H7.5_o = 0$

➤ at least one of these $\neq 0$ i.e. $\beta_{H7.1_a}, H7.2_a, H7.3_a, H7.4_a, H7.5_a \neq 0$

(Note: H7.1= Clear Name, H7.2 = Thrash throwing area, H7.3 = Sanitation, H7.4= Reputation and trust, H7.5= Green Environment)

➤ $\beta_{H9.1_o}, H9.2_o, H9.3_o, H9.4_o, H9.5_o, H9.6_o = 0$

➤ at least one of these $\neq 0$ i.e. $\beta_{H9.1_a}, H9.2_a, H9.3_a, H9.4_a, H9.5_a, H9.6_a$

$\neq 0$

(Note: H9.1= Neighborhood, H9.2 = Employment Change, H9.3 = Not able to afford home yet, H9.4= Near to office, university and school, H9.5, Home in another province and country, H9.6= Live Temporary)

➤ $\beta_{H10.1_o}, H10.2_o, H10.3_o, H10.4_o, H10.5_o, H10.6_o = 0$

- at least one of these $\neq 0$ i.e. $\beta_{H10.1a}, H10.2a, H10.3a, H10.4a, H10.5a, H10.6a \neq 0$

(Note: H10.1= Quality Perception, H10.2 = Environmental perception, H10.3 = Facility service perception, H10.4= Living space perception, H10.5, Design Perception, H10.6= Neighborhood Perception)

- $\beta_{H11.1o}, H11.2o, H11.3o, H11.4o, H11.5o = 0$

- at least one of these $\neq 0$ i.e. $\beta_{H11.1a}, H11.2a, H11.3a, H11.4a, H11.5a \neq 0$

(Note: H11.1= Past experience, H11.2 = Friends, H11.3 = Advertisement, H11.4= Word of Mouth, H11.5, Internet)

- $\beta_{H12.1o}, H12.2o, H12.3o = 0$

- at least one of these $\neq 0$ i.e. $\beta_{H12.1a}, H12.2a, H12.3a \neq 0$

(Note: H12.1= Prefer well know brand, H12.2 = Well Known brand is best in quality, H12.3 = Good knowledge about brand)

- $\beta_{H13.1o}, H13.2o, H13.3o = 0$

- at least one of these $\neq 0$ i.e. $\beta_{H13.1a}, H13.2a, H13.3a \neq 0$

(Note: H13.1= Trust, H13.2 = Refers to friend, H13.3 = High preference over other apartment)

- $\beta_{H14.1o}, H14.2o, H14.3o = 0$

- at least one of these $\neq 0$ i.e. $\beta_{H14.1a}, H14.2a, H14.3a \neq 0$

(Note: H14.1= Quality, H14.2 = Well Maintained, H14.3 = Use good material)

- $\beta_{H15.1_o}, H15.2_o, H15.3_o = 0$
- at least one of these $\neq 0$ i.e. $\beta_{H15.1_a}, H15.2_a, H15.3_a \neq 0$

(Note: H15.1= Quickly recall Brand, H15.2 = Recognizable, H15.3 = Top Brand)

5.2 Conclusion:

After the full analysis of data from the opinion of 400 respondent who fill up the survey which author has distribute through various channel, the author is able to provide the full brief result as follow:

Demographic: Results

Under demographic section, various variable Gender, Age, Income, Occupation and Job level has been analyzed and the result are as follow:

Age: The major group who choose to the apartment and condominium are customer lies below than 30 years (n=203). The fact behind this is because at this certain age it comprises of Student and “Just Graduate” who is looking for the job or already have job but at the entry level. Therefore, the temporary housing is suitable for them. According to the result this number of renter decreased as the age increased which significantly mean that as the age increased the income level increased which allow below 30 age group to afford home or buy Apartment/Condominium instead of renting it.

Therefore, age group of below 30 is very important follow by age group of 31-35 (n=90). The two group are the majority renter; therefore, apartment should adjust everything which favor their stay.

Gender: The majority gender who choose to rent apartment are female (n=140) while male only accounted for (n= 124). As the female choose to rent more than men, the apartment owner should consider the safety for them as whether the place is too far from people, low light area, as if the place look is unsafety and more prone to crime then it might effect the rental decision.

Occupation and job level: The majority of the respondent who choose to rent the apartment are private company employee (n= 150) while most of the job level are Entry level (n= 114). This certain information correlate itself with age, which when combined mean a customer whose age group lies below 30 years old, working in private company with the job experience of 0-3 year choose to rent apartment more than any other age group and job level.

Income: Majority of the renter has the income of 0-15,000 Baht follow by group which have income from 15,001 to 25,000 Baht. As the income increase the number of renter get decreased.

5.2.1 Product Factors:

According to the multinomial Logistic regression, the product effect customer choice decision in renting apartment. The product include the room size as well as other detail such as furniture, size and design. However with further analysis it is found that Room Design and furniture inside the room is the most important priority

while other variable such as room size and quality of material used inside is the secondary priority.

5.2.2 Price Factors:

As all price is important for most of the customer before choosing the product and so does renting the apartment. From the analysis result, price is considered significance as it is considered priority by the customer. Room rent, Utilities Cost, Repair and Maintenance cost are the first consideration while advance deposit amount is not that important for the customer.

5.2.3 Place Factor:

Place or the location of Apartment is very important. Apartment must situated near to the major point such as school, office and shopping mall. However with the analysis result the factor which significantly affecting the customer in renting apartment regarding to place are distance from school, while distance from main street, access to transport, security and far from disturbing element is considered secondary from customer point of view.

5.2.4 Promotion Factor:

In order to promote marketing, there is the need to do promotion which may draw in more consumer. Discount and some compensation are one of them. However, providing free Cable TV, Room Service and celebration for certain festival is considered important. Free internet is considered as the secondary important.

5.2.5 Physical Environment Factor:

The evidence and appearance of the building indicate the management and quality of the building. The present of greenery (plant, garden etc.), Name of building, Sanitation and trash throwing places is link to the building. Though according to the research result these factors don't significantly affect customer choice decision in renting apartment. Even so with further analysis, one of the factors is considered important for the customer in choosing apartment which is green environment. The present of tree is better than the building which don't have it at all.

5.2.6 People Factor:

The apartment staff, maid and security officer are included as "People". The quality of them is signified by their behavior, communication, Uniform, problem solving skills, their knowledge and service mind. In many case the staff tend to be giving double standard service which must be avoided. Staff should treat all customer as equal importance. As apartment is the community and customer from various part of Thailand and in some case foreigner stays, there is the service standard which must be provided and maintain all along.

5.2.7 Process Factor:

The process by which apartment is being managed starting from first day when customer want to look for the room to rent till they move out. The process include how information are being displayed, is it easy to find and understand the information? are their certain rule and regulation or whether it is too strict. Loud noise is often a problem and customer expect the owner to solve this problem whenever it happens. Loud noise occurred due to some of the tenant who has the party or an

argument. Many of the apartment has clear rule against it that is one warning and the next is asked the tenant to leave. However, from the analysis clear rule and regulation is considered important more than other factor,

5.2.8 Psychological Factors:

The analysis result from psychological factor which include factor that motivate customer to rent apartment, factor by which customer perceived when they look at apartment, information they learned about apartment which include the sources and the last is Lifestyle. In the psychological analysis customer are motivated to choose rent the apartment due to the employment change (location and Income), cannot able to afford home in Bangkok and some of the customer already have home in another province, therefore they are living temporary. On search for the apartment the perception they wish to perceived is the quality, Facility (Elevator, Fitness and swimming pool) and design of the building. Quality of apartment signify the standard living of the tenant. Hence the perceived value is very important.

Customer develop their knowledge about the apartment from different sources. The main sources which customer uses the most are from advertisement and internet. They learn the information from past experience and friend. Internet offer different type of information in form of customer review and discussion blog. Social Media and outube become another media which is used widely too.

5.2.9 Brand Equity:

Brand is major drawback for most of the Apartment Business Owner. In an interview with one of the apartment owner, Mr. Yai, he said that he don't care about the brand at all because he don't feel any importance. However from the research

result branding is very important. Brand Perceived Quality is the most significant of all other factor because the brand reflects quality of the product.

Hence the owner must create the brand equity and model its properly so that they can differentiate from other competitor and therefore more customer will become aware of the brand.

5.3 Recommendation For The Future Researchers:

During the time spend in doing the research the author has come up with various barriers and problem which is occurring to the real estate market especially apartment. Apartment Owner faces many problems from condominium high competition and changing lifestyle of customer. The another issue was the expense which there was several complaints, some of the expense are the cost of electric and water per unit which is charged for 7 Baht/unit (Electric) and 18 Baht/unit (water). Though the actual amount charge by Government is just 3-4 baht/unit (electric) and less than 18 Baht/unit (water). The other problem faced by the apartment is the new competition in form of giant Brand such as Lumpini, Sansiri etc. The mega brand is setting up in various major location and are managed in an organized way. However, these units are for sale but it is eventually available for rent too. The local apartment is outmatching by mega brand within the same location and customer do choose for mega brand because they preferred them as one of the best.

For the next researcher the author would recommend them study the Changing Value and lifestyle of Apartment customer and to study their psychological factor in depth because apartment has been in market for very long time. It is still same and not changing according to lifestyle of the customer therefore it is not competitive and the

owner income decreased with the decreasing rent while some of the customer change the room immediately as they found a new room with new furniture.

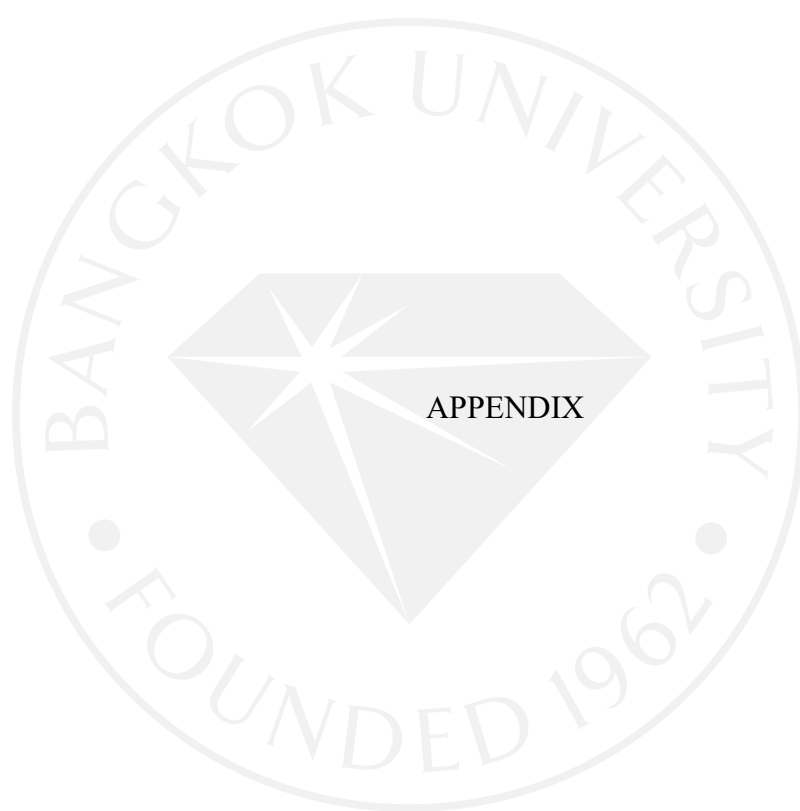
Keeping everything aside do the research with the focus to help other and doing it right all along is the ethical value which all researcher must give their priority.



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Questionnaire:

1. Currently you are living in
 - a. Condominium
 - b. Apartment
 - c. Home
 - d. Other.....
2. Do you rent or own the place you live?
 - a. Own
 - b. Rent
3. Did you ever rent apartment before or planning to rent it in the future?
 - a. Yes
 - b. No
4. Which apartment/condominium developer you choose to rent?
 - a. Lumpini
 - b. Sansiri
 - c. AP
 - d. Land and House
 - e. Noble
 - f. Q. house
 - d. Other.....

General Question:

5. Sex
 - a. Male
 - b. Female

6. Age

- a. Less than 30
- b. 31-35
- c. 36-45
- d. 46 up

7. Education

- a. Lower than high school
- b. High school or equivalent
- c. Bachelor Degree
- d. Graduate
- e. Other.....

8. Occupation

- a. Business Owner
- b. Private company
- c. Government service
- d. Student
- e. Other.....

9. Which of the following best describe your current job level?

- a. Owner/Executive
- b. Senior Management
- c. Middle Management
- d. Intermediate
- e. Entry level

Other.....

10. Income Range

- a. 0-15000 baht
- b. 15001-25000 baht
- c. 25001-35000 baht
- d. More than 35000

11. Marital Status

- a. Single
- b. Married
- c. Divorced

12. How many kids you have?

- a. 1
- b. 2
- c. More than 2
- d. None

13. Do they live with you?

- a. Yes
- b. No

Question related Apartment Rental.

14. What is your minimum length of stay?

- a. Less than 6 month
- b. 6 months to 1 year
- c. More than 1 year

15. Did you own any type of vehicle

- a. Car
- b. Motorcycle
- c. Both

16. What kind of transport do you use often?

- a. Personal car or motorcycle

Lifestyle								
Motivation								
Perceived value								
Information sources								
Brand image								
Brand loyalty								
Brand perceived quality								
Brand awareness								

19. How much do you agree that the following attribute effect you choice of apartment /condominium renting decision?

	1	2	3	4	5
Room Design and appearance					
Room Size					
Toilet size					
Material Quality					
Furniture					
Room Rent					
	1	2	3	4	5
Utilities Exp.					
Repair and maintenance cost					
Advance Deposit amount					

Distance from work,school,market					
Access to BTS/MRT/ bus stop					
Security					
Far from disturbing element					
Facility					
Free Cable					
Free Internet					
Annual Function					
Room Service					
Clear Name easy to notice					
It has trash area					
Sanitation around building					
Reputation and trust					
Present of Green Environment					
Staff communication					
Staff wear clean uniform					
Staff provide service with no double standard					
Staff solve problem quickly					
Staff has good knowledge about the place					
	1	2	3	4	5
Easy to find information					
Complaint is often heard and fixed					
Have clear rule and regulation					

20. Does the following option motivate you to rent the apartment? Please rate 1-5

(Strongly Disagree to Strongly Agree)

	1	2	3	4	5
Better Neighborhood					
Employment Change					
Unable to afford home yet					
Near to office, University and school					
Home in another province					
Not living permanently					

21. Please rate 1-5 on what you wish to perceived when you select the apartment/condominium?

	1	2	3	4	5
Quality					
Surrounding Environment					
Location and service					
Size of the room (comfortability)					
Neighborhood					

22. Please rate the source which improve your knowledge about apartment.

	1	2	3	4	5
Past experience					
Friend					
Advertisement					
Word of Mouth					
Other					

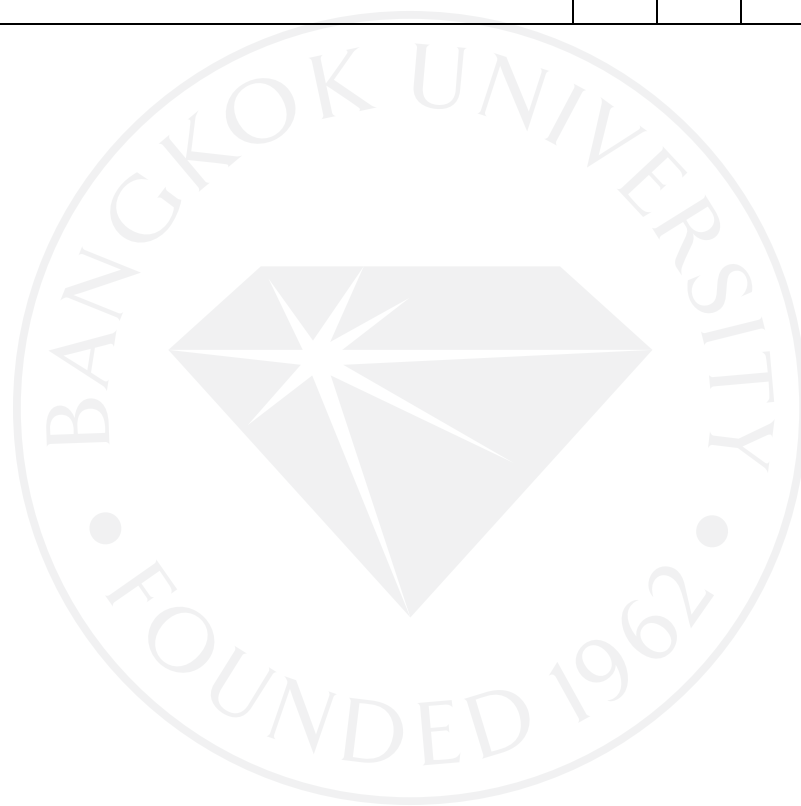
23. Which type of the following lifestyle do you think you belong?

- Familyism (Emphasis on space for family activities)
- Consumerism (Focus on having newest good, facility and services)
- Careerism (Priority to distance to office and convenience)

24. From scale 1-5 please rate the brand equity element which influence your decision in choosing and renting apartment

	1	2	3	4	5
I trust brand					
I refer this brand to my friend					
I prefer this apartment if I find another one as good					
A well-known developer is always the best					

I have good knowledge about the brand I choose					
The apartment quality is good					
It is well maintained					
It uses a good material					
I can quickly recall the symbol of the brand					
I can recognize it among the top brand					



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