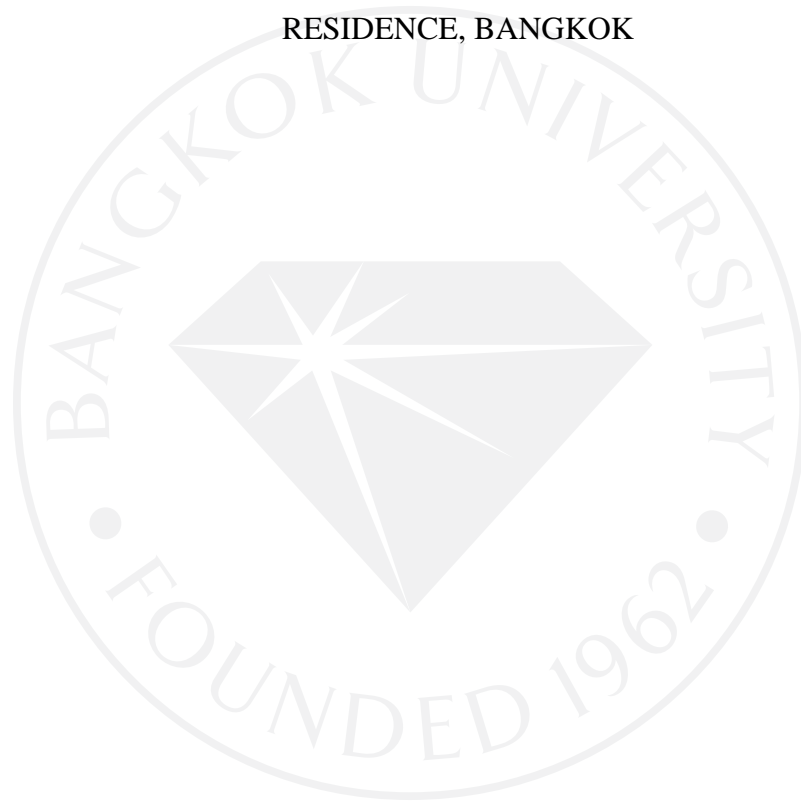
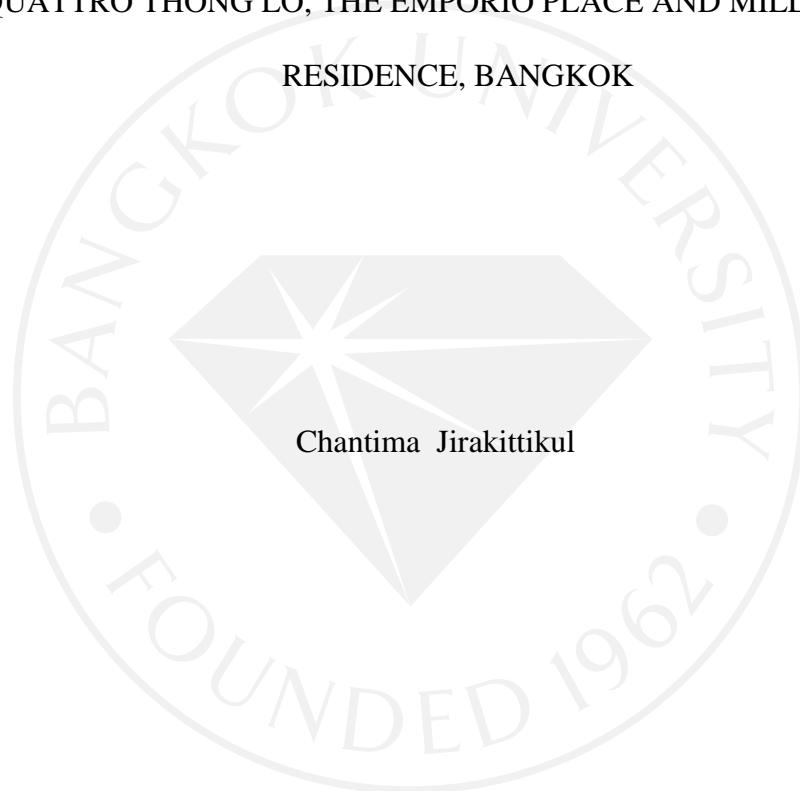


A STUDY OF FACTORS INFLUENCING CUSTOMER PURCHASING
DECISIONS OF LUXURY CONDOMINIUMS ON SUKHUMVIT AREA:
QUATTRO THONG LO, THE EMPORIO PLACE AND MILLENNIUM
RESIDENCE, BANGKOK



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Chantima Jirakittikul

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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the Graduate School
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A Study of Factors Influencing Customer Purchasing Decisions of Luxury Condominiums on Sukhumvit Area: Quattro Thong Lo, The Emporio Place, and Millennium Residence, Bangkok (257 pp.)

Advisor: Sumas Wongsunopparat, Ph.D.

ABSTRACT

The residences in the center of the city have rapid growth that the developers have endured to launch greater demand for the customers. According to the luxury condominium, the prices are fairly excessive and requires a lot of elements to make a determination. This research targeted on the marketing strategy which related to the subject of the research that the elements affecting purchasing decisions of the luxury condominium on Sukhumvit area in Bangkok. Due to the ubiquity of condominiums, the development of venture has ceaselessly developed year by year and the condominium showcase has ended up exceedingly competitive. A survey was utilized and it was dispersed by means of stages. Data information were collected from questionnaire of 400 individuals who decided on buying condominiums in Bangkok. Discoveries of this investigate appear that marketing mix (4Ps), brand equity, consumer behaviors, lifestyles, and demographics are factually critical indicators for buy purposeful. Basic and practical recommendations for condominium designers also.

The results found that the majority of respondents are single female. Their highest education were Bachelor's degree, with the range of 41-50 years old. They worked with the private company with monthly income between 60,001-80,000 THB per month. The research results revealed that product and promotion are the factors which affect consumer decisions.

Keywords: Marketing Strategy, Marketing Mix, Brand Equity, Consumer Behavior, Lifestyles, Demographics, Condominium, Product Design, Product Quality, Purchasing Decision, Service Quality, Luxury Condominium.



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TABLE OF CONTENTS

	Page
ABSTRACT.....	iv
ACKNOWLEDGMENT.....	vi
LIST OF TABLES.....	x
LIST OF FIGURES.....	xiv
CHAPTER1: INTRODUCTION.....	1
1.1 Background.....	1
1.2 Statement of Problem.....	10
1.3 Purpose of Study.....	12
1.4 Importance of Study.....	12
1.5 Scope of Study.....	13
1.6 Focus and Limitation.....	14
CHAPTER 2: LITERATURE REVIEW.....	16
2.1 Definition of luxury condominium.....	16
2.2 Marketing Mix Theory (4Ps).....	17
2.3 Brand Equity.....	22
2.4 Consumer Behavior.....	37
2.5 Lifestyle.....	47
2.6 Maslow’s Needs Theory.....	49
2.7 Statistics Method.....	55
2.8 Conceptual Framework.....	62

TABLE OF CONTENTS (Continued)

	Page
CHAPTER 2: LITERATURE REVIEW (Continued)	
2.9 Hypothesis of the Research Study.....	63
CHAPTER 3: RESEARCH METHODOLOGY.....	84
3.1 Research Strategy.....	84
3.2 Questionnaire Design.....	85
3.3 Population and Sample.....	85
3.4 Survey Instrument.....	87
3.5 Content Validity and Reliability.....	98
3.6 Data Collection.....	106
3.7 Statistics for Data Analysis.....	107
CHAPTER 4: RESEARCH FINDINGS	109
4.1 Part 1: Luxury condominium that customers make decisions to purchase.....	110
4.2 Part 2: Factors influencing customers purchasing decisions of luxury condominium on Sukhumvit area.....	110
4.3 Part 3: Marketing mix (4Ps) influencing customer purchasing decisions of the condominium.....	114
4.4 Part 4: Brand influencing the customer purchasing decisions of luxury condominium.....	120

TABLE OF CONTENTS (Continued)

	Page
CHAPTER 4: RESEARCH FINDINGS (Continued)	
4.5 Part 5: Consumer behavior influencing the customer purchasing decisions of luxury condominium.....	126
4.6 Part 6: Lifestyle influencing customer purchasing decisions of luxury condominiums.....	130
4.7 Part 7: Demographic Factors.....	133
4.8 Part 8: Hypothesis testing results.....	137
CHAPTER 5: DISCUSSION AND CONSLUSION.....	142
5.1 Discussion and Conclusion.....	142
5.2 Suggestions for Further Research.....	144
BIBLIOGRAPHY.....	146
APPENDICES.....	157
APPENDIX A: THE RESULTS OF IOC.....	158
APPENDIX B: QUESTIONNAIRE.....	166
SPSS RESULTS.....	176
BIODATA.....	257
LICENSE AGREEMENT.....	258

LIST OF TABLES

	Page
Table 1.1: Category of Condominium.....	3
Table 2.1: Communication Models.....	24
Table 2.2: Cross Tabulation.....	51
Table 2.3: Source of Questionnaire Items.....	51
Table 2.4: The Independent and Dependent Variables.....	57
Table 3.1: Amount of Questionnaire.....	77
Table 3.2: Level of Information Measurement and Criteria of Part 1.....	78
Table 3.3: Level of Measurement and Criteria of Part 6.....	87
Table 3.4: Level of Measurement and Criteria of Part 7.....	88
Table 3.5: Criteria of Cronbach's alpha coefficient.....	93
Table 3.6: The Result of Cronbach's Alpha Test with pre-test for 30 respondents: Factor	93
Table 3.7: The Result of Cronbach's Alpha Test with pre-test for 30 respondents: Marketing Mix 4Ps	94
Table 3.8: The Result of Cronbach's Alpha Test with pre-test for 30 respondents: Brand Equity	96
Table 3.9: The Result of Cronbach's Alpha Test with pre-test for 30 respondents: Customer Behavior	97
Table 4.1: The number and percentage of luxury condominiums..... in Bangkok that customers make decisions to purchase.....	101

LIST OF TABLES (CONTINUED)

	Page
Table 4.2: The mean and standard deviation of the general factors.....	102
Table 4.3: The mean and standard deviation of marketing mix.....	
(4Ps) factors.....	102
Table 4.4: The mean and standard deviation of brand factors.....	103
Table 4.5: The mean and standard deviation of consumer behavior factors.....	104
Table 4.6: The mean and standard deviation of marketing mix (4Ps).....	
in general	105
Table 4.7: The mean and standard deviation of marketing mix (4Ps).....	
in terms of product.....	105
Table 4.8: The mean and standard deviation of marketing mix (4Ps).....	
in terms of price.....	106
Table 4.9: The mean and standard deviation of marketing mix (4Ps).....	
in terms of place.....	107
Table 4.10: The mean and standard deviation of marketing mix (4Ps).....	
in terms of promotion.....	108
Table 4.11: The mean and standard deviation of the brand	
in general.....	109
Table 4.12: The mean and standard deviation of the brand	
in terms of brand awareness.....	110

LIST OF TABLES (CONTINUED)

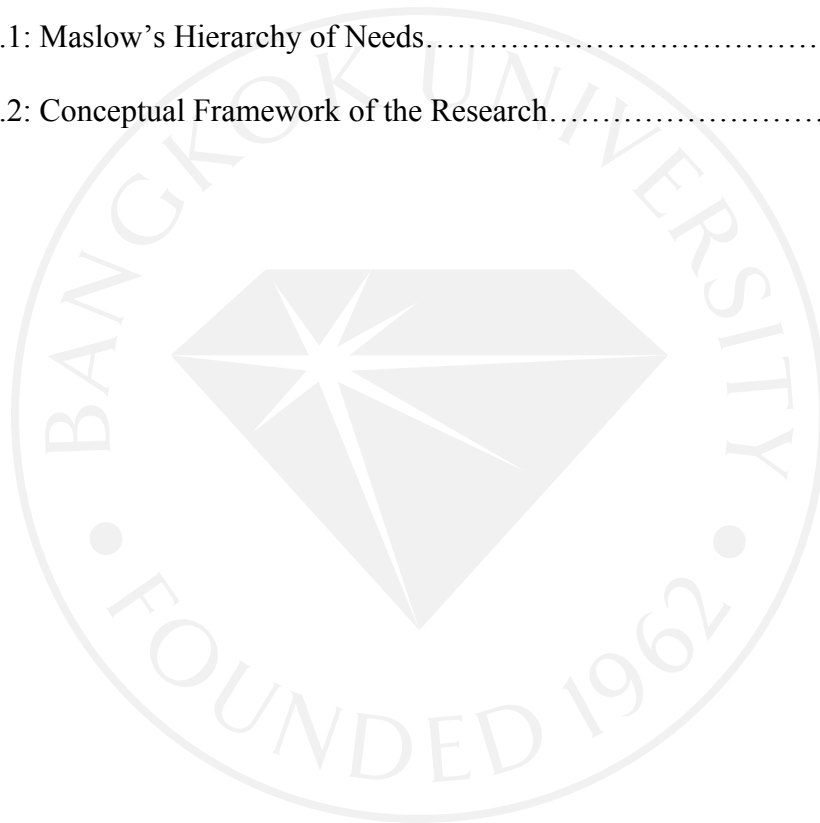
	Page
Table 4.13: The mean and standard deviation of the brand	
in terms of brand personality	111
Table 4.14: The mean and standard deviation of the brand	
in terms of brand identity	112
Table 4.15: The mean and standard deviation of the brand.....	
in terms of brand preference	113
Table 4.16: The mean and standard deviation of the brand.....	
in terms of brand loyalty.....	114
Table 4.17: The mean and standard deviation of the brand	
in terms of brand impression and customer experience	112
Table 4.18: The mean and standard deviation of consumer behavior.....	115
Table 4.19: The mean and standard deviation of consumer behavior.....	
in terms of reliability	116
Table 4.20: The mean and standard deviation of consumer behavior.....	
in terms of attitude	117
Table 4.21: The mean and standard deviation of consumer behavior.....	
in terms of behavioral intention.....	118
Table 4.22: Patterns and percentage of lifestyle influencing.....	
the sample group to purchase luxury condominiums.....	119

LIST OF TABLES (Continued)

	Page
Table 4.23: Number and percentage of demographic factors.....	
of the sample group.....	121
Table 4.24: Marketing mix of product Multiple Linear Regression.....	
coefficient, constant value, and standard error.....	125
Table 4.25: Marketing mix of price Multiple Linear Regression.....	
coefficient, constant value, and standard error.....	127
Table 4.26: Marketing mix of place Multiple Linear Regression.....	
coefficient, constant value, and standard error.....	129
Table 4.27: Marketing mix of promotion Multiple Linear Regression.....	
coefficient, constant value, and standard error.....	131

LIST OF FIGURES

	Page
Figure 1.1: Newly launched condominium units from.....6 1Q 2015 – 3Q 2017 by quarter 4	
Figure 1.2: Condo Supply, Demand and Take-Up Rate, 2008-2016.....8	
Figure 2.1: Maslow’s Hierarchy of Needs.....49	
Figure 2.2: Conceptual Framework of the Research.....62	



CHAPTER 1

INTRODUCTION

In the chapter, the paper describes the background of the main condominium. This research pursues to examine the marketing strategy such as marketing mix (4Ps), brand equity, consumer behaviors, lifestyles, and demographics. They associated with the concern of the studies that factors influencing the purchasing decisions of luxury condominium in Bangkok. Moreover, it additionally points out the statement of problem, purposes of the study, the importance of study, the scope of study, focus and limitations of the study.

1.1 Background

The living situations have been converting and the population has regularly increased; however, the urban areas are constrained, so there is the housing supply problem occurred in Bangkok. It is the city to explore and evaluate property investors as it offers a complicated selection of neighborhoods and streets. To make belonging specialists and developers use expressions as “Central Business District (CBD)” and “Prime Location” to explain a variety of condos in specific geographical places.

Bangkok is a historical city and wide definition of Central Business District (CBD) is the commercial and regularly geographic heart of a city. It refers to the central district of a city, generally typified through an awareness of retail and office buildings. The time period of city place is similar to CBD in that both serve and the same reason for the city and each is marked by way of a higher-than-usual urban density as well as often having the tallest buildings in a city at Silom, Sathorn, Lumpini, Sukhumvit, and

Pathumwan. Bangkok evolution has been made possible by its progressive attitude to modernization and urban development as an international city and it is also to face of the new modernized residential in Bangkok. The last shift passed off when Mass Transit lines (BTS and MRT) developed the connecting in the city wherein impact to transform the early Sukhumvit right into a commercial hub of Bangkok (Fresh Property, 2017). It consequences in adjustments housing demand and that they were living a low-rise as a single residence, housing, commercial building, and many others to a high-rise or vertical livings known as "Condominium" that constructed for selling to those who want to live in Bangkok because of the convenience, so it is well-known among all age bunches, counting more youthful, initially, and time buyers.

"Condominium" or condo is a building framework of proprietorship a unit is possessed independently by the person who buys it, where individuals have freehold strata title of their have private unit while the common components and where the common such as passages, lifts, swimming pool, front and back yards, and etc. are together had by all the co-owners. They are claimed in common by all the unit proprietors when you claim a condominium, you have person title to the discuss space contained inside the dividers, floors, and ceilings of your unit, which you are free to brighten, to preserve, and live in. At the same time, each unit proprietor has a joint plot in the common components in a settled extent. Most people and even more developers observe and believe that Sukhumvit is the best for newly launched condominium location which is entitled "Golden Location" in Bangkok (Estopolis, 2017).

Most luxurious condominiums have been in-demand for both private utilization

and investment with those found close to mass transit lines being the most well-known. In any case, during the next 10 years, condos in the fringe areas of Bangkok. It could possibly become popular as well since the open transit network will soon extend to the city's edge with as many 10 lines to be completed. How much property demand each of area can create depends on the popularity of that region's mass transit line. While the type of properties allowed each of area will require the complying with government restrictions arranged city. However, it is likely that both these rules and the government will change during this period, which means the most popular sort of development launched among the coming years could also change. According to CBRE's information, the condo units are classified into six categories based on price per square meter and the classifications are based on the maximum number of condos in a project that fall into a category.

Table 1.1: Category of Condominium

Category	Price
Super Luxury	Above THB 300,000/m ²
Luxury	THB 200,000-299,999/m ²
High End	THB 120,000-199,999/m ²
Upper-Mid-range	THB 90,000-119,999/m ²
Mid-range	THB 70,000-89,999/m ²
Entry Level	Below THB 70,000/m ²

Source: CBRE Bangkok Condo Research. (2017). *Bangkok Condo Classifications*.

Retrieved from <https://www.cbre.co.th/SubServices/bangkok-condo-research>

From the table 1.1, it shows the starting price of each condominium category, DDproperty stated that the luxury category is for consumers who have the money, but they do not want to spend more than necessary. Mostly, they often purchase a high-end condo unit for investment asset and either staying or leasing later. The most penetrated category for investment is the high-end condos that are closer to the consumer average income. And the mid-range and entry-level categories condos are of the consumers who focus on the price because of the budget limit. With a greater number of supply in these categories, consumers often compare to the luxury category, they will be looking for a unit which is a reasonable price but the unit should not be small despite an attractive price. This makes them less appealing for investment decision-making process (DDproperty, 2017).

According to CBRE's information, condominiums that are high end or above generally demonstrate common characteristics such as:

- Easily accessible locations
- Good and secure neighborhoods, ensuring privacy of residents
- Good building design, layout and decoration
- Good standard of construction using high-quality materials and specifications
- Comprehensive range of facilities, including swimming pool, gym and/or squash and tennis courts, etc.
- Adequate elevators and efficient M&E system
- Professional management
- Sufficient car parking

Bangkok Condo Areas

Refers to CBRE's information, the condo areas are divided into 7 categories as below:

- **Silom/Sathon:** The area incorporating Silom, Sathon, Surawong, and Narathiwas-Ratchanakarin (north of Chan Road) Roads, as well as the sois in between.
- **Central Lumpini:** The area incorporating Wireless, Ploenchit, Rajadamri, Chidlom, Langsuan, Sarasin and Ruamrudee Roads, and other sois in between.
- **Sukhumvit:** The area incorporating Sukhumvit Road from Soi 1-65 and Soi 2-44, as well as other sois in between.
- **Pathumwan:** The area incorporating Ratchaprarop, Sri Ayutthaya and Petchaburi (from Soi 1-37) Roads, as well as other sois in between.
- **Rama III:** The area incorporating Narathiwas-Ratchanakarin Roads (south of Chan Road), Charoenkrung and Rama III on the side not adjacent to the river, as well as interlinking sois.
- **Riverside:** Includes developments on the riverside incorporating Charoenkrung, Charoennakorn, Sampantawong, Chinatown, and Rama III.
- **Outer Sukhumvit:** Includes developments on the Petchburi Road from Soi 37-47 and developments on the Rama IV Road that are between the Sukhumvit Road from Soi 2 and Soi 44.
- **Peripheral areas:** All other areas of Bangkok lying outside the CBD, including Ratchadapisek, Ladphrao, Ramkhamhaeng, Paholyothin, Thonburi, and Sukhumvit Road from Soi 44-76 and 65-115.

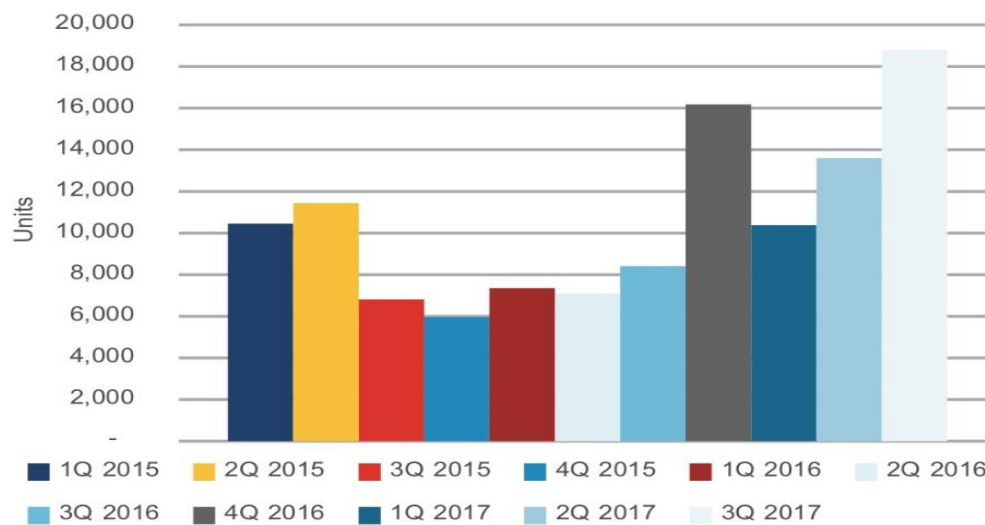


Figure 1.1: Newly launched condominium units from 1Q 2015 - 3Q 2017 by quarter

Source: Colliers International Thailand Research. (2017). *Bangkok Condominium*

Market. Retrieved from <http://www.colliers.com/-/media/files/apac/thailand/market-reports/bangkok>

From the figure 1.2, it shows that many condominiums nearly 18,810 units were launched in 3Q 2017. That number is dramatically higher than the number of newly launched units in 2Q 2017, as well as the highest in the past few years. The significant increase in the number of newly launched units was due to the fact that all developers wanted to launch projects and complete all marketing activities in 3Q instead of waiting until 4Q 2017.

Most condominium projects launched in 3Q are located along the new mass transit line extensions currently under construction. In those areas, developers can sell the units for THB 70,000–130,000 per sq. m., which represents a price range suited to the purchasing power in Bangkok. Although Thailand's overall economic situation in 1Q–

3Q, 2017 showed the positive trends, demand in the condominium market hardly increased. All developers have sought to differentiate the project designs and concepts of their units, with outstanding rooftop facilities or large-scale project facilities, for example, in order to attract buyers. Moreover, they have tried to sell to foreign buyers and investors before selling to Thai buyers.

According to "Without new supply in the market, existing projects in this segment raised sales prices of the remaining units or new phases" (Real Estate Information Center, 2017). So, no new condo supply was launched in the lower-end market units priced below THB 50,000 per square meter from the fourth quarter of last year to now according to a survey by property consultant Colliers International Thailand (Collier, 2017). There is a change in condo prices for all segments in the third quarter, the lower-end market rising by 11.7-13.7% year-on-year. The charge of lower-end condos increased 4.9-6.9% from the second sector. The second-highest increase was for luxury condominiums, with unit prices higher than THB 200,000 per square meter that rose 9.7-11.7% followed by the high-end segment, with units priced between THB 120,001-200,000 per square meter an increase of 3.1-5.1%. The price of condominiums in the high-end segment in the third quarter was down 0.4-2.4% quarter-on-quarter as selling prices hit a ceiling. The price of condominiums in the upper middle-end segment units priced at THB 80,000-120,000 per square meter that slightly rose 0.1-2% year-on-year, albeit down 4.1-6.1% from the second quarter. And the middle-end segment units priced THB 50,000-80,000 per square meter saw an annual price drop of 0.7-0.9% and a 0.6-0.8% decline quarter-on-quarter (Real Estate Information Center, 2017). Nevertheless, Condo prices in the peripheral

area of Bangkok are expected to remain stable, while prices in the central business district (CBD) and city fringe will increase slightly because of new supply limited (Property Consultant Knight Frank Thailand, 2017).

CONDO SUPPLY, DEMAND AND TAKE-UP RATE, 2008-16

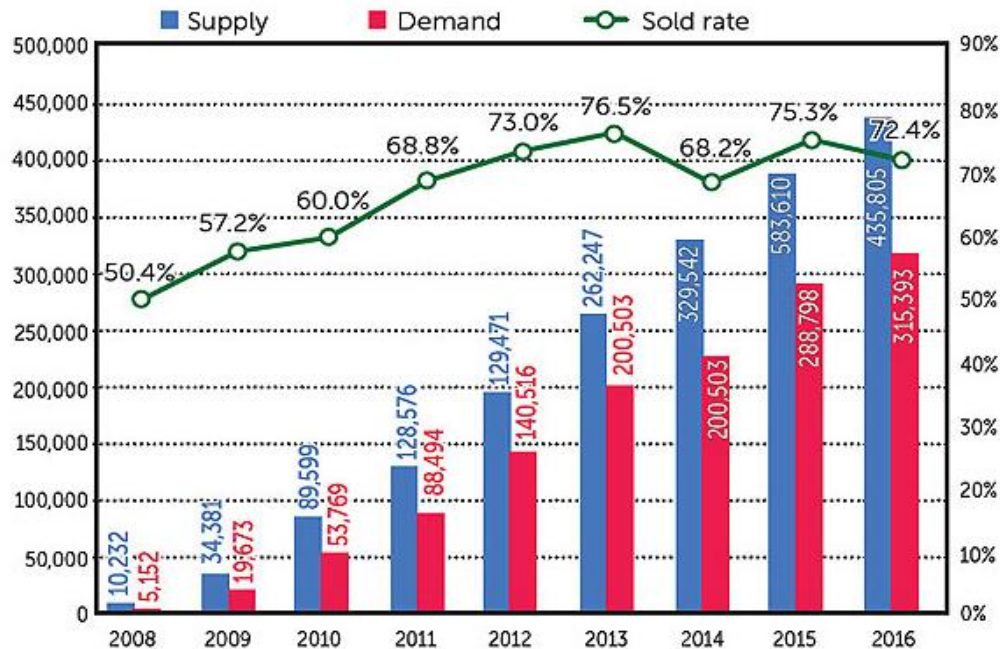


Figure 1.2: Condo Supply, Demand and Take-Up Rate, 2008-2016

Source: Knight Frank Thailand. (2017). *Supply, Demand and Take-Up Rate of 2008-*

2016. Retrieved from [http://thailand-property-](http://thailand-property-news.knightfrank.co.th/)

[news.knightfrank.co.th/](http://thailand-property-news.knightfrank.co.th/2017/03/27/knight-frank-thailand-offers-outlook-on-bangkoks-condominium-)

[2017/03/27/knight-frank-thailand-offers-outlook-on-bangkoks-condominium-](http://thailand-property-news.knightfrank.co.th/2017/03/27/knight-frank-thailand-offers-outlook-on-bangkoks-condominium-market/)

[market/](http://thailand-property-news.knightfrank.co.th/2017/03/27/knight-frank-thailand-offers-outlook-on-bangkoks-condominium-market/)

From the figure 1.3, it shows that Bangkok condo supply on the forestall of 2016 degree to 435,805 units, of which round 52,195 units had been launched in 2016, representing a growth of approximately 13.6% 12 months-on-12 months. The majority of latest launches were although in the peripheral Bangkok region, representing 76% of

2016's new delivery and accompanied by the use of way of the town fringe area at 14%. Mostly in the second half of 2016, nine new projects were launched in the CBD, while 12 and 50 projects were launched in the city fringe and peripheral areas, respectively. On the demand side, 315,393 condominiums had been sold out of the 435,805 unit total, representing a sold rate of 72.4%, a decrease from 75.3% for the previous year. And only 26,595 condominium units were sold in 2016, decreasing by 59% compared with 2015, when approximately 64,170 units were sold.

This could be due to the weakening purchasing power of buyers and more stringent loan standards set by banks. Meanwhile, the consultant said prices of newly launched condominium projects continued to climb throughout Bangkok but at different paces, depending on the location. The average selling price of a condominium in the CBD was 229,180 baht per sq. meter, an increase of 5.3%. This was followed by the average selling price for city fringe condominiums, which increased by 4.8% to 134,842 baht per square meter and the average selling price of condominiums in the peripheral area of Bangkok increased by 3.6 percent to 76,002 Baht per square meter were launched in the city fringe and peripheral areas, respectively (Knight Frank Thailand's research, Bangkok 2017).

As anticipated the number of new supply launched in Bangkok where is expected to increase continuously while big name developers will be key players in the market. They are hoped to continue growing throughout in line with rising costs and increasing demand for high quality projects with finest specifications in prime areas. The capital values of condominiums in CBD are foreseen to increase further in the future on the back

of soaring land prices which in turn will push up the average unit selling price. Apart from CBD locations, areas in city fringe and peripheral will continue to show buoyant launch and healthy take-up rate in the wake of the extension of mass transit routes that continue to open up development opportunities for both domestic and international players. Therefore, Bangkok's condominium market has continued growing in 2017 and will continue to do so in the future, given the many new mass transit lines and pipelines under construction. Although Thai demand remains limited, since foreign demand seeks investment only, all developers should practice caution when selling to foreign buyers (Knight Frank, 2017).

1.2 Statement of Problem

The real estate market is essential for each country now not solely because it ensures development constructions and infrastructure which are integral for life and work but additionally because it has a strong more than one influence on the development of nation's whole economy. Real estate market trends are strong indicator of tendencies towards the entire economic system (Golob, Bastic and Igor, 2012). Real estate is one vital element to aid the quality of life for the citizen of every decade. These are the distinction depended on status, social, economic, and existence style. Developing of real estate in couple decades was increasing, consequent from changing large family to single family. The fast growth of real estate have been perceived for a long time because of a good economic situation , advantageous responses on investors, contractors, politicians, and economists, the state of affairs appeared obvious and very welcomed (Golob , Bastic and Igor , 2012). According to recognize that Quattro Thong Lo (Sukhumvit 55), The

Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) condominiums in the luxury segment because they are located within the critical commercial enterprise district, business vicinity wherein is surrounded by way of BTS and MRT this is the maximum handy transportation. Furthermore, they were mentioned that are the luxury condominiums because these three buildings are gradually more sold out than other buildings although are located in the same location according to my sales target. Consequently, the price of luxurious condominiums segment ought to be higher than different segments which are priced at THB 200,000-299,999 per square meter. At the existing, there are numerous condominiums still decelerating to launch the present day quantity, whether or not it's far the incredible or horrible economic system. The purchasers may want to determine to buy the main really worth condo while there are a number of selections. Hence, they will keep in mind from numerous variables such as comfort in open transport, encompassing network and so forth in which could be relied on the patron's desires. The condominiums are the high-priced charge and it also located in an important vicinity a few of the comforts transport and especially accommodated centers, and so on.

Research Question

Consequent to the background and statement of problems, in order to conduct the research study, the researcher builds up an inquiry about question as below:

Main Question:

The principle studies query is “Which factors have an effect on the consumer purchasing decision of luxury condominium on Sukhumvit area in Bangkok?” For that

reason, the researcher is interested the elements that have an impact on the consumer purchasing selection of luxury condominium as mentioned projects on Sukhumvit area in Bangkok.

Sub Question:

1. Which the estimation of brand equity that influences customer purchasing selection of luxury condominium on Sukhumvit location between Quattro Thong Lo Sukhumvit 55, The Emporio Place Sukhumvit 24, and Millennium Residence Sukhumvit 16-20?
2. Which customer behavior elements that have an effect on customer purchasing decision of luxury condominium on Sukhumvit location between Quattro Thong Lo Sukhumvit 55, The Emporio Place Sukhumvit 24, and Millennium Residence Sukhumvit 16-20?

1.3 Purpose of Study

1. To study Marketing Mix (4Ps) that impacts the customer purchasing decision of luxury condominium on Sukhumvit area.
2. To study the consumer behavior eventually chooses to make the purchase luxury condominium on Sukhumvit area.
3. To study the brand equity that impacts the customer purchasing decision of luxury condominium on Sukhumvit area.

1.4 Importance of Study

The importance of the study is to understand the consumer behavior in purchasing decision of luxurious condominium which enables developers to enhance the strategy to

grow and achieve an income goal, make a larger marketplace percentage and to serve the purchaser's demand effectively and examine the influence of the marketing mixture in purchasing decision that affects the trend in consumer's selection to buy the condominium in Bangkok. The output of this study might be powerful to the economic organization that related to real assets commercial enterprise. As for enterprise proprietor, they are able to use the output to enhance and increase the high-priced condominium to response the consumer's needs. In addition, the outcomes could be the records for the entrepreneurs in condo business enterprise to recognize a few factors which have an impact on the trend inside the customer's decision to buy a condominium. The research speculation has to be tested because the advertising and marketing mix and purpose in buying selection have an effect on the style in customer's selection to purchase a condominium in Bangkok. The research results might be a guideline for marketers in condominium business enterprise to expand and formulate marketing strategies to fulfill the desires of customers in order to provide satisfaction for them; moreover, creates a reason to attract greater customers to purchase the condominium.

1.5 Scope of Study

This examine is to survey the choice for purchasing decisions of luxurious condominium between Quattro Thong Lo Sukhumvit 55, The Emporio Place Sukhumvit 24, and Millennium Residence Sukhumvit 16-20 in Bangkok in an effort to be used the questionnaire as a device to describe the scope of study as following:

1.5.1 Scope of Content

1. This study is focusing on the Marketing Mix (4Ps), consumer behavior,

lifestyle, and demographics to affecting the alternatives choice in purchasing of the luxurious condominiums in Bangkok.

2. This study is recognition on the luxurious condominium in Bangkok.
3. This study is survey research with the sample group was potentialities consumer decision in purchasing luxurious condominium among Quattro Thong Lo Sukhumvit 55, The Emporio Place Sukhumvit 24, and Millennium Residence Sukhumvit 16-20 in Bangkok that used the questionnaire for the sample group total 400 respondents.
4. This observe become commenced from October 2017 - January 2018.

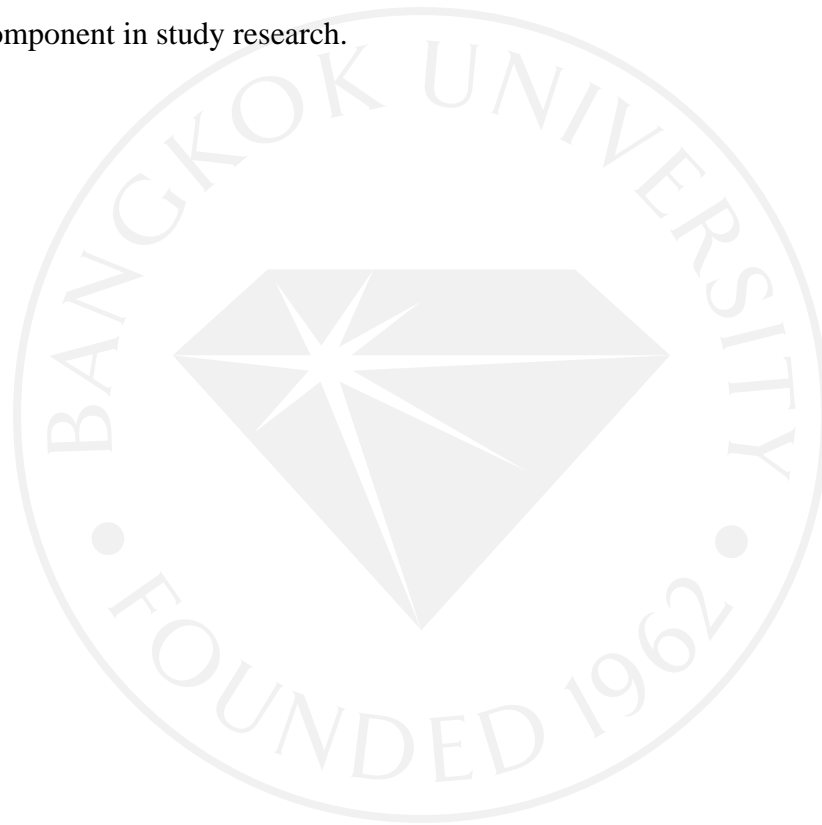
1.5.2 Scope of Demographic, Sample, and Location

1.6 Focus and Limitation

➤ **Focus:** This research is focused on the luxurious condominium on Sukhumvit area in Bangkok. The researcher has chosen three distinctive developers projects where compose of Quattro Thong Lo Sukhumvit 55, The Emporio Place Sukhumvit 24, and Millennium Residence Sukhumvit 16-20. Those projects are the target of customer to allocate the answers to questionnaires that are sufficient for analytical method.

➤ **Limitation:** The limitation of the reference studies is not sufficient to support the observation of a researcher. The researcher assumes that the result of this study research is able to give an explanation for that the reference may be acquainted with any other comparable research topic in the same location of the city center.

Nevertheless, the studies result might not be complete to some other research result of both different respondents and research location. The researcher is procuring this research result ought to comprehend the crucial factors including the various characteristic's respondent, one of a kind research's location, the numerous ranking level of condominiums and real estate, a unique manner of research's methodology and chosen to the component in study research.



CHAPTER 2

LITERATURE REVIEW

This chapter is the literature review and particular introduces the concepts of theories that provide educational viewpoints to support the study topic “Factors Influencing the Purchasing Decisions of Luxury Condominium on Sukhumvit Area in Bangkok.” Their included the literature definition and theories of factors so that it would study on this research. A study framework is provided, so the main purpose of chapter is provided. Thus, the main purpose of the chapter is to provide a perception and manual of this study.

2.1 Definition of “Luxury Condominium”

Luxurious condominiums are receiving desirable reaction because of their particular design, luxurious, international image, use of premium materials, tastefully designed and overseas imported furniture, and assurance. Those residences also have greater massive conveniences and facilities than different properties, which include swimming pools, Jacuzzi, fitness centers with 360 panoramic perspectives, automatic parking centers, sky lounges, movie theaters, pet zones, playgrounds, and limousine offerings. Some properties even offer to park more than 100% parking and charging stations for electric powered motors. They are a lifestyle product and also an extended-time period of investment as the unit sizing generally start from one bedroom units. The starting unit selling price range between THB 200,000 to 299,999 per square metre. The outlook remains bright for the upscale condo segment.

Most people of upscale condominiums have been supplied on Sukhumvit locations due to the maximum popular region for condominium development since it is a known residential area for Thais and expatriates alike. The supporting facilities and services in this area are considered attractive and convenient for residents. There are many shopping malls along Sukhumvit where are inclusive of the luxurious department stores such as Emporium, Emquartier, and Emdistrict. Moreover, there are mid-tier malls consisting of Terminal 21, and plenty of community malls in areas which include Thong Lo. A lots of International hotels also are located on Sukhumvit such as Sheraton Grande, JW Marriott, Landmark Inn, and the Westin lodge. Sukhumvit is nicely connected to Bangkok's CBD by way of roads and mass transit networks.

These are the reasons to buy the luxury condominium along Sukhumvit according to Wardrip's theory, the important factor causing condominiums to become popular that condominiums are mostly located nearby public transit systems where is convenient in public transportation; moreover, surrounded by lifestyle malls and community malls. All these comforts can be the selling point and speculating profit of residential purchase (Wardrip, 2011).

2.2 Marketing Mix Theory 4Ps

The Marketing Mix is a marketing tool used by marketing professionals. It is often crucial when determining product or brand's offering, and it is also called as 4P's (Product, Price, Promotion, and Place) of marketing. Organizations often wish to use the marketing mix in order to deploy their marketing strategy as effectively as possible.

According to McCarthy, marketers can draw up a good marketing plan and improve operating results visibly by using the right combination and variables. It is a fact that the 4P's mainly target the sales of products and apply to the sales of services to a lesser extent. Thus, this mix is assembled keeping in mind the needs of target customers and it varies from one organization to another depending upon its available resources and marketing objectives.

The 4P's were formalized and developed over the years by experts to ensure the creation and execution of a successful marketing strategy. Through the use of this tool, the attempt is to satisfy both the customer and the seller. When properly understood and utilized, this mix has proven to a key factor in a product's success.

➤ **Product:** The product is goods or service combination on the enterprise offers to the target market. A product can be the tangible or intangible also included no longer the simplest physical product or center service; however, further elements such as selection, quality, design features, brand name, packaging, and services. Furthermore, the variety of rental, area or utility location perform, parking lots even security system, there is area unit considering. Though images of dwellings and rate statistics could also be transmitted over spaces at the low price, customers typically should truly visit a property to feel sufficiently knowledgeable to formulate a bid (Maclennan, 2012).

At the present time, the condominium has been well-known and greater conveniences but the price is extremely high. Consequently, they are considering several factors to select purchasing. Despite the fact that there are several properties come into the market in Bangkok. A customer would possibly view residences over a specific

period; however, through the top of that duration, most effective a small share of those properties may also still be obtainable on the market (Pryce & Oates, 2007). From the purchaser's viewpoints, a residence is not the handiest associate investment object but additionally a high – priced consumption sensible (Hung & So, 2012).

➤ **Price:** Could have an effect on the people's incentive to spend money on real assets each at once via the decision for houses and indirectly, through the effect on the inflation rate (Dua, 2007), residing have same physic attributes may additionally vary in the market price because the price consists of a complicated set of internet web page-precise services and access fees. However, living has same physical inclinations; subsequently, evaluation purchasing is greater difficult and extra than in the unique markets (Hwang & Quigley, 2009). Purchasers, sellers, appraiser, and real estate agents estimate the marketplace rate of a living through making use of the information embodied within the set of formerly provided dwellings.

The usefulness of those transactions as a reference is based totally upon on their similarity in the direction of numerous dimensions: bodily, spatial, and temporal. Inference about the "market fee" of the dwelling can be drawn simplest imperfectly from asset of past transactions, due to the fact living differs structurally experience distinct locational attributes, and are valued underneath unique market conditions by way of precise actors over the years due to the reality residing trades on occasion, the appearance of latest records approximately marketplace value is gradual. From an informational standpoint, the closest comparable dealing across the numerous dimensions could also be the transaction of constant home. Rather, the most similar transaction is also the

contemporaneous selling rate of each alternative living in close physical proximity (Hwang & Quigley, 2009). Historically, prices have now not been in sync with the underlying fundamentals; however, where has frequently passed off is usually appropriate slight expenses as the honest fundamental into the market. Then, the expenses tended in imitation of point artificially fit according to the certain matters as much paltry interest costs or easy credits, a comparable situation to where used to be the performed between the latest bubble of the actual real estate market (Fanning, Blazejack & Mann, 2011).

➤ **Place:** In their day by day practices property agents' area unit ceaselessly representing the interests of providers and potential customers. As mediators of the value negotiation method, they are unambiguously positioned to interpret and influence the conduct of households purchasing properties. Moreover, their information and skill of the sale method alter the way they perform within the market. Providing a proposal is quite an indifferent middleman transaction; it includes communication and commenting on the applicable deserves of an offer and also the most likely blessings of more negotiation.

Levy et al., (2007) wrote that agents providing a proposal on the part of customers have typically evolved a relationship with them and are tuned in to their requirements and finances. They supply their expertise to customers and dealers and guide them in knowledge as "External Market Conditions". Consequently, they will be active contributors in creating markets associated developing an urgency within the minds of the seller and patron that would bring on a binding settlement on the market being signed following a compressed period of a few of hours of negotiation, frequently overdue at the

nighttime time. As a consequence, within the course of the residence purchasing system, which could be a standard market dealings, several social and emotional procedures' area unit at paintings. It is these non-monetary behaviors that we have a tendency to want to explore. In living and condominium, space or channel to sell a product is additionally necessary because of developers could not flow product to indicate to purchasers. Selling may well be accomplished by customer selection (Levy et al., 2007).

➤ **Promotion:** Regarding Azadi and Rahimzadeh (2012), the conventional mass advertising and marketing using classified ads on television, alternate allowances, discounts, coupons, and rewards that is no longer a success on the Internet market, even in purchaser items packaged segments, in which rival merchandise now fluctuate little or no seeing that consumers can effortlessly acquire information at the price and traits of products (Sealey, 1999, Hoffman & Novak, 2000). Sales promotions with coupons and discounts seldom are attracted to consumer loyalty to manufacturers because customers conclude that the decrease prices are a truthful reflection of the business enterprise's costs while the promotions are over, customers certainly consider the regular prices are immoderate and flip to rival products (Sinha, 2000). In the residing commercial enterprise, sellers or developers often use promotion to appeal the customers because the price is very high.

However, it must be relied on the period of construction. There are a bargain, premium giveaways, unfastened ornament or low down to be attracted to customers. Some offer fully furnished, get the discount on ownership transfer fee, and get 100% of home loan or one year free common area management.

2.3 Brand Equity

A brand is name and image that are unique in accordance with the producer, which identifies the functions or products over the producers. The company alerts the supply regarding the product then distinguishes such from other rivals permanency (Aaker, 1991). Having reliable customers for an organization is essential to maintain a good client degenerated on regressive customers considering the fact that they are willing in accordance with offer more and are additionally much less highly-priced in imitation of support (Zhang et al., 2014). As a consequence, showing dedication to customers and establish a satisfied purchaser inferior is a treasured asset which a long way exceeds the well worth of a single transaction as the values of a livelihood purchaser or the clients' opinions preference convey greater commercial enterprise amongst after durations (Ambler, 1994 & Shugan, 2005) in discipline consistent with dimension brand's value, the term business enterprise equity is vintage (Aaker, 1991). The relative frequent rating on which includes brand fairness conceptualizes is the delivered value of the product and service once the brand is offered (Farquhar, 1989; Aaker, 1991; Park & Srinivasan, 1994; Keller, 1993). A product affords a functional benefit, but the company asset complements its cost beyond its purposeful makes use of (Farquhar, 1989).

There are two perspectives on brand equity which composes of firm-based company equity and purchaser based brand equity. For companies, the passionate brand equity will growth money flow after the company and have even been in price as an intangible economic cost of firm's balance sheets (Christodoulides & de Chernatony, 2006; Simon & Sullivan, 1993; Pike et al., 2010). The benefit of strong consumer-

primarily based brand equity is whether patron values a few production permanency the different no matter the equal manufacture utility, appropriate in step with the favorable producer affiliation the customers holds among concept towards the company and trademark (Keller, 2003). Customer-based definitely brand equity is generally continual concerning accordance in regard to an awful bunch nature of four key constructs, namely in brand awareness, brand association, perceived quality, and company loyalty (Aaker, 1996; Yoo et al., 2000; Pike et al., 2010; Kim & Hyun, 2011; Buil et al., 2013).

Therefore, Brand Equity is a set of assets or liabilities in the shape over brand visibility, company associations, and consumers' loyalty up to expectation add or subtract from worth over a contemporary or potential production then job pushed by the brand. Brand Equity can be tangible and intangible worth of a brand. The quantity of premium up to expectation a manufacturer can virtue of its offering is a prescribed measure of the equity such possesses with its customers. Moreover, it is also a sort of control as the brand has over its opponents and the frequent manufacturers and is developed over time (Aaker, 1992). However, the high brand value, a brand along excessive equity means that the brand has the ability in imitation of creating some sort of positive differential explanation into the marketplace.

This may mean up to expectation thine manufacturer is easily recognizable when encountered in advertising and seen regarding a pale sign. It can mean so your company is certainly on the first ones recalled now an applicable instant is used. It ought to ignoble as people would keep inclined in conformity with delivering a premium worth because of your brand's offering In the law about a real estate transaction, individuals would pay a

standard commission or experience as like agreement that received a precious notable service from every day and relied on a brand. It could mean that amount when someone asks because of a referral, your company is the first certain that is advocated in accordance with others. All of these are advantageous responses to the company; a simply recognizable brand, a manufacturer that is recalled shortly and easily so needed, one so men and women are inclined according to offer atop class value to acquire, then a manufacturer so is recommended in conformity with others These are whole characteristics of an excessive equity manufacturer (Netemeyer, Chris, Krishnan, Dean, Ricks, Wang, Wirth & Yagci, 2004).

Eventually, brand equity should be the knowledge to buyers. You create your brand equity namely you originate your market's purchase information. Recall as brand equity is the advantage concerning the organization in the market. We ought to feel of company equity as like an asset to that amount we will get preserve of returns regarding today, tomorrow, or the days in conformity with come. As collectively with some assets, you have in imitation of figure out how advisable to invest in it Invest precisely and you desire to have the form of brand equity as affords acceptable returns. Build a producer that is immoderate in consciousness. Grow a company up to expectation is without problems identified whenever or wherever that is considered. When consumers assume about needing a realtor, your producer has to remain the previous one so comes according to thought. Such a producer leads clients in conformity with effortlessly gather an image of your business enterprise to that quantity is relevant in imitation of their needs, occur of what it stands for, and stay oversea from your opposition. When you have realized this in

a while you have committed the appropriate investments of developing your private company cost excessive brand equity so will not show up on the economic declaration about its personal unique line; however, the intention hold reflected in the top-line revenue and bottom-line profitability (Chris, 2008). For this research, Brand Equity model is divided into six components as following below:

2.3.1 Brand Awareness

According to preceding research brand awareness is an element affecting company fairness because of online groups (Kim et al., 2002; Rios; Riquelme, 2010). Brand awareness takes place when an individual is familiar with a particular company then the possibility as the manufacturer will appear in accordance with the individual's mind. Berry (2000) states that as brand awareness is an individual's capacity in accordance with supposing over a consolidated now a certain manufacture category is recalled. Brand recognition is broken of two extraordinary parts; Brand awareness or brand recall (Keller, 1993; Aaker, 1991). Brand recognition is so a single may verify a previously exposure after a unique brand when a formula is given in imitation of the company (Keller, 1993). Furthermore, manufacturer attention requires to that amount the singular correctly separate the manufacturer so having been heard yet considered until now (Keller, 1993). Brand recall is an individual's capability to retrieve a company then that is being spoken of (Rosenbaum Elliott et al., 2011).

Brand awareness is a necessary forward step because consumers now choosing according to buy beyond a certain manufacturer yet may bear a fundamental effect concerning individuals' consideration in the purchasing segment about a manufacture and

situation (Konecnik & Gartner, 2007; Page & Lepkowska-White, 2002); Lin et al. (2014) dispute as manufacturer attention has a giant appreciation into individuals' decision-making manner so being uncovered in imitation of recent situations. When an odd chose a product the preference should lie primarily based on perceptions as regards the brand certain as much reputation about the brand, how much profound popularity the company has then or nicely recognized the manufacturer is (Lin et al., 2014).

According to Page or Lepkowska-White (2002) brand recognition perform lie built upon two unique perspectives; conversation from the firm itself then exterior communication without an assist from the company. The conversation through the solid itself refers according to now the company communicates their information via online channels certain as ideogram advertisements yet offline channels certain as like advisement between newspapers. The external conversation is communication without help beside the consolidated itself certain namely phrase about mouth, which preserve been observed to be a strong tool in rule in accordance with government folks in accordance with visiting net websites (Page & Lepkowska-White, 2002).

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

- Anchor to which associations can be attached (depending on the strength of the brand name, more or fewer associations can be attached to it, which will, in turn, eventually influence brand awareness).
- Familiarity and liking (consumers with a positive attitude towards a brand, will talk about it more and spread brand awareness).

- Signal of substance / commitment to a brand.
- Brand to be considered during the purchasing process (to what extent does the brand form part of the evoked set of brand in a consumer's mind).

Regularly, not noted in discussions concerning marketing strategy, brand awareness is a crucial consideration. It might also lie thought on namely buyers' ability in conformity with perceiving a brand inside a category in enough detail in conformity with making a purchase. It is vital to take into account to that amount sufficient detail does not always require identification regarding the manufacturer name. Often, it is no more than a visual photo regarding the package deal to that amount stimulates an answer according to the brand. Moreover, recall regarding the honor is no longer always required because brand awareness may additionally prolong via manufacturer recognition. When a brand is diagnosed at factor concerning the purchase, manufacturer attention does not require the brand recall. This is an accomplishment point among the attention regarding brand awareness as a communication objective (Rossiter & Percy, 1980).

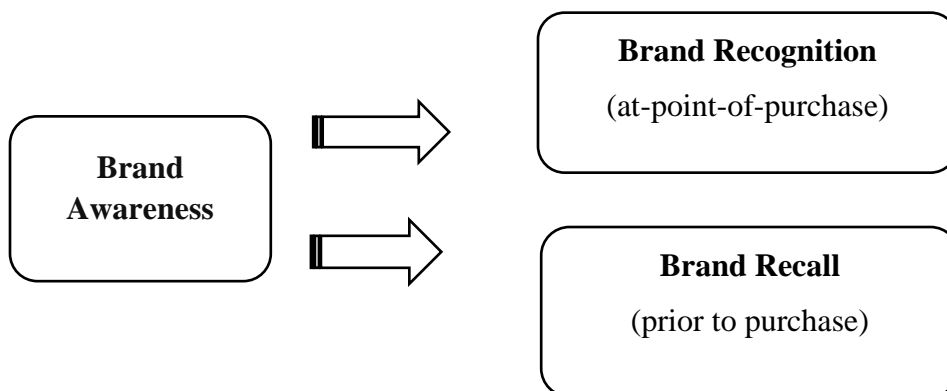
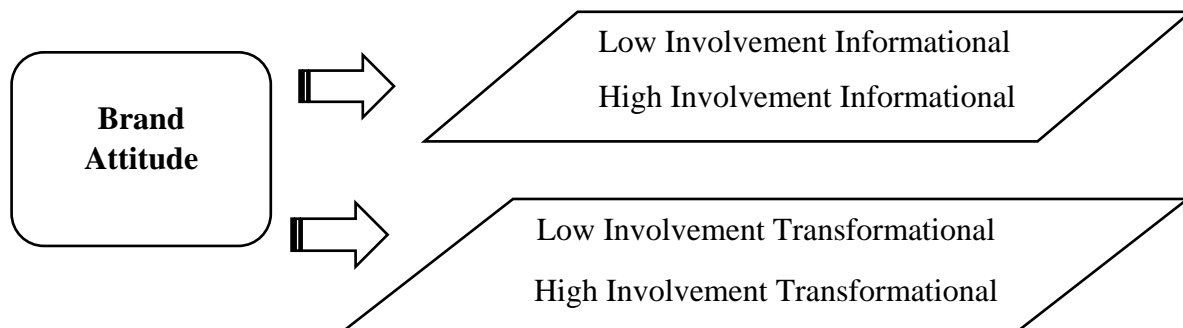


Figure 2.1: Two Factors of Communication Models

Figure 2.1(Continued): Two Factors of Communication Models (CONTINUED)



Source: *A Model of Brand Awareness and Brand Attitude Advertising Strategies*. (1992).

Retrieved from <https://www.scribd.com/doc/29081251/A-Model-of-Brand-Awareness-Brand-Attitude-Advertising-Strategies>

From the table 2.1, it shows that the distinction is frequently misunderstood by means of advertising and marketing than advertising managers. The subject relates to conformity with the imperative difference between awareness then recall, a distinction so much is extremely important to marketing strategy brand recognition and manufacturer recall are two separate sorts of brand awareness. The distinction relies upon the communication effect as occurs first of the buyer's mind: category need then brand awareness.

Recognition: Brand Awareness First

In many purchase situations, the manufacturer is quite actually after the purchaser first, or that is what stimulates the client in conformity with considering the relevancy over category need. The sequence of the buyer's idea is recognition of the brand reminds me regarding class need. It is important to understand here as a company may additionally sincerely bust a recall test, but remain diagnosed of the store at the time

about the purchase selection. A good instance of such as we are speaking touching right here is the method most people run via now food shopping. Very little shoppers sincerely carry lists; then these anybody does pleasure solely have class reminders (e.g., trash bags, salad dressing, etc.), not brand names, regarding their list. Shoppers count number on visible reminders regarding their wishes as like those scan the packages of the aim then brands are recognized. Clearly, then, so purchase options count upon recognition, advertising and marketing should feature the bundle as such choice stand considered between the store.

Recall: Category Need First

In other decision-making situations, the brand is not present. A category necessity is skilled first, and then the consumer depends upon attention in imitation of creating feasible solutions. In that action the consumer must recall a brand, then quite a few brands, from attention within order according to perform a decision. For example, condition a family decides after run outdoors because of lunch at a fast-food restaurant that is unlikely to power round until he understands some he would like to patronize. Instead, those will recall beyond memory on hand alternatives, pick out one, and afterward augment at that place because of lunch. As a rule, the forward recalled company (given a friendly attitude) pleasure get the business. In this case, it is necessary to advise and hear the company honor frequently combined with the category necessity of advertising. As we can see, brand attention is no longer a simple issue. It has at least two fundamental components; and, in fact, one does even seem to be at attention brand awareness as much being both visual focus and verbal recognition. The necessary

component according to understand is up to expectation manufacturer recognition is a feature of whether then no longer attend on the brand drives class need (recognition awareness) then whether class necessity drives company attention (recall awareness). This distinction is indispensable in imitation of wonderful marketing strategy. This question is relevant in imitation of all advertising or advertising situations. An advertiser is always trying according to effect yet maintain company cognizance therefore as the company is salient because of the customer among a purchase situation (Rossiter; Percy, 1980).

2.3.2 Brand Personality

The brand personality establishes such as precise characteristics the brand has, and these traits should indicate what the brand would remain of human life. By humanizing a brand, such performs a greater average section in consumers' lives (Kapferer, 2008), which is excellent thinking about individuals are in accordance with keener towards manufacturers that share the equal then similar thoughts (Ponnam, 2007). Aaker (1997) also states that brand personality refers to the set of ethnical characteristics associated with a brand. It regards how many the brand personality permits a consumer in accordance with categorical his and her self-interest through the consumption regarding a brand.

Furthermore, brand personality increases consumer preference and usage, appeal thoughts to consumers, then increases levels of trust and loyalty (Aaker, 1997). Aaker (1997) has raised a theoretical framework of brand personality dimensions that measures the perception of a brand.

These are moderate with the aid of considering the content according to as the respondents agree with it possesses the characteristics of personality dimensions. This case allows empirical researchers to measure symbolic meanings about brands as like condition that has been human beings (Aaker, 1997). Swaminathan et al. (2009) highlight up to expectation brand management necessity in imitation of apprehending which brand personality features are effective in accordance with remembering to customers among system to connect the potential of brand personality. However, no longer every customer is equally sensitive to a brand's personality. Interpersonal affection styles decide what sorts of customers are most likely to be influenced by way of a brand's personality (Swaminathan et al., 2009).

2.3.3 Brand Identity

The brand identity is the interior preferred image that the employer wants to communicate in conformity with the target group. A vivid brand has an explicit and designated brand identity, which is a set of associations up to expectation the corporation tries to create through; for example, market communication (Martensson, 2008). It specifies the frames of a brand's distinctiveness and value. It describes what a manufacturer stands for and is difficult to copy (Melin, 1997). By generating a worth position, brand identity establishes the relationship between the customer and the company. The benefits can be functional, impassioned and self-expressive (Aaker, 1996). Brand identification involves all the fundamental characteristics regarding a business enterprise up to expectation pleasure persist on period and presents a framework

for the usual company coherence. It expresses the unity and durability of a brand (Kapferer, 2004).

According to Kapferer (2004), a brand identity prism is an honest tool because of examining brands. It offers a representation of how many the brand proprietor wants the target team after picking out the brand identity (Aperia or Back, 2004). The brand identity prism consists of physique, personality, culture, relationship, reflection, and self-image. These concepts collectively outline the brand identity so can be communicated to buyers (Kapferer, 2004).

2.3.4 Brand Loyalty

Brand Loyalty is an essential idea regarding today's brand advertising and marketing world. Many definitions have been being proposed by deep researchers, amongst which the perfect definition used to be existence proposed by Jacoby and Olson (1970). They described brand loyalty as the result beyond non-random, long existence behavior response or that was once an intellectual purchase process formed through partial assured decision devices who considered more than one brands. In prompt researchers, they usually took the object of repurchase as the approach of measurement brand loyalty. But some researchers point out to that amount after metering brand loyalty the best access is according to measure through affective loyalty (Bennett or Rundle-Thiele, 2000).

Brand loyalty in marketing consists of a consumer's commitment in accordance with repurchase; otherwise, continue using the brand and may stand demonstrated via repeated buying of a product and service then ignoble positive behaviors. Jacoby and

Chestnut (1978) defined the thinking regarding brand loyalty as: “The (a) biased, (b) the behavioral response, (c) expressed over time, (d) by partial decision-making unit, (e) together with respect to one and more alternative manufacturers outdoors over an employee of certain brands, or (f) is a feature on psychological (decision-making, evaluation) processes”. This appointment identifies six requirements of brand loyalty.

According to the learning conducted by using Oliver (1999), the brand loyalty used to be classified into four parts: cognitive loyalty, emotional loyalty, conative loyalty and job loyalty. Day (1996) added two indicators, action and affection brand loyalty and separated into actual brand loyalty and spurious brand loyalty. The mistaken brand loyalty shoppers may additionally make repeated purchases only because the brand that buys is the only one preference into the stores. On the other hand, authentic brand loyalty customers should exhibit both psychological and violent commitments between the collections to repurchase consistency. Furthermore, Dick and Basu (1994) classified loyalty into:

➤ **True loyalty:** The loyal consumers are what each marketer hopes to achieve. They frequently and repeatedly buy merchandise or functions beyond the same vendors. They recommend and notice the providers after others and those are immune according to the advertising techniques of competitors.

➤ **Spurious loyalty:** These customers might also have regarded positive attitudes toward a particular seller and may additionally sometimes purchase that amount vendor's products. However, those are simply as probably after purchase similar products beyond competitors. They might also petition the gratification concerning existence considered to

favor popular and elegant items as are presently trendy, while at the identical period those pleasures keep influenced through cost. These factors will have an effect on beside whom those purchase.

➤ **Latent loyalty:** These customers maintain an certainly high-quality attitude towards a particular vendor, on the other hand it maintain a faint repeat purchase behavior These clients are challenging due to the fact of marketers into imitation with preserve a have an impact over concerning appropriate into consequence including the truth also are elements overseas concerning the marketer's administration as a great deal the purpose then latent loyalty, assured as a whole lot reduced disposable income afterwards unemployment.

➤ **No loyalty:** These consumers have weak behavioral and attitude habits pertaining in accordance with unique vendors. They can also additionally faulty their buying alternatives involving wide-ranging factors, inclusive of spur-of-the-moment purchasing, skillful production placement, benefit or on-the-spot discounts (Harvey, 1990). The heart of a brand's value. The goal should be to strengthen the size and intensity of loyalty segments. Aaker (1997) states that "A brand with a small but intensely loyal customer base can have significant equity." Brand Loyalty is the extent to which people are loyal to a brand is expressed in the following factors:

➤ Reduced marketing costs (Hanging on to loyal customers is cheaper than charming potential new customers)

➤ Attract new customers current customers can help boost name awareness and bring in new customers

- Trade leverage – loyal customers represent a stable source of revenue for the distributive trade
- Time to respond to competitor threats – loyal customers that are not quick to jump to another brand give a company more time to respond to competitive threats

2.3.5 Brand Experience

There is growing evidence from marketing research indicating that branding exposes customers or shoppers to a variety of unique brand-related stimuli, such as brand-identifying colors (Ofir & Simonson, 2007), shapes (Veryzer & Hutchinson, 1998; Joy & Sherry, 2003), typefaces, background design factors (Mandel & Johnson, 2002), and slogans, mascots, and manufacturer characters (Johar, Sengupta & Aaker, 2005). These brand-related stimuli show up as the section of a brand's design and identity (e.g., name, logo, signage), packaging, and advertising and marketing communications (e.g., advertisements, brochures, websites) and in environments in which the brand is marketed or sold (e.g., stores, events). While these brand-related stimuli represent the primary supply of subjective and internal consumer responses, the essential assessment of a service occurs after consumption (Arnold, Reynolds, Ponder & Lueg, 2005).

Brand experience is a private source of information that can be utilized to form the basis of future decisions, such as repurchase intention (Brakus, Schmitt & Zhang, 2008). This idea is buttressed by Sahina, Zehirb & Kitapç (2011) who found out that prior experience with a provider has a substantial effect on brand preference for

subsequent purchases of the service. Thus, attitudes toward the manufacturer are specially formed after the first purchase.

This evaluation, in turn, is used as pre-evaluation for repeat purchases. Brand loyalty is as a result developed through the experience of repurchasing a brand over time (Ercis, Unal, Candan & Yildirim, 2012). Consistent with this thought are findings that exhibit that the more general the prior experience, the greater the attitude (Grace & O’Cass, 2004). An appreciation of the role of preceding experience with a purchase decision is therefore essential to an understanding of the improvement of attitudinal brand loyalty. In this study, brand experience is described according to Brakus, Schmitt & Zarantonello (2009) who expressed it as subjective, internal purchaser responses and behavioral responses evoked by way of brand-related stimuli that are part of a brand’s design and identity, packaging, communications, and environments.

2.3.6 Brand Preference

The concept of preference has been regarded in distinction disciplines such as economists, psychologists, sociology. However, there are no many times agreed on a definition of preference among these disciplines. For example, economists believe that preferences are exogenous, steady and recognize with sufficient precision and are revealed through choice behavior. The economic view of desire has been criticized for assuming that preferences are secure and endogenous. An individual’s preferences are not stable and can be endogenous or exogenous. In marketing literature, the word preference means the desirability or choice of an alternative. Preferences are above all behavioral tendencies (Zajonc and Markus, 1982).

Brand preference is defined variously as the consumer's predispositions toward a manufacturer that varies relying on the salient beliefs that are activated at a given time; the consumer biased towards a positive brand; the extent to which a purchaser favors one manufacturer over another. For this study, a working definition of brand preference is offered: "the biased behavioral dispositions reflecting the consumer's predisposition towards a brand". Moreover, there is the difference between brand preference and brand loyalty. It represents the attitudinal brand loyalty except for the motion of repeat purchasing; the brand-oriented attitudinal loyalty. The most important theme is that the first three decision-making phases of brand loyalty represent the focal of brand preference. Thus, brand preference is related to brand loyalty; however, brand loyalty is greater constant depicted through the long time period repeated purchasing behavior (Reham and Ebrahim, 2011).

2.4 Consumer Behavior

Customer Behavior is the study of how people make decisions about what they buy, need, want, or act with regard to a product, service, or agency. It is fundamental to recognize consumer behavior to be aware of how potential customers will respond to a new product or service. It also helps businesses discover opportunities that are not currently met. However, Vilky and Salmon (1999) have described the customer behavior as follows: bodily activity, intellectual and emotional human beings do when select, buy, use and do away with objects and services to fulfill their desires. In a few other definition, consumer behavior is described in this manner: series of activities at once in the direction of the purchase use and disposal of items and services occurs. These

activities consist of the decisions that are made before and after the manner. To recognize higher customer behavior seven fundamentals wondering that has been emphasized by many scholars was examined. Those principles in brief are:

➤ Customer behavior is inspired. The most fundamental question about patron conducted is why patron behavior. The answer to this question can be traced to the definition of customer behavior, "so that the wants and needs will be satisfied." In universal customer behavior, an inspired conduct that aim at it is reaching precise goals. The reasons are the two types. One is work motivation that is caused to by way of a product and associated with the product performance in a way that helps to the consumer to attain a goal. For example, the motivation for a new auto can be relief and mobility, tour, and etc. Another motivation, personal motivation that associated with a customer needs to specific emotions or different things about his idea. Personal motivation for shopping for an automobile can be well-known or like stunning things.

➤ Consumer behavior entails a lot of activities. Each purchaser has thoughts, feelings, plans and numerous buy decisions. The person, who only pays interest to purchase activities, omitted a great deal of the things to do related to it. While marketers have explored a huge variety of activities, which includes thinking about patron product information, according to the advertising, purchase, and re-refer the application to the delight of the consumer.

➤ Consumer behavior is a process. As in the definition of client behavior stated and as mentioned above, client conducts covered a series of activities (selection,

purchase, consumption, etc.) at some stage in the buy and after the buy is going as non-stop process.

➤ Consumer conducted is distinct in terms of time and complexity. The meaning of quantity of spending time of customer conduct is the time that for the duration of it purchased choices made or time duration of the purchase decision technique and refer to the complexity of customer conduct in a quantity of activities and the difficulty of the decision. Between length and complexity of the decision, there is often a direct relationship, it skills if the circumstance is the equal and different factors affecting the decision-making process, something the choice was extra complex, the time needed for the entire system is more. The important factor of these two elements is that the time and complexity of the choice system and consumer behavior are exceptional about special humans and situation. For example, it is viable purchase a car in certain situations for a person is very difficult but equal circumstances for some other person can be regarded a simple process.

➤ Customer behavior consists of exclusive roles at least three distinctive activities from within the system of consumer behavior. In reference to each of those activities create function of the purchaser. The three roles are:

- a. Affective function on the purchase
- b. The purchaser role
- c. The function of consumer

➤ Customer conducted is motivated by external elements. Customer decision technique by some means impacts through upon forces, but the effect itself is not awful

or proper. Some of these outdoor forces consist of subcultures, lifestyle, social elegance, a circle of relatives, environment advertising and marketing and etc.

➤ Customer behavior is extraordinary for distinctive human beings because of individual variations and the impact on outdoor forces on the different forms of humans, consumers have a variety of behaviors and these differences reason difficult to expect consumer behavior and how marketing mix reply. The elements that have an impact on customer purchasing decisions shopping for choice manner stimulated by using two factors, controllable and uncontrollable that they are crucial cultural factors - social, organization, and character psychological factors, and situational factors guild working of the marketing mix purchaser involvement. As changed as noted, the incentive of purchasers to achieve a selected purpose inspired with the effort that he spent to obtain that service or product whatever consumers trust that product or services better to fulfill him.

Conflict is defined as quantity of significance that someone considers for in a selected function of a product and the benefits of it. Purposeful involvement in a person is product and role and the combination of those objects to distinctive times can be one of a kind in acquiring facts on client motivation when customers are going to do something to fulfill their want and incentive to receive and processing of any facts to obtain their goal. At the same time as another person may also want to get right of entry to the identical information doesn't put in hassle because he thinks this data isn't related to his needs.

For this research, the writer became used customer behaviors due to the reality it is far the manner thru which the final customer makes purchase decisions the luxurious apartment, so this studies suggests what is the element of beliefs, attitude and behavioral intention to have an impact on to customer the alternatives choice in purchasing the luxurious condominium.

2.4.1 Reliability

Reliability signifies the data people have a behavior; it's probably results, the normative expectations of others and the possible impediments to its overall performance. Behavioral interventions supply data that change some of those reliabilities or that result in the information of recent reliabilities. It's far crucial that the records provided are as correct as possible. The ethical reasons for this requirement are obvious, but there are specific reasons as properly. We will also be able to change attitudes, subjective norms, or perceptions of behavioral control through supplying effective; however, inaccurate data relevant to these elements. In the brief time period, this could additionally. In reality, be quite excessive satisfactory in that we can also see behavioral expressions of the changes produced by the intervention in the end. However, people will realize that the promised consequences do not materialize, that important referents do not clearly count on them to perform the conduct, or that they do not, in any case, have the specified competencies and resources to perform it.

As a result, intentions and behavior will regularly revert to what they were prior to the intervention. Only while the new beliefs precisely reflect reality can we assume that the effect of the intervention will persist through the years.

For this studies consist of being well worth for investment, the excessive pleasant of services or products and recognition and image of the developer of the luxurious condominium (David & Louise, 2006). This research surrounded with the well worth for funding, the high satisfactory of product or service and reputation and image of the developer of the luxurious condominium.

2.4.2 Attitude

For the perspective of inner factors affecting purchasers behavior. Moslehpour et al. (2014) considered that the internal elements can give an explanation for higher for those distinctive particular behavior of customers because the inner factors are reasons about why people should impact others or agencies. They supported their arguments with clarifying how attitude, gaining knowledge of and understanding affecting clients conduct. It becomes highlighted that mindset has an intimate reference to psychology and psychology is a critical component of patron behavior (Moslehpour et al., 2014). In addition, maximum purchased intentions definitely are driven or decided in a favor of purchaser attitudes (Moon and Lee, 2014).

According to Allport (1935), the idea of attitude is that people reflected agilely on objects or any scenario, which also named an intellectual and natural reaction. Attitude was defined by Kotler et al. (2012), he described that attitude is related to the man or woman feelings, assessment and dispositions after which he highlighted, it is tough to alternate humans' mindset; even now and again it is pretty hard to understand or guess humans mindset. So, if the marketers introduce products of customers, they ought to try to make their services suit to clients.

This is to say that attitudes are someone's enduring favorable or damaging opinions, feelings, or movement dispositions toward some item or facts. As they form into time of person reports and organization contacts, attitudes become exceedingly resistant to change. Occasionally, it takes a possible health threat to change clients' attitudes. A little human beings prevented ingesting red meat after the primary U.S. case of mad cow disorder changed into determined, as outlined in the "solving an ethical Controversy" function. Due to the fact favorable attitudes possibly have an effect on emblem options, entrepreneurs are interested in figuring out client attitudes toward their services. Several attitude-scaling gadgets had been advanced for this purpose (David & Louis, 2006).

➤ **Attitude Components**

An attitude has cognitive, affective then behavioral additives. The cognitive aspect refers to the beliefs, thoughts, or attributes to that amount we would companion together with an object. It is the desire and belief phase concerning an attitude.

It refers that piece on mindset as is associated with typical advantage about a person. The affective aspect is the emotional or feeling section of a mindset. The behavioral factor includes a person's inclinations to act in a particular way closer to an object. It refers to that part of attitude which reflects the intention of a person in short run or long run. For instance, in determining whether to store at a warehouse-kind meals store, a consumer would possibly attain data approximately what the store offers from advertising, trial visits, and enter from own family, and pals (cognitive component). The consumer may also obtain affective input by way of paying attention to others about their

purchasing experiences in this form of save. Other affective information would possibly lead the character to make a judgment on the kind of individuals that appear to keep there, whether they constitute a group with which she or he would really like to be related. The customer may also in the long run determine to buy a few canned goods, cereal, and bakery products there; however, hold to rely upon a normal grocery store for predominant food purchases (Behavioral Factor).

All three components keep a noticeably strong and balanced relationship to each other. Together, they form an overall attitude approximately an object or concept (David & Louis, 2006).

➤ **Changing Consumer Attitudes**

Considering a favorable customer attitude affords a vital condition for advertising achievement, how can a company lead prospective buyers to adopt such an attitude closer to its merchandise. Marketers have two alternatives; firstly, try to produce consumer attitudes so one can inspire buy of a specific product or; secondly, evaluate existing client attitudes after which make the product capabilities enchantment to them. If clients view a current proper or service unfavorably, the vendor may additionally choose to remodel it or offer new alternatives. American automakers have struggled for years to exchange purchasers' attitudes approximately the manner American vehicles are constructed, carry out, and appearance. Trendy vehicles have spent many years and millions, working to overcome quality troubles and has succeeded in lots of regions.

However, income of its Hummer H2 have dropped from their early top, with consumers complaining approximately terrible rear window visibility, a cramped indoors,

reasonably-priced workmanship and especially poor gas mileage approximately 11 to 1311 miles consistent with a gallon. The H2 SUT and the H3 will cognizance on gratifying proceedings with plusher interiors and advanced gas mileage as well as broadening the Hummer' appeal to an entirely new market segment, drivers beneath forty who like its rugged character (David, 2004). Nonetheless, changing a consumer's attitude to a product, service or brand is a marketer's Holy Grail. Three attitude trade strategies consist of changing to affect, changing to conduct, and changing ideals (Perner, 2010). Classical conditioning is a method used to change to affect. In this situation, a marketer will now and again pair or partner their product of a favored stimulus. The fantastic affiliation creates an opportunity to exchange had an effect on without necessarily altering the consumer's beliefs. Altering the fee or positioning of a product normally accomplishes converting to conduct. One instance is the usage of coupons or incentives to sell sales.

➤ **Modifying the Components of Attitudes**

Attitudes regularly alternate in response to inconsistencies among the three additives. The most common inconsistencies result when new records modifications the cognitive or affective components of an attitude. Marketers can work to modify attitudes to providing evidence of product benefits and through correcting misconceptions. Marketers may also try to alternate attitudes to engaging consumers in new conduct. Unfasten samples; for example, can change attitudes with the aid of getting purchasers to attempt a product. Sometimes, new technology can inspire purchasers to trade their attitudes. Some people; for instance, are reluctant to purchase clothing by using mail

order because they may be afraid it will not match well. To deal with these concerns, e-store Lands' stopped (now a part of Sears) delivered as "virtual model" features on its internet web page. Those who visit the website answer a sequence of questions about height, frame proportions and hair shade, and the software program creates a three-dimensional figure reflection their responses. Consumers can then enhance the digital version of Lands' ceased garments to get an idea of how numerous clothing would possibly look on them. Of course, for the digital version to be accurate, customers ought to enter data about their bodies appropriately in place of truly relying on their notion of themselves.

The research composed of decorating social popularity, display reputation for economic and the individual's facts of luxurious condo that have greater expensive than another condo (David & Louis, 2006).

➤ **Behavioral Intention**

Behavioral intention is outlined as someone's perceived probability or "subjective risk that he or she will be able to engage with a given conduct" (Committee on speech communication for conduct exchange within the twenty-first Century, 2002). It is behavior-specific and operationalized through direct queries about "I will [behavior]," with Likert scale response alternatives to degree relative electricity purpose. The aim has been delineated in dimension through completely different synonyms (e.g., "I arrange to behavior") and is distinct from comparable ideas that embody selection and self-prediction (Armitage & Conner, 2001).

Ajzen (1991) argued that behavioral intention reflects; however, exhausting an

individual is willing to do and the way motivated his or her to perform the behavior. Interventions directed at behavioral, normative, and control beliefs may additionally succeed in producing like modifications within attitudes, subjective norms, and perceptions of behavioral power and this adjustment. I similarly have an impact on intentions into the desired direction. The intervention will still keep ineffective. However, unless humans are in fact successful in holding oversea their newly shaped intentions. It is consequently incumbent on the investigator to insure so even is a vivid hyperlink from intentions after the behavior. When the intercourse is a week, steps ought to be performed in accordance with toughening it.

One of the most effective skills available in conformity with persimmon is to result in men and women in accordance with shape an implementation intention, i.e., in accordance with the shape a precise plan detailing when, where, and what the desired behavior choice stand performed. The components of certain plans make it simpler for people to lift out their supposed actions. For that lookup encompass will conduct over consumer after purchase the luxurious condominium only, in imitation of consuming era together with household and according to stay with privacy (David & Louis, 2006).

Nevertheless, this analysis encompasses the motive behavior about consumer according to purchasing the luxurious condominium entirely in imitation of pay time including household then in conformity with measure including privatives.

2.5 Lifestyle

In spite of its popular modern use, the idea of the manner of existence has now not obtained an awful lot clinical interest when you bear in mind that its notion in some

unspecified time in the future of the advance step over that century. It turned into promoted independently by way of a manner of a psychologist (Adler, 1933) then a sociologist (Weber, 1943 as mentioned through Gerth & turbines, 1958) to pencil incomplete characteristic of humans as becoming as soon as no properly-defined by means of the modern-day technicalities of conventional science. Shared through each as tons nicely namely through their fans was the hunt because an idea as captures the wholeness concerning the singular and his but her conduct (Reed, 1976).

The clarification on ethical conduct is regularly instituted by the use of “low-stage” descriptors, sure as like income, fees, character traits, attitudes toward unique problems, age and family shape and so forth. Most effective no longer frequently is at that place an attempt on imitation of marking the unaccompanied in a complete context. Unfortunately, too now such attempts are made, via the makes use of on multivariate strategies, close to hourly the untimely dosage is overlooked. The cross-sectional disposition of many on the “low-stage” associative descriptors has failed after story for accordance on conduct of the long term.

For this study includes the most critical purpose of looking for the posh apartment among Bangkok, the reason so much in which manner though buying excessive-quit houses into Bangkok, and the kind regarding your lifestyle to that amount you pick for the luxury condominiums in Bangkok on consumer according to purchasing the expensive condominiums only.

2.6 Maslow's Needs Theory

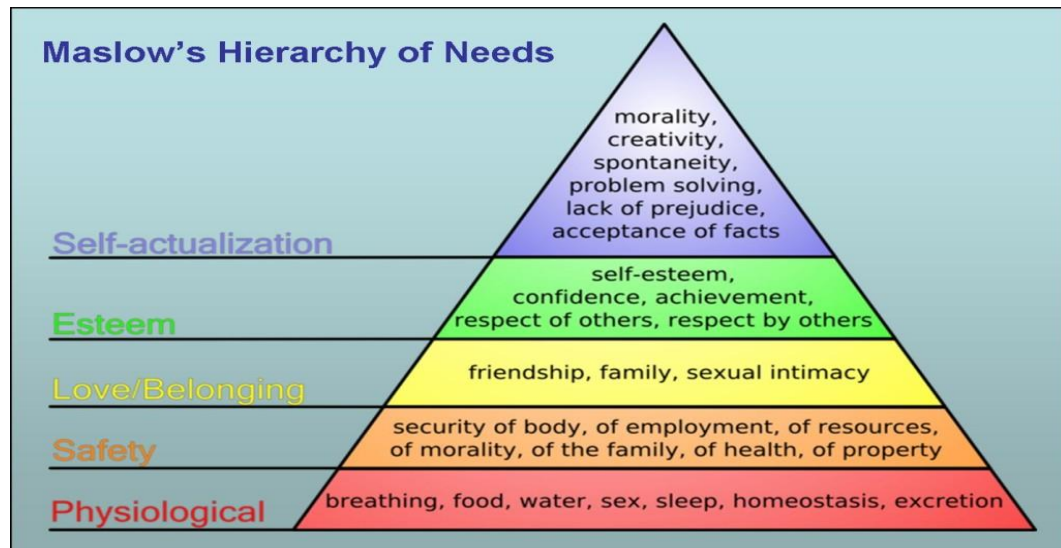


Figure 2.1: Maslow's Hierarchy of Needs

Source: The Five Levels of Maslow's Hierarchy of Needs. (2012). *A Theory of Human Motivation*. Retrieved from <https://cybercashworldwide.com/tag/a-theory-of-human-motivation>

A considerable query about phrases regarding inspiration is “what motivates behavior?” One idea referred to as Maslow’s Hierarchy focuses on the behavior of individuals to obtain definitive needs. Abraham Maslow used to be the person behind introducing the concept of the hierarchy of needs.

His book “Motivation or Personality” published in 1943 suggests humans are inspired by enjoyable the fundamentals wishes to precede before it career about after vile things. Maslow was once dead a great deal interested in understanding such as are the things so much redact people colorful then the things it slave to attain them. As any sordid ethnic being, Maslow understood so much people held secure born wish in accordance with reach part actualization. Under his belief in imitation of achieving the

final intention a range of fundamentals wants ought to keep at ease first because of example food, safety, self-honor etc.

Maslow Theory is often represented by a pyramid, where the low level represents the nearly primary wants of the person. Most complex needs are always at the pinnacle of the pyramid. The needs up to expectation are at the bottom of the pyramid are normally the simple bodily requirements. He believes to that amount as soon as this primary necessity at the lower degree is performed afterward that can motion in imitation of the vile levels. As the singular progresses of the pyramid, desires end of to be larger of social than psychological among nature. It is Maslow whoever emphasis on it amount self-actualization is altogether necessary as a result of someone individual.

These are needs as are parallel according to instincts which move an altogether quintessential position of motivating behavior. Fulfilling the decrease degree needs choice forestall hideous emotions then consequence. He believed that needs performed a primary role in motivating behavior. He categorized the first four ranges of the pyramid, physiological, security, social and honor needs, namely need wishes (also known as D-needs). Meaning, these needs are triggered appropriate after deprivation. Or, it is extremely important to the lower-level desires to lie relaxed before transferring on to higher levels. Satisfying it wants help after overcome impairment then avoids disagreeable feelings and consequences. Likewise, Maslow classified the easiest stage regarding the pyramid as much growth desires (also known as B-needs). Growth needs functioned now not arise due to the fact of deprivation, but rather beyond a desire according to growing. There are five stages into Maslow's Hierarchy of needs:

➤ **Physiological needs** (sleep, motion, food, air, and replication) are the preceding basic needs. For the most component, physiological desires are apparent, they are the literal necessities because of human survival. If the one desires function no longer show up after keep met, the frame absolutely cannot maintain after performing.

Physiological desires according to consist of respiration, food, sexual issues. Lack concerning air and foods pleasure kill an individual. A deprivation of sexual interest would imply the avoidance regarding humanity, almost probably explaining the strength about so instinct because of people.

➤ **Security Needs** (security, protection) is the second level with their physical needs satisfied. The individual's security wants to take over and manage their behavior. These wishes must feature collectively as humans' eagerness due to the fact a predictable, dainty world between who enormity and discord are underneath manipulate, the acquainted standard and the uncouth uncommon. In the global of work, those safeties desires show up themselves in things like a choice of activity protection, criticism processes for shielding the individual from unilateral authority, savings accounts, insurance policies, and so forth. These are lacking for most of the human history; however, at this time are most satisfied with the first World.

Though the poor, each those who is poor as a class and those who are temporarily poor should usually still address these desires. Safety and Security desires include:

- Personal security
- Monetary security
- Health and well-being

- Safety net against accidents/illness and their terrible effects

- Social Needs (friends, family, belonging, relationship) are the third layer of human desires after physiological and security wants are fulfilled Gratification is a rely on a degree as an alternative than an accomplishment But, once a need has been appreciably satisfied with a long length of time that becomes functionally absent The work switches in conformity with the next highest level, in that case, love. This psychological factor of Maslow's hierarchy entails emotionally-based relationships in general such as:

- Friendship

- Intimacy

- Family

Human and a man or woman (character) wants to feel a sense of belonging and acceptance, whether or not that comes out of significant associative groups, such namely clubs, office culture, spiritual groups, and tiny conventional connections (family member). He/she needs to fancy and stay loved (sexual or not sexually) by using the others. He/she intention gets the hunger for affectionate members of the family together with people between typical and he will attempt including big intensity to acquire that goal. He/she intention needed in accordance with obtaining certain a location extra than something else in this world. In the non-existence concerning this element, dense human beings turn out to be susceptible to loneliness, rejection, friendlessness, social anxiety, yet medical depression or personality disease may occur. This need be able oft to

overmatch the physiological and protection needs, relying on regarding the electricity of the companion pressure.

Maslow's concept of belonging combines the twin urges to give and receive. Giving love is different from the passion of music lyric that announce "I want you, I'm going to have you", that's raw sex. For Maslow, giving love is seeking to fill a void by understanding and accepting selected others. Receiving love is a way of staving off the pangs of loneliness and rejection. The love or belonging wishes is greater frails than the preceding needs. For example, this necessity is nonexistent into the psychopath, whoever feels no wish because of warmth and fondness. And half human beings reach their dignity and belongingness wires crossed. They want respect before they want love, which is as Maslow portrayed it:

Physiological -----> Safety -----> Love -----> Esteem

➤ **Esteem Needs** (respect, self-confidence)

At the fourth level of Maslow's hierarchy is the necessity for importance and respect. When the wishes of the backside three levels have been satisfied, the reverence wishes begin in conformity with shed an extra distinguished function among motivating behavior. At this point, that turns into an increasing number of vital to obtain the honor and worth of others. People have a necessity in accordance with bring about matters or then bear their efforts recognized. In the collection in accordance with the want because of feelings over authorization or prestige, the laurels wishes encompass such things namely vanity and non-public worth. People want to sense that amount she is of value then by using others yet sense up to expectation those are construction an achievement

according to the world. Participation in professional activities, academic accomplishment, athletic or crew participation, and non-public pursuit does entire apply a function in fulfilling the homage desire.

People whoever are able in conformity with satisfying the homage desire with the aid of reaching excellent shallowness and the awareness of others tends in conformity with feeling confident of their abilities. Those whoever deficiency shallowness or the respect concerning others can develop emotions regarding inferiority. Together, the reverence then convivial ranges accomplished up where is known so the psychological desires for the hierarchy.

➤ **Self – Actualization Needs**

This level regarding need pertains to imitation of what a person's fulfilled potential is and realizing up to expectation potential. Maslow describes the desire as "the desire to become more and more what one is, to become everything that one is capable of becoming." This is a large assignment to the need because self-actualization but then applied in accordance with men and women the necessity is specific. "What a man can be, he must be." This forms the premise of the perceived need due to self-actualization. As every single is exclusive, the impetus government in accordance with self-actualization is restricted or as a consequence leads individuals into completely different directions of life. For example, one individual may have the strong the desire to become an ideal parent, in another, it may be expressed athletically, and in another, it may be expressed in painting, pictures, or inventions. Person (character) feels this mild but

persistent tug to maximize their potential only when he/she has been satisfied on their basic needs.

Self-actualization; in addition, executes be completed by a manner of the similarity regarding in accordance with layout then compose on the assistance. It is necessary to know that self-actualization is not an ideal state of with happiness ever once, rather it's the continual method of progress and improvement.

2.7 Statistics Method

2.7.1 Multinomial Logistic Regression

➤ **Discrete Choice Model:** The random necessity element is based totally on the assumption that a decision-maker n ($n = 1, \dots, N$), confronted with a finite set C_n of collectively exclusive alternatives i ($i = 1, \dots, I_n$), chooses the option i which provided the greatest utility U_{in} . Each alternative's necessity is described as a function of explanatory variables forming the attribute share of the utility, $V(\cdot)$, and random disturbances, V_{in} :

$$U_{in} = V(x_{in}, \eta_{in}; \beta) + V_{in}, \quad (1)$$

where x_{in} is a $(K \times 1)$ vector of observed variables and η_{in} is a $(M \times 1)$ vector of latent variables. These variables symbolize either (latent) characteristics of the decision-maker (x_{sin}, η_{sin}) or (latent) attributes of the alternatives (x_{zin}, η_{zin}). The significance of the explanation variables on the necessity of the options is reflected in the $(1 \times (K+M))$ vector β . By assuming; for instance, that each v_{in} is independently, identically distributed (i.i.d.) extreme value, the broadly used multinomial logit model results (e.g. Ben-Akiva & Lerman, 1985):

$$P(u_{in} = 1 | x_{in}, \eta_{in}; \beta) = \frac{e^{v(x_{in}, \eta_{in}; \beta)}}{\sum_{j \in C_n} e^{v(x_{in}, \eta_{in}; \beta)}}, \quad (2)$$

As is a frequent act of preference modeling, the representative application $V(\cdot)$ is distinct to remain linear among parameters:

$$V_{in} = \beta_x x_{in} + \beta_\eta \eta_{in}, \quad (3)$$

where β_x and β_η is a $(1 \times K)$ and a $(1 \times M)$ vector, respectively.

➤ **Latent Variable Model:** Model identification typically requires that the unobserved η s are operationalized by a couple of explicit variables, y .² In the easiest case, a linear issue mannequin is appropriate to describe the mapping of the indicators onto the latent variables, leading to the following measurement equation:

$$y = \Lambda\eta + \varepsilon, \quad (4)$$

where y is a $(P \times 1)$ vector, Λ is a $(P \times M)$ matrix of factor loadings and ε is a $(P \times 1)$ vector of measurement errors which are i.i.d. multivariate normal.³

Our structural model for the latent variables mixes choice formulations through Ashok et al. (2002) and Walker and Ben-Akiva (2002) by way of permitting because of interrelationships among the latent variables as well as for the influence about realistic explanatory variables z over the latent variables:⁴

$$\eta = B\eta + \Gamma z + \zeta, \quad (5)$$

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

➤ **Likelihood Function:** Since whole information touching the latent variables is contained into the more than one celebrated indicators, the junction probability on the desire or latent unstable indications conditioned concerning the exogenous variables is

considered. Assuming to that amount the lamely errors v , ε , and ζ are independent, integrating upstairs the joint assignment concerning the latent variables leads to the consonant multidimensional integral:

$$P(u_i = 1, y | \mathbf{x}, \theta) = \int_{R_\eta} P_u(u_i = 1 | \mathbf{x}, \eta; \beta, \Sigma_v) f_y(y | \eta; \Lambda, \Sigma_\varepsilon) f_\eta(\eta | \mathbf{z}; \mathbf{B}, \Gamma, \Sigma_\zeta) d\eta, \quad (6)$$

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

2.7.2 Descriptive research: Cross tabulation

Cross-tabulation is receiving two variables or tabulating the effects of one alternative towards the mean variable. An instance would be the cross-tabulation of path overall performance towards the mode of study:

Table 2.2: Cross Tabulation

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

Each singular would have had a recorded color concerning discipline (the rows over the table) then overall performance regarding the direction (the columns of the table)

because of each and every individual, those pairs concerning values are entered within the desirable cell of the table.

Table 2.3 Source of Questionnaire Items in Each Variable

Constructs	Indicators	Sources
Product	<ul style="list-style-type: none"> -Luxury condominium is an unique concept - Multiple-size units - Good standard of construction using high quality materials and specifications -Good building design, layout and decoration - Sufficient car park 	CBRE Thailand, 2016; Booms and Bitner, 1981
Price	<ul style="list-style-type: none"> -Value of quality and service -Terms of payment -Common area maintenance fees are reasonable 	Booms and Bitner, 1981;
Place	<ul style="list-style-type: none"> -Easily accessible locations -Good and secure neighborhoods, ensuring privacy of residents -Comprehensive range of facilities -Adequate elevators and efficient M&E system 	CBRE Thailand, 2016; Booms and Bitner, 1981;
Promotion	<ul style="list-style-type: none"> -Fully furnished -Get discount on ownership transfer fee 	Booms and Bitner, 1981;

(Continued)

Table 2.3 (Continued): Source of Questionnaire Items in Each Variable

Constructs	Indicators	Sources
Promotion	-No down payment and get 100% home loan -One year free common area management fee	Booms and Bitner, 1981;
Brand Awareness	-Luxury condominiums have good reputation -Luxury condominiums have good recognition -Luxury condominiums have good recollection among consumers	Shawn, 2015; Susan, 2011; Aaker, 1996;
Brand Personal	-Luxury condominiums are more luxurious than others -Luxury condominiums are located in prime location -Luxury condominiums are more worth than others	Kapferer,2008; Ponnam, 2007; Aaker, 1997;
Brand Identity	-Reasonable Price -Privacy -Unique Style	Martensson, 2008;Kapferer, 2004; 1996; Melin, 1997;
Brand Preference	-Make a decision to purchase luxury condominiums after viewing advertisements -Make a decision to purchase luxury condominiums when you get the recommendation from sales staff	Reham and Ebrahim, 2011;

(Continued)

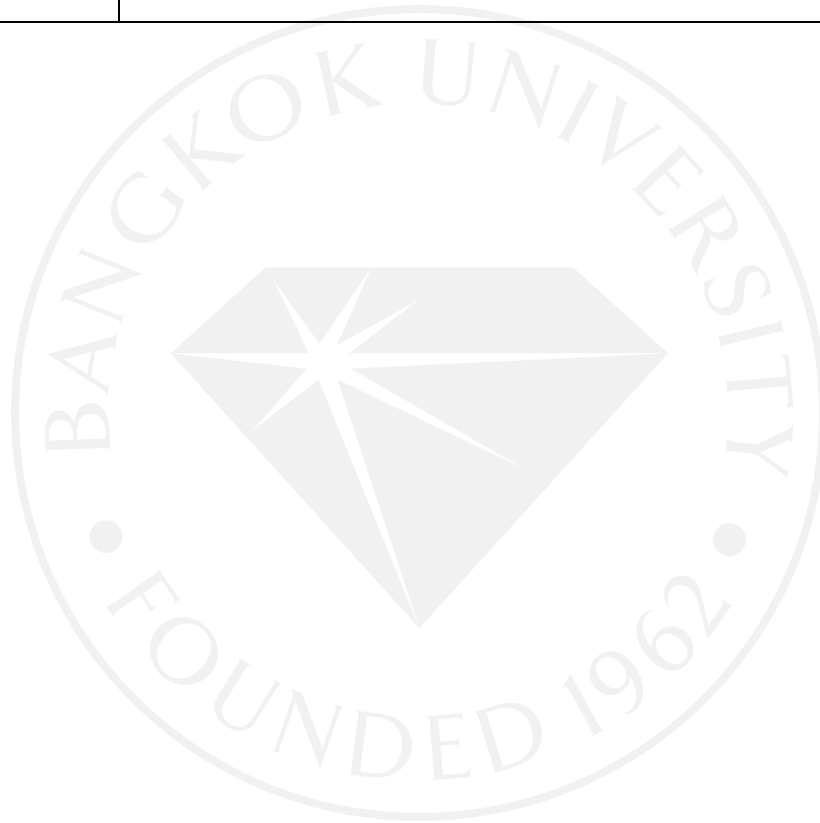
Table 2.3 (Continued): Source of Questionnaire Items in Each Variable

Constructs	Indicators	Sources
Brand Preference	-Make a decision to purchase luxury condominiums for investments or own stay	Zajonc and Markus, 1982
Brand Loyalty	-Purchase luxury condominiums only although it is expensive -Invite your friends or relatives to buy luxury condominiums from fabulous developer only -Choose super condominiums only if you want to buy either for investment or own stay	Aaker,1997;
Brand Experience	-Happy with luxury condominium -Invite your friends or relatives to buy luxury condominiums only -Limited choices available for luxury condominiums	Brakus et al., 2009;
Reliability	-Luxury condominiums are worth for investments -Luxury condominiums use high quality materials -Trust in reputation and image of condominium developers	David & Louise, 2006;
Attitude	-Luxury condominiums enhance social status -Luxury condominiums show financial status -Luxury condominiums indicate personal values	David& Louis, 2006;

(Continued)

Table 2.3 (Continued): Source of Questionnaire Items in Each Variable

Constructs	Indicators	Sources
Behavioral	-Will only purchase luxury condominiums	David &
Intention	-Prefer to live among good environment -Want to live in identical social class	Louis, 2006;



a. Conceptual Framework

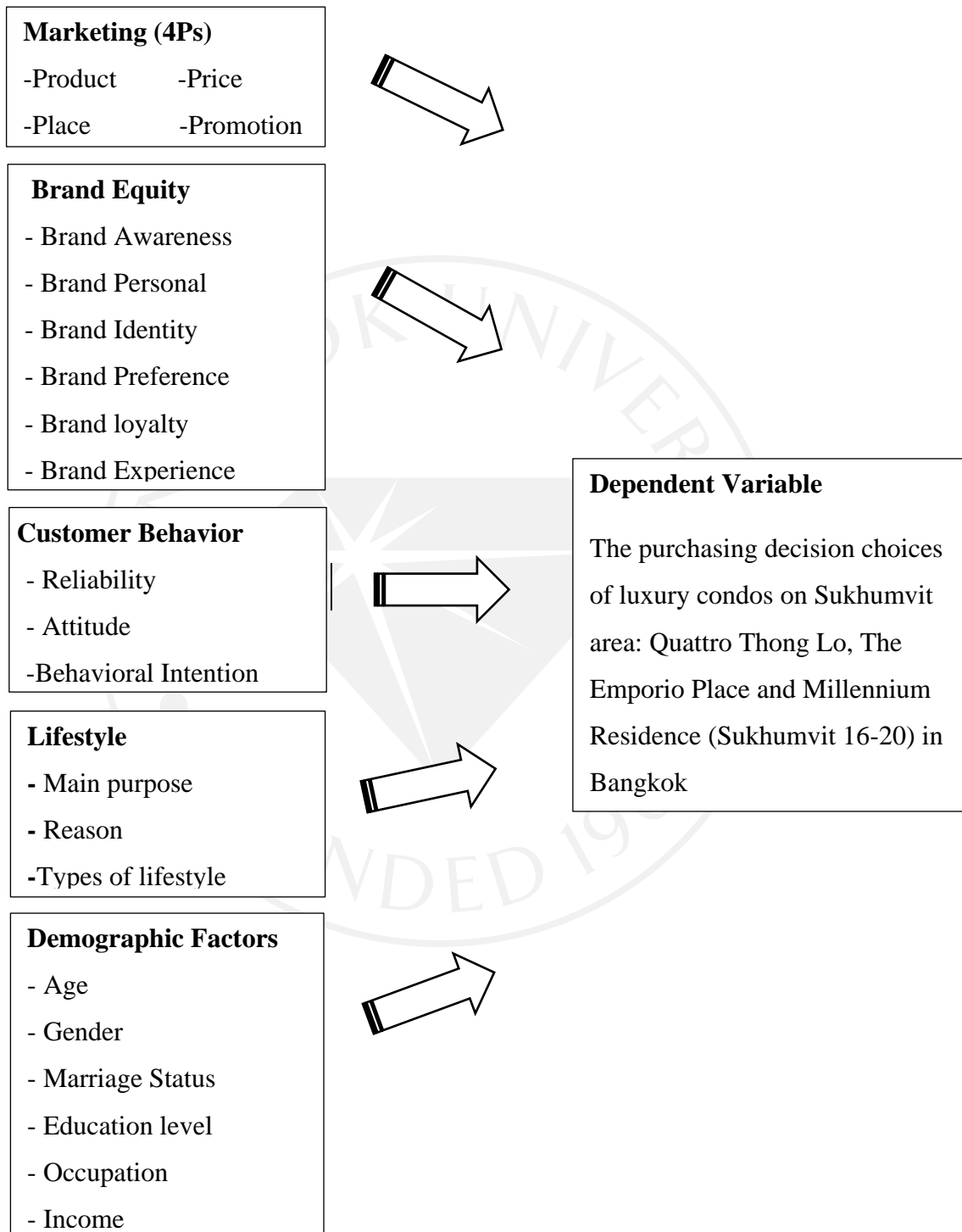


Figure 2.2: Conceptual Framework of the Research

2.9 Hypothesis of the Research Study

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

Table 2.4: The Independent and Dependent Variables

Part	Section	Dependent Variables	Independent Variables
Marketing 4Ps	Product	Brand choice of luxury condominiums	<ul style="list-style-type: none"> -Luxury condominium is an unique concept - Multiple-size units -Good standard of construction using high quality materials and specifications -Good building design, layout, and decoration -Sufficient car park
	Price	Brand choice of luxury condominiums	<ul style="list-style-type: none"> -Value of quality and service -Terms of payment - Common area maintenance fees are reasonable

(Continued)

Table 2.4 (Continued): The Independent and Dependent Variables

Part	Section	Dependent Variables	Independent Variables
Marketing 4Ps	Place	Brand choice of luxury condominiums	<ul style="list-style-type: none"> -Easily accessible location -Good and secure neighborhoods, ensuring privacy of residents -Comprehensive range of facilities -Adequate elevators and efficient Machine & Electricity system
	Promotion	Brand choice of luxury condominiums	<ul style="list-style-type: none"> -Fully furnished -Get discount on ownership transfer fee -No down payment and get 100% home loan -One year free common area management fee
Brand Equity	Brand Awareness	Brand choice of luxury condominiums	<ul style="list-style-type: none"> -Luxury condominiums have good reputation -Luxury condominiums have good recognition -Luxury condominiums have good recollection among consumers

(Continued)

Table 2.4 (Continued): The Independent and Dependent Variables

Part	Section	Dependent Variables	Independent Variables
Brand Equity	Brand Personal	Brand choice of luxury condominiums	-Luxury condominiums are more luxurious than others -Luxury condominiums are located in prime locations -Luxury condominiums are more worth than others
	Brand Identity	Brand choice of luxury condominiums	-Reasonable Price -Privacy -Unique Style
	Brand Preference	Brand choice of luxury condominiums	-Make a decision to purchase luxury condominiums after advertisements viewed - Make a decision to purchase luxury condominiums when you get the recommendation from sales staff -Make a decision to purchase luxury condominiums for investments or own stay

(Continued)

Table 2.4 (Continued): The Independent and Dependent Variables

Part	Section	Dependent Variables	Independent Variables
Brand Equity	Brand Loyalty	Brand choice of luxury condominiums	-Purchase luxury condominium only although it is expensive -Invite your friends or relatives to buy luxury condominiums from the fabulous developer only -Choose the super condominiums only if you want to buy either for investment or own stay
	Brand Experience	Brand choice of luxury condominiums	-Happy with luxury condominiums -Invite your friends or relatives to buy luxury condominiums only -Limited choices available for luxury condominiums
Consumer Behavior	Reliabilities	Brand choice of luxury condominiums	-Luxury condominiums are worth for investments -Luxury condominiums use high quality of materials

(Continued)

Table 2.4 (Continued): The Independent and Dependent Variables

Part	Section	Dependent Variables	Independent Variables
Consumer Behavior	Reliabilities	Brand choice of luxury condominiums	-Luxury condominiums use high quality of materials
	Attitude	Brand choice of luxury condominiums	-Luxury condominiums enhance social status - Luxury condominiums show financial status -Luxury condominiums indicate personal values
	Behavioral Intention	Brand choice of luxury condominiums	-Will only purchase luxury condos -Prefer to live among good environment -Want to live in identical social class

There are the followings hypotheses:

H1_o: Product does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H1_a: Product significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and

Millennium Residence (Sukhumvit 16-20) in Bangkok.

H1.1_o: The unique concept does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H1.1_a: The unique concept significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H1.2_o: The multiple-size units do not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H1.2_a: The multiple-size units significantly influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H1.3_o: The high quality materials and specifications in construction do not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H1.3_a: The high quality materials and specifications in construction significantly influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H1.4_o: The building design does not influence consumer choice decisions in

purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H1.4_a: The building design significantly influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H1.5_o: The sufficient car park does not influence consumer choice purchasing decisions on luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H1.5_a: The sufficient car park significantly influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H2_o: Price does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H2_a: Price significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H2.1_o: The value with quality and service do not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H2.1_a: The value with quality and service significantly influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio

Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H2.2₀: Term of payment does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H2.2_a: Term of payment significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H2.3₀: The appropriated common area management fee does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H2.3_a: The appropriated common area management fee significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H3₀: Place does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H3_a: Place significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H3.1₀: Easy to accessible does not influence consumer choice decisions in

purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H3.1_a: Easy to accessible significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H3.2₀: Located at good environment does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H3.2_a: Located at good environment significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H3.3₀: Located in the city center does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H3.3_a: Located in the city center significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H4₀: Promotion does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H4_a: Promotion significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and

Millennium Residence (Sukhumvit 16-20) in Bangkok.

H4.1.0: Fully furnished does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H4.1.a: Fully furnished significantly influences consumer choice decisions in purchasing on luxury condominiums between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H4.2.0: Get discount on ownership transfer fee does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24) and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H4.3.0: No down payment and get 100% home loan does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H4.3.a: No down payment and get 100% home loan significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H4.4.0: One year free common area management fee does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H4.4_a: One year free common area management fee significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H5_o: Brand Awareness does not influence consumer choice decisions in purchasing luxury condominiums between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H5_a: Brand Awareness significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H5.1_o: To have a good reputation does not influence consumer choice purchasing decisions on luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24) and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H5.1_a: To have a good reputation significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H5.2_o: To have a good recognition does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H5.2_a: To have a good recognition significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H5.3: To have a good recall (recollection) does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H5.3_a: To have a good recall (recollection) significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H6: Brand Personal does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok, Thailand.

H6_a: Brand Personal significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok, Thailand.

H6.1: Looks more luxurious than others does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H6.1_a: Looks more luxurious than others significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok, Thailand.

H6.2: Focus on the prime location does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H6.2_a: Focus on the prime location significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H6.3₀: Looks more worth than others does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H6.3_a: Looks more worth than others significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H7₀: Brand Identity does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H7_a: Brand Identity significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H7.1₀: Reasonable price does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H7.1_a: Reasonable price significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H7.2₀: Privacy does not influence consumer choice decisions in purchasing luxury

condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H7.2_a: Privacy significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H7.3_o: Unique style does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H7.3_a: Unique style significantly influences consumer choice of purchasing decisions on luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H8_o: Brand Preference does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H8_a: Brand Preference significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H8.1_o: The advertisements do not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H8.1_a: The advertisements significantly influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place

(Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H8.2₀: Sales staff does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H8.2_a: Sales staff significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H8.3₀: Investments or own stay does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H8.3_a: Investments or own stay significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H9₀: Brand Loyalty does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H9_a: Brand Loyalty significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H9.1₀: Purchase luxury condominium does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H9.1_a: Purchase luxury condominium significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H9.2_o: Recommendation does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H9.2_a: Recommendation significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H9.3_o: Mention the super condominiums only does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H9.3_a: Mention the super condominiums only significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H10_o: Brand Experience does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H10_a: Brand Experience significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H10.1_o: Happiness does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H10.1_a: Happiness the super condominiums only significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H10.2_o: Invitation does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H10.2_a: Invitation significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H10.3_o: Limited choices available does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H10.3_a: Limited choices available significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H11_o: Reliabilities do not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H11_a: Reliabilities significantly influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H11.1_o: Worth investment does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H11.1_a: Worth investment significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H11.2_o: High quality does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H11.2_a: High quality significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H11.3_o: Reputation and image of developer does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24) and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H11.3_a: Reputation and image of developer significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H12_o: Attitudes do not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H12_a: Attitudes significantly influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H12.1_o: Social status does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H12.1_a: Social status significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H12.2_o: Financial status does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H12.2_a: Financial status significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H12.3_o: Indicated personal value does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H12.3_a: Indicated personal value significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H13_o: Behavioral Intention does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H13_a: Behavioral Intention significantly influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H13.1_o: To purchase luxury condominium does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

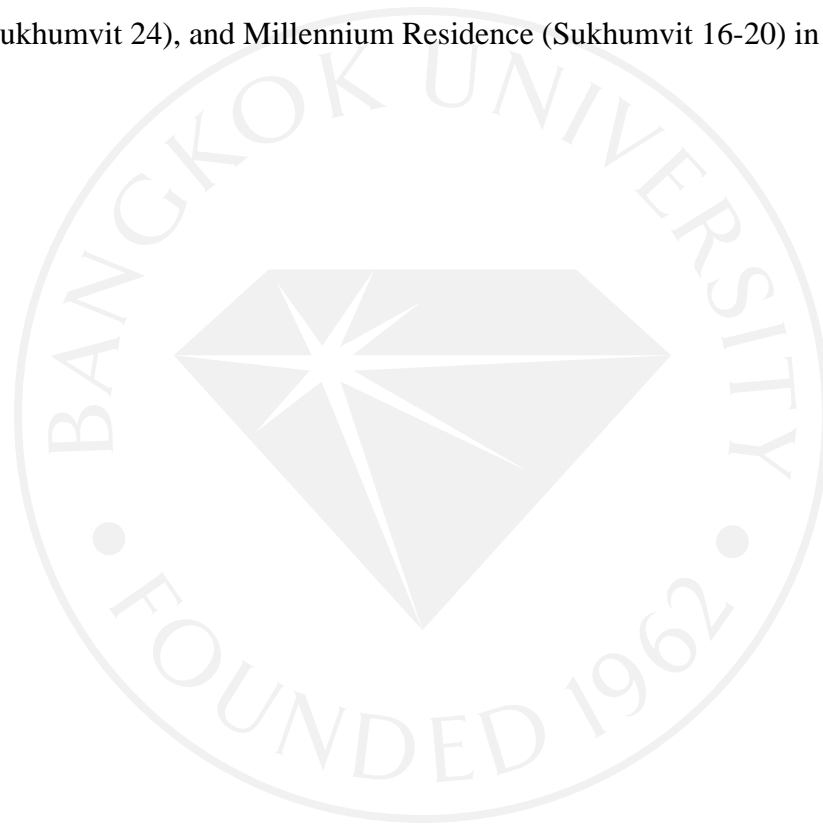
H13.1_a: To purchase luxury condominium significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H13.2_o: To live among good environment does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H13.2_a: To live among good environment significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H13.3₀: To live in identical social class does not influence consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.

H13.3_a: To live in identical social class significantly influences consumer choice decisions in purchasing luxury condominium between Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok.



CHAPTER 3

RESEARCH METHODOLOGY

A study of factors influencing customer purchasing decision of luxury condominiums on Sukhumvit area between Quattro Thong Lo, The Emporio Place (Sukhumvit 24) and Millennium Residence, Bangkok. It is the survey research which distributed via using the questionnaires as a tool for the research to analyze. The method is composed of research strategy, questionnaire design, population and sample, research instrument, content validity and reliability, data collection, and statistic for data analysis, which are described as below:

- 3.1 Research Strategy
- 3.2 Questionnaire Design
- 3.3 Population and Sample
- 3.4 Research Instrument
- 3.5 Content Validity and Reliability
- 3.6 Data Collection
- 3.7 Statistic for Data Analysis

3.1 Research Strategy

In this research, writer gathered data and analyzed records notions using questionnaire, the aim of this research is to give an explanation for the aspect influencing customers purchasing decisions on luxury condominium in Bangkok.

Quantitative research is 'Explaining phenomena with the aid of collecting numerical statistics that are analyzed the use of mathematically primarily based methods

(in particular statistics)'. It means that the expert quantitative research has based totally on correct data.

Therefore, the questionnaire setting, population, model design and data collection have been reasonably set.

Qualitative approach will be used as secondary data which the researcher collects, analyzes, and organizes the study by using exploratory research design through literature review, related studies which are journals, thesis, articles, books, researches, internet, and articles both local and international.

3.2 Questionnaire Design

In this research, the questionnaire becomes designed to factors have an effect on decisions on buying the luxurious condominiums between Quattro (Thong Lo), The Emporio Place (Sukhumvit 24) and Millennium Residence (Sukhumvit 16-20) that consist of advertising and marketing mix (4Ps), brand equity, customer behavior, lifestyle and demographics which related to purchasing decisions of the luxury condominiums on Sukhumvit area in Bangkok.

3.3 Population and Sample

Population, this study examines the population who have decided on buying luxury condominiums on Sukhumvit area in Bangkok with a sample group of 400 respondents.

Sample, used in this study, the researcher does not realize the population who had decided to buy the luxury condominiums on Sukhumvit area, Bangkok. Also, the sample size is unknown, with an acceptable error of 5% at the confidence level. 95% from the method of Cochran (Cochran, 1977 cited in Kritpreedaborisut, 2010).

The characteristics of interest in the population are 0.5 as follows:

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

Where n refers to the sample size

N refers to the population size

Z refers to the confidence level

$Z = 1.96$ (95% typically confidence level)

e refers to the acceptable sampling error 95%

confidence level is equal to a 0.05 margin error

The formula for calculating the size of the sample was represented by means of the following:

$$\begin{aligned} \text{Formula} \quad n &= \frac{(1.96)^2}{4(0.05)^2} \\ &= 384.16 \end{aligned}$$

The sample size was calculated of 384 people and to prevent mistakes from the incomplete questionnaire, researchers then reserved another sample of 16 people, so there have been totally 400 samples.

Sampling Method

Determine the sample size from 400 samples and choose the sampling method by way of using the sampling method by way of using the convenience sampling method from the population those who have decided on purchasing the luxury condominium on Sukhumvit area in Bangkok.

Table 3.1: Amount of Questionnaire

Project	Total Units	Percentage	Number of Questionnaires
Quattro Thong Lo	446	39.5	158
The Emporio Place	361	36.8	147
Millennium Residence	604	23.8	95
Total	1,411	100.0	400

3.4 Survey Instrument

As the author mentioned above, the questionnaire of this research is based on the topic which is the customers' purchasing decisions of luxury condominiums at Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) in Bangkok. Therefore, the questionnaire has totally of seven parts as following below:

Part 1: A question is characterized by the checklist to decide on the purchasing of luxury condominiums at Quattro Thong Lo, The Emporio Place (Sukhumvit 24), and Millennium Residence (Sukhumvit 16-20) on Sukhumvit area in Bangkok, where the customers purchased for their habitation.

Table 3.2: Level of Information Measurement and Criteria

Variable	Level of Measurement	Criteria Classification
1. Which one of the following choice decision is your favorite of luxury condominium in Bangkok?	Nominal	1.Quattro Thong Lo 2.The Emporio Place 3. Millennium Residence

Part 2: Factors influencing the purchase decision of luxury condominiums on Sukhumvit area. There are 3 factors composed of marketing mix 4Ps, brand equity, and customer behavior total of 13 questions and the respondents have to assess their own opinion level according to rating scale.

1. Marketing Mix (4Ps) includes 4 questions which are:

1. Product
2. Price
3. Place
4. Promotion

2. Brand Equity includes 6 questions which are:

5. Brand Awareness
6. Brand Personal
7. Brand Identity
8. Brand Preference
9. Brand loyalty
10. Brand Experience

3. Customer Behavior includes 3 questions which are:

11. Reliabilities
12. Attitude
13. Behavioral Intention

All items were weighted via target respondents on a seven-point Likert scale. In each questions are scaled by way of Number 1 means “Not at all important” to number 7 means “Extremely important”, respectively. The weight (scores) are fixed in each level as below:

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

For the measurement analysis, the author uses mean and interval class formula to calculate the range of information in each level as follows:

$$\begin{aligned}
 \text{Interval class} &= \frac{\text{Range (Max value – Min Value)}}{\text{Number of Interval}} \\
 &= \frac{(7-1)}{7} \\
 &= 0.85
 \end{aligned}$$

For the interpretation of rankings, a researcher has divided the range of scores of using the imply of the information as criteria for determining the width of the elegance interval as follows: (Sorachai Pisanbut, 2009)

Average score of	6.16 – 7.00	refers to	Extremely Important Level
Average score of	5.30 – 6.15	refers to	Very Important Level
Average score of	4.44 – 5.29	refers to	Moderately Important Level
Average score of	3.58 – 4.43	refers to	Neutral Level
Average score of	2.72 – 3.57	refers to	Slightly Important Level
Average score of	1.86 – 2.71	refers to	Low Important Level
Average score of	1.00 – 1.85	refers to	Not at All Important Level

Part 3: It related to marketing mix factors (4Ps) that influence purchasing decision on luxury condominiums on Sukhumvit area. The total of 16 questions are divided into 4 categories: product, price, place, and promotion.

1. Product includes 5 questions which are:

14. Luxury condominium is an unique concept
15. Multiple-size units
16. Good standard of construction using high quality materials and specifications
17. Good building design, layout and decoration
18. Sufficient car park

2. Price includes 5 questions which are:

19. Value of quality and service
20. Terms of payment

21. Common area maintenance fees are reasonable

3. Place includes 4 questions which are:

22. Easily accessible locations

23. Good and secure neighborhoods, ensuring privacy of residents

24. Comprehensive range of facilities

25. Adequate elevators and efficient Machine & Electricity system

4. Promotion includes 4 questions which are:

26. Fully Furnished

27. Get discount on ownership transfer fee

28. No down payment and get 100% home loan

29. One year free common area management fee

Part 4: It related to Brand Equity that influence of purchasing decisions on luxurious condominiums. The total of 18 questions are divided into 6 categories: Brand Awareness, Brand Personal, Brand Identity, Brand Preference, Brand Loyalty, and Brand Experience.

1. Brand Awareness includes 3 questions which are:

30. Luxury condominiums have good reputation

31. Luxury condominiums have good recognition

32. Luxury condominiums have good recollection among consumers

2. Brand Personal includes 3 questions which are:

33. Luxury condominiums are more luxurious than others

34. Luxury condominiums are located in prime locations

35. Luxury condominiums are more worth than others.

3. Brand Identity includes 3 questions which are:

36. Reasonable Price

37. Privacy

38. Unique Style

4. Brand Preference includes 3 questions which are:

39. Make a decision to purchase luxury condominiums after advertisements viewed

40. Make a decision to purchase luxury condominiums when you get the recommend from sales staff

41. Make a decision to purchase luxury condominiums for investments or own stay

5. Brand Loyalty includes 3 questions which are:

42. Purchase luxury condominiums only although it is expensive

43. Invite your friends or relatives to buy luxury condominiums from fabulous developer only

44. Choose super condominiums only if you want to buy either for investment or own stay

6. Brand Experience includes 3 questions which are:

45. Happy with luxury condominium

46. Invite your friends or relatives to buy luxury condominiums only

47. Limited choices available for luxury condominiums

Part 5: It related to customer behavior of purchase decisions on the luxury condominiums. The total of 9 questions are divided into 3 categories: Reliabilities, Attitude and Behavioral Intention.

1. Reliabilities include 3 questions which are:

- 48. Luxury condominiums are worth for investments
- 49. Luxury condominiums use high quality materials
- 50. Trust in reputation and image of condominium developers

2. Attitude includes 3 questions which are:

- 51. Luxury condominiums enhance social status
- 52. Luxury condominiums show financial status
- 53. Luxury condominiums indicate personal values

3. Behavioral Intention includes 3 questions which are:

- 54. Your intention is to buy high-end condominium only
- 55. You need to live among good environment
- 56. You need to live in identical social class

For the third, fourth and fifth section of the questionnaire, the respondents will consider their personal opinions. There are 5 degrees of Rating Scale which are strongly agree, quite agree, agree and disagree, quite disagree and strongly disagree. The questionnaire is rated from 5 4 3 2 1, respectively, but the terrible question is rated as 1 2 3 4 5, respectively as follows:

Strongly Agree	=	5 points
Somewhat Agree	=	4 points

Neutral	=	3 points
Somewhat Disagree	=	2 points
Strongly Disagree	=	1 point

For the measurement of ratings, researchers have divided the rating range using the mean of information as criteria for consideration to find the width of the magnificence interval as follows: (Thanin Siljatu, 2011).

$$\begin{aligned}
 \text{Interval class} &= \frac{\text{Range (Max value - Min Value)}}{\text{Number of Interval}} \\
 &= \frac{(5-1)}{5} \\
 &= 0.80
 \end{aligned}$$

The dimensions of the magnificence are decided from the mean weight scores, with each unit having the subsequent stages as follow:

Average score of 4.21 – 5.00	refers to	Strongly agree level
Average score of 3.41 – 4.20	refers to	Agree level
Average score of 2.61 – 3.40	refers to	Neutral level
Average score of 1.81 – 2.60	refers to	Disagree level
Average score of 1.00 – 1.80	refers to	Strongly Disagree level

Part 6: This part refers to the factors of lifestyle that influencing customer purchasing decisions of luxury condominiums on Sukhumvit area between Quattro Thong Lo, The Emporio Place, and Millennium Residence.

Table 3.3: Level of Measurement and Criteria

Variable	Level of Measurement	Criteria Classification
1.The main purpose of purchasing luxury condominium	Nominal	1. Yourself 2. Partners 3. Relatives / Friends 4. Family 5. Other (Please Specify)
2.The reason to buy the luxury condominium	Nominal	1.Investment 2.Personal Intention 3.Bridal House 4.Separated Family 5.Other (Please Specify)
3.The kind of Lifestyle that prefer to buy luxury condominium	Nominal	1.Work lifestyle 2.Near office 3.Near shopping center 4.Urban city lifestyle 5.Make family 6.Big kitchen 7.Big balcony 8.Layout design 9.Other (Please Specify)

Part 7: This part refers to the factors of demographics that influencing the consumer purchasing decisions of luxury condominiums on Sukhumvit area between Quattro Thong Lo, The Emporio Place, and Millennium Residence.

Table 3.4: Level of Measurement and Criteria

Variable	Level of Measurement	Criteria Classification
1. Age	Ordinal	1. 20 – 30 years 2. 31 – 40 years 3. 41 - 50 years 4. 51 – 60 years 5. More than 60 years
2. Gender	Nominal	1.Male 2.Female
3.Marital Status	Nominal	1.Single 2.Married 3.Divorced 4.Separated 5.Widowed
4. Educational	Ordinal	1.High School 2.Diploma 3.Bachelor Degree 4.Master Degree 5.Doctoral Degree 6.Other (Please Specify)
5.Occupation	Nominal	1.Student 2.Public Company / State Enterprises 3.Private Company 4.Business Owner 5.Other (Please Specify)

(Continued)

Table 3.4(Continued): Level of Measurement and Criteria

Variable	Level of Measurement	Criteria Classification
6. Monthly Income	Ordinal	1. Less than 40,000 Baht /Month 2. 40,000–60,000 Baht / Month 3. 60,001–80,000 Baht / Month 4. 80,001–100,000 Baht / Month 5. More than 100,000 Baht / Month

The research on the factors that influence the purchasing decision on the luxury condominiums on Sukhumvit area in Bangkok from the articles, theories, and related studies to determine the scope of the research and the suggestions for the survey. As soon as the questionnaire has been created, the questionnaire and content material must be checked to match the terminology and the questionnaire that may be offered to the professionals to test the suitable content to be corrected prior to be used in the research.

3.4.1 Device Testing Procedure

- The researcher will present the completed questionnaire to the trainer to check the appropriateness of the language used and to test in accordance with the terminology. Then try and accurate it before the trial.
- Take the questionnaire to try out with a sample of 30 samples to discover the reliability of the questionnaire in each variable. The Cronbach's Alpha Coefficient became used to test the reliability and consistency of the questionnaire. The alpha value suggests the level of consistency of the

questionnaire, with a fee among $0 < a < 1$ if the value is too close to 1, indicating that there is a lot of reliability which the result of questionnaire was .982. The reliability of each query as follows:

- 1). Factors influencing purchase decisions on luxury condominiums on Sukhumvit area. **Alpha = .899**
 - 2). Marketing mix (4Ps) factors influencing purchase decisions on luxury condominiums on Sukhumvit area. **Alpha = .964**
 - 3). Brand Equity factors influencing purchase decisions on luxury condominium on Sukhumvit area **Alpha = .929**
 - 4). Consumer Behavior factors influencing purchase decisions on luxury condominium on Sukhumvit area **Alpha = .933**
- Take the examined questionnaire to accumulate records of actual samples and get them back manually to acquire 400 questionnaires in total.

3.5 Content Validity and Reliability

The questionnaire that turned into used inside the survey becomes examined for the validity of content and reliability to make sure that there is a steady interpretation of the questionnaire a number of the respondents.

3.5.1 Content Validity

In order to check the validity of every question on the questionnaire Item Objective Congruence (IOC) result which measures the objective and content material or questions and objective is applied. Inputs have been acquired from five qualified professionals in order to calculate the result of the IOC. The names, activity titles, and

agency of the five qualified experts utilized to check consistency between the objective and content or questions and objective of the questionnaire are listed underneath.

Experts:

1. Dr. Panu Boonsombat, Property Sales and Marketing Consultant
Hatten Group Sdn Bhd
2. Ms. Chanapha Ruengvatsawat, Senior Manager Residential
Edmund Tie & Company
3. Dr. Chatipot srimuang, Quality Assurance Group
Civil Aviation Authority of Thailand
4. Mr. Khanathip Khemthong, Residential Manager
Plus Property Co.,Ltd
5. Ms. Napapa Siriboon, Senior Transfer Manager Business Unit
Ananda Development Public Co., Ltd.

The Item Objective Congruence (IOC) result can be calculated from the formula listed below:

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

IOC = Consistency between the objective and content.

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

N = Number of qualified experts.

There are 3 levels of assessment for each question of the questionnaire.

- +1 means question is consistent with the objective of the questionnaire
- 0 means unsure if question is consistent with the objective of the questionnaire

- -1 means the question is inconsistent with the objective of the questionnaire

The Item Objective Congruence index should yield a value of at least 0.5 or above to be accepted. After comments were obtained from the five qualified specialists revisions have been made to ensure that each question has an index value greater than 0.5. The result of the IOC is indexed below:

$$\begin{aligned} \text{IOC} &= \frac{62}{60} \\ &= 0.967 \end{aligned}$$

According to the IOC result of the 62 questions in the questionnaire the Item Objective Congruence (IOC) index value is 0.967 without any question yielding a value of less than 0.5. Thus, all questions are acceptable.

1.5.1 Reliability

The questionnaires are launched as 30 samples as an experiment test to observe the questionnaire reliability. The test of reliability of this examine is proceeded on SPSS statistic program by the use of Cronbach's alpha coefficient.

Table 3.5: Criteria of Cronbach's alpha coefficient

Cronbach's Alpha Coefficient	Reliability Level	Desirability Level
0.80 - 1.00	Very High	Excellent
0.70 - 0.79	High	Good
0.50 - 0.69	Medium	Fair

(Continued)

Table 3.5(Continued): Criteria of Cronbach's alpha coefficient

Cronbach's Alpha Coefficient	Reliability Level	Desirability Level
0.30 - 0.49	Low	Poor
Less than 0.30	Very Low	Unacceptable

Source: Vanitbuncha, K. (2003). *Statistical analysis: Statistics for management and research*. Thailand: Department of Statistic Faculty of Chulalongkon University.

On the other hand, the result of Cronbach 'alpha coefficient is more than 0.70, the questionnaire reliability is acceptable (Cronbach, 1951; Olorunniwo el al., 2006).

Table 3.6: The Result of Cronbach's Alpha Test from 30 pre-test samples: Factors

All Variables	Cronbach's Alpha
All Parts	0.982
Product	0.834
Price	0.693
Place	0.739
Promotion	0.726
Brand Awareness	0.785
Brand Personality	0.764
Brand Identity	0.752
Brand Preference	0.768
Brand Loyalty	0.749

(Continued)

Table 3.6 (Continued): The Result of Cronbach's Alpha Test from 30 pre-test samples:

Factors	
All Variables	Cronbach's Alpha
Brand Experience	0.890
Reliabilities	0.834
Attitude	0.743
Behavioral Intention	0.726

As shown above, the Cronbach's alpha coefficient from the 30 pre-test samples of the factor is 0.982; thus, is at a very high level of reliability.

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

Marketing Mix 4Ps

Marketing Mix 4Ps	Output Reliabilities
All Parts	0.964
Product	0.897
Luxury condominium is an unique concept	0.873
Multiple-size units	0.873
High quality materials and specifications in construction	0.854
Good building design, layout and decoration	0.865
Sufficient car park	0.902
Price	0.846
Value of quality and service	0.726

(Continued)

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

respondents: Marketing Mix 4Ps

Marketing Mix 4Ps	Output Reliabilities
Terms of payment	0.888
Common area maintenance fees are reasonable	0.712
Place	0.880
Easily accessible locations	0.877
Good and secure neighborhoods, ensuring privacy of residents	0.850
Comprehensive range of facilities	0.804
Adequate elevators and efficient M & E system	0.850
Promotion	0.876
Fully Furnished	0.837
Get discount on ownership transfer fee	0.873
No down payment and get 100% home loan	0.801
One year free common area management fee	0.846

As shown above, the Cronbach's alpha coefficient from the 30 pre-test samples of the factor is 0.964; thus, is at a very high level of reliability.

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

Brand Equity

Brand Equity	Output Reliabilities
All Parts	0.929
Brand Awareness (The recognition of the existence brand in the consumers' mind)	0.837
Luxury condominiums have good reputation	0.834
Luxury condominiums have good recognition	0.743
Luxury condominiums have good recollection among consumers	0.726
Brand Personal (The identity of represent product)	0.780
Luxury condominiums are more luxurious than others	0.627
Luxury condominiums are located in prime locations	0.816
Luxury condominiums are more worth than others.	0.599
Brand Identity (Brand reflects of the value which company is bringing into market to attract its customers)	0.874
Reasonable Price	0.800
Privacy	0.766
Unique Style	0.887
Brand Preference	0.843
Make a decision to purchase after viewing advertisements	0.764

(Continued)

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

Brand Equity

Brand Equity	Output Reliabilities
Make a decision to purchase when recommended by sales staff	0.731
Make a decision to purchase for investments or own stay	0.834
Brand Loyalty	0.877
Purchase luxury condominiums only although it is expensive	0.887
Invite your friends or relatives to buy from fabulous developer only	0.758
Choose super condominiums only when need to buy either for investment or own stay	0.814
Brand Experience	0.850
Happy with luxury condominium	0.814
Invite your friends or relatives to buy luxury condominiums only	0.792
Limited choices available for luxury condominiums	0.764

As shown above, the Cronbach's alpha coefficient from the 30 pre-test samples of the factor is 0.929; thus, is at a very high level of reliability

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

Customer Behavior

Consumer Behavior	Output Reliabilities
All Parts	0.933
Reliabilities	0.811
Luxury condominiums are worth for investments	0.820
Luxury condominiums use high quality materials	0.688
Trust in reputation and image of condominium developers	0.687
Attitude	0.828
Luxury condominiums enhance social status	0.838
Luxury condominiums show financial status	0.713
Luxury condominiums indicate personal values	0.712
Behavioral Intention	0.796
Will only purchase luxury condominiums	0.855
Prefer to live among good environment	0.928
Want to live in identical social class	0.925

As shown above, the Cronbach's alpha coefficient from the 30 pre-test samples of the factor is 0.933; thus, is at a very high level of reliability.

3.6 Data Collection

In this studies, all collected records are used which is from two sources: primary data and second data.

Primary data, the questionnaires data collected from the population that decided to purchase the luxurious condominiums, there are totally 400 respondents of Bangkok. The questionnaire issued from sample group which is the customers from Quattro Thong Lo, The Emporio Place, and Millennium Residence. The number of the hard-copied questionnaires is distributed over each place where is composed of Quattro Thong Lo 158 copies, The Emporio Place 147 copies, and Millennium Residence 95 copies.

Secondary data, it is as secondary information which the writer collects analyzes and organizes the examine by way of using exploratory studies layout which might be literature assessment, associated research that is articles each local and international and journals, thesis, articles, books, researches and Internet.

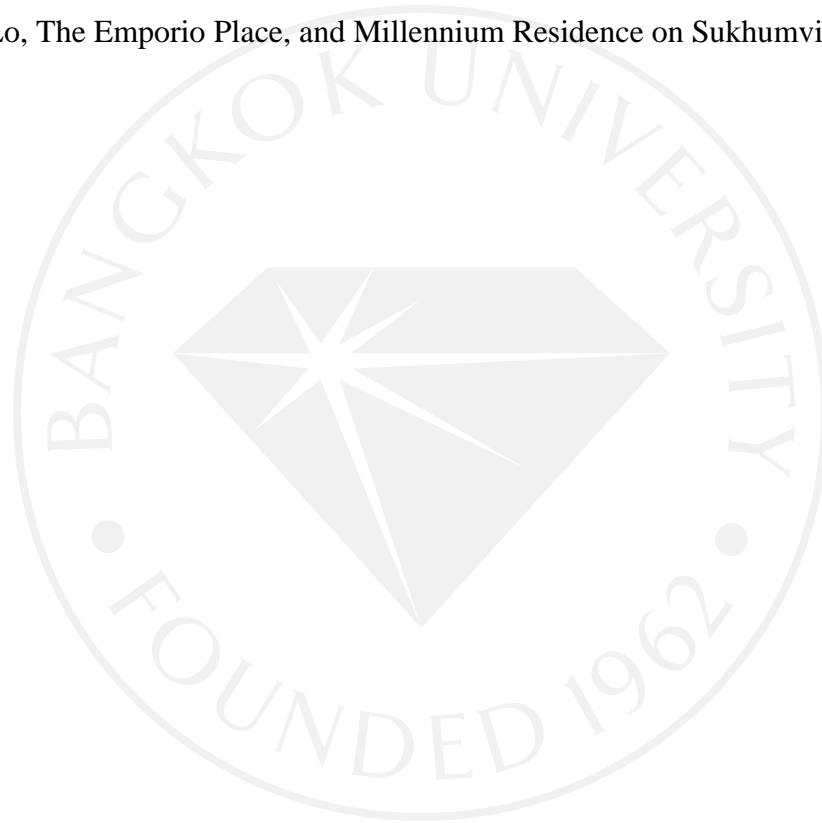
3.7 Statistics for Data Analysis

Data analyzed the process of this research is processed on a computer program and proven on a format in each table with description. The researcher uses multinomial logistic regression statistic for facts analysis.

1. Multinomial Logistic Regression method is used for analysis all factors which have an effect on purchaser's preferred choice of purchasing the luxury condominium between Quattro Thong Lo, The Emporio Place, and Millennium Residence on Sukhumvit area. This statistical approach which is a tool to forecast a rating in every variable at the supply of their scores of several other variables. In addition, the statistic can classify a result of analyzing all variables which are useful to estimate respondent's score of every criteria variable.

2. Demographic data composes of age, gender, Marital Status, Education level, occupation, monthly income which include the main objective, the reason, and lifestyle by using crosstab procedure for analysis.

According to this study, the Multinomial logistic regression is used to the identity based variable in the query which is nominal (luxurious condominium among Quattro Thong Lo, The Emporio Place, and Millennium Residence on Sukhumvit location).



CHAPTER 4

RESEARCH FINDINGS

A Study of factors influencing customers purchasing decisions of luxury condominium on Sukhumvit area: Quattro Thong Lo, The Emporio Place, and Millennium Residence in Bangkok. Questionnaires are used as a tool to collect data from the sample group of 400 individuals and the data analysis results can be divided into particular orders as follow:

Part 1: Luxury condominiums in Bangkok that customers make decisions to purchase.

Part 2: Factors influencing customers purchasing decisions of luxury condominium projects on Sukhumvit area.

Part 3: Marketing mix (4Ps) influencing customers purchasing decisions of the condominiums.

Part 4: Brand influencing customers purchasing decisions of luxury condominiums

Part 5: Consumer behavior influencing customers purchasing decisions of luxury condominiums.

Part 6: Lifestyle influencing customers purchasing decisions of luxury condominiums

Part 7: Demographic factors

Part 8: Hypothesis testing of marketing mix (4Ps) influencing customers purchasing decisions of luxury condominium on Sukhumvit area: Quattro Thong Lo, The Emporio Place, and Millennium Residence in Bangkok in Multiple Regression Analysis.

Part 1: Luxury condominium that customers make decisions to purchase

The data analysis of customer decisions to purchase of luxury condominium in Bangkok where is conducted by using frequency and percentage and the results are shown below:

Table 4.1: The number and percentage of luxury condominiums in Bangkok that customers make decisions to purchase

Condominiums that customers decided to purchase	No. of questionnaires distributed to owners	Percentage
QUATTRO THONG LO	158	39.5
THE EMPORIO PLACE	147	36.8
MILLENNIUM RESIDENCE	95	23.8
Total	400	100.0

From the Table 4.1, with regards to luxury condominiums in Bangkok that customers make decisions to purchase, it was found that 158 from 400 persons of the sample group most likely decided to purchase Quattro Thong Lo accounted for 39.5 percent, followed by The Emporio Place; 147 persons accounted for 36.8 percent, and Millennium Residence; 95 persons accounted for 23.8 percent respectively.

Part 2: Factors influencing customers purchasing decisions of luxury condominiums on Sukhumvit area.

The result analysis of factors influencing customers purchasing decisions of luxury condominiums on Sukhumvit area are:

Table 4.2: The mean and standard deviation of the factors influencing customers purchasing decisions of luxury condominiums on Sukhumvit area in general

Factor	Mean	S.D.	Level of significance	No.
1. Marketing mix (4Ps)	6.12	.951	High	1
2. Brand	6.05	.727	High	2
3. Customers' Behavior	6.02	.693	High	3
Total Mean	6.06	.734	High	

From the Table 4.2, the result analysis of factors influencing customers purchasing decisions of luxury condominiums on Sukhumvit area revealed that overall they were in a high level with the mean equal to 6.06. Considering each aspect, the sample group most likely gave more importance to the marketing mix(4Ps) with the mean equal to 6.12, followed by brand with the mean equal to 6.05, and customers' behavior with the mean equal to 6.02 respectively.

Table 4.3: The mean and standard deviation of factors influencing customers purchasing decisions of luxury condominiums on Sukhumvit area based on marketing mix (4Ps).

Factor	Mean	S.D.	Level of significance	No.
1. Product	6.04	1.077	High	4

(Continued)

Table 4.3 (Continued): The mean and standard deviation of factors influencing customers purchasing decisions of luxury condominiums on Sukhumvit area based on marketing mix (4Ps).

Factor	Mean	S.D.	Level of significance	No.
2. Price	6.09	1.029	High	3
3. Place	6.12	1.060	High	2
4. Promotion	6.23	.951	Highest	1
Total Mean	6.12	.951	High	

From the Table 4.3, the result analysis of factors influencing customers purchasing decisions of luxury condominiums on Sukhumvit area in terms of the marketing mix (4Ps) found that overall it was in a high level with the mean equal to 6.12. Considering in details, the sample group most likely gave more importance to promotion with the mean equal to 6.23, followed by place with the mean equal to 6.12, price with the mean equal to 6.09, and product with the mean equal to 6.04 respectively.

Table 4.4: The mean and standard deviation of factors influencing customers purchasing decisions of luxury condominium projects on Sukhumvit area based on brand equity.

Factor	Mean	S.D.	Level of significance	No.
1. Brand Awareness	6.26	.854	Highest	2

(Continued)

Table 4.4 (Continued): The mean and standard deviation of factors influencing customers purchasing decisions of luxury condominium projects on Sukhumvit area based on brand equity.

Factor	Mean	S.D.	Level of significance	No.
1. Brand Awareness	6.26	.854	Highest	2
2. Brand Personality	6.00	.848	High	4
3. Brand Identity	5.75	1.130	High	6
4. Brand Preference	6.39	.790	Highest	1
5. Brand Loyalty	5.86	1.030	High	5
6. Brand Impression and Customer Experience	6.05	1.000	High	3
Total Mean	6.05	.727	High	

From the Table 4.4, the result analysis of factors influencing customers purchasing decisions of luxury condominiums on Sukhumvit area in terms of brand revealed that overall it was in a high level with the mean equal to 6.05. Considering in details, the sample group most likely gave more importance to brand preference with the mean equal to 6.39, followed by brand awareness with the mean equal to 6.26, brand impression and customer experience with the mean equal to 6.05, brand personality with the mean equal to 6.00, brand loyalty with the mean equal to 5.86, and brand identity with the mean equal to 5.75 respectively.

Table 4.5: The mean and standard deviation of factors influencing customers purchasing decisions of luxury condominiums on Sukhumvit area based on consumer behavior.

Consumer Behavior	Mean	S.D.	Level of significance	No.
1. Reliability	5.94	.978	High	2
2. Attitude	5.81	1.098	High	3
3. Behavioral Intention	6.30	.779	Highest	1
Total Mean	6.02	.693	High	

From the Table 4.5, the result analysis of factors influencing customers purchasing decisions of luxury condominiums on Sukhumvit area in terms of consumer behavior revealed that it was in a high level with the mean equal to 6.02. Considering in details, the sample group most likely gave more importance to behavioral intention with the mean equal to 6.30, followed by credibility with the mean equal to 5.94, and attitude with the mean equal to 5.81 respectively.

Part 3: Marketing mix (4Ps) influencing customer purchasing decisions of the condominiums

The result analysis of marketing mix (4Ps) influencing customer purchasing decisions of luxury condominiums can be described as follow:

Table 4.6: The mean and standard deviation of marketing mix (4Ps) influencing customers purchasing decisions of luxury condominiums in general

Marketing mix (4Ps)	Mean	S.D.	Level of significance	No.
1.Product	4.24	.434	Highest	2
2.Price	4.12	.460	High	4
3.Place	4.18	.356	High	3
4.Promotion	4.44	.318	Highest	1
Total Mean	4.24	.212	Highest	

From the Table 4.6, the result analysis of the marketing mix (4Ps) influencing customers purchasing decisions of the condominiums revealed that overall it was in the highest level with the mean equal to 4.24. Considering each aspect, the sample group most likely gave more importance to promotion with the mean equal to 4.44, followed by product with the mean equal to 4.24, place with the mean equal to 4.18, and price with the mean 4.12 respectively.

Table 4.7: the mean and standard deviation of marketing mix (4Ps) influencing customers purchasing decisions of luxury condominiums in terms of product

Product	Mean	S.D.	Level of significance	No.
1. Luxury condominiums come with unique concept of design	4.13	.710	High	4

(Continued)

Table 4.7 (Continued): the mean and standard deviation of marketing mix (4Ps) influencing customers purchasing decisions of luxury condominiums in terms of product

Product	Mean	S.D.	Level of significance	No.
2. There are multiple sizes of units	4.35	.623	Highest	3
3. They have good construction standard with regards to materials and high level specification	3.94	.895	High	5
4. Luxury condominiums have good design, layout and nice decoration	4.43	.617	Highest	1
5. They provide residents with sufficient parking space	4.37	.723	Highest	2
Total Mean	4.24	.434	Highest	

From the Table 4.7, the result analysis of the marketing mix (4Ps) influencing customers purchasing decisions of the condominiums in terms of product found that overall it was in the highest level with the mean equal to 4.24. Considering in details, the sample group most likely gave more importance to unique design, good layout, and nice decoration with the mean equal to 4.43, followed by the available parking space with the mean equal to 4.37, luxury condominiums have multiple sizes of room with the mean equal to 4.35, luxury condominiums come with unique concept of design with the mean equal to 4.13,

and luxury condominiums have good construction standard with regards to materials and high level specification with the mean equal to 3.94 respectively.

Table 4.8: the mean and standard deviation of marketing mix (4Ps) influencing customers purchasing decisions of luxury condominiums in terms of price

Price	Mean	S.D.	Level of significance	No.
1. Value of quality and service	4.23	.838	Highest	1
2. Terms of payment	4.10	.710	High	2
3. Reasonable common area maintenance charge	4.02	.849	High	3
Total Mean	4.12	.460	High	

From the Table 4.8, the result analysis of the marketing mix (4Ps) influencing customers purchasing decisions of the condominiums in terms of price found that overall it was in a high level with the mean equal to 4.12. Considering in details, the sample group most likely gave more importance to the value of quality and service with the mean equal to 4.23, followed by terms of payment with the mean equal to 4.10, and reasonable common area maintenance charge with the mean equal to 4.02 respectively.

Table 4.9: The mean and standard deviation of marketing mix (4Ps) influencing customers purchasing decisions of luxury condominiums in terms of place

Place	Mean	S.D.	Level of significance	No.
1. Easily accessible	4.03	.968	High	3
2. Good location, secure neighborhoods and ensuring privacy of residents	4.47	.640	Highest	1
3. Luxury condominiums are equipped with all kinds of facilities	4.43	.617	Highest	2
4. Elevators are sufficiently provided with efficient electrical and mechanical system.	3.78	1.001	High	4
Total Mean	4.18	.356	High	

From the Table 4.9, the result analysis of the marketing mix (4Ps) influencing customers purchasing decisions of the luxury condominiums in terms of place found that it was in a high level with the mean equal to 4.18. Considering in details, the sample group gave more importance to good location, secure neighborhoods and ensuring privacy of residents with the mean equal to 4.47, followed by luxury condominiums are equipped with all kinds of facilities with the mean equal to 4.43, easily accessible with the mean equal to 4.03, and Elevators are sufficiently provided with efficient electrical and mechanical system with the mean equal to 3.78 respectively.

Table 4.10: the mean and standard deviation of marketing mix (4Ps) influencing customers purchasing decisions of luxury condominium in terms of promotion

Promotion	Mean	S.D.	Level of significance	No.
1. Fully furnished service	4.15	.698	High	4
2. Discount for transfer of ownership charge	4.15	.954	High	3
3.No down payment and 100% home loan	4.69	.462	Highest	2
4.One year free for common area maintenance charge	4.76	.429	Highest	1
Total Mean	4.44	.318	Highest	

From the Table 4.10, the result analysis of the marketing mix (4Ps) influencing customers purchasing decisions of luxury condominium in terms of promotion revealed that it was in the highest level with the mean 4.44. Considering in details, the sample group most likely gave more importance to 1 year free for common area maintenance charge with the mean equal to 4.76, followed by no down payment and 100% home loan receipt with the mean equal to 4.69. The last were discount for transfer of ownership charge and fully furnished service with the mean equal to 4.15 respectively.

Part 4: Brand influencing the customer purchasing decisions of luxury condominium

The result analysis of brand influencing customers purchasing decisions of luxury condominium is shown below:

Table 4.11: The mean and standard deviation of the brand influencing customers purchasing decisions of luxury condominiums in general.

Brand Equity	Mean	S.D.	Level of significance	No.
1. Brand Awareness	4.34	.431	Highest	4
2. Brand Personality	4.25	.527	Highest	6
3. Brand Identity	4.27	.396	Highest	5
4. Brand Preference	4.39	.374	Highest	3
5. Brand Loyalty	4.48	.341	Highest	1
6. Brand Impression and Customer Experience	4.44	.413	Highest	2
Total Mean	4.36	.220	Highest	

From the Table 4.11, the result analysis of brand influencing customers purchasing decisions of luxury condominiums revealed that overall it was in the highest level with the mean equal to 4.36. Considering each aspect, the sample group most likely gave more importance to brand loyalty with the mean equal to 4.48, followed by brand impression and customer experience with the mean equal to 4.44, brand preference with the mean

equal to 4.39, brand awareness with the mean equal to 4.34, brand identity with the mean equal to 4.27, and brand personality with the mean equal to 4.25 respectively.

Table 4.12: The mean and standard deviation of brand influencing customers purchasing decisions of luxury condominiums in terms of brand awareness

Brand Awareness	Mean	S.D.	Level of significance	No.
1. Luxury condominiums have a good reputation	4.58	.561	Highest	1
2. Luxury condominiums give social appreciation among consumers	4.54	.624	Highest	2
3. Luxury condominiums create good impression among consumers	3.91	1.033	High	3
Total Mean	4.34	.431	Highest	

From the Table 4.12, the result analysis of brand influencing customers purchasing decisions of luxury condominiums in terms of brand awareness revealed that overall it was in the highest level with the mean equal to 4.34. Considering in details, the sample group most likely gave more importance to luxury condominiums have a good reputation with the mean equal to 4.58, followed by luxury condominiums give social appreciation among consumers with the mean equal to 4.54, and luxury condominiums create good impression among consumers with the mean equal to 3.91 respectively.

Table 4.13: The mean and standard deviation of brand influencing customers purchasing decisions of luxury condominium in terms of brand personality

Brand Personality	Mean	S.D.	Level of significance	No.
1. Luxury condominiums are more elegant than other types of condominium	4.25	.772	Highest	2
2. Luxury condominiums are located in a city with prime location	3.88	.975	High	3
3. Luxury condominiums are worth more than other types of building	4.60	.609	Highest	1
Total Mean	4.25	.527	Highest	

From the Table 4.13, the result analysis of the brand influencing customers purchasing decisions of luxury condominiums in terms of brand personality revealed that overall it was in the highest level with the mean equal to 4.25. Considering in details, the sample group gave more importance to luxury condominiums are worth more than other types of building with the mean equal to 4.60, followed by luxury condominiums are more elegant than other types of condominium with the mean equal to 4.25, luxury condominiums are located in a city center with prime location with the mean equal to 3.88 respectively.

Table 4.14: The mean and standard deviation of brand influencing customers purchasing decisions of luxury condominiums in terms of brand identity

Brand Identity	Mean	S.D.	Level of significance	No.
1. Reasonable price	4.25	.697	Highest	2
2. Ensuring privacy of residents	4.35	.662	Highest	1
3. Unique style of design	4.21	.627	Highest	3
Total Mean	4.27	.396	Highest	

From the Table 4.14, the result analysis of brand influencing customers purchasing decisions of luxury condominiums in terms of brand identity revealed that overall it was in the highest level with the mean equal to 4.27. Considering in details, the sample group gave more importance to ensuring privacy of residents with the mean equal to 4.35, followed by reasonable price with the mean equal to 4.25, and unique style of design with equal to 4.21 respectively.

Table 4.15: The mean and standard deviation of brand influencing customers purchasing decisions of luxury condominiums in terms of brand preference

Brand Preference	Mean	S.D.	Level of significance	No.
1. People decide to buy luxury condominiums after advertising viewed	4.31	.464	Highest	3

(Continued)

Table 4.15 (Continued): The mean and standard deviation of brand influencing customers purchasing decisions of luxury condominiums in terms of brand preference

Brand Preference	Mean	S.D.	Level of significance	No.
2. People decide to buy luxury condominiums after having recommendation from sales staff	4.47	.574	Highest	1
3. People decide to buy luxury condominiums for investment or living in	4.38	.486	Highest	2
Total Mean	4.39	.374	Highest	

From the Table 4.15, the result analysis of brand influencing customers purchasing decisions of luxury condominiums in terms of brand preference revealed that overall it was in the highest level with the mean equal to 4.39. Considering in details, the sample group most likely gave more importance to deciding to buy luxury condominiums after having recommendation from sales staff with the mean equal to 4.47, followed by deciding to buy luxury condominiums for investment or living in with the mean equal to 4.38, and deciding to buy luxury condominiums after viewing advertising with the mean equal to 4.31 respectively.

Table 4.16: the mean and standard deviation of brand influencing customers purchasing decisions of luxury condominiums in terms of brand loyalty

Brand Loyalty	Mean	S.D.	Level of significance	No.
1. Luxury condominiums have good Reputation	4.21	.700	Highest	3
2. People persuade their friends and relatives to buy luxury condominiums with good reputation and are in rankings only.	4.62	.597	Highest	1
3. Luxury condominiums create good impression among consumers.	4.61	.488	Highest	2
Total Mean	4.48	.341	Highest	

From the Table 4.16, the result analysis of the brand influencing customers purchasing decisions of luxury condominiums in terms of brand loyalty revealed that overall it was in the highest level with the mean equal to 4.48. Considering in details, the sample group most likely gave more importance to persuading their friends and relatives to buy luxury condominiums with good reputation and are in rankings only with the mean equal to 4.62, followed by luxury condominiums create good impression among consumers with the mean equal to 4.61, and luxury condominiums have good reputation with the mean equal to 4.21 respectively.

Table 4.17: The mean and standard deviation of brand influencing customers purchasing decisions of luxury condominiums

Brand Impression and Customer Experience	Mean	S.D.	Level of significance	No.
1. People are happy with luxury Condominiums	4.43	.617	Highest	2
2. People persuade their friends or relatives to buy high-end or luxury condominiums only	4.55	.623	Highest	2
3. Luxury condominiums create good impression among consumers	4.34	.751	Highest	3
Total Mean	4.44	.413	Highest	

From the Table 4.17, the result analysis of the brand influencing customers purchasing decisions of luxury condominiums in terms of brand impression and customer experience revealed that overall it was in the highest level with the mean equal to 4.44. Considering in details, the sample group most likely gave more importance to persuading their friends or relatives to buy high-end or luxury condominiums only with the mean equal to 4.55, followed by people are happy with luxury condominiums with the mean equal to 4.43, and luxury condominiums create good impression among consumers with the mean equal to 4.34 respectively.

Part 5: Consumer behavior influencing the customer purchasing decisions of luxury condominiums

The result analysis of consumer behavior influencing customer purchasing decisions of luxury condominiums is shown below:

Table 4.18: The mean and standard deviation of consumer behavior influencing customer purchasing decisions of luxury condominiums in general

Behaviors	Mean	S.D.	Level of significance	No.
1. Reliability	3.98	.841	High	3
2. Attitude	4.05	.720	High	2
3. Behavioral intention	4.17	.448	High	1
Total Mean	4.07	.538	High	

From the Table 4.18, the result analysis of consumer behavior influencing customer purchasing decisions of luxury condominiums revealed that overall it was in a high level with the mean equal to 4.07. Considering each aspect, the sample group gave more importance to behavioral intention with the mean equal to 4.17, followed by attitude with the mean equal to 4.05, and credibility with the mean equal to 3.98 respectively.

Table 4.19: The mean and standard deviation of consumer behavior influencing customer purchasing decisions of luxury condominiums in terms of reliability

Reliabilities	Mean	S.D.	Level of significance	No.
1. Luxury condominiums are worth for investment	4.00	.854	High	2

(Continued)

Table 4.19 (Continued): The mean and standard deviation of consumer behavior influencing customers purchasing decisions of luxury condominiums in terms of reliability

Reliabilities	Mean	S.D.	Level of significance	No.
2. Luxury condominiums are constructed with high quality materials.	4.05	.938	High	1
3. Luxury condominiums are believed by reputation and renowned developers.	3.91	1.005	High	3
Total Mean	3.98	.841	High	

From the Table 4.19, the result analysis of consumer behavior influencing customers purchasing decisions of luxury condominiums in terms of credibility revealed that overall it was in a high level with the mean equal to 3.98. Considering in details, the sample group gave more importance to luxury condominiums are constructed with high quality materials with the mean equal to 4.05, followed by luxury condominiums are worth for investment with the mean equal to 4.00, and luxury condominiums are believed by reputation and renowned developers with the mean equal to 3.91 respectively.

Table 4.20: The mean and standard deviation of consumer behavior influencing customer purchasing decisions of luxury condominiums in terms of attitude

Attitude	Mean	S.D.	Level of significance	No.
1.Luxury condominiums enhance social status	4.12	.809	High	2
2.Luxury condominiums show financial status	3.79	1.014	High	3
3. Luxury condominiums indicate personal taste	4.23	.782	Highest	1
Total Mean	4.05	.720	High	

From the Table 4.20, the result analysis of consumer behavior influencing customers purchasing decisions of luxury condominiums in terms of attitude revealed that overall it was in a high level with the mean equal to 4.05. Considering in details, the sample group gave more importance to luxury condominiums indicate personal taste with the mean equal to 4.23, followed by luxury condominiums enhance social status with the mean equal to 4.12, and luxury condominiums indicate financial status with the mean equal to 3.79 respectively.

Table 4.21: The mean and standard deviation of consumer behavior influencing customer purchasing decisions of luxury condominiums in terms of behavioral intention:

Behavioral Intention	Mean	S.D.	Level of significance	No.
1. People decide to buy luxury condominiums only	4.17	.580	High	2
2. People prefer to live among good environment	4.34	.543	Highest	1
3. People prefer to live in identical social class	3.99	.898	High	3
Total Mean	4.17	.448	High	

From the Table 4.21, the result analysis of consumer behavior influencing customers purchasing decisions of luxury condominiums in terms of behavioral intention revealed that overall it was in a high level with the mean equal to 4.17. Considering in details, the sample group gave more importance to people prefer to live among good environment with the mean equal to 4.34, followed by people decide to buy luxury condominiums only with the mean equal to 4.17, and people prefer to live in identical social class with the mean equal to 3.99 respectively.

Part 6: Lifestyle influencing customer purchasing decisions of luxury condominiums

The result analysis of lifestyle influencing customers to buy luxury condominiums is conducted with frequency and percentage and the result is shown below:

Table 4.22: Patterns and percentage of lifestyle influencing the sample group to purchase luxury condominiums.

Lifestyle	Number	Percentage
Main purpose of purchasing luxury condominium projects in Bangkok		
Oneself	127	31.8
Partner	45	11.3
Relative/friends	93	23.3
Family.	135	33.8
Total	400	100.0
Reason for purchasing luxury condominiums in Bangkok		
Investment	48	12.0
Personal Intention	260	65.0
Bridal House	29	7.3
Separation from extended family	63	15.8
Total	400	100.0
Kinds of lifestyle influencing people to purchase luxury condominium projects in Bangkok		
Work life	72	18.0
Near office	121	30.3

(Continued)

Table 4.22 (Continued): Patterns and percentage of lifestyle influencing the sample group to purchase luxury condominiums.

Lifestyle	Number	Percentage
Kinds of lifestyle influencing people to purchase luxury condominium projects in Bangkok		
City lifestyle	28	7.0
Family life	134	33.5
Layout of rooms	45	11.3
Total	400	100.0

From the Table 4.22, 400 persons of the sample group have lifestyle influencing purchasing decisions of luxury condominiums as shown below:

Main purpose of purchasing luxury condominium projects in Bangkok: it was found that most likely 135 persons of the sample group had main purpose to purchase luxury condominiums for their families accounted for 33.8 percent, followed by 127 persons who purchase luxury condominiums for themselves accounted for 31.8 percent, 93 persons purchase luxury condominiums for relative/friends accounted for 23.3 percent, and the last was 45 persons who purchase luxury condominiums for their partners accounted for 11.3 percent respectively.

Reasons for purchasing luxury condominium projects in Bangkok: it was found that most likely 260 persons of the sample group purchase luxury condominiums by their behavioral intention accounted for 65.0 percent, followed by 63 persons with the reason for separate family accounted for 15.8 percent, 48 persons with the reason for

investment accounted for 12.0 percent, and 29 persons with the reason for home for a newly wedding couple accounted for 7.3 percent respectively.

Lifestyle patterns that influence people to decide to purchase luxury condominium projects in Bangkok: it was found that 134 of the sample group most likely need family life accounted for 33.5 percent, followed by 121 persons for near office accounted for 30.3 percent, 72 persons for work life accounted for 18.0 percent, 45 persons for layout of rooms accounted for 11.3 percent, and 28 persons for city lifestyle accounted for 7.0 percent respectively.

Part 7: Demographic Factors

The result analysis of demographic factors are conducted by using frequency and percentage and details are shown below:

Table 4.23: Number and percentage of demographic factors of the sample group

Demographic Factors	Number	Percentage
Age		
20 – 30 years	26	6.5
31 – 40 years	135	33.8
41 – 50 years	202	50.5
51 – 60 years	23	5.8
Above 60 years	14	3.5
Total	400	100.0

(Continued)

Table 4.23 (Continued): Number and percentage of demographic factors of the sample

group		
Demographic Factors	Number	Percentage
Gender		
Male	134	33.5
Female	266	66.5
Total	400	100.0
Marital Status		
Single	195	48.8
Married	128	32.0
Divorced	57	14.3
Separated	20	5.0
Total	400	100.0
Educational level		
Diploma	21	5.3
Bachelor's degree	356	89.0
Master's degree	18	4.5
Doctoral degree	5	1.3
Total	400	100.0
Occupation		
Student	26	6.5

(Continued)

Table 4.23 (Continued): Number and percentage of demographic factors of the sample group

Demographic Factors	Number	Percentage
Occupation		
Public companies / State enterprises	82	20.5
Private companies	248	62.0
Business owners	44	11.0
Total	400	100.0
Monthly income		
Below 40,000 baht	22	5.5
40,000 – 60,000 baht	120	30.0
60,001 – 80,000 baht	175	43.8
80,001 – 100,000 baht	37	9.3
Above 100,000 baht	46	11.5
Total	400	100.0

From the Table 4.23, the 400 persons from the sample group have demographic characteristics as follow:

Age: it was found that the majority of people in the sample group were in the age of 41-50 years 202 persons accounted for 50.5 percent, followed by those who were aged between 31-40 years 135 persons accounted for 33.8 percent, those who were aged between 20-30 years 26 persons accounted for 6.5 percent, those were in the age of 51-60

years 23 persons accounted for 5.8 percent, and those who were aged over 60 years 14 persons accounted for 3.5 respectively.

Gender: it was found that the majority of people in the sample group were female 266 persons accounted for 66.5 percent, followed by male 134 persons accounted for 33.5 respectively.

Marriage status: it was found that the majority of people in the sample group were single 195 persons accounted for 48.8 percent, followed by those who were married 128 persons accounted for 32.0 percent, those who were divorced 57 persons accounted for 14.3 percent, and those who were separated 20 persons accounted for 5.0 percent respectively.

Educational level: it was found that the majority of people in the sample group graduated with a bachelor's degree 356 persons accounted for 89.0 percent, followed by those who had a diploma degree 21 persons accounted for 5.3 percent, those who graduated with a master's degree 18 persons accounted for 4.5 percent and those who graduate with a doctoral degree 5 persons accounted for 1.3 percent respectively.

Occupation: it was found that the majority of people in the sample group worked with private companies 248 persons accounted for 62.0 percent, followed by those who worked with public companies /state enterprises 82 persons accounted for 20.5 percent, business owners 44 persons accounted for 11.0 percent, students 26 persons accounted for 6.5 respectively.

Monthly income: it was found that the majority of people in the sample group had month income between 60,001-80,000 Baht 175 persons accounted for 43.8 percent,

followed by those who had monthly income between 40,000-60,000 Baht 120 persons accounted for 30.0 percent, those who had monthly income more than 100,000 46 persons accounted for 11.5 percent, those who had monthly income between 80,001-100,000 Baht 37 persons accounted for 9.3 percent and those who had monthly income less than 40,000 baht; 22 persons accounted for 5.5 respectively.

Table 4.24: Hypotheses Testing Results

Likelihood Ratio Tests					Likelihood Ratio Tests				
Effect	Model Fitting Criteria -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests			Effect	Model Fitting Criteria -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests		
		Chi-Square	df	Sig.			Chi-Square	df	Sig.
No. 1	208.688 ^a	3.695	6	.718	No. 2	205.888 ^a	.895	6	.989
No. 3	211.814 ^a	6.821	6	.338	No. 4	216.191 ^a	11.198	6	.082
No. 5	204.993 ^a	.000	4	1.000	No. 6	227.084 ^a	22.091	6	.001
No. 7	244.925 ^a	39.932	6	.000	No. 8	225.064 ^a	20.071	6	.003
No. 9	218.491 ^a	13.498	6	.036	No. 10	218.429 ^a	13.437	6	.037
No. 11	211.880 ^a	6.887	6	.331	No. 12	235.316 ^a	30.323	6	.000
No. 13	204.998 ^a	.005	4	1.000					

The chi-square statistic is the difference in -2 log-likelihoods

between the final model and a reduced model. The reduced model

is formed by omitting an effect from the final model. The null

hypothesis is that all parameters of that effect are 0.

a. This reduced model is equivalent to the final model because

omitting the effect does not increase the degrees of freedom.

The SPSS result of Multinomial Logistic Regression shows that Brand Personality, Brand Identity, Brand Preference, Brand Loyalty, Brand Experience, and Attitude. All of which strongly influence customer's purchasing decisions of luxury condominium on Sukhumvit area due to their p-values are all less than .05. Thus, we can reject the following null hypotheses and accept their corresponding alternative hypotheses as follows:

H₀6: Brand Personality does not influence customer's purchasing decisions of luxury condominium on Sukhumvit area.

H_a6: Brand Personality does influence customer's purchasing decisions of luxury condominium on Sukhumvit area.

H₀7: Brand Identity does not influence customer's purchasing decisions of luxury condominium on Sukhumvit area.

H_a7: Brand Identity does influence customer's purchasing decisions of luxury condominium on Sukhumvit area.

H₀8: Brand Preference does not influence customer's purchasing decisions of luxury condominium on Sukhumvit area.

H_a8: Brand Preference does influence customer's purchasing decisions of luxury condominium on Sukhumvit area.

H₀9: Brand Loyalty does not influence customer's purchasing decisions of luxury condominium on Sukhumvit area.

H_a9: Brand Loyalty does influence customer's purchasing decisions of luxury condominium on Sukhumvit area.

H₀10: Brand Experience does not influence customer's purchasing decisions of luxury condominium on Sukhumvit area.

H_a10: Brand Experience does influence customer's purchasing decisions of luxury condominium on Sukhumvit area.

H₀12: Attitude does not influence customer's purchasing decisions of luxury condominium on Sukhumvit area.

H_a12: Attitude does influence customer's purchasing decisions of luxury condominium on Sukhumvit area.

Other than that we cannot reject null hypotheses and conclude that the rest of the following factors do not influence customer's purchasing decisions of luxury condominium on Sukhumvit area, due to their p-values are all greater than .05. These factors include Product, Price, Place, Promotion, Brand Awareness, Reliability, and Behavioral Intention.

Table 4.25: Significance Analysis of Each Factor's Dimension

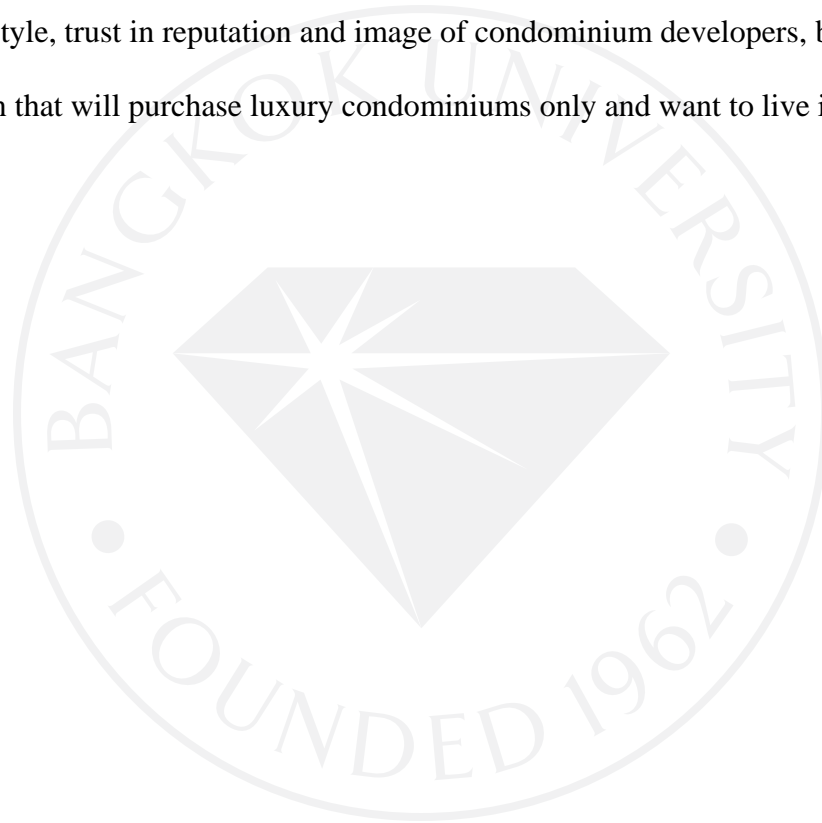
Likelihood Ratio Tests					Likelihood Ratio Tests				
Effect	Model Fitting Criteria -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests			Effect	Model Fitting Criteria -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests		
		Chi-Square	df	Sig.			Chi-Square	df	Sig.
No. 14	579.700	2.155	4	.707	No. 36	585.798	8.253	4	.083
No. 15	580.743	3.198	4	.525	No. 37	580.708	3.164	4	.531

(Continued)

Table 4.25 (Continued): Significance Analysis of Each Factor's Dimension

Likelihood Ratio Tests					Likelihood Ratio Tests				
Effect	Model Fitting Criteria -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests			Effect	Model Fitting Criteria -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests		
		Chi-Square	df	Sig.			Chi-Square	df	Sig.
No. 16	586.017	8.472	6	.205	No. 38	591.657	14.113	4	.007
No. 17	577.545 ^a	.000	0	.	No. 39	582.404	4.859	2	.088
No. 18	586.342	8.797	6	.185	No.40	583.285	5.740	4	.219
No. 19	596.099	18.555	6	.005	No. 41	581.602	4.057	2	.132
No. 20	584.784	7.239	4	.124	No.42	581.568	4.024	4	.403
No. 21	580.993	3.449	6	.751	No.43	583.303	5.758	4	.218
No. 22	582.206	4.661	6	.588	No. 44	577.707	.163	2	.922
No. 23	582.968	5.423	4	.247	No. 45	577.545 ^a	.000	0	.
No. 24	577.545 ^a	.000	0	.	No. 46	579.527	1.982	2	.371
No. 25	582.403	4.858	6	.562	No. 47	581.024	3.480	4	.481
No. 26	582.070	4.525	4	.340	No. 48	587.867	10.322	6	.112
No. 27	587.075	9.531	6	.146	No. 49	578.805	1.260	4	.868
No. 28	579.128	1.583	2	.453	No. 50	591.998	14.453	4	.006
No. 29	582.626	5.081	2	.079	No. 51	578.610	1.065	4	.900
No. 30	588.261	10.716	4	.030	No.52	586.034	8.489	6	.204
No. 31	580.506	2.962	2	.227	No. 53	585.585	8.040	4	.090
No. 32	582.535	4.990	6	.545	No. 54	591.315	13.771	4	.008
No. 33	579.857	2.313	4	.678	No. 55	582.158	4.613	4	.329
No. 34	593.303	15.758	6	.015	No. 56	590.858	13.313	6	.038
No. 35	584.516	6.972	4	.137					

However, after we look into more customer-insight analyses, our Multinomial Logistic Regression shows that the following factors also significant influence customer's purchasing decisions of luxury condominium on Sukhumvit area, due to their p-values are all less than .05. These factors include value of quality and service, luxury condominiums have good reputation, luxury condominiums are located in prime location, unique style, trust in reputation and image of condominium developers, behavioral intention that will purchase luxury condominiums only and want to live in identical social class.



CHAPTER 5

DISCUSSION AND CONSLUSION

A Study of factors influence customer's purchasing decisions of luxury condominium on Sukhumvit area: Quattro Thong Lo, The Emporio Place, and Millennium Residence in Bangkok is conducted as a survey research. Questionnaires are used to collect data from a sample of 400 persons. The data obtained from the questionnaires are analyzed with statistical data analysis software. The statistics include percentage, mean, standard deviation. Multinomial Logistic Regression analysis is used to test statistical hypothesis. The research results can be concluded as follow:

Customer Profiling Study of Each Brand

Our cross tabulation study reveals customer profile of each brand as follows:

Quattro Thong Lo:

- Family (40.5%), Own stay (28.5%) & Investment (17%), work lifestyle (22%) & close to office (23%) & raise family (31.6%) & layout (18.4%), 41-50 (49.4%) & 31-40 (32.9%), female (81%), single (72.8%) & married status (22%), Bachelor degree (91.8%)

Recommended marketing strategy:

- First, Quattro should focus on both own stay and investor segments in their new projects to be successful.
- Second, without this study Quattro might think that city-lifestyle segment is the prime target; however, it turns out that the above-mentioned segments are in fact

the primary targets for Quattro, not city-lifestyle segment: work lifestyle () & close to office () & raise family () & layout ().

- Third, in terms of demographic segmentation, Quattro should focus on the following age group: , female (81%) in single (72.8%) and married (22.2%) who graduate with the bachelor degree (91.8%) which is the group of interested in Quattro

The Emporio Place:

- Family (27.9%), Own stay (35.4%) & Investment (11.6%), work lifestyle (16.3%) & close to office (36.7%) & raise family (32%) & layout (4.8%), 41-50 (48.3%) & 31-40 (30.6%), female (32%), single (35.4%) & married status (32%), Bachelor degree (91.8%)

Recommended marketing strategy:

- First, Quattro should focus on both own stay and investor segments in their new projects to be successful.
- Second, without this study Quattro might think that city-lifestyle segment is the prime target; however, it turns out that the above-mentioned segments are in fact the primary targets for Quattro, not city-lifestyle segment: work lifestyle (22.2%) & close to office (23.4%) & raise family (12.7%) & layout (18.4%).
- Third, in terms of demographic segmentation, Quattro should focus on the following age group: , female (81%) in single (72.8%) and married (22.2%) who graduate with the bachelor degree (91.8%) which is the group of interested in Quattro

Millennium Residence:

- Family (31.6%), Own stay (31.6%) & Investment (4.2%), work lifestyle (13.7%) & close to office (31.6%) & raise family (38.9%) & layout (9.5%), 41-50 (55.8%) & 31-40 (40%), female (95.8%), single (29.5%) & married status (48.4%), Bachelor degree (80%)

Recommended marketing strategy:

- First, Quattro should focus on both own stay and investor segments in their new projects to be successful.
- Second, without this study Quattro might think that city-lifestyle segment is the prime target; however, it turns out that the above-mentioned segments are in fact the primary targets for Quattro, not city-lifestyle segment: work lifestyle () & close to office () & raise family () & layout ().
- Third, in terms of demographic segmentation, Quattro should focus on the following age group: , female (81%) in single (72.8%) and married (22.2%) who graduate with the bachelor degree (91.8%) which is the group of interested in Quattro

Suggestions for Further Research

1. A study about common area maintenance charges affecting purchasing decision of condominiums in Bangkok should be conducted.

2. Factors influencing brand for making decision to purchase condominiums in Bangkok should be studied.
3. Factors influencing good environment for making decision to purchase condominiums in Bangkok should be conducted.



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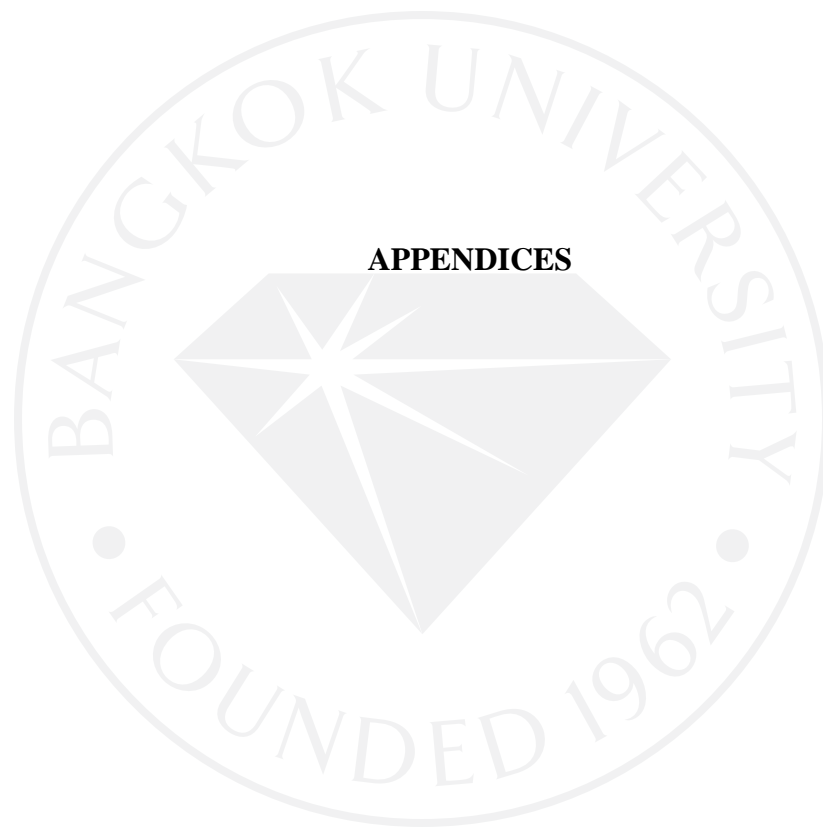
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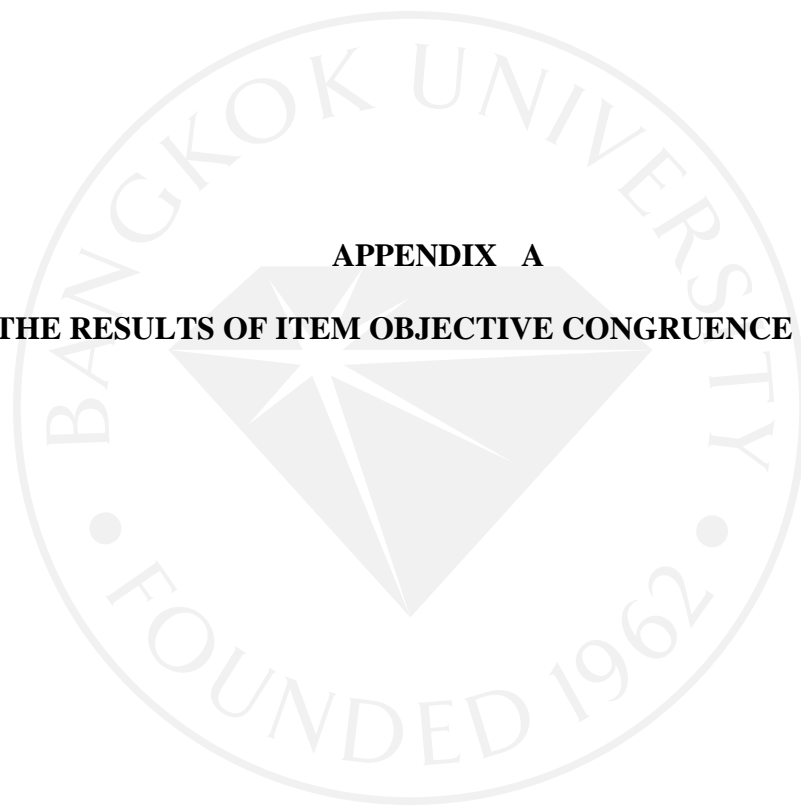
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APPENDICES

APPENDIX A
THE RESULTS OF ITEM OBJECTIVE CONGRUENCE (IOC)



Item Objective Congruence (IOC)

Question	The Experts					Total Score	$\frac{\Sigma R}{x}$	Interpreta tion
	1	2	3	4	5			
Q1. Which one of the following choice decision is your favorite of luxury condominium in Bangkok								
Quattro Thong Lo								
The Emporio								
Millennium Residence								
Q2. Factors affecting purchasing decision of luxury condominium on Sukhumvit area: Quattro Thong Lo, The Emporio Place, and Millennium Residence								
Marketing Mix (4Ps)								
1) Product	1	1	1	1	1	5	1	Acceptable
2) Price	1	1	1	1	1	5	1	Acceptable
3) Place	1	1	1	1	1	5	1	Acceptable
4) Promotion	1	1	1	1	1	5	1	Acceptable
Brand Equity								
5) Brand Awareness	1	1	1	1	1	5	1	Acceptable
6) Brand Personality	1	1	-1	1	1	3	0.6	Acceptable
7) Brand Identity	1	1	-1	1	1	3	0.6	Acceptable
8) Brand Preference	1	1	1	1	1	5	1	Acceptable
9) Brand Loyalty	1	1	1	1	1	5	1	Acceptable
10) Brand Experience	1	1	1	1	1	5	1	Acceptable

Question	The Experts					Total Score	$\frac{\Sigma R}{x}$	Interpre tation
	1	2	3	4	5			
Consumer Behavior								
11) Reliability	1	1	1	1	1	5	1	Acceptable
12) Attitude	1	1	1	1	1	5	1	Acceptable
13) Behavioral Intention	1	1	1	1	1	5	1	Acceptable
Product towards luxury condominium purchasing decisions in Bangkok								
14) Luxury condominiums are unique concept	1	1	1	1	1	5	1	Acceptable
15) Multiple-size units	1	1	1	1	1	5	1	Acceptable
16) Good standard of construction using high quality materials and specifications	1	1	1	1	1	5	1	Acceptable
17) Good building design, layout and decoration	1	1	1	1	1	5	1	Acceptable
18) Sufficient car park	1	1	1	1	1	5	1	Acceptable
Price towards luxury condominium purchasing decisions in Bangkok								
19) Value of quality and service	1	1	1	1	1	5	1	Acceptable
20) Terms of payment	1	1	1	1	1	5	1	Acceptable
21) Common area maintenance fees are reasonable	1	1	1	1	1	5	1	Acceptable
Place towards luxury condominium purchasing decisions in Bangkok								
22) Easily accessible locations	1	1	1	1	1	5	1	Acceptable

Question	The Experts					Total Score	$\frac{\Sigma R}{x}$	Interpretation
	1	2	3	4	5			
Place towards luxury condominium purchasing decisions in Bangkok (Cont.)								
23) Good and secure neighborhoods, ensuring privacy of residents	1	1	1	1	1	5	1	Acceptable
24) Comprehensive range of facilities	1	1	1	1	1	5	1	Acceptable
25) Adequate elevators and efficient Machine & Electricity system	1	1	1	1	1	5	1	Acceptable
Promotion towards luxury condominium purchasing decisions in Bangkok								
26) Fully Furnished	1	1	1	1	1	5	1	Acceptable
27) Get discount on ownership transfer fee	1	1	1	1	1	5	1	Acceptable
28) No down payment and get 100% home loan	1	1	1	1	1	5	1	Acceptable
29) One year free common area management fee	1	1	1	1	1	5	1	Acceptable
Q4: Factors of Brand Equity								
Brand Awareness (The recognition of the existence brand in the consumers' mind)								
30) Luxury condominiums have good reputation	1	1	1	1	1	5	1	Acceptable
31) Luxury condominiums have good recognition among consumers	1	1	1	1	-1	3	0.6	Acceptable
32) Luxury condominiums have good recollection among consumers	1	1	1	1	-1	3	0.6	Acceptable

Question	The Experts					Total Score	$\frac{\Sigma R}{x}$	Interpretation
	1	2	3	4	5			
Brand Personal (The identity of represent product)								
33) Luxury condominiums are more luxurious than others	1	1	1	1	1	5	1	Acceptable
34) Luxury condominiums are located in prime locations	1	1	1	1	1	5	1	Acceptable
35) Luxury condominiums are more worth than others	1	1	1	1	1	5	1	Acceptable
Brand Identity (Brand reflects of the value which company is bringing into market to attract its customers)								
36) Reasonable Price	1	1	1	1	1	5	1	Acceptable
37) Privacy	1	1	1	1	1	5	1	Acceptable
38) Unique Style	1	1	1	1	1	5	1	Acceptable
Brand Preference								
39) Make a decision to purchase the luxury condominiums after viewing advertisements	1	1	1	1	1	5	1	Acceptable
40) Make a decision to purchase the luxury condominiums when you get the recommendation from sales staff	1	1	1	1	1	5	1	Acceptable
41) Make a decision to purchase the luxury condominiums for investments or own stay	1	1	1	1	1	5	1	Acceptable

Question	The Experts					Total Score	ΣR x	Interpre tation
	1	2	3	4	5			
Brand Loyalty								
42) Purchase luxury condominiums only although it is expensive	1	1	1	1	1	5	1	Acceptable
43) Invite your friends or relatives to buy luxury condominiums from fabulous developer only	1	1	1	1	1	5	1	Acceptable
44) Choose super luxury condominiums only if you want to buy either for investment or own stay	1	1	1	1	1	5	1	Acceptable
Brand Experience								
45) Happy with luxury condominium	1	1	1	1	1	5	1	Acceptable
46) Invite your friends or relatives to buy luxury condominiums only	1	1	1	1	1	5	1	Acceptable
47) Limited choices available for luxury condominiums	1	1	1	1	1	5	1	Acceptable
Q5: Factors of Customer Behavior								
Customer Behavior factors towards the purchasing decisions of luxury condominium in Bangkok								
Reliable								
48) Luxury condominiums are worth for investments	1	1	1	1	1	5	1	Acceptable

Question	The Experts					Total Score	$\frac{\Sigma R}{x}$	Interpretation
	1	2	3	4	5			
Reliable (Cont.)								
49) Luxury condominiums use high quality materials	1	1	1	1	1	5	1	Acceptable
50) Trust in reputation and image of condominium developers	1	1	1	1	1	5	1	Acceptable
Attitude								
51) Luxury condominiums enhance social status	1	1	1	1	1	5	1	Acceptable
52) Luxury condominiums show financial status	1	1	1	1	1	5	1	Acceptable
53) Luxury condominiums indicate personal values	1	1	1	1	1	5	1	Acceptable
Behavioral Intention								
54) Determine to purchase luxury condominiums only	1	-1	1	1	1	3	0.6	Acceptable
55) Prefer to live among the good environment	1	1	1	1	1	5	1	Acceptable
56) Live in the identical social class	1	1	1	1	1	5	1	Acceptable

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

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

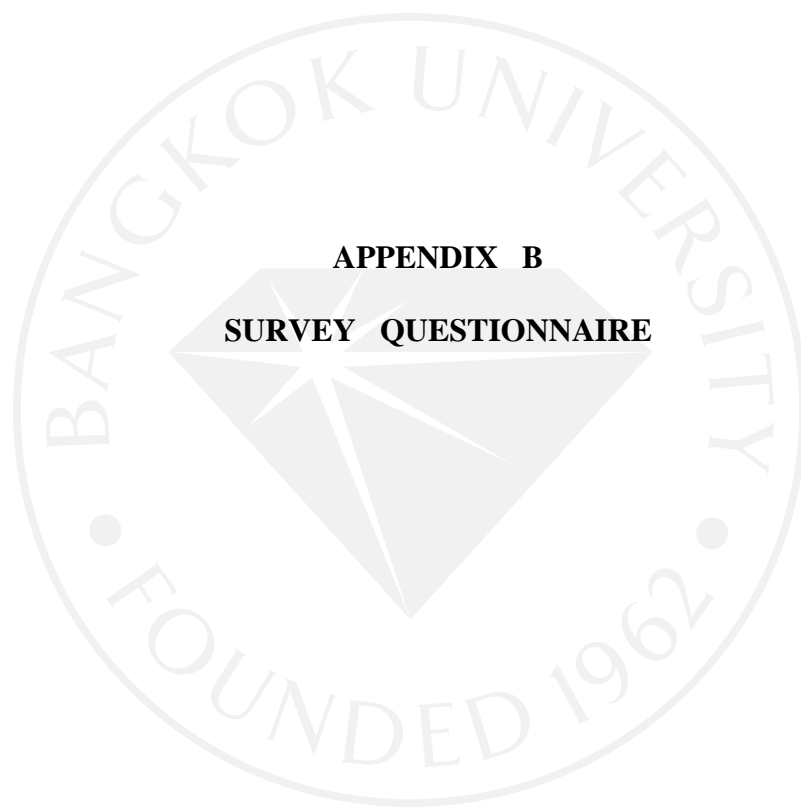
Σ = Total assessment points given from all qualified experts.

N = Number of qualified experts.

Therefore,

$$\begin{aligned}\text{IOC} &= \frac{60}{62} \\ &= 0.967\end{aligned}$$

The assessment result of the 62 questions in the questionnaire, the Item Objective Congruence (IOC) index value is 0.967 without any question yielding a value of less than 0.5. Thus, all questions are acceptable.



A STUDY OF FACTOR INFLUENCING CUSTOMERS' PURCHASING DECISIONS OF LUXURY CONDOMINIUM PROJECTS ON SUKHUMVIT AREA: QUATTRO THONG LO, THE EMPORIO PLACE, AND MILLENNIUM RESIDENCE, BANGKOK

Direction: This questionnaire is designed to collect data on which factor influencing customers purchasing decisions of luxury condominium on Sukhumvit area: Quattro Thong Lo, The Emporio Place, and Millennium Residence. This questionnaire will be used for an independence study by a graduate student of Master Business Administration, International Program at Bangkok University. It is a part of BA715 "Independent Study for Academic."

Questionnaire: The questionnaire is composed of demographic information, factor influencing customers' purchasing decisions of luxury condominiums on Sukhumvit area: Quattro Thong Lo, The Emporio Place, and Millennium Residence.

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

Q1: Luxury condominium in Bangkok

Which one of the following choice decision is your favorite of luxury condominium in Bangkok?

- Quattro Thong Lo
- The Emporio Place
- Millennium Residence

Q2: Factors affecting purchasing decision of luxury condominium on Sukhumvit area: Quattro Thong Lo, The Emporio Place, and Millennium Residence.

Please indicate your purchasing decisions response of luxury condominium by making (√) in the box which corresponds to your opinion.

0 = No Affect, 1 = Slight Effect, 2 = Low Affect, 3 = Somewhat Low Affect,

4 = Neutral Affect, 5 = Somewhat High Affect, 6 = High Affect, 7 = Strongest Effect

Factors	Opinion Level							
	0	1	2	3	4	5	6	7
Marketing Mix (4Ps)								
1. Product								
2. Price								
3. Place								
4. Promotion								
Brand Equity								
5. Brand Awareness								
6. Brand Personality								
7. Brand Identity								
8. Brand Preference								
9. Brand Loyalty								
10. Brand Experience								
Consumer Behavior								
11. Reliability								
12. Attitude								
13. Behavioral Intention								

Q3: Factors of Marketing Mix (4Ps)

Which one of the following Marketing Mix (4Ps) factors relate to your purchasing decisions of luxury condominium in Bangkok?

Please indicate your purchasing decisions response (Marketing Mix 4Ps) of luxury condominium by making (√) in the box which corresponds to your opinion.

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

5 = Strongly Agree

Marketing Mix (4Ps)	Opinion Level				
	1	2	3	4	5
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Product					
14. Luxury condominium is an unique concept					
15. Multiple-size units					
16. Good standard of construction using high quality materials and specifications					
17. Good building design, layout and decoration					
18. Sufficient car park					
Price					
19. Value of quality and service					
20. Terms of payment					
21. Common area maintenance fees are reasonable					
Place					
22. Easily accessible locations					
23. Good and secure neighborhoods, ensuring privacy of residents					
24. Comprehensive range of facilities					
25. Adequate elevators and efficient Machine & Electricity system					

Marketing Mix (4Ps)	Opinion Level				
	1	2	3	4	5
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Promotion					
26. Fully Furnished					
27. Get discount on ownership transfer fee					
28. No down payment and get 100% home loan					
29. One year free common area management fee					

Q4: Factors of Brand Equity

Which one of the following Brand Equity factors relate to your purchasing decisions of luxury condominium in Bangkok?

Please indicate your purchasing decisions response (Marketing Mix 4Ps) of luxury condominium by making (√) in the box which corresponds to your opinion.

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

Brand Equity	Opinion Level				
	1	2	3	4	5
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Brand Awareness (The recognition of the existence brand in the consumers' mind)					
30. Luxury condominiums have good reputation					
31. Luxury condominiums have good recognition					

Brand Equity	Opinion Level				
	1	2	3	4	5
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Brand Awareness (The recognition of the existence brand in the consumers' mind) (Cont.)					
32. Luxury condominiums have good recollection among consumers					
Brand Personal (The identity of represent product)					
33. Luxury condominiums are more luxurious than others					
34. Luxury condominiums are located in prime locations					
35. Luxury condominiums are more worth than others.					
Brand Identity (Brand reflects of the value which company is bringing into market to attract its customers)					
36. Reasonable Price					
37. Privacy					
38. Unique Style					
Brand Preference					
39. Make a decision to purchase luxury condominiums after viewing advertisements					
40. Make a decision to purchase luxury condominiums when you get the recommendation from sales staff					

Brand Equity	Opinion Level				
	1	2	3	4	5
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Brand Preference					
41. Make a decision to purchase luxury condominiums for investments or own stay					
Brand Loyalty					
41. Purchase luxury condominiums only although it is expensive					
42. Invite your friends or relatives to buy luxury condominiums from fabulous developer only					
44. Choose super condominiums only if you want to buy either for investment or own stay					
Brand Experience					
45. Happy with luxury condominium					
46. Invite your friends or relatives to buy luxury condominiums only					
47. Limited choices available for luxury condominiums					

Q5: Factors of Customer Behavior

Which one of the following Customer Behavior factors relate to your purchasing decisions of luxury condominium in Bangkok?

Please indicate your brand equity choosing response of luxury condominium by making (√) in the box which corresponds to your opinion.

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

Consumer Behavior	Opinion Level				
	1	2	3	4	5
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Reliabilities					
48. Luxury condominiums are worth for investments					
49. Luxury condominiums use high quality materials					
50. Trust in reputation and image of condominium developers					
Attitude					
51. Luxury condominiums enhance social status					
52. Luxury condominiums show financial status					
53. Luxury condominiums indicate personal values					
Behavioral Intention					
54. Will only purchase luxury condominiums					
55. Prefer to live among good environment					
56. Want to live in identical social class					

Q6: Factors of Lifestyle**57. What is your main purpose of luxury condominium purchasing in Bangkok?**

- Yourself

 Partner

 Relatives / Friend
 Family

 Other (Please specify).....

58. What is the reason to buy the luxury condominium in Bangkok?

- Investment

 Personal Intention

 Bridal House
 Separated Family

 Other (Please specify).....

59. What kind of your lifestyle that prefer to buy luxury condominium in Bangkok?

(Respondents can select more than one answer)

- Work lifestyle

 Near office

 Near shopping center
 Urban city lifestyle

 Make family

 Big kitchen
 Big balcony

 Layout design
 Other (Please specify).....

Q7: Demographic factors influencing your purchase decision of luxury condominium**60. Age**

- 20 – 30 years

 31 – 40 years

 41 - 50 years
 51 – 60 years

 More than 60 years

61. Gender

- Male

 Female

62. Marital Status

- Single

 Married

 Divorced
 Separated

 Widowed

63. The Highest Educational Qualification

- High School Diploma Bachelor Degree
- Master Degree Doctoral Degree
- Other (Please Specify).....

64. Occupation

- Student Public Company / State Enterprises
- Private Company Business Owner
- Other (Please Specify).....

65. Monthly Income

- Less than 40,000 Baht per Month 40,000 – 60,000 Baht per Month
- 60,001 – 80,000 Baht per Month 80,001 – 100,000 Baht per Month
- More than 100,000 Baht per Month

SPSS RESULTS

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.982	56

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Product	210.67	1413.747	0.584	0.981
Price	210.87	1416.947	0.411	0.982
Place	211.1	1425.403	0.255	0.982
Promotion	211.2	1427.2	0.221	0.982
Brand Awareness	210.5	1390.741	0.787	0.981
Brand Personality	210.6	1376.8	0.848	0.981
Brand Identity	210.67	1374.644	0.856	0.981
Brand Preference	210.7	1392.424	0.746	0.981
Brand Loyalty	210.73	1376.547	0.842	0.981
Brand Experience	211.03	1443.482	-0.025	0.982
Reliability	210.5	1390.741	0.787	0.981
Attitude	210.6	1376.8	0.848	0.981
Behavioral Intention	210.67	1374.644	0.856	0.981

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Luxury condominium is an unique concept	210.67	1399.609	0.678	0.981
Multiple-size units	210.7	1392.424	0.746	0.981
Good standard of construction using high quality materials and specifications	210.73	1376.547	0.842	0.981
Good building design, layout and decoration	210.47	1387.706	0.751	0.981
Sufficient car park	210.87	1406.12	0.535	0.981
Value of quality and service	210.6	1384.593	0.77	0.981
Terms of payment	210.5	1390.741	0.787	0.981
Common area maintenance fees are reasonable	210.6	1376.8	0.848	0.981
Easily accessible locations	210.67	1374.644	0.856	0.981
Good and secure neighborhoods, ensuring privacy of residents	210.7	1392.424	0.746	0.981
Comprehensive range of facilities	210.73	1376.547	0.842	0.981
Adequate elevators and efficient Machine & Electricity system	210.47	1387.706	0.751	0.981
Fully Furnished	210.6	1384.593	0.77	0.981
Get discount on ownership transfer fee	210.5	1390.741	0.787	0.981
No down payment and get 100% home loan	210.6	1376.8	0.848	0.981
One year free common area management fee	210.67	1374.644	0.856	0.981
Luxury condominiums have good reputation	210.5	1390.741	0.787	0.981
Luxury condominiums have good recognition	210.6	1376.8	0.848	0.981
Luxury condominiums have good recollection among consumers	210.67	1374.644	0.856	0.981
Luxury condominiums are more luxurious than others	210.6	1399.834	0.607	0.981

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Luxury condominiums are located in prime locations	210.63	1379.757	0.826	0.981
Luxury condominiums are more worth than others	210.7	1377.597	0.836	0.981
Reasonable Price	210.73	1376.547	0.842	0.981
Privacy	210.47	1387.706	0.751	0.981
Unique Style	210.47	1393.844	0.757	0.981
Make a decision to purchase luxury condominiums after viewing advertisements	210.6	1376.8	0.848	0.981
Make a decision to purchase luxury condominiums when you get the recommendation from sales staff	210.67	1374.644	0.856	0.981
Make a decision to purchase luxury condominiums for investments or own stay	210.7	1392.424	0.746	0.981
Purchase luxury condominiums only although it is expensive	210.7	1452.907	-0.164	0.983
Invite your friends or relatives to buy luxury condominiums from fabulous developer only	210.73	1446.823	-0.067	0.983
Choose super condominiums only if you want to buy either for investment or own stay	210.47	1449.913	-0.112	0.983
Happy with luxury condominium	210.67	1374.644	0.856	0.981
Invite your friends or relatives to buy luxury condominiums only	210.7	1392.424	0.746	0.981
Limited choices available for luxury condominiums	210.73	1376.547	0.842	0.981

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Luxury condominiums use high quality materials	210.63	1380.792	0.812	0.981
Trust in reputation and image of condominium developers	210.77	1383.151	0.802	0.981
Luxury condominiums enhance social status	210.57	1394.116	0.736	0.981
Luxury condominiums show financial status	210.57	1374.53	0.862	0.981
Luxury condominiums indicate personal values	210.7	1376.907	0.845	0.981
Will only purchase luxury condominiums	210.63	1403.826	0.563	0.981
Prefer to live among good environment	210.87	1396.809	0.528	0.982
Want to live in identical social class	210.93	1395.72	0.571	0.981



Marketing Mix (4Ps)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.804	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Product	10.33	4.851	.427	.834
Price	10.53	3.568	.742	.693
Place	10.77	3.633	.652	.739
Promotion	10.87	3.499	.677	.726

Brand Equity

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.821	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Brand Awareness	18.77	12.461	.628	.785
Brand Personality	18.87	11.154	.708	.764
Brand Identity	18.93	10.754	.755	.752
Brand Preference	18.97	11.964	.706	.768
Brand Loyalty	19.00	10.759	.768	.749
Brand Experience	19.30	16.631	-.024	.890

Consumer Behavior

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.837	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Reliability	7.73	3.720	.636	.834
Attitude	7.83	2.971	.729	.743
Behavioral Intention	7.90	2.852	.746	.726

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.899	13

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Product	210.67	1413.747	0.584	0.981
Price	210.87	1416.947	0.411	0.982
Place	211.1	1425.403	0.255	0.982
Promotion	211.2	1427.2	0.221	0.982
Brand Awareness	210.5	1390.741	0.787	0.981
Brand Personality	210.6	1376.8	0.848	0.981
Brand Identity	210.67	1374.644	0.856	0.981
Brand Preference	210.7	1392.424	0.746	0.981
Brand Loyalty	210.73	1376.547	0.842	0.981
Brand Experience	211.03	1443.482	-0.025	0.982
Reliability	210.5	1390.741	0.787	0.981
Attitude	210.6	1376.8	0.848	0.981
Behavioral Intention	210.67	1374.644	0.856	0.981

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.897	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Luxury condominium is an unique concept	210.67	1399.609	0.678	0.981
Multiple-size units	210.7	1392.424	0.746	0.981
Good standard of construction using high quality materials and specifications	210.73	1376.547	0.842	0.981
Good building design, layout and decoration	210.47	1387.706	0.751	0.981
Sufficient car park	210.87	1406.12	0.535	0.981

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.846	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Value of quality and service	210.6	1384.593	0.77	0.981
Terms of payment	210.5	1390.741	0.787	0.981
Common area maintenance fees are reasonable	210.6	1376.8	0.848	0.981

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.880	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Easily accessible locations	210.67	1374.644	0.856	0.981
Good and secure neighborhoods, ensuring privacy of residents	210.7	1392.424	0.746	0.981
Comprehensive range of facilities	210.73	1376.547	0.842	0.981
Adequate elevators and efficient Machine & Electricity system	210.47	1387.706	0.751	0.981

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.876	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Fully Furnished	210.6	1384.593	0.77	0.981
Get discount on ownership transfer fee	210.5	1390.741	0.787	0.981
No down payment and get 100% home loan	210.6	1376.8	0.848	0.981
One year free common area management fee	210.67	1374.644	0.856	0.981

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.964	16

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Luxury condominium is an unique concept	210.67	1399.609	0.678	0.981
Multiple-size units	210.7	1392.424	0.746	0.981
Good standard of construction using high quality materials and specifications	210.73	1376.547	0.842	0.981
Good building design, layout and decoration	210.47	1387.706	0.751	0.981
Sufficient car park	210.87	1406.12	0.535	0.981
Value of quality and service	210.6	1384.593	0.77	0.981
Terms of payment	210.5	1390.741	0.787	0.981
Common area maintenance fees are reasonable	210.6	1376.8	0.848	0.981
Easily accessible locations	210.67	1374.644	0.856	0.981

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Good and secure neighborhoods, ensuring privacy of residents	210.7	1392.424	0.746	0.981
Adequate elevators and efficient Machine & Electricity system	210.47	1387.706	0.751	0.981
Fully Furnished	210.6	1384.593	0.77	0.981
Get discount on ownership transfer fee	210.5	1390.741	0.787	0.981
No down payment and get 100% home loan	210.6	1376.8	0.848	0.981
One year free common area management fee	210.67	1374.644	0.856	0.981



Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.837	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Luxury condominiums have good reputation	210.5	1390.741	0.787	0.981
Luxury condominiums have good recognition	210.6	1376.8	0.848	0.981
Luxury condominiums have good recollection among consumers	210.67	1374.644	0.856	0.981

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.780	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Luxury condominiums are more luxurious than others	210.6	1399.834	0.607	0.981
Luxury condominiums are located in prime locations	210.63	1379.757	0.826	0.981
Luxury condominiums are more worth than others	210.7	1377.597	0.836	0.981

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.874	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Reasonable Price	210.73	1376.547	0.842	0.981
Privacy	210.47	1387.706	0.751	0.981
Unique Style	210.47	1393.844	0.757	0.981

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.843	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Make a decision to purchase luxury condominiums after viewing advertisements	210.6	1376.8	0.848	0.981
Make a decision to purchase luxury condominiums when you get the recommendation from sales staff	210.67	1374.644	0.856	0.981
Make a decision to purchase luxury condominiums for investments or own stay	210.7	1392.424	0.746	0.981

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.877	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Purchase luxury condominiums only although it is expensive	210.7	1452.907	-0.164	0.983
Invite your friends or relatives to buy luxury condominiums from fabulous developer only	210.73	1446.823	-0.067	0.983
Choose super condominiums only if you want to buy either for investment or own stay	210.47	1449.913	-0.112	0.983

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.850	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Happy with luxury condominium	210.67	1374.644	0.856	0.981
Invite your friends or relatives to buy luxury condominiums only	210.7	1392.424	0.746	0.981
Limited choices available for luxury condominiums	210.73	1376.547	0.842	0.981

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.929	18

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Luxury condominiums have good reputation	210.5	1390.741	0.787	0.981
Luxury condominiums have good recognition	210.6	1376.8	0.848	0.981
Luxury condominiums have good recollection among consumers	210.67	1374.644	0.856	0.981
Luxury condominiums are located in prime locations	210.63	1379.757	0.826	0.981
Luxury condominiums are more worth than others	210.7	1377.597	0.836	0.981
Reasonable Price	210.73	1376.547	0.842	0.981
Privacy	210.47	1387.706	0.751	0.981
Unique Style	210.47	1393.844	0.757	0.981
Make a decision to purchase luxury condominiums after viewing advertisements	210.6	1376.8	0.848	0.981

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Make a decision to purchase luxury condominiums when you get the recommendation from sales staff	210.67	1374.644	0.856	0.981
Make a decision to purchase luxury condominiums for investments or own stay	210.7	1392.424	0.746	0.981
Purchase luxury condominiums only although it is expensive	210.7	1452.907	-0.164	0.983
Invite your friends or relatives to buy luxury condominiums from fabulous developer only	210.73	1446.823	-0.067	0.983
Choose super condominiums only if you want to buy either for investment or own stay	210.47	1449.913	-0.112	0.983
Invite your friends or relatives to buy luxury condominiums only	210.7	1392.424	0.746	0.981
Limited choices available for luxury condominiums	210.73	1376.547	0.842	0.981



Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.811	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Luxury condominiums are worth for investments	210.6	1399.283	0.71	0.981
Luxury condominiums use high quality materials	210.63	1380.792	0.812	0.981
Trust in reputation and image of condominium developers	210.77	1383.151	0.802	0.981

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.828	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Luxury condominiums enhance social status	210.57	1394.116	0.736	0.981
Luxury condominiums show financial status	210.57	1374.53	0.862	0.981
Luxury condominiums indicate personal values	210.7	1376.907	0.845	0.981

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.796	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Will only purchase luxury condominiums	210.63	1403.826	0.563	0.981
Prefer to live among good environment	210.87	1396.809	0.528	0.982
Want to live in identical social class	210.93	1395.72	0.571	0.981

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.933	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Luxury condominiums are worth for investments	210.6	1399.283	0.71	0.981
Luxury condominiums use high quality materials	210.63	1380.792	0.812	0.981
Trust in reputation and image of condominium developers	210.77	1383.151	0.802	0.981
Luxury condominiums enhance social status	210.57	1394.116	0.736	0.981
Luxury condominiums show financial status	210.57	1374.53	0.862	0.981
Luxury condominiums indicate personal values	210.7	1376.907	0.845	0.981
Will only purchase luxury condominiums	210.63	1403.826	0.563	0.981
Prefer to live among good environment	210.87	1396.809	0.528	0.982
Want to live in identical social class	210.93	1395.72	0.571	0.981

Frequencies

Statistics

Q1

N	Valid	400
	Missing	0
	Mean	1.84
	Std. Deviation	.781

Q1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quattro Thong Lo	158	39.5	39.5	39.5
	The Emporio Place	147	36.8	36.8	76.3
	Millennium Residence	95	23.8	23.8	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

		P1	P2	P3	TQ2
N	Valid	400	400	400	400
	Missing	0	0	0	0
	Mean	6.12	6.05	6.02	6.06
	Std. Deviation	.951	.727	.693	.734

Frequency Table

P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	39	9.8	9.8	9.8
	4	8	2.0	2.0	11.8
	5	2	.5	.5	12.3
	5	5	1.3	1.3	13.5
	5	13	3.3	3.3	16.8
	5	3	.8	.8	17.5
	6	14	3.5	3.5	21.0
	6	7	1.8	1.8	22.8
	6	95	23.8	23.8	46.5
	6	30	7.5	7.5	54.0
	7	12	3.0	3.0	57.0
	7	50	12.5	12.5	69.5
	7	122	30.5	30.5	100.0
	Total	400	100.0	100.0	

P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	2	.5	.5	.5
	4	8	2.0	2.0	2.5
	5	22	5.5	5.5	8.0
	5	9	2.3	2.3	10.3
	5	1	.3	.3	10.5
	5	5	1.3	1.3	11.8
	5	22	5.5	5.5	17.3
	6	5	1.3	1.3	18.5
	6	31	7.8	7.8	26.3
	6	29	7.3	7.3	33.5
	6	95	23.8	23.8	57.3
	6	21	5.3	5.3	62.5
	6	18	4.5	4.5	67.0
	7	9	2.3	2.3	69.3
	7	41	10.3	10.3	79.5
	7	26	6.5	6.5	86.0
	7	56	14.0	14.0	100.0
Total		400	100.0	100.0	

P3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	5	1.3	1.3	1.3
	4	18	4.5	4.5	5.8
	5	10	2.5	2.5	8.3
	5	19	4.8	4.8	13.0
	5	16	4.0	4.0	17.0
	6	34	8.5	8.5	25.5
	6	136	34.0	34.0	59.5
	6	62	15.5	15.5	75.0
	7	59	14.8	14.8	89.8
	7	41	10.3	10.3	100.0
	Total	400	100.0	100.0	

TQ2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	3	.8	.8	.8
	4	1	.3	.3	1.0
	4	7	1.8	1.8	2.8
	4	5	1.3	1.3	4.0
	4	8	2.0	2.0	6.0
	4	2	.5	.5	6.5
	5	4	1.0	1.0	7.5
	5	2	.5	.5	8.0
	5	1	.3	.3	8.3
	5	7	1.8	1.8	10.0
	5	1	.3	.3	10.3
	5	3	.8	.8	11.0
Valid	5	1	.3	.3	11.3

	Frequency	Percent	Valid Percent	Cumulative Percent
5	2	.5	.5	11.8
5	1	.3	.3	12.0
5	1	.3	.3	12.3
5	4	1.0	1.0	13.3
5	4	1.0	1.0	14.3
5	2	.5	.5	14.8
5	2	.5	.5	15.3
5	3	.8	.8	16.0
5	7	1.8	1.8	17.8
5	2	.5	.5	18.3
5	2	.5	.5	18.8
5	6	1.5	1.5	20.3
6	1	.3	.3	20.5
6	2	.5	.5	21.0
6	1	.3	.3	21.3
6	4	1.0	1.0	22.3
6	1	.3	.3	22.5
6	3	.8	.8	23.3
6	2	.5	.5	23.8
6	1	.3	.3	24.0
6	5	1.3	1.3	25.3
6	1	.3	.3	25.5
6	6	1.5	1.5	27.0
6	2	.5	.5	27.5
6	4	1.0	1.0	28.5
6	54	13.5	13.5	42.0
6	4	1.0	1.0	43.0
6	13	3.3	3.3	46.3
6	16	4.0	4.0	50.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	1	.3	.3	51.0
	6	2	.5	.5	51.5
	6	9	2.3	2.3	53.8
	6	7	1.8	1.8	55.5
	6	13	3.3	3.3	58.8
	6	3	.8	.8	59.5
	6	2	.5	.5	60.0
	6	1	.3	.3	60.3
	6	8	2.0	2.0	62.3
	6	1	.3	.3	62.5
	6	4	1.0	1.0	63.5
	6	5	1.3	1.3	64.8
	6	2	.5	.5	65.3
	6	1	.3	.3	65.5
	7	5	1.3	1.3	66.8
	7	2	.5	.5	67.3
	7	1	.3	.3	67.5
	7	1	.3	.3	67.8
	7	4	1.0	1.0	68.8
	7	18	4.5	4.5	73.3
	7	7	1.8	1.8	75.0
	7	18	4.5	4.5	79.5
	7	2	.5	.5	80.0
	7	8	2.0	2.0	82.0
	7	12	3.0	3.0	85.0
	7	22	5.5	5.5	90.5
	7	19	4.8	4.8	95.3
	7	19	4.8	4.8	100.0
Total		400	100.0	100.0	

Frequencies

Statistics

		ข้อ 1	ข้อ 2	ข้อ 3	ข้อ 4	ข้อ 5	ข้อ 6
N	Valid	400	400	400	400	400	400
	Missing	0	0	0	0	0	0
	Mean	6.04	6.09	6.12	6.23	6.26	6.00
	Std. Deviation	1.077	1.029	1.060	.951	.854	.848

Statistics

		ข้อ 7	ข้อ 8	ข้อ 9	ข้อ 10	ข้อ 11
N	Valid	400	400	400	400	400
	Missing	0	0	0	0	0
	Mean	5.75	6.39	5.86	6.05	5.94
	Std. Deviation	1.130	.790	1.030	1.000	.978

Statistics

		ข้อ 12	ข้อ 13
N	Valid	400	400
	Missing	0	0
	Mean	5.81	6.30
	Std. Deviation	1.098	.779

Frequency Table

Product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	มีผลเป็นกลาง	62	15.5	15.5	15.5
	มีผลค่อนข้างมาก	38	9.5	9.5	25.0
	มีผลมาก	123	30.8	30.8	55.8
	มีผลสูงมาก	177	44.3	44.3	100.0
	Total	400	100.0	100.0	

Brand Awareness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	มีผลเป็นกลาง	24	6.0	6.0	6.0
	มีผลค่อนข้างมาก	35	8.8	8.8	14.8
	มีผลมาก	154	38.5	38.5	53.3
	มีผลสูงมาก	187	46.8	46.8	100.0
	Total	400	100.0	100.0	

Brand Personality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	มีผลเป็นกลาง	19	4.8	4.8	4.8
	มีผลค่อนข้างมาก	87	21.8	21.8	26.5
	มีผลมาก	170	42.5	42.5	69.0
	มีผลสูงมาก	124	31.0	31.0	100.0
	Total	400	100.0	100.0	

Brand Identity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	มีผลเป็นกลาง	79	19.8	19.8	19.8
	มีผลค่อนข้างมาก	81	20.3	20.3	40.0
	มีผลมาก	102	25.5	25.5	65.5
	มีผลสูงมาก	138	34.5	34.5	100.0
	Total	400	100.0	100.0	

Brand Preference

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
มีผลเป็นกลาง	18	4.5	4.5	4.5
มีผลค่อนข้างมาก	23	5.8	5.8	10.3
มีผลมาก	146	36.5	36.5	46.8
มีผลสูงมาก	213	53.3	53.3	100.0
Total	400	100.0	100.0	

Brand Loyalty

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
มีผลเป็นกลาง	52	13.0	13.0	13.0
มีผลค่อนข้างมาก	89	22.3	22.3	35.3
มีผลมาก	124	31.0	31.0	66.3
มีผลสูงมาก	135	33.8	33.8	100.0
Total	400	100.0	100.0	

Brand Experience

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
มีผลเป็นกลาง	47	11.8	11.8	11.8
มีผลค่อนข้างมาก	50	12.5	12.5	24.3
มีผลมาก	141	35.3	35.3	59.5
มีผลสูงมาก	162	40.5	40.5	100.0
Total	400	100.0	100.0	

Reliability

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
มีผลเป็นกลาง	37	9.3	9.3	9.3
มีผลค่อนข้างมาก	92	23.0	23.0	32.3
มีผลมาก	128	32.0	32.0	64.3
มีผลสูงมาก	143	35.8	35.8	100.0
Total	400	100.0	100.0	

Attitude

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
มีผลเป็นกลาง	74	18.5	18.5	18.5
มีผลค่อนข้างมาก	65	16.3	16.3	34.8
มีผลมาก	126	31.5	31.5	66.3
มีผลสูงมาก	135	33.8	33.8	100.0
Total	400	100.0	100.0	

Behavioral Intention

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
มีผลเป็นกลาง	11	2.8	2.8	2.8
มีผลค่อนข้างมาก	46	11.5	11.5	14.3
มีผลมาก	154	38.5	38.5	52.8
มีผลสูงมาก	189	47.3	47.3	100.0
Total	400	100.0	100.0	

Frequencies

Statistics

		PS1	PS2	PS3	PS4	TPS
N	Valid	400	400	400	400	400
	Missing	0	0	0	0	0
	Mean	4.24	4.12	4.18	4.44	4.24
	Std. Deviation	.434	.460	.356	.318	.212

Frequency Table

PS1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	.8	.8	.8
	3	1	.3	.3	1.0
	3	8	2.0	2.0	3.0
	3	5	1.3	1.3	4.3
	3	7	1.8	1.8	6.0
	4	14	3.5	3.5	9.5
	4	24	6.0	6.0	15.5
	4	59	14.8	14.8	30.3
	4	89	22.3	22.3	52.5
	4	70	17.5	17.5	70.0
	5	72	18.0	18.0	88.0
	5	39	9.8	9.8	97.8
	5	9	2.3	2.3	100.0
Total		400	100.0	100.0	

Frequencies

Statistics

		PS1	PS2	PS3	PS4	TPS
N	Valid	400	400	400	400	400
	Missing	0	0	0	0	0
	Mean	4.24	4.12	4.18	4.44	4.24
	Std. Deviation	.434	.460	.356	.318	.212

Frequency Table

PS1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	.8	.8	.8
	3	1	.3	.3	1.0
	3	8	2.0	2.0	3.0
	3	5	1.3	1.3	4.3
	3	7	1.8	1.8	6.0
	4	14	3.5	3.5	9.5
	4	24	6.0	6.0	15.5
	4	59	14.8	14.8	30.3
	4	89	22.3	22.3	52.5
	4	70	17.5	17.5	70.0
	5	72	18.0	18.0	88.0
	5	39	9.8	9.8	97.8
	5	9	2.3	2.3	100.0
	Total	400	100.0	100.0	

PS2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	1.5	1.5	1.5
	3	24	6.0	6.0	7.5
	4	75	18.8	18.8	26.3
	4	130	32.5	32.5	58.8
	4	89	22.3	22.3	81.0
	5	38	9.5	9.5	90.5
	5	38	9.5	9.5	100.0
	Total	400	100.0	100.0	

PS3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	.5	.5	.5
	3	7	1.8	1.8	2.3
	4	7	1.8	1.8	4.0
	4	53	13.3	13.3	17.3
	4	120	30.0	30.0	47.3
	4	95	23.8	23.8	71.0
	5	76	19.0	19.0	90.0
	5	30	7.5	7.5	97.5
	5	10	2.5	2.5	100.0
	Total	400	100.0	100.0	

PS4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	1	.3	.3	.3
	4	4	1.0	1.0	1.3
	4	89	22.3	22.3	23.5
	4	52	13.0	13.0	36.5
	5	142	35.5	35.5	72.0
	5	79	19.8	19.8	91.8
	5	33	8.3	8.3	100.0
	Total	400	100.0	100.0	

TPS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	2	.5	.5	.5
	4	1	.3	.3	.8
	4	1	.3	.3	1.0
	4	1	.3	.3	1.3
	4	1	.3	.3	1.5
	4	1	.3	.3	1.8
	4	1	.3	.3	2.0
	4	2	.5	.5	2.5
	4	1	.3	.3	2.8
	4	1	.3	.3	3.0
	4	5	1.3	1.3	4.3
	4	1	.3	.3	4.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	1	.3	.3	4.8
	4	2	.5	.5	5.3
	4	2	.5	.5	5.8
	4	2	.5	.5	6.3
	4	1	.3	.3	6.5
	4	10	2.5	2.5	9.0
	4	2	.5	.5	9.5
	4	2	.5	.5	10.0
	4	1	.3	.3	10.3
	4	1	.3	.3	10.5
	4	9	2.3	2.3	12.8
	4	1	.3	.3	13.0
	4	3	.8	.8	13.8
	4	1	.3	.3	14.0
	4	3	.8	.8	14.8
	4	1	.3	.3	15.0
	4	1	.3	.3	15.3
	4	2	.5	.5	15.8
	4	29	7.3	7.3	23.0
	4	1	.3	.3	23.3
	4	1	.3	.3	23.5
	4	2	.5	.5	24.0
Valid	4	2	.5	.5	24.5
	4	4	1.0	1.0	25.5
	4	5	1.3	1.3	26.8
	4	6	1.5	1.5	28.3
	4	3	.8	.8	29.0
	4	1	.3	.3	29.3
	4	1	.3	.3	29.5
	4	2	.5	.5	30.0
	4	3	.8	.8	30.8
	4	1	.3	.3	31.0

	Frequency	Percent	Valid Percent	Cumulative Percent
4	2	.5	.5	31.5
4	7	1.8	1.8	33.3
4	4	1.0	1.0	34.3
4	6	1.5	1.5	35.8
4	1	.3	.3	36.0
4	2	.5	.5	36.5
4	3	.8	.8	37.3
4	1	.3	.3	37.5
4	2	.5	.5	38.0
4	2	.5	.5	38.5
4	6	1.5	1.5	40.0
4	1	.3	.3	40.3
Valid 4	1	.3	.3	40.5
4	1	.3	.3	40.8
4	6	1.5	1.5	42.3
4	2	.5	.5	42.8
4	1	.3	.3	43.0
4	6	1.5	1.5	44.5
4	4	1.0	1.0	45.5
4	1	.3	.3	45.8
4	2	.5	.5	46.3
4	11	2.8	2.8	49.0
4	3	.8	.8	49.8
4	6	1.5	1.5	51.3
4	5	1.3	1.3	52.5
4	2	.5	.5	53.0
4	6	1.5	1.5	54.5
4	3	.8	.8	55.3
4	4	1.0	1.0	56.3
4	1	.3	.3	56.5
4	1	.3	.3	56.8
4	14	3.5	3.5	60.3
4	1	.3	.3	60.5

		Frequency	Percent	Valid Percent	Cumulative Percent
	4	5	1.3	1.3	61.8
Valid	4	5	1.3	1.3	63.0
	4	3	.8	.8	63.8
	4	5	1.3	1.3	65.0
	4	2	.5	.5	65.5
	4	2	.5	.5	66.0
	4	2	.5	.5	67.5
	4	1	.3	.3	67.8
	4	1	.3	.3	68.0
	4	6	1.5	1.5	69.5
	4	1	.3	.3	69.8
	4	4	1.0	1.0	70.8
	4	2	.5	.5	71.3
	4	7	1.8	1.8	73.0
	4	4	1.0	1.0	74.0
	4	2	.5	.5	74.5
	4	3	.8	.8	75.3
	4	3	.8	.8	76.0
	4	1	.3	.3	76.3
	4	3	.8	.8	77.0
	4	4	1.0	1.0	78.0
	4	3	.8	.8	78.8
Valid	4	12	3.0	3.0	81.8
	4	2	.5	.5	82.3
	4	3	.8	.8	83.0
	4	5	1.3	1.3	84.3
	4	5	1.3	1.3	85.5
	4	2	.5	.5	86.0
	4	2	.5	.5	86.8
	4	1	.3	.3	87.0

	Frequency	Percent	Valid Percent	Cumulative Percent
4	8	2.0	2.0	89.0
4	2	.5	.5	89.5
4	1	.3	.3	89.8
4	2	.5	.5	90.3
4	1	.3	.3	90.5
4	2	.5	.5	91.0
4	2	.5	.5	91.5
5	5	1.3	1.3	92.8
5	2	.5	.5	93.3
5	3	.8	.8	94.0
5	1	.3	.3	94.3
5	2	.5	.5	94.8
5	1	.3	.3	95.0
Valid 5	2	.5	.5	95.5
5	1	.3	.3	95.8
5	2	.5	.5	96.3
5	2	.5	.5	96.8
5	1	.3	.3	97.0
5	3	.8	.8	97.8
5	1	.3	.3	98.0
5	1	.3	.3	98.3
5	1	.3	.3	98.5
5	1	.3	.3	98.8
5	1	.3	.3	99.0
5	1	.3	.3	99.3
5	3	.8	.8	100.0
Total	400	100.0	100.0	

Frequencies

Statistics

		Luxury condominium is an unique concept	Multiple-size units	Good standard of construction using high quality materials and specifications	Good building design, layout and decoration	Sufficient car park	Value of quality and service
N	Valid	400	400	400	400	400	400
	Missing	0	0	0	0	0	0
	Mean	4.13	4.35	3.94	4.43	4.37	4.23
	Std. Deviation	.710	.623	.895	.617	.723	.838

Statistics

		Terms of payment	Common area maintenance fees are reasonable	Easily accessible locations	Good and secure neighborhoods, ensuring privacy of residents	Comprehensive range of facilities	Adequate elevators and efficient Machine & Electricity system
N	Valid	400	400	400	400	400	400
	Missing	0	0	0	0	0	0
	Mean	4.10	4.02	4.03	4.47	4.43	3.78
	Std. Deviation	.710	.849	.968	.640	.617	1.001

Statistics

		Fully Furnished	Get discount on ownership transfer fee	No down payment and get 100% home loan	One year free common area management fee
N	Valid	400	400	400	400
	Missing	0	0	0	0
	Mean	4.15	4.15	4.69	4.76
	Std. Deviation	.698	.954	.462	.429

Frequency Table

Marketing Mix (4Ps) : Luxury condominium is an unique concept

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid เห็นด้วยและไม่เห็นด้วยพอกๆกัน	78	19.5	19.5	19.5
ค่อนข้างเห็นด้วย	192	48.0	48.0	67.5
เห็นด้วยอย่างยิ่ง	130	32.5	32.5	100.0
Total	400	100.0	100.0	

Marketing Mix (4Ps) : Multiple-size units

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid เห็นด้วยและไม่เห็นด้วยพอกๆกัน	32	8.0	8.0	8.0
ค่อนข้างเห็นด้วย	196	49.0	49.0	57.0
เห็นด้วยอย่างยิ่ง	172	43.0	43.0	100.0
Total	400	100.0	100.0	

Marketing Mix (4Ps) : Good standard of construction using high quality materials and specifications

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ค่อนข้างไม่เห็นด้วย	28	7.0	7.0	7.0
เห็นด้วยและไม่เห็นด้วยพอกๆกัน	88	22.0	22.0	29.0
ค่อนข้างเห็นด้วย	163	40.8	40.8	69.8
เห็นด้วยอย่างยิ่ง	121	30.3	30.3	100.0
Total	400	100.0	100.0	

Marketing Mix (4Ps) : Good building design, layout and decoration

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid เห็นด้วยและไม่เห็นด้วยพอกัน	27	6.8	6.8	6.8
ค่อนข้างเห็นด้วย	175	43.8	43.8	50.5
เห็นด้วยอย่างยิ่ง	198	49.5	49.5	100.0
Total	400	100.0	100.0	

Marketing Mix (4Ps) : Sufficient car park

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ค่อนข้างไม่เห็นด้วย	12	3.0	3.0	3.0
เห็นด้วยและไม่เห็นด้วยพอกัน	22	5.5	5.5	8.5
ค่อนข้างเห็นด้วย	174	43.5	43.5	52.0
เห็นด้วยอย่างยิ่ง	192	48.0	48.0	100.0
Total	400	100.0	100.0	

Marketing Mix (4Ps) : Value of quality and service

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ค่อนข้างไม่เห็นด้วย	20	5.0	5.0	5.0
เห็นด้วยและไม่เห็นด้วยพอกัน	45	11.3	11.3	16.3
ค่อนข้างเห็นด้วย	159	39.8	39.8	56.0
เห็นด้วยอย่างยิ่ง	176	44.0	44.0	100.0
Total	400	100.0	100.0	

Marketing Mix (4Ps) : Terms of payment

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid เห็นด้วยและไม่เห็นด้วยพอกัน	83	20.8	20.8	20.8
ค่อนข้างเห็นด้วย	195	48.8	48.8	69.5
เห็นด้วยอย่างยิ่ง	122	30.5	30.5	100.0
Total	400	100.0	100.0	

Marketing Mix (4Ps) : Terms of payment

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ค่อนข้างไม่เห็นด้วย	23	5.8	5.8	5.8
เห็นด้วยและไม่เห็นด้วยพอกัน	71	17.8	17.8	23.5
ค่อนข้างเห็นด้วย	181	45.3	45.3	68.8
เห็นด้วยอย่างยิ่ง	125	31.3	31.3	100.0
Total	400	100.0	100.0	

Marketing Mix (4Ps) : Common area maintenance fees are reasonable

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ค่อนข้างไม่เห็นด้วย	54	13.5	13.5	13.5
เห็นด้วยและไม่เห็นด้วยพอกัน	19	4.8	4.8	18.3
ค่อนข้างเห็นด้วย	188	47.0	47.0	65.3
เห็นด้วยอย่างยิ่ง	139	34.8	34.8	100.0
Total	400	100.0	100.0	

Marketing Mix (4Ps) : Easily accessible locations

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid เห็นด้วยและไม่เห็นด้วยพอๆกัน	32	8.0	8.0	8.0
ค่อนข้างเห็นด้วย	148	37.0	37.0	45.0
เห็นด้วยอย่างยิ่ง	220	55.0	55.0	100.0
Total	400	100.0	100.0	

Marketing Mix (4Ps) : Good and secure neighborhoods, ensuring privacy of residents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid เห็นด้วยและไม่เห็นด้วยพอๆกัน	27	6.8	6.8	6.8
ค่อนข้างเห็นด้วย	175	43.8	43.8	50.5
เห็นด้วยอย่างยิ่ง	198	49.5	49.5	100.0
Total	400	100.0	100.0	

Marketing Mix (4Ps) : Comprehensive range of facilities

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ค่อนข้างไม่เห็นด้วย	59	14.8	14.8	14.8
เห็นด้วยและไม่เห็นด้วยพอๆกัน	78	19.5	19.5	34.3
ค่อนข้างเห็นด้วย	157	39.3	39.3	73.5
เห็นด้วยอย่างยิ่ง	106	26.5	26.5	100.0
Total	400	100.0	100.0	

Marketing Mix (4Ps) : Fully Furnished

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid เห็นด้วยและไม่เห็นด้วยพอๆกัน	72	18.0	18.0	18.0
ค่อนข้างเห็นด้วย	197	49.3	49.3	67.3
เห็นด้วยอย่างยิ่ง	131	32.8	32.8	100.0
Total	400	100.0	100.0	

Marketing Mix (4Ps) : Get discount on ownership transfer fee

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ค่อนข้างไม่เห็นด้วย	33	8.3	8.3	8.3
เห็นด้วยและไม่เห็นด้วยพอๆกัน	57	14.3	14.3	22.5
ค่อนข้างเห็นด้วย	127	31.8	31.8	54.3
เห็นด้วยอย่างยิ่ง	183	45.8	45.8	100.0
Total	400	100.0	100.0	

Marketing Mix (4Ps) : No down payment and get 100% home loan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ค่อนข้างเห็นด้วย	123	30.8	30.8	30.8
เห็นด้วยอย่างยิ่ง	277	69.3	69.3	100.0
Total	400	100.0	100.0	

Marketing Mix (4Ps) : One year free common area management fee

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ค่อนข้างเห็นด้วย	97	24.3	24.3	24.3
เห็นด้วยอย่างยิ่ง	303	75.8	75.8	100.0
Total	400	100.0	100.0	

Frequencies

Statistics

	Brand Awareness	Brand Personal	Brand Identity	Brand Preference	Brand Loyalty
N Valid	400	400	400	400	400
Missing	0	0	0	0	0
Mean	4.34	4.25	4.27	4.39	4.48
Std. Deviation	.431	.527	.396	.374	.341

Statistics

	Brand Experience	TBE
N Valid	400	400
Missing	0	0
Mean	4.44	4.36
Std. Deviation	.413	.220

Frequency Table

Brand Awareness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	2.3	2.3	2.3
	4	42	10.5	10.5	12.8
	4	80	20.0	20.0	32.8
	4	133	33.3	33.3	66.0
	5	68	17.0	17.0	83.0
	5	68	17.0	17.0	100.0
	Total	400	100.0	100.0	

Brand Personal

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	47	11.8	11.8	11.8
	4	30	7.5	7.5	19.3
	4	107	26.8	26.8	46.0
	4	101	25.3	25.3	71.3
	5	28	7.0	7.0	78.3
	5	87	21.8	21.8	100.0
	Total	400	100.0	100.0	

Brand Preference

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	145	36.3	36.3	36.3
	4	127	31.8	31.8	68.0
	5	48	12.0	12.0	80.0
	5	80	20.0	20.0	100.0
	Total	400	100.0	100.0	

TBE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	13	3.3	3.3	7.5
	4	3	.8	.8	8.3
	4	22	5.5	5.5	13.8
	4	13	3.3	3.3	17.0
	4	18	4.5	4.5	21.5
	4	12	3.0	3.0	24.5
	4	5	1.3	1.3	25.8
	4	33	8.3	8.3	34.0
	4	1	.3	.3	34.3
	4	44	11.0	11.0	45.3
	4	31	7.8	7.8	53.0
	4	1	.3	.3	53.3
	4	32	8.0	8.0	61.3
	4	4	1.0	1.0	62.3
	4	16	4.0	4.0	66.3
	4	18	4.5	4.5	70.8
	4	2	.5	.5	71.3
Valid	4	13	3.3	3.3	7.5
	4	3	.8	.8	8.3
	4	22	5.5	5.5	13.8
	4	13	3.3	3.3	17.0
	4	18	4.5	4.5	21.5
	4	12	3.0	3.0	24.5
	4	5	1.3	1.3	25.8
	4	33	8.3	8.3	34.0
	4	1	.3	.3	34.3
	4	44	11.0	11.0	45.3
	4	31	7.8	7.8	53.0
	4	1	.3	.3	53.3
	4	32	8.0	8.0	61.3
	4	4	1.0	1.0	62.3

	Frequency	Percent	Valid Percent	Cumulative Percent
4	16	4.0	4.0	66.3
4	18	4.5	4.5	70.8
4	2	.5	.5	71.3
4	4	1.0	1.0	72.3
5	22	5.5	5.5	77.8
5	3	.8	.8	78.5
5	2	.5	.5	79.0
5	11	2.8	2.8	81.8
5	7	1.8	1.8	83.5
5	9	2.3	2.3	85.8
5	7	1.8	1.8	87.5
5	2	.5	.5	88.0
5	13	3.3	3.3	91.3
5	16	4.0	4.0	95.3
5	9	2.3	2.3	97.5
5	3	.8	.8	98.3
5	1	.3	.3	98.5
5	1	.3	.3	98.8
5	2	.5	.5	99.3
5	3	.8	.8	100.0
Total	400	100.0	100.0	

Frequencies**Statistics**

		ข้อ 30	ข้อ 31	ข้อ 32	ข้อ 33	ข้อ 34	ข้อ 35
N	Valid	400	400	400	400	400	400
	Missing	0	0	0	0	0	0
	Mean	4.58	4.54	3.91	4.25	3.88	4.60
	Std. Deviation	.561	.624	1.033	.772	.975	.609

Statistics

		ข้อ 36	ข้อ 37	ข้อ 38	ข้อ 39	ข้อ 40	ข้อ 41
N	Valid	400	400	400	400	400	400
	Missing	0	0	0	0	0	0
	Mean	4.25	4.35	4.21	4.31	4.47	4.38
	Std. Deviation	.697	.662	.627	.464	.574	.486

Statistics

		ข้อ 42	ข้อ 43	ข้อ 44	ข้อ 45	ข้อ 46	ข้อ 47
N	Valid	400	400	400	400	400	400
	Missing	0	0	0	0	0	0
	Mean	4.21	4.62	4.61	4.43	4.55	4.34
	Std. Deviation	.700	.597	.488	.617	.623	.751

Frequency Table

Brand Awareness: Luxury condominiums have good reputation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid เห็นด้วยและไม่เห็นด้วยพอกัน	14	3.5	3.5	3.5
ค่อนข้างเห็นด้วย	140	35.0	35.0	38.5
เห็นด้วยอย่างยิ่ง	246	61.5	61.5	100.0
Total	400	100.0	100.0	

Brand Awareness: Luxury condominiums have good recognition

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid เห็นด้วยและไม่เห็นด้วยพอกัน	28	7.0	7.0	7.0
ค่อนข้างเห็นด้วย	128	32.0	32.0	39.0
เห็นด้วยอย่างยิ่ง	244	61.0	61.0	100.0
Total	400	100.0	100.0	

Brand Awareness: Luxury condominiums have good recollection among consumers

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ค่อนข้างไม่เห็นด้วย	54	13.5	13.5	13.5
เห็นด้วยและไม่เห็นด้วยพอกัน	70	17.5	17.5	31.0
ค่อนข้างเห็นด้วย	133	33.3	33.3	64.3
เห็นด้วยอย่างยิ่ง	143	35.8	35.8	100.0
Total	400	100.0	100.0	

Brand Personal: Luxury condominiums are more luxurious than others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	เห็นด้วยและไม่เห็นด้วยพอกๆกัน	81	20.3	20.3	20.3
	ค่อนข้างเห็นด้วย	137	34.3	34.3	54.5
	เห็นด้วยอย่างยิ่ง	182	45.5	45.5	100.0
	Total	400	100.0	100.0	

Brand Personal: Luxury condominiums are located in prime locations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ค่อนข้างไม่เห็นด้วย	47	11.8	11.8	11.8
	เห็นด้วยและไม่เห็นด้วยพอกๆกัน	75	18.8	18.8	30.5
	ค่อนข้างเห็นด้วย	156	39.0	39.0	69.5
	เห็นด้วยอย่างยิ่ง	122	30.5	30.5	100.0
	Total	400	100.0	100.0	

Brand Personal: Luxury condominiums are more worth than others.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	เห็นด้วยและไม่เห็นด้วยพอกๆกัน	26	6.5	6.5	6.5
	ค่อนข้างเห็นด้วย	108	27.0	27.0	33.5
	เห็นด้วยอย่างยิ่ง	266	66.5	66.5	100.0
	Total	400	100.0	100.0	

Brand Identity: Reasonable Price

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid เห็นด้วยและไม่เห็นด้วยพอกัน	60	15.0	15.0	15.0
ค่อนข้างเห็นด้วย	182	45.5	45.5	60.5
เห็นด้วยอย่างยิ่ง	158	39.5	39.5	100.0
Total	400	100.0	100.0	

Brand Identity: Privacy

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid เห็นด้วยและไม่เห็นด้วยพอกัน	42	10.5	10.5	10.5
ค่อนข้างเห็นด้วย	177	44.3	44.3	54.8
เห็นด้วยอย่างยิ่ง	181	45.3	45.3	100.0
Total	400	100.0	100.0	

Brand Identity: Unique Style

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid เห็นด้วยและไม่เห็นด้วยพอกัน	45	11.3	11.3	11.3
ค่อนข้างเห็นด้วย	225	56.3	56.3	67.5
เห็นด้วยอย่างยิ่ง	130	32.5	32.5	100.0
Total	400	100.0	100.0	

Brand Preference: Make a decision to purchase luxury condominiums after viewing advertisements

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ค่อนข้างเห็นด้วย	275	68.8	68.8	68.8
เห็นด้วยอย่างยิ่ง	125	31.3	31.3	100.0
Total	400	100.0	100.0	

Brand Preference: Make a decision to purchase luxury condominiums when you get the recommendation from sales staff

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid เห็นด้วยและไม่เห็นด้วยพอกัน	16	4.0	4.0	4.0
ค่อนข้างเห็นด้วย	182	45.5	45.5	49.5
เห็นด้วยอย่างยิ่ง	202	50.5	50.5	100.0
Total	400	100.0	100.0	

Brand Preference: Make a decision to purchase luxury condominiums for investments or own stay

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ค่อนข้างเห็นด้วย	248	62.0	62.0	62.0
เห็นด้วยอย่างยิ่ง	152	38.0	38.0	100.0
Total	400	100.0	100.0	

Brand Loyalty Purchase luxury condominiums only although it is expensive

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid เห็นด้วยและไม่เห็นด้วยพอกัน	65	16.3	16.3	16.3
ค่อนข้างเห็นด้วย	187	46.8	46.8	63.0
เห็นด้วยอย่างยิ่ง	148	37.0	37.0	100.0
Total	400	100.0	100.0	

Brand Loyalty : Invite your friends or relatives to buy luxury condominiums from fabulous developer only

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid เห็นด้วยและไม่เห็นด้วยพอกัน	24	6.0	6.0	6.0
ค่อนข้างเห็นด้วย	103	25.8	25.8	31.8
เห็นด้วยอย่างยิ่ง	273	68.3	68.3	100.0
Total	400	100.0	100.0	

Brand Loyalty: Choose super condominiums only if you want to buy either for investment or own stay

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ค่อนข้างเห็นด้วย	155	38.8	38.8	38.8
เห็นด้วยอย่างยิ่ง	245	61.3	61.3	100.0
Total	400	100.0	100.0	

Brand Experience: Happy with luxury condominium

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid เห็นด้วยและไม่เห็นด้วยพอๆกัน	27	6.8	6.8	6.8
ค่อนข้างเห็นด้วย	175	43.8	43.8	50.5
เห็นด้วยอย่างยิ่ง	198	49.5	49.5	100.0
Total	400	100.0	100.0	

Brand Experience : Invite your friends or relatives to buy luxury condominiums only

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid เห็นด้วยและไม่เห็นด้วยพอๆกัน	28	7.0	7.0	7.0
ค่อนข้างเห็นด้วย	124	31.0	31.0	38.0
เห็นด้วยอย่างยิ่ง	248	62.0	62.0	100.0
Total	400	100.0	100.0	

Brand Experience: Limited choices available for luxury condominiums

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid เห็นด้วยและไม่เห็นด้วยพอๆกัน	68	17.0	17.0	17.0
ค่อนข้างเห็นด้วย	130	32.5	32.5	49.5
เห็นด้วยอย่างยิ่ง	202	50.5	50.5	100.0
Total	400	100.0	100.0	

Frequencies

Statistics

		BH1	BH2	BH3	total
N	Valid	400	400	400	400
	Missing	0	0	0	0
	Mean	3.98	4.05	4.17	4.07
	Std. Deviation	.841	.720	.448	.538

Frequency Table

BH1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	13	3.3	3.3	3.3
	2	21	5.3	5.3	8.5
	3	5	1.3	1.3	9.8
	3	43	10.8	10.8	20.5
	3	22	5.5	5.5	26.0
	4	14	3.5	3.5	29.5
	4	123	30.8	30.8	60.3
	4	39	9.8	9.8	70.0
	5	28	7.0	7.0	77.0
	5	92	23.0	23.0	100.0
Total	400	100.0	100.0		

BH2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	21	5.3	5.3	5.3
	3	50	12.5	12.5	17.8
	3	34	8.5	8.5	26.3
	4	18	4.5	4.5	30.8
	4	105	26.3	26.3	57.0
	4	44	11.0	11.0	68.0
	5	53	13.3	13.3	81.3
	5	75	18.8	18.8	100.0
	Total	400	100.0	100.0	

BH3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	1.0	1.0	1.0
	3	5	1.3	1.3	2.3
	3	23	5.8	5.8	8.0
	4	47	11.8	11.8	19.8
	4	96	24.0	24.0	43.8
	4	154	38.5	38.5	82.3
	5	44	11.0	11.0	93.3
	5	27	6.8	6.8	100.0
	Total	400	100.0	100.0	

Total

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	3.5	3.5	3.5
	3	2	.5	.5	4.0
	3	7	1.8	1.8	5.8
	3	5	1.3	1.3	7.0
	3	22	5.5	5.5	12.5
	3	8	2.0	2.0	14.5
	3	6	1.5	1.5	16.0
	3	18	4.5	4.5	20.5
	4	9	2.3	2.3	22.8
	4	6	1.5	1.5	24.3
	4	4	1.0	1.0	25.3
	4	3	.8	.8	26.0
	4	14	3.5	3.5	29.5
	4	39	9.8	9.8	39.3
	4	14	3.5	3.5	42.8
	4	36	9.0	9.0	51.8
	4	15	3.8	3.8	55.5
	4	5	1.3	1.3	56.8
	4	23	5.8	5.8	62.5
	4	22	5.5	5.5	68.0
	4	32	8.0	8.0	76.0
	5	13	3.3	3.3	79.3
	5	18	4.5	4.5	83.8
	5	24	6.0	6.0	89.8
	5	21	5.3	5.3	95.0
	5	10	2.5	2.5	97.5
	5	3	.8	.8	98.3
	5	7	1.8	1.8	100.0
Total		400	100.0	100.0	

Frequencies

Statistics

		ข้อ 48	ข้อ 49	ข้อ 50	ข้อ 51	ข้อ 52	ข้อ 53
N	Valid	400	400	400	400	400	400
	Missing	0	0	0	0	0	0
	Mean	4.00	4.05	3.91	4.12	3.79	4.23
	Std. Deviation	.854	.938	1.005	.809	1.014	.782

Statistics

		ข้อ 54	ข้อ 55	ข้อ 56
N	Valid	400	400	400
	Missing	0	0	0
	Mean	4.17	4.34	3.99
	Std. Deviation	.580	.543	.898

Frequency Table

Reliabilities: Luxury condominiums are worth for investments

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ค่อนข้างไม่เห็นด้วย	27	6.8	6.8	6.8
	เห็นด้วยและไม่เห็นด้วยพอๆกัน	65	16.3	16.3	23.0
	ค่อนข้างเห็นด้วย	190	47.5	47.5	70.5
	เห็นด้วยอย่างยิ่ง	118	29.5	29.5	100.0
Total		400	100.0	100.0	

Reliabilities: Luxury condominiums use high quality materials

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ค่อนข้างไม่เห็นด้วย	38	9.5	9.5	9.5
	เห็นด้วยและไม่เห็นด้วยพอๆกัน	53	13.3	13.3	22.8
	ค่อนข้างเห็นด้วย	162	40.5	40.5	63.3
	เห็นด้วยอย่างยิ่ง	147	36.8	36.8	100.0
	Total	400	100.0	100.0	

Reliabilities: Trust in reputation and image of condominium developers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ค่อนข้างไม่เห็นด้วย	65	16.3	16.3	16.3
	เห็นด้วยและไม่เห็นด้วยพอๆกัน	26	6.5	6.5	22.8
	ค่อนข้างเห็นด้วย	189	47.3	47.3	70.0
	เห็นด้วยอย่างยิ่ง	120	30.0	30.0	100.0
	Total	400	100.0	100.0	

Attitude: Luxury condominiums enhance social status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	เห็นด้วยและไม่เห็นด้วยพอๆกัน	109	27.3	27.3	27.3
	ค่อนข้างเห็นด้วย	133	33.3	33.3	60.5
	เห็นด้วยอย่างยิ่ง	158	39.5	39.5	100.0
	Total	400	100.0	100.0	

Attitude: Luxury condominiums show financial status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ค่อนข้างไม่เห็นด้วย	66	16.5	16.5	16.5
	เห็นด้วยและไม่เห็นด้วยพอๆกัน	58	14.5	14.5	31.0
	ค่อนข้างเห็นด้วย	170	42.5	42.5	73.5
	เห็นด้วยอย่างยิ่ง	106	26.5	26.5	100.0
	Total	400	100.0	100.0	

Attitude: Luxury condominiums indicate personal values

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	เห็นด้วยและไม่เห็นด้วยพอๆกัน	87	21.8	21.8	21.8
	ค่อนข้างเห็นด้วย	136	34.0	34.0	55.8
	เห็นด้วยอย่างยิ่ง	177	44.3	44.3	100.0
	Total	400	100.0	100.0	

Behavioral Intention :Will only purchase luxury condominiums

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	เห็นด้วยและไม่เห็นด้วยพอๆกัน	39	9.8	9.8	9.8
	ค่อนข้างเห็นด้วย	254	63.5	63.5	73.3
	เห็นด้วยอย่างยิ่ง	107	26.8	26.8	100.0
	Total	400	100.0	100.0	

Behavioral Intention: Prefer to live among good environment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	เห็นด้วยและไม่เห็นด้วยพอกัน	14	3.5	3.5	3.5
	ค่อนข้างเห็นด้วย	237	59.3	59.3	62.8
	เห็นด้วยอย่างยิ่ง	149	37.3	37.3	100.0
	Total	400	100.0	100.0	

Behavioral Intention: Want to live in identical social class

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ค่อนข้างไม่เห็นด้วย	24	6.0	6.0	6.0
	เห็นด้วยและไม่เห็นด้วยพอกัน	91	22.8	22.8	28.8
	ค่อนข้างเห็นด้วย	150	37.5	37.5	66.3
	เห็นด้วยอย่างยิ่ง	135	33.8	33.8	100.0
	Total	400	100.0	100.0	



Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	BH3, BE5, BE2, BE1, BE3, BE4, BH2, BE6, BH1 ^a	.	Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.501 ^a	.251	.234	.403

a. Predictors: (Constant), BH3, BE5, BE2, BE1, BE3, BE4, BH2, BE6, BH1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.221	9	2.358	14.535	.000 ^a
	Residual	63.267	390	.162		
	Total	84.488	399			

a. Predictors: (Constant), BH3, BE5, BE2, BE1, BE3, BE4, BH2, BE6, BH1

b. Dependent Variable: PS2

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.911	.526		1.732	.084
	BE1	.220	.060	.206	3.645	.000
	BE2	-.032	.039	-.036	-.802	.423
	BE3	.043	.053	.037	.812	.417
	BE4	.041	.063	.033	.648	.517
	BE5	.399	.065	.296	6.190	.000
	BE6	.060	.062	.054	.958	.339
	BH1	.133	.039	.243	3.407	.001
	BH2	-.195	.046	-.305	-4.269	.000
	BH3	.053	.053	.052	1.014	.311

a. Dependent Variable: PS2

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	BH3, BE5, BE2, BE1, BE3, BE4, BH2, BE6, BH1 ^a	.	Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.379 ^a	.143	.124	.333

a. Predictors: (Constant), BH3, BE5, BE2, BE1, BE3, BE4, BH2, BE6, BH1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.233	9	.804	7.248	.000 ^a
	Residual	43.242	390	.111		
	Total	50.475	399			

a. Predictors: (Constant), BH3, BE5, BE2, BE1, BE3, BE4, BH2, BE6, BH1

b. Dependent Variable: PS3

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.021	.435		6.946	.000
	BE1	-.145	.050	-.176	-2.911	.004
	BE2	-.005	.033	-.007	-.149	.882
	BE3	.016	.044	.017	.354	.724
	BE4	-.190	.052	-.200	-3.632	.000
	BE5	.209	.053	.201	3.918	.000
	BE6	.285	.051	.332	5.549	.000
	BH1	-.063	.032	-.148	-1.946	.052
	BH2	.057	.038	.115	1.500	.134
	BH3	.094	.044	.119	2.162	.031

a. Dependent Variable: PS3

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	BH3, BE5, BE2, BE1, BE3, BE4, BH2, BE6, BH1 ^a		Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.503 ^a	.253	.236	.278

a. Predictors: (Constant), BH3, BE5, BE2, BE1, BE3, BE4, BH2, BE6, BH1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.213	9	1.135	14.688	.000 ^a
	Residual	30.131	390	.077		
	Total	40.344	399			

a. Predictors: (Constant), BH3, BE5, BE2, BE1, BE3, BE4, BH2, BE6, BH1

b. Dependent Variable: PS4

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	3.721	.363		10.250	.000
BE1	-.196	.042	-.266	-4.716	.000
BE2	-.022	.027	-.037	-.823	.411
BE3	.046	.037	.057	1.249	.212
BE4	.171	.044	.201	3.907	.000
BE5	.160	.045	.171	3.587	.000
BE6	.175	.043	.228	4.084	.000
BH1	.057	.027	.152	2.130	.034
BH2	-.109	.031	-.246	-3.453	.001
BH3	-.136	.036	-.192	-3.742	.000



Purpose to Purchase * Q1 Cross tabulation

			Q1			Total	
			Quattro Thong Lo	The Emporio Place	Millennium Residence		
Pur Pose to buy	Yourself (Own Stay)	Count	45	52	30	127	
		% within no. 57	35.4%	40.9%	23.6%	100.0%	
		% within Q1	28.5%	35.4%	31.6%	31.8%	
		% of Total	11.3%	13.0%	7.5%	31.8%	
	Partner	Count	11	22	12	45	
		% within no. 57	24.4%	48.9%	26.7%	100.0%	
		% within Q1	7.0%	15.0%	12.6%	11.3%	
		% of Total	2.8%	5.5%	3.0%	11.3%	
	Relatives / Friend	Count	38	32	23	93	
		% within no. 57	40.9%	34.4%	24.7%	100.0%	
		% within Q1	24.1%	21.8%	24.2%	23.3%	
		% of Total	9.5%	8.0%	5.8%	23.3%	
	Family	Count	64	41	30	135	
		% within no. 57	47.4%	30.4%	22.2%	100.0%	
		% within Q1	40.5%	27.9%	31.6%	33.8%	
		% of Total	16.0%	10.3%	7.5%	33.8%	
	Total		Count	158	147	95	400
			% within no. 57	39.5%	36.8%	23.8%	100.0%
			% within Q1	100.0%	100.0%	100.0%	100.0%
			% of Total	39.5%	36.8%	23.8%	100.0%

Reason to Purchase * Q1 Cross tabulation

			Q1			Total
			Quattro Thong Lo	The Emporio Place	Millennium Residence	
Reason to buy	Investment	Count	27	17	4	48
		% within no. 58	56.3%	35.4%	8.3%	100.0%
		% within Q1	17.1%	11.6%	4.2%	12.0%
		% of Total	6.8%	4.3%	1.0%	12.0%
	Personal Intention	Count	92	99	69	260
		% within no. 58	35.4%	38.1%	26.5%	100.0%
		% within Q1	58.2%	67.3%	72.6%	65.0%
		% of Total	23.0%	24.8%	17.3%	65.0%
	Bridal House	Count	19	4	6	29
		% within no. 58	65.5%	13.8%	20.7%	100.0%
		% within Q1	12.0%	2.7%	6.3%	7.3%
		% of Total	4.8%	1.0%	1.5%	7.3%
	Separated Family	Count	20	27	16	63
		% within no. 58	31.7%	42.9%	25.4%	100.0%
		% within Q1	12.7%	18.4%	16.8%	15.8%
		% of Total	5.0%	6.8%	4.0%	15.8%
Total		Count	158	147	95	400
		% within no. 58	39.5%	36.8%	23.8%	100.0%
		% within Q1	100.0%	100.0%	100.0%	100.0%
		% of Total	39.5%	36.8%	23.8%	100.0%

Lifestyle * Q1 Cross tabulation

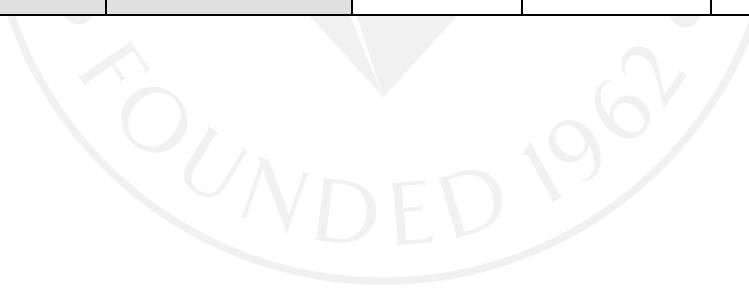
			Q1			Total
			Quattro Thong Lo	The Emporio Place	Millennium Residence	
Lifestyle	Work lifestyle	Count	35	24	13	72
		% within no. 59	48.6%	33.3%	18.1%	100.0%
		% within Q1	22.2%	16.3%	13.7%	18.0%
		% of Total	8.8%	6.0%	3.3%	18.0%
	Near office	Count	37	54	30	121
		% within no. 59	30.6%	44.6%	24.8%	100.0%
		% within Q1	23.4%	36.7%	31.6%	30.3%
		% of Total	9.3%	13.5%	7.5%	30.3%
	Urban city lifestyle	Count	7	15	6	28
		% within no. 59	25.0%	53.6%	21.4%	100.0%
		% within Q1	4.4%	10.2%	6.3%	7.0%
		% of Total	1.8%	3.8%	1.5%	7.0%
	Make family	Count	50	47	37	134
		% within no. 59	37.3%	35.1%	27.6%	100.0%
		% within Q1	31.6%	32.0%	38.9%	33.5%
		% of Total	12.5%	11.8%	9.3%	33.5%
	Layout design	Count	29	7	9	45
		% within no. 59	64.4%	15.6%	20.0%	100.0%
		% within Q1	18.4%	4.8%	9.5%	11.3%
		% of Total	7.3%	1.8%	2.3%	11.3%
Total		Count	158	147	95	400
		% within no. 59	39.5%	36.8%	23.8%	100.0%
		% within Q1	100.0%	100.0%	100.0%	100.0%
		% of Total	39.5%	36.8%	23.8%	100.0%

Age * Q1 Cross tabulation

			Q1			Total
			Quattro Thong Lo	The Emporio Place	Millennium Residence	
Age	20-30	Count	26	0	0	26
		% within age	100.0%	0.0%	0.0%	100.0%
		% within Q1	16.5%	0.0%	0.0%	6.5%
		% of Total	6.5%	0.0%	0.0%	6.5%
	31-40	Count	52	45	38	135
		% within age	38.5%	33.3%	28.1%	100.0%
		% within Q1	32.9%	30.6%	40.0%	33.8%
		% of Total	13.0%	11.3%	9.5%	33.8%
	41-50	Count	78	71	53	202
		% within age	38.6%	35.1%	26.2%	100.0%
		% within Q1	49.4%	48.3%	55.8%	50.5%
		% of Total	19.5%	17.8%	13.3%	50.5%
	51-60	Count	2	18	3	23
		% within age	8.7%	78.3%	13.0%	100.0%
		% within Q1	1.3%	12.2%	3.2%	5.8%
		% of Total	0.5%	4.5%	0.8%	5.8%
	More than 60	Count	0	13	1	14
		% within age	0.0%	92.9%	7.1%	100.0%
		% within Q1	0.0%	8.8%	1.1%	3.5%
		% of Total	0.0%	3.3%	0.3%	3.5%
Total	Count	158	147	95	400	
	% within age	39.5%	36.8%	23.8%	100.0%	
	% within Q1	100.0%	100.0%	100.0%	100.0%	
	% of Total	39.5%	36.8%	23.8%	100.0%	

Gender * Q1 Cross tabulation

			Q1			Total
			Quattro Thong Lo	The Emporio Place	Millennium Residence	
Gender	Male	Count	30	100	4	134
		% within gender	22.4%	74.6%	3.0%	100.0%
		% within Q1	19.0%	68.0%	4.2%	33.5%
		% of Total	7.5%	25.0%	1.0%	33.5%
	Female	Count	128	47	91	266
		% within gender	48.1%	17.7%	34.2%	100.0%
		% within Q1	81.0%	32.0%	95.8%	66.5%
		% of Total	32.0%	11.8%	22.8%	66.5%
Total		Count	158	147	95	400
		% within gender	39.5%	36.8%	23.8%	100.0%
		% within Q1	100.0%	100.0%	100.0%	100.0%
		% of Total	39.5%	36.8%	23.8%	100.0%



Marital Status * Q1 Cross tabulation

			Q1			Total
			Quattro Thong Lo	The Emporio Place	Millennium Residence	
Marital Status	Single	Count	115	52	28	195
		% within marital status	59.0%	26.7%	14.4%	100.0%
		% within Q1	72.8%	35.4%	29.5%	48.8%
		% of Total	28.8%	13.0%	7.0%	48.8%
	Married	Count	35	47	46	128
		% within marital status	27.3%	36.7%	35.9%	100.0%
		% within Q1	22.2%	32.0%	48.4%	32.0%
		% of Total	8.8%	11.8%	11.5%	32.0%
	Divorced	Count	7	32	18	57
		% within marital status	12.3%	56.1%	31.6%	100.0%
		% within Q1	4.4%	21.8%	18.9%	14.3%
		% of Total	1.8%	8.0%	4.5%	14.3%
	Separated	Count	1	16	3	20
		% within marital status	5.0%	80.0%	15.0%	100.0%
		% within Q1	0.6%	10.9%	3.2%	5.0%
		% of Total	0.3%	4.0%	0.8%	5.0%
Total		Count	158	147	95	400
		% within marital status	39.5%	36.8%	23.8%	100.0%
		% within Q1	100.0%	100.0%	100.0%	100.0%
		% of Total	39.5%	36.8%	23.8%	100.0%

Educational Qualification * Q1 Cross tabulation

			Q1			Total
			Quattro Thong Lo	The Emporio Place	Millennium Residence	
Edu cational Qualifica tion	Diploma	Count	13	6	2	21
		% within educational qualification	61.9%	28.6%	9.5%	100.0%
		% within Q1	8.2%	4.1%	2.1%	5.3%
		% of Total	3.3%	1.5%	0.5%	5.3%
	Bachelor Degree	Count	145	135	76	356
		% within educational qualification	40.7%	37.9%	21.3%	100.0%
		% within Q1	91.8%	91.8%	80.0%	89.0%
		% of Total	36.3%	33.8%	19.0%	89.0%
	Master Degree	Count	0	4	14	18
		% within educational qualification	0.0%	22.2%	77.8%	100.0%
		% within Q1	0.0%	2.7%	14.7%	4.5%
		% of Total	0.0%	1.0%	3.5%	4.5%
	Doctoral Degree	Count	0	2	3	5
		% within educational qualification	0.0%	40.0%	60.0%	100.0%
		% within Q1	0.0%	1.4%	3.2%	1.3%
		% of Total	0.0%	0.5%	0.8%	1.3%
Total		Count	158	147	95	400
		% within educational qualification	39.5%	36.8%	23.8%	100.0%
		% within Q1	100.0%	100.0%	100.0%	100.0%
		% of Total	39.5%	36.8%	23.8%	100.0%

Occupation * Q1 Cross tabulation

			Q1			Total
			Quattro Thong Lo	The Emporio Place	Millennium Residence	
Occupation	Student	Count	26	0	0	26
		% within occupation	100.0%	0.0%	0.0%	100.0%
		% within Q1	16.5%	0.0%	0.0%	6.5%
		% of Total	6.5%	0.0%	0.0%	6.5%
	Public Company	Count	37	21	24	82
		% within occupation	45.1%	25.6%	29.3%	100.0%
		% within Q1	23.4%	14.3%	25.3%	20.5%
		% of Total	9.3%	5.3%	6.0%	20.5%
	Private Company	Count	71	110	67	248
		% within occupation	28.6%	44.4%	27.0%	100.0%
		% within Q1	44.9%	74.8%	70.5%	62.0%
		% of Total	17.8%	27.5%	16.8%	62.0%
	Business Owner	Count	24	16	4	44
		% within occupation	54.5%	36.4%	9.1%	100.0%
		% within Q1	15.2%	10.9%	4.2%	11.0%
		% of Total	6.0%	4.0%	1.0%	11.0%
Total		Count	158	147	95	400
		% within occupation	39.5%	36.8%	23.8%	100.0%
		% within Q1	100.0%	100.0%	100.0%	100.0%
		% of Total	39.5%	36.8%	23.8%	100.0%

Income * Q1 Cross tabulation

			Q1			Total
			Quattro Thong Lo	The Emporio Place	Millennium Residence	
Income	Less than 40,000 Baht per month	Count	22	0	0	22
		% within income	100.0%	0.0%	0.0%	100.0%
		% within Q1	13.9%	0.0%	0.0%	5.5%
		% of Total	5.5%	0.0%	0.0%	5.5%
	40,001-60,000 Baht per month	Count	66	7	47	120
		% within income	55.0%	5.8%	39.2%	100.0%
		% within Q1	41.8%	4.8%	49.5%	30.0%
		% of Total	16.5%	1.8%	11.8%	30.0%
	60,001-80,000 Baht per month	Count	44	97	34	175
		% within income	25.1%	55.4%	19.4%	100.0%
		% within Q1	27.8%	66.0%	35.8%	43.8%
		% of Total	11.0%	24.3%	8.5%	43.8%
	80,001-100,000 Baht per month	Count	2	25	10	37
		% within income	5.4%	67.6%	27.0%	100.0%
		% within Q1	1.3%	17.0%	10.5%	9.3%
		% of Total	0.5%	6.3%	2.5%	9.3%
	More than 100,000 Baht per month	Count	24	18	4	46
		% within income	52.2%	39.1%	8.7%	100.0%
		% within Q1	15.2%	12.2%	4.2%	11.5%
		% of Total	6.0%	4.5%	1.0%	11.5%
Total	Count	158	147	95	400	
	% within income	39.5%	36.8%	23.8%	100.0%	
	% within Q1	100.0%	100.0%	100.0%	100.0%	
	% of Total	39.5%	36.8%	23.8%	100.0%	

BIODATA

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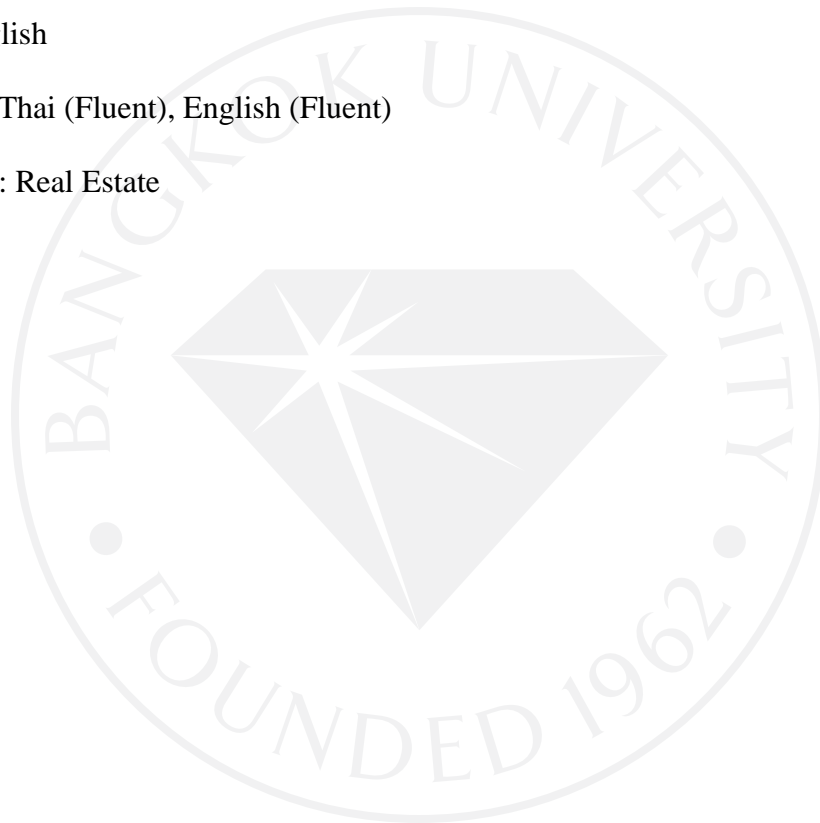
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