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## **Factors Influencing a Decision on Purchasing Houses and Residences of Consumers in Mueang District Nakhonpathom Province**

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### ***Abstract:***

*The purposes of this research were 1) to study the factors influencing a decision on purchasing houses and residences of consumers in Mueang District Nakhon Pathom Province, 2) to study the marketing factors of houses and residences of consumers in Mueang District Nakhon Pathom Province, and 3) to study the relationship between the demographic profiles and a decision on purchasing houses and residences of consumers in Mueang District Nakhon Pathom Province. The research results show that the demographic profiles which are consisted of gender, age, education level, occupation, income per month, marital status, numbers of family member, and person who can make a decision, do not have the relationship with the reason of a decision on purchasing houses and residences of consumers. The demographic profiles which are consisted of gender, education level, income per month, marital status, numbers of family member, and person who can make a decision, do not have the relationship with other additional reason of a decision on purchasing houses and residences of consumers. On the other hand, the demographic profiles which are consisted of age and occupation have the relationship with other additional reason of a decision on purchasing houses and residences of consumers with the statistical significance at the level of .05. The demographic profiles which are consisted of gender, education level, income per month, marital status, and person who can make a decision, do not have the relationship with the purpose of purchasing houses and residences of consumers. On the other hand, the demographic profiles which are consisted of age, occupation, and numbers of family member, have the relationship with the purpose of purchasing houses and residences of consumers with the statistical significance at the level of .05.*

**Keywords:** *factors influencing the decision on purchasing, houses and residences, Mueang District Nakhon Pathom Province*

### **1. Introduction**

From the survey of The Bank of Thailand, the real estate market in the second quarter of 2015 trended to be gradually in the positive direction (The Bank of Thailand, 2015). Additionally, the interesting information from Real Estate Information Center regarding the conveyance of residence in Bangkok and 5 metropolitan provinces (Nonthaburi, Pathum Thani, Samut Prakan, Samut Sakhon, Nakhon Pathom) in 2014 found that there were approximately one hundred and seventy thousand units of conveyance (Thai Real Estate Association, 2015b). In 2015 – 2017, there is an estimate that the residence and real estate market in Thailand can sharply grow, especially the land use. There will be also the change of consumer – an increase of foreign consumers. The important caution for the entrepreneur is the competitiveness development. The living type in 2015 – 2017 will focus on the concept of being environmentally friendly, the energy saving, the safety, the utility to suit the smaller size. Moreover, the future transportation must be compatible to the living which will become the community mode using the transit mass, and then this will lead to the society of satellite town. Thereby, both the entrepreneur and the consumer have to understand the changing environment (Pichanon, 2014).

Nakhon Pathom is a province situated on the western of central region of Thailand. It is the metropolitan area to subtend the expansion of urban society from Bangkok. The most popular real estates in Nakhon Pathom province are land, detached house, and town-house. It can be seen that the investment trend of the real estate development groups increasingly compete to occupy the market in metropolitan area. The local real estate entrepreneur has to encounter the competition between other local entrepreneurs and the large capital group, in the aspects of quality, service, price, and business image. The local entrepreneurs have to adapt themselves by developing their products and services to maintain the market share. Due to the reason that the consumer needs always change caused by the influence of the internal factor affecting the decision making regarding as the psychological characteristics which are consisted

of need and motivation, perception, learning, attitude, self concept, personality; including the external factors affecting the decision making, which are consisted of reference group, family, social class, and cultural value.

In addition, the information from the internet and the opinion of other consumers can also have an influence on the decision making to buy a house nowadays (Patawanit, 2014). Therefore, the survival company is the one who completely understand the need of the target group, and who can satisfy the customer needs (Kotler and Kotler, 2013).

From these reasons, in order to create the competitiveness, and to understand the factors influencing the decision making, in the aspects of the change of customer behavior, the ability to build the house which is relevant to the market needs; the researcher was interested in studying factors influencing a decision on purchasing houses and residences of consumers in Mueang District Nakhon Pathom Province for using the information to plan and to set the appropriate marketing strategy which can satisfy the customer needs in the future.

### *1.1. Purposes of Research*

- 1) To study the factors influencing a decision on purchasing houses and residences of consumers in Mueang District Nakhon Pathom Province.
- 2) To study the marketing factors of houses and residences of consumers in Mueang District Nakhon Pathom Province.
- 3) To study the relationship between the demographic profiles and a decision on purchasing houses and residences of consumers in Mueang District Nakhon Pathom Province.

### *1.2. Hypothesis of Research*

1. Gender has the relationship with a decision on purchasing houses and residences of consumers.
2. Age has the relationship with a decision on purchasing houses and residences of consumers.
3. Education level has the relationship with a decision on purchasing houses and residences of consumers.
4. Occupation has the relationship with a decision on purchasing houses and residences of consumers.
5. Income per month has the relationship with a decision on purchasing houses and residences of consumers.
6. Marital status has the relationship with a decision on purchasing houses and residences of consumers.
7. Numbers of family member have the relationship with a decision on purchasing houses and residences of consumers.
8. Person who can make a decision has the relationship with a decision on purchasing houses and residences of consumers.

## **2. Literature Review**

### *2.1. Concept and Theory about Marketing Mix*

According to Kotler (2003), the marketing mix means the controllable marketing tools to respond to the need and to create the satisfaction to the target customer group. The marketing mix is consisted of everything which the enterprise can use for creating the influence to attract the product need. Sereerat et al. (2009) presented the 4P of the marketing mix; 1) Product: things that are presented to sell in the market, including providing and consuming which satisfy the customer (Armstrong and Kotler, 2009). The product must have both utility and value in customer's eyes. The strategy setting about product must be concerned about product differentiation and competitive differentiation, product component, product positioning, product development, product mix and product line. 2) Price: the sum of money for which anything is bought, or the value that the customer acknowledges to afford the benefit from using the product or service which worth the money spent (Armstrong and Kotler, 2009). Price is a customer's cost; customers will compare between product's value and price, they will buy that product or service in case that the value is beyond price. 3) Promotion: the communicating tool for creating the satisfaction toward product, service, thought, or person by arousing the demand or remind the perception about that product with the expectation that this will have an effect on feeling, belief, and buying behavior of customers (Etzel, Walker and Stanton, 2007). 4) Place (Distribution): the channel for transporting product or service to the market. The distribution is consisted of 2 parts: channel distribution, physical distribution or market logistics. Lovelock and Wright (2002) presented the principles of 8P for the integrated business management; 1) Products element: the selection of product and service, which can impress the customer and create the competitiveness. 2) Place: it is mostly about place and time; it is necessary to set the service principles about information to distribute the product to the customer. The online information channel can help reducing the gap between organization and customer; this can satisfy the customer which provides the good advantage to the organization. 3) Promotion and education: the promotion can create the motivation to the customer to buy product; the promotion is the communication to customers through media, television, radio, newspaper, magazine, billboard, brochure, and internet. 4) Price and other user outlays: both organization and customer prioritize the price. The organization has to waste the least production cost, while the customer wants to buy in the cheap price. The organization sometimes has to increase its income by creating the credit customer or giving the discount. 5) Process: the creation and logistics of product to the customer require the highest effectiveness; unless one of the process delays, it can cause the mistake or the displeasure to the customer. 6) Productivity and quality: the increase of working effectiveness can help the organization to reduce the production cost; while it is also important to concentrate on the quality which can differentiate the organization from others and can create brand loyalty. 7) People: the service depends on people; the customer will judge the service quality from what they receive. The successful service is also up to the selection, training, motivation creation to employee. 8) Physical evidence: the feature of building, its location, interior decoration, equipment, symbol of printing material, and other tangible and intangible service of the organization, all these have an effect on the impression of the customer.

## 2.2. Concept and Theory about Consumer Behavior

The consumer behavior means the action of those who directly get involved in providing, buying, evaluating, and consuming products and services, which the consumer expects to be satisfied. It is the study about the decision making of consumer to use the existed resources: money, time, power for consuming products and services; this is the result from the environment, behavior, feeling, and understanding, which all can always change (Schiffman and Kanuk, 1987; Na Pathum, 2007; Techasawat, 2006). The consumer behavior model (Kotler, 1997) is the study about motivation of the decision making to buy with the beginning from a stimulator impacting the feeling of buyer who then responds through the decision. Regarding factors influencing the consumer behavior, it can be seen that personal factors, such as age, family life, attitude and taste, occupation, income, and life style, have an influence on the behavior; for example, consumers with different age have different demand, the income gets involved in the buying power, each consumer has different life style demonstrating through the activity, interest, and opinion. Regarding the psychological factors, the decision making is also affected by the psychological factors as the internal factors of the consumer, which are consisted of; 1) Motivating: an internal stimulator which can arouse each individual to take action, but this can be intervened by the cultural factors. 2) Perception: a process of each individual to select, to arrange, to translate the information in order to draw the meaningful picture; the perception can demonstrate the feeling from all 5 sensuousness: seeing, smelling, hearing, tasting, and feeling. 3) Learning: a change and tendency of behavior caused by the experience. 4) Reliability: a thought that each individual hold on about something caused by the experience. 5) Attitude: an evaluation of satisfaction or dissatisfaction of individual, or a thought toward something. 6) Personality: the different psychological traits of each individual leading to the response to the environment. 7) Self-concept: a thought toward himself/herself or other's thought toward himself/herself. The social factors are consisted of family; family member is the most effective influence. Their attitude, opinion, and taste have an influence on the purchasing behavior of other family member. The sale of consuming product must concern about the consuming characteristics of family.

## 2.3. Concept about House and Residence Market

Thai Real Estate Association (2015a) presented their attitude that the market of condominium in 2015 in the mid town of Bangkok will have an aggressive competition caused by many new-launched projects. While there is the continual demand, the professional investor still sees the opportunity of investment. Overall, the market is still vivid for the project in the super-luxury level. The interesting point is that it requires many factors for this super-luxury project to be able to launch a high price condominium; the location exactly takes an important role including with the understanding about market in the aspects of room size, architecture style, interior decoration, area arrangement, utility, using high-quality material, the attention to detail, and other interesting points, such as the building management by the international hotel, impressive view, and the top location. The consumer is willing to pay the high price for the premium product. In addition, the horizontal residence project (detached house or townhouse) is an interesting choice for the family who needs larger living area with a garden and a parking lot. Townhouse is the most touchable project which is highly famous in the next 2-3 years. Kasikorn Research Center (2015) said that in 2015, the real estate market in Bangkok and metropolitan will encounter the challenge because the business environment still does not contribute to the business growth, especially the economic recovery is still in the gradual step; and the consumer retards their decision to buy a residence. The purchasing power of consumer is still in the low level, plus with the higher everyday expense, the household debt, and the higher price of residence caused by the market forces, while the income is still. This causes an effect on the turnover of new-launched project, which does not achieve its goal of investment yet. Moreover, regarding the investment of the horizontal house project in Bangkok and metropolitan in 2015, Kasikorn Research Center (2015) has thought that the new-launched project will catch the customer in the high level. The market of the horizontal house for the customer in the medium level - the moderate price is 3 million Baht - is full of challenge because the purchasing power of this customer group has not already recovered. However, that the entrepreneur begins to expand the real estate project development to the metropolitan area and the surrounding provinces also helps the increase the customer base in that province.

## 3. Research Methodology

The researcher used the quantitative research in conducting this study, retrieved the secondary data by reviewing concept and theory from the documents and related research, and collected the primary data by distributing the questionnaires which had details covering factors influencing a decision on purchasing houses and residences of consumers in Mueang District, Nakhon Pathom Province. The questionnaire was considered by three professionals with the method of Index of Item Objective Congruence (IOC) whose the IOC is 0.67-1.00; this means this questionnaire is reliable and can be really used in collecting data. The samples of this research are population living in Mueang District, Nakhon Pathom Province and also the passive population which cannot be exactly estimated, therefore, the researcher used the accidental sampling, and use the formula of Cochran (1953) for the case that the exact number of population cannot be estimated to indicate 200 samples. The statistics used in this research are Frequency, Percentage, and Chi-squared test ( $\chi^2$  - test). The period of this study was from May to October 2015 (6 months).

## 4. Research Results

### 4.1. The Analysis of Demographic Profiles

With regard to the demographic profiles of all 200 informants, the results show that 68.00% are female and 32.00% are male. As for age, 37.00% aged less than 30 years. As for education level, 47.00% graduated the Bachelor's Degree. As for occupation, 35.50% are company employees. As for income per month, 61.50% earned 10,001 – 30,000 Baht per month. As for marital status, 62.00% are single. As for numbers of family member, 58.50% have 4 – 6 persons. As for person who can make a decision, 52.00% is himself/herself.

### 4.2. The Analysis of the Relationship between the Demographic Profiles and a Decision on Purchasing Houses and Residences of Consumers

With regard to the relationship between gender and a decision on purchasing houses and residences of consumers, the results show that the female respondent made a decision on purchasing houses and residences because of the reliability of the project owner, which is 62.16%; this is more than the male respondent, which is 37.84%. The hypothesis results show that gender does not have the relationship with the reason of a decision on purchasing houses and residences of consumers ( $\chi^2 = 3.989$ , Sig > .05). The female respondent made a decision on purchasing houses and residences because of the economic condition, which is 68.50%; this is more than the male respondent, which is 31.50%. The hypothesis results show that gender does not have the relationship with the additional reason of a decision on purchasing houses and residences of consumers ( $\chi^2 = 2.799$ , Sig > .05). The female respondent made a decision on purchasing houses and residences for living, which is 65.90%; this is more than the male respondent, which is 34.10%. The hypothesis results show that gender does not have the relationship with the purpose on purchasing houses and residences of consumers ( $\chi^2 = 4.227$ , Sig > .05) (see table 1).

gender	Reasons to make a decision				Additional reasons					Purpose of purchasing				
	brand	reliability	experience	total	policy	interest	economy	business trend	total	living	family	business	profit	total
male	10	42	12	64	5	21	28	10	64	43	12	7	2	64
	(23.26)	(37.84)	(26.09)	(32.00)	(20.80)	(32.80)	(31.50)	(43.50)	(32.00)	(34.10)	(27.30)	(38.90)	(16.70)	(32.00)
female	33	69	34	136	19	43	61	13	136	83	32	11	10	136
	(76.74)	(62.16)	(73.91)	(68.00)	(79.20)	(67.20)	(68.50)	(56.50)	(68.00)	(65.90)	(72.70)	(61.10)	(83.30)	(68.00)
total	43	111	46	200	24	64	89	23	200	126	44	18	12	200
	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)
$\chi^2 = 3.989$ Sig. = .136				$\chi^2 = 2.799$ Sig. = .424					$\chi^2 = 4.227$ Sig. = .376					

Table 1: The relationship between gender and a decision on purchasing houses and residences of consumers

With regard to the relationship between age and a decision on purchasing houses and residences of consumers, the results show that the respondent aged less than 30 years made a decision on purchasing houses and residences because of the reliability of the project owner, which is 41.50%; this is more than the respondent aged 30-40 years, 41-50 years, and 51-60 years, which are 27.90%, 18.90%, and 11.70% respectively. The hypothesis results show that age does not have the relationship with the reason of a decision on purchasing houses and residences of consumers ( $\chi^2 = 4.017$ , Sig > .05). The respondent aged less than 30 years made a decision on purchasing houses and residences because of the economic condition, which is 37.10%; this is more than the respondent aged 30-40 years, 41-50 years, and 51-60 years, which are 28.10%, 19.10%, and 15.70% respectively. The hypothesis results show that age has the relationship with the additional reason of a decision on purchasing houses and residences of consumers with the statistical significance at the level of .05 ( $\chi^2 = 21.187$ , Sig < .05). The respondent aged less than 30 years made a decision on purchasing houses and residences for living, which is 36.50%; this is more than the respondent aged 30-40 years, 41-50 years, and 51-60 years, which are 31.80%, 24.60%, and 7.10% respectively. The hypothesis results show that age has the relationship with the purpose of purchasing houses and residences of consumers with the statistical significance at the level of .05 ( $\chi^2 = 49.555$ , Sig < .05) (see table 2).

age	Reasons to make a decision				Additional reasons					Purpose of purchasing				
	brand	reliability	experience	total	policy	interest	economy	business trend	total	living	family	business	profit	total
< 30 yrs	11	46	17	74	8	17	33	16	74	46	26	2	0	74
	(25.60)	(41.50)	(37.00)	(37.00)	(3.30)	(26.60)	(37.10)	(69.60)	(37.00)	(36.50)	(59.10)	(11.10)	(.00)	(37.00)
30-40 yrs	13	31	14	58	5	26	25	2	58	40	9	5	4	58
	(30.20)	(27.90)	(30.40)	(29.00)	(20.80)	(40.60)	(28.10)	(8.70)	(29.00)	(31.80)	(20.50)	(27.80)	(33.30)	(29.00)
41-50 yrs	12	21	10	43	8	16	17	2	43	31	3	7	2	43
	(27.90)	(18.90)	(21.70)	(21.50)	(33.3)	(25.00)	(19.10)	(8.70)	(21.50)	(24.60)	(6.80)	(38.90)	(16.70)	(21.50)
51-60 yrs	7	13	5	25	3	5	14	3	25	9	6	4	6	25
	(16.30)	(11.70)	(10.90)	(12.50)	(12.50)	(7.80)	(15.70)	(13.00)	(12.50)	(7.10)	(13.60)	(22.20)	(50.00)	(12.50)
total	43	111	46	200	24	64	89	23	200	126	44	18	12	200
	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)
$\chi^2 = 4.017$ Sig. = .674				$\chi^2 = 21.187^*$ Sig. = .012					$\chi^2 = 49.555^*$ Sig. = .000					
				* the statistical significance at the level of .05					* the statistical significance at the level of .05					

Table 2: The relationship between age and a decision on purchasing houses and residences of consumers

With regard to the relationship between education level and a decision on purchasing houses and residences of consumers, the results show that the respondent who has the Bachelor Degree made a decision on purchasing houses and residences because of the reliability of the project owner, which is 49.50%; this is more than the respondent who finishes the secondary school, vocational school, and has Master Degree or higher, which are 29.70%, 14.40%, and 6.30% respectively. The hypothesis results show that education level does not have the relationship with the reason on purchasing houses and residences of consumers ( $\chi^2 = 6.429$ , Sig > .05). The respondent who has the Bachelor Degree made a decision on purchasing houses and residences because of the economic condition, which is 46.10%; this is more than the respondent who finishes the secondary school, vocational school, and has Master Degree or higher, which are 27.00%, 18.00%, and 9.00% respectively. The hypothesis results show that education level does not have the relationship with the additional reason of on purchasing houses and residences of consumers ( $\chi^2 = 12.989$ , Sig > .05). The respondent who has the Bachelor Degree made on purchasing houses and residences for living, which is 50.00%; this is more than the respondent who finishes the secondary school, vocational school, and has Master Degree or higher, which are 25.40%, 16.70%, and 7.90% respectively. The hypothesis results show that education level does not have the relationship with the purpose of purchasing houses and residences of consumers ( $\chi^2 = 14.032$ , Sig > .05) (see table 3).

Education level	Reasons to make a decision				Additional reasons					Purpose of purchasing				
	brand	reliability	experience	total	policy	interest	economy	business trend	total	living	family	business	profit	total
Secondary school	12	33	12	57	9	14	24	10	57	32	16	7	2	57
	(27.90)	(29.70)	(26.10)	(28.50)	(37.50)	(21.90)	(27.00)	(43.50)	(28.50)	(25.40)	(36.40)	(38.90)	(16.70)	(28.50)
Vocational school	9	16	6	31	3	9	16	3	31	21	7	0	3	31
	(20.90)	(14.40)	(13.00)	(15.50)	(12.50)	(14.10)	(18.00)	(13.00)	(15.50)	(16.70)	(15.90)	(.00)	(25.00)	(15.50)
Bachelor Degree	15	55	24	94	7	36	41	10	94	63	18	9	4	94
	(34.90)	(49.50)	(52.20)	(47.00)	(29.20)	(56.30)	(46.10)	(43.50)	(47.00)	(50.00)	(40.90)	(50.00)	(33.30)	(47.00)
Master degree or higher	7	7	4	18	5	5	8	0	18	10	3	2	3	18
	(16.30)	(6.30)	(8.70)	(9.00)	(20.80)	(7.80)	(9.00)	(.00)	(9.00)	(7.90)	(6.80)	(11.10)	(25.00)	(9.00)
total	43	111	46	200	24	64	89	23	200	126	44	18	12	200
	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)
$\chi^2 = 6.429$ Sig. = .377				$\chi^2 = 12.989$ Sig. = .163					$\chi^2 = 14.032$ Sig. = .299					

Table 3: The relationship between education level and a decision on purchasing houses and residences of consumers

With regard to the relationship between occupation and a decision on purchasing houses and residences of consumers, the results show that the respondent who is company officer made a decision on purchasing houses and residences because of the reliability of the project owner, which is 36.90%; this is more than the respondent who is freelance, trader, business owner, and government officer, which are 27.10%, 24.30%, 6.30%, and 5.40% respectively. The hypothesis results show that occupation does not have the relationship with the reason of a decision on purchasing houses and residences of consumers ( $\chi^2 = 5.605$ , Sig > .05). The respondent who is freelance made a decision on purchasing houses and residences because of the economic condition, which is 39.30%; this is more than the respondent who is company officer, trader, government officer, and business owner, which are 34.80%, 18.00%, 4.50%, and 3.40% respectively. The hypothesis results show that occupation has the relationship with the additional reason of a decision on purchasing houses and residences of consumers with the statistical significance at the level of .05 ( $\chi^2 = 28.543$ , Sig < .05). The respondent who is company officer made a decision on purchasing houses and residences for living, which is 36.60%; this is

more than the respondent who is freelance, trader, government officer, and business owner, which are 26.10%, 23.00%, 8.80%, and 5.50% respectively. The hypothesis results show that occupation does not have the relationship with the purpose of purchasing houses and residences of consumers ( $\chi^2 = 18.130$ , Sig > .05) (see table 4).

occupation	Reasons to make a decision				Additional reasons					Purpose of buying				
	brand	reliability	experience	total	policy	interest	economy	business trend	total	living	family	business	profit	total
Government officer	3 (7.00)	6 (5.40)	6 (13.00)	15 (7.50)	2 (8.30)	9 (14.10)	4 (4.50)	0 (.00)	15 (7.50)	11 (8.80)	3 (6.80)	0 (.00)	1 (8.30)	15 (7.50)
Company officer	17 (39.50)	41 (36.90)	13 (28.30)	71 (35.50)	5 (20.80)	24 (37.50)	31 (34.80)	11 (47.80)	71 (35.50)	46 (36.60)	18 (40.90)	4 (22.20)	3 (25.00)	71 (35.50)
business owner	4 (9.30)	7 (6.30)	5 (10.90)	16 (8.00)	1 (4.20)	9 (14.10)	3 (3.40)	3 (13.00)	16 (8.00)	7 (5.50)	1 (2.30)	7 (38.90)	1 (8.30)	16 (8.00)
freelance	11 (25.60)	30 (27.10)	14 (30.40)	55 (27.50)	7 (29.20)	9 (14.10)	35 (39.30)	4 (17.40)	55 (27.50)	33 (26.10)	15 (34.10)	2 (11.10)	5 (41.70)	55 (27.50)
trader	8 (18.60)	27 (24.30)	8 (17.40)	43 (21.50)	9 (37.50)	13 (20.30)	16 (18.00)	5 (21.70)	43 (21.50)	29 (23.00)	7 (15.90)	5 (27.80)	2 (16.70)	43 (21.50)
total	43 (100.00)	111 (100.00)	46 (100.00)	200 (100.00)	24 (100.00)	64 (100.00)	89 (100.00)	23 (100.00)	200 (100.00)	126 (100.00)	44 (100.00)	18 (100.00)	12 (100.00)	200 (100.00)
$\chi^2 = 5.605$ Sig. = .691				$\chi^2 = 28.534^*$ Sig. = .005 * the statistical significance at the level of .05					$\chi^2 = 18.130$ Sig. = .112					

Table 4: The relationship between occupation and a decision on purchasing houses and residences of consumers

With regard to the relationship between income per month and a decision on purchasing houses and residences of consumers, the results show that the respondent who earns 10,001-30,000 Baht per month made a decision on purchasing houses and residences because of the reliability of the project owner, which is 64.00%; this is more than the respondent who earns less than 10,000 Baht, 30,001-50,000 Baht, and 50,001-70,000 Baht, which are 18.00%, 14.40%, and 3.60% respectively. The hypothesis results show that income per month does not have the relationship with the reason of a decision on purchasing houses and residences of consumers ( $\chi^2 = 7.251$ , Sig > .05). The respondent who earns 10,001-30,000 Baht per month made a decision on purchasing houses and residences because of the economic condition, which is 61.80%; this is more than the respondent who earns less than 10,000 Baht, 30,001-50,000 Baht, and 50,001-70,000 Baht, which are 20.20%, 11.20%, and 6.80% respectively. The hypothesis results show that income per month does not have the relationship with the additional reason of a decision on purchasing houses and residences of consumers ( $\chi^2 = 11.920$ , Sig > .05). The respondent who earns 10,001-30,000 Baht per month made a decision on purchasing houses and residences for living, which is 61.10%; this is more than the respondent who earns less than 10,000 Baht, 30,001-50,000 Baht, and 50,001-70,000 Baht, which are 17.50%, 16.70%, and 4.70% respectively. The hypothesis results show that income per month does not have the relationship with the purpose of purchasing houses and residences of consumers ( $\chi^2 = 17.470$ , Sig > .05) (see table 5).

Income per month	Reasons to make a decision				Additional reasons					Purpose of purchasing				
	brand	reliability	experience	total	policy	interest	economy	business trend	total	living	family	business	profit	total
Less than 10,000bht.	4 (9.30)	20 (18.00)	8 (17.40)	32 (16.00)	5 (20.80)	4 (6.20)	18 (20.20)	5 (21.70)	32 (16.00)	22 (17.50)	8 (18.20)	1 (5.60)	1 (8.30)	32 (16.00)
10,001 - 30,000 bht.	26 (60.50)	71 (64.00)	26 (56.50)	123 (61.50)	12 (50.00)	44 (68.80)	55 (61.80)	12 (52.30)	123 (61.50)	77 (61.10)	29 (65.90)	10 (55.60)	7 (58.30)	123 (61.50)
30,001- 50,000 bht.	7 (16.30)	16 (14.40)	7 (15.20)	30 (15.00)	6 (25.00)	9 (14.10)	10 (11.20)	5 (21.70)	30 (15.00)	21 (16.70)	2 (4.50)	3 (16.60)	4 (33.40)	30 (15.00)
50,001- 70,000 bht.	6 (14.00)	4 (3.60)	5 (10.90)	15 (7.50)	1 (4.20)	7 (10.90)	6 (6.80)	1 (4.30)	15 (7.50)	6 (4.70)	5 (11.40)	4 (22.20)	0 (.00)	15 (7.50)
total	43 (100.00)	111 (100.00)	46 (100.00)	200 (100.00)	24 (100.00)	64 (100.00)	89 (100.00)	23 (100.00)	200 (100.00)	126 (100.00)	44 (100.00)	18 (100.00)	12 (100.00)	200 (100.00)
$\chi^2 = 7.251$ Sig. = .298				$\chi^2 = 11.920$ Sig. = .218					$\chi^2 = 17.470$ Sig. = .133					

Table 5: The relationship between income per month and a decision on purchasing houses and residences of consumers

With regard to the relationship between marital status and a decision on purchasing houses and residences of consumers, the results show that the respondent who is single made a decision on purchasing houses and residences because of the reliability of the project owner, which is 66.70%; this is more than the respondent who is married, and widow/divorce, which are 30.60%, and 2.70% respectively. The hypothesis results show that marital status does not have the relationship with the reason of the decision on purchasing houses and residences of consumers ( $\chi^2 = 5.357$ , Sig > .05). The respondent who is single made a decision on purchasing houses and residences because of the economic condition, which is 65.20%; this is more than the respondent who is married, and

widow/divorce, which are 28.10%, and 6.70% respectively. The hypothesis results show that marital status does not have the relationship with the additional reason of a decision on purchasing houses and residences of consumers ( $\chi^2 = 6.786$ , Sig > .05). The respondent who is single made a decision on purchasing houses and residences for living, which is 61.90%; this is more than the respondent who is married, and widow/divorce, which are 32.60%, and 5.50% respectively. The hypothesis results show that marital status does not have the relationship with the purpose of purchasing houses and residences of consumers ( $\chi^2 = 10.723$ , Sig > .05) (see table 6).

Marital status	Reasons to make a decision				Additional reasons					Purpose of buying				
	brand	reliability	experience	total	policy	interest	economy	business trend	total	living	family	business	profit	total
single	25	74	25	124	12	36	58	18	124	78	32	9	5	124
	(58.10)	(66.70)	(54.30)	(62.00)	(50.00)	(56.30)	(65.20)	(78.30)	(62.00)	(61.90)	(72.70)	(50.00)	(41.70)	(62.00)
married	15	34	16	65	10	25	25	5	65	41	9	9	6	65
	(34.90)	(30.60)	(34.80)	(32.50)	(41.70)	(39.00)	(28.10)	(21.70)	(32.50)	(32.60)	(20.50)	(50.00)	(50.00)	(32.50)
widow/divorce	3	3	5	11	2	3	6	0	11	7	3	0	1	11
	(7.00)	(2.70)	(10.90)	(5.50)	(8.30)	(4.70)	(6.70)	(.00)	(5.50)	(5.50)	(6.80)	(.00)	(8.30)	(5.50)
total	43	111	46	200	24	64	89	23	200	126	44	18	12	200
	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)
$\chi^2 = 5.357$ Sig. = .253				$\chi^2 = 6.786$ Sig. = .341					$\chi^2 = 10.723$ Sig. = .218					

Table 6: The relationship between marital status and a decision on purchasing houses and residences of consumers

With regard to the relationship between numbers of family member and a decision on purchasing houses and residences of consumers, the results show that the respondent with 4-6 family members made a decision on purchasing houses and residences because of the reliability of the project owner, which is 64.00%; this is more than the respondent with 1-3 family members, and 7-9 family members, which are 27.00%, and 9.00% respectively. The hypothesis results show that numbers of family member do not have the relationship with the reason of a decision on purchasing houses and residences of consumers ( $\chi^2 = 4.114$ , Sig > .05). The respondent with 4-6 family members made a decision on purchasing houses and residences because of the economic condition, which is 57.30%; this is more than the respondent with 1-3 family members, and 7-9 family members, which are 31.50%, and 11.20% respectively. The hypothesis results show that numbers of family member do not have the relationship with the reason of a decision on purchasing houses and residences of consumers ( $\chi^2 = 4.000$ , Sig > .05). The respondent with 4-6 family members made a decision on purchasing houses and residences for living, which is 58.80%; this is more than the respondent with 1-3 family members, and 7-9 family members, which are 34.10%, and 7.10% respectively. The hypothesis results show that numbers of family member have the relationship with the purpose of purchasing houses and residences of consumers with the statistical significance at the level of .05 ( $\chi^2 = 16.916$ , Sig < .05) (see table 7).

Family members	Reasons to make a decision				Additional reasons					Purpose of purchasing				
	brand	reliability	experience	total	policy	interest	economy	business trend	total	living	family	business	profit	total
1-3 persons	18	30	17	65	6	22	28	9	65	43	14	4	4	65
	(41.90)	(27.00)	(37.00)	(32.50)	(25.00)	(34.40)	(31.50)	(39.20)	(32.50)	(34.10)	(31.80)	(22.20)	(33.30)	(32.50)
4-6 persons	22	71	24	117	17	38	51	11	117	74	26	9	8	117
	(51.10)	(64.00)	(52.10)	(58.50)	(70.80)	(59.40)	(57.30)	(47.80)	(58.50)	(58.80)	(59.10)	(50.00)	(66.70)	(58.50)
7-9 persons	3	10	5	18	1	4	10	3	18	69	4	5	0	18
	(7.00)	(9.00)	(10.90)	(9.00)	(4.20)	(6.20)	(11.20)	(13.00)	(9.00)	(7.10)	(9.10)	(27.80)	(.00)	(9.00)
total	43	111	46	200	24	64	89	23	200	126	44	18	12	200
	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)	(100.00)
$\chi^2 = 4.114$ Sig. = .391				$\chi^2 = 4.000$ Sig. = .677					$\chi^2 = 16.916^*$ Sig. = .031 * the statistical significance at the level of .05					

Table 7: The relationship between numbers of family member and a decision on purchasing houses and residences of consumers

With regard to the relationship between person who can make a decision and a decision on purchasing houses and residences of consumers, the results show that the respondent who makes a decision by himself/herself made a decision on purchasing houses and residences because of the reliability of the project owner, which is 46.80%; this is more than the respondent that parents and relatives, and himself/herself and couple, which are 30.60%, and 22.60% respectively. The hypothesis results show that person who can make a decision does not have the relationship with the reason of a decision on purchasing houses and residences of consumers ( $\chi^2 = 4.324$ , Sig > .05). The respondent who makes a decision by himself/herself made a decision on purchasing houses and residences because of the economic condition, which is 51.70%; this is more than the respondent that parents and relatives, and himself/herself and couple,

which are 28.10%, and 20.20% respectively. The hypothesis results show that person who can make a decision does not have the relationship with the additional reason of a decision on purchasing houses and residences of consumers ( $\chi^2 = 7.487$ , Sig > .05). The respondent who makes a decision by himself/herself made a decision on purchasing houses and residences for living, which is 52.40%; this is more than the respondent that himself/herself and couple, and parents and relatives, which both are 23.80%. The hypothesis results show that person who can make a decision does not have the relationship with the purpose of purchasing houses and residences of consumers ( $\chi^2 = 12.503$ , Sig > .05)(see table 8).

Decision maker	Reasons to make a decision				Additional reasons					Purpose of purchasing				
	brand	reliability	experience	total	policy	interest	economy	business trend	total	living	family	business	profit	total
himself/ herself	24 (55.80)	52 (46.80)	28 (60.80)	104 (52.00)	13 (54.20)	37 (57.80)	46 (51.70)	8 (34.80)	104 (52.00)	66 (52.40)	24 (54.50)	8 (44.40)	6 (50.00)	104 (52.00)
himself/ herself and couple	11 (25.60)	25 (22.60)	9 (19.60)	45 (22.50)	7 (29.20)	15 (23.40)	18 (20.20)	5 (21.70)	45 (22.50)	30 (23.80)	4 (9.10)	8 (44.40)	3 (25.00)	45 (22.50)
parents and relatives	8 (18.60)	34 (30.60)	9 (19.60)	51 (25.50)	4 (16.60)	12 (18.80)	25 (28.10)	10 (43.50)	51 (25.50)	30 (23.80)	16 (36.40)	2 (11.20)	3 (25.00)	51 (25.50)
total	43 (100.00)	111 (100.00)	46 (100.00)	200 (100.00)	24 (100.00)	64 (100.00)	89 (100.00)	23 (100.00)	200 (100.00)	126 (100.00)	44 (100.00)	18 (100.00)	12 (100.00)	200 (100.00)
	$\chi^2 = 4.324$ Sig. = .364				$\chi^2 = 7.487$ Sig. = .278					$\chi^2 = 12.503$ Sig. = .130				

Table 8: The relationship between person who can make a decision and a decision on purchasing houses and residences of consumers

## 5. Conclusion and Discussion

The research results show that the reason of a decision on purchasing houses and residences of consumers in Mueang District Nakhon Pathom Province is the reliability of the project owner, which is relevant to the concept in the consumer behaviour model of Kotler (1997) that the decision making is also affected by the psychological factors as the internal factors of the consumer, by that the reliability of the project owner is the motivation that arouses the consumer to percept which is the screening process. This perception can demonstrate the feeling from all 5 sensuousness: seeing, smelling, hearing, tasting, and feeling. Then this will lead to the learning; the consumer will have a good attitude to that product. With regard to the marketing factors of a house and a residence, which are consisted of product, price, location, and promotion; in the aspect of product, it is found that most respondent chooses a two-story detached home, the required property size is 50 – 60 square yard, and the required quality of house and residence is the construction standard. This is relevant to the theory of the marketing mix of Armstrong and Kotler (2009) that the strategy setting about product must be concerned about 1) product differentiation and competitive differentiation, 2) product component, such as basic advantage, appearance, quality, package, and brand, 3) product positioning, it is the product design to show the different position which can create value in the mind of target customer, 4) product development, so that the product can be improved, 5) product mix and product line. In addition, it is also relevant to the concept of Lovelock and Wright (2002) who talked about the components that have an effect on the decision making of the consumer in the aspect of products element, it is the selection of product and service, which can impress the customer and create the competitiveness. In the aspect of price, the results show that most consumers have the budget to buy house and residence (in these 2 years) 1-3 million Baht, and the budget for decoration 1-3 hundred thousand Baht. This is relevant to the concept of Lovelock and Wright (2002) who talked about the components that have an effect on the decision making of the consumer in the aspect of price and other user outlays: both organization and customer prioritize the price. The organization has to waste the least production cost, while the customer wants to buy in the cheap price. The organization sometimes has to increase its income by creating the credit customer or giving the discount. It is also relevant to the theory of Armstrong and Kotler (2009) that price is the sum of money for which anything is bought, or the value that the customer acknowledges to afford the benefit from using the product or service which worth the money spent. Price is a customer's cost; customers will compare between product's value and price, they will buy that product or service in case that the value is beyond price. In the aspect of location, the results show that the required location of most consumers is near the main road which is convenient for transportation, which is relevant to the concept of Thai Real Estate Association (2015a) presented their attitude that the market of condominium in 2015 in the mid town of Bangkok will have an aggressive competition caused by many new-launched projects. The interesting point is that it requires many factors for this super-luxury project to be able to launch a high price condominium; the location exactly takes an important role to have an influence on the decision making. The consumer is willing to pay the high price for the premium product. This is also relevant to the study of Thongmeungluang (2011) who studied about the marketing factors influencing the decision making to buy a detached house of Pruksa Real Estate Plc. The research results show that most of sample was focused on 3 market factors for buying house included location, modern house and good environment. In addition, this is also relevant to the study of Chansukri and Wesadaphan (2014) who studied about the integrated marketing strategy influencing the decision to buy a detached house of consumers living in metropolitan. The results show that the consumer behavior to buy a detached house of the samples in the aspect of location, it is found that the most famous location of the project is where the transportation is convenient. In the aspect of promotion, the results show that most consumers often receive the advertising news of



the house and residence project from the advertising banner, require the sales person to explicitly inform in details, prefer the promotion about the discount, the price bargaining, and require the security guard/CCTV/patrol officer respectively. This is relevant to the concept of Etzel, Walker and Stanton (2007) who said that promotion is the communicating tool for creating the satisfaction toward product, service, thought, or person by arousing the demand or remind the perception about that product with the expectation that this will have an effect on feeling, belief, and buying behavior of customers; it is also relevant to the study of Thongmeungluang (2011) who studied about the marketing factors influencing the decision making to buy a detached house of Pruksa Real Estate Plc. The research results show that most customers focused on facilities, customers were very satisfied with cash discounts promotion. Studies have suggested that the perceived need of consumer in safety, stability in life, pride in living house estate, so the house estate manager should focus on after sales service, the quality, climate and environment within the house project to create customer satisfaction with good service and buying recommendation for the house project.

Moreover, with regard to the analysis results of the relationship between the demographic profiles and a decision on purchasing houses and residences of consumers in Mueang District Nakhon Pathom Province, the results show that age, occupation, and numbers of family member have an influence on a decision on purchasing houses and residences of consumers in Mueang District Nakhon Pathom Province, which is relevant to the concept about the purchasing behavior types and factors influencing the consumer's purchasing behavior of Kotler (1997) that factors influencing the consumer behavior, it can be seen that personal factors; for example, consumers with different age have different demand, the different occupation leads to the different needs and demands, and the social factors which related to the everyday life and which has an influence on the purchasing behavior. The social factors are consisted of family; family member is the most effective influence. Their attitude, opinion, and taste have an influence on the purchasing behavior of other family member. The sale of consuming product must concern about the consuming characteristics of family. This is also relevant to the study of Chansukri and Wesadaphan (2014) who studied about the integrated marketing strategy influencing the decision to buy a detached house of consumers living in metropolitan. The results show that in demographic factors; gender, age, occupation, education level, marital status, income, and the number of family members were statistical significantly related to house buying behavior but marital status was not related to payment method buying behavior of consumers in the metropolitan area.

In addition, The analysis of customer behavior is relevant to the concept of Sereerat et al. (2003) who said that to analyze the customer behavior is to find or to conduct the research about the buying and consuming behavior of individual, group, or organization in order to receive the information about need and the behavior to buy, to consume, to select, and the experience that the consumer impresses with the questions of 6Ws and 1H, which are consisted of Who?, What?, Why?, Who?, When?, Where? And How?. This means Who is in the market? (the traits of the consumer) What does the customer buy? (the qualification of product or service that consumer wants to buy.) Why does the customer buy? (the purposes of buying) Who participates in the buying? (the influencer on the decision to buy) When does the customer buy? (the occasion that the customer buy product or service) Where does the customer buy? (the channel or distribution approach that the customer buy product or service) How does the customer buy? (the decision process to buy product or service)

## 6. Recommendations

1. This new knowledge about the marketing needs of new customers who aged less than 30 years and work as company employees; they can afford to buy a house which costs 1-3 million Baht. The company can use this information for producing the residence project to satisfy this customer group and to suit the current economic situation which is one of other additional reasons of a decision on purchasing houses and residences of consumers.

2. The research findings can be used to develop the public relation of the project owner's reliability to the customer, including with experience and reputation of the project which are the main reason of a decision on purchasing houses and residences of consumers.

3. The research findings about location can be used as the information to buy land for building the project, by focusing on the location which is near the main road which is convenient for transportation.

4. The research findings in the aspect of promotion can applied for the public relation of the house and residence project through the billboard and the online media (website and Facebook), which these two approaches can reach the similar proportion of customers. Moreover, the online media has the advantage about the increasing popularity and the cheaper cost.

The researcher also presented the interesting research issues for finding the real need of consumers in order to develop the project to build a house to satisfy the customer need, as followed;

5. There should be the in-depth study about the need of consumers in different age affecting a decision on purchasing houses and residences.

6. There should be the in-depth study about the need of consumers in different occupation affecting a decision on purchasing houses and residences.

7. There should be the in-depth study about the need of consumers in different family size affecting a decision on purchasing houses and residences.

8. There should be the study by using the open-ended questions to ask about problems and suggestions according to the customer need in order to receive the findings for setting the marketing plan.

9. There should be the study in other area for expanding the future project of the company.

10. There should be the in-depth study about other factors influencing the decision of customers for setting the marketing plan of the company.

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