

CHAPTER 5

CONSLUSIONS AND RECOMMENDATION

This study aims to the purpose of research the factors effect Chinese condominium purchase in Thailand and how the real estate factors, marketing factors and social culture factors affect Chinese condominium purchase based on different demographic background. In this study, total 700 respondents anticipated the survey, and the result can be concluded as follow:

Part 1: questionnaire conclusion

Part 2: hypothesis testing

Part 3: recommendation of the study

5.1 Summary of questionnaire

5.1.1 Demographic background

In this study, the sample size was 750 persons and 700 valid questionnaires were collected. There are 326 female respondents, accounting for 46.6%, while 374 male respondents accounting for 53.4%. The age between 20 and 27 is the largest group which has 265 persons and accounts for 37.9% of the total respondents. For the education background, 315 persons of 45% are university; 220 persons are college degree and account for 31.5%. 247 persons had salaries of 3000-40000 THB per month (35.4%) which is the majority of the respondents. 224 respondents work for foreign-funded or joint venture enterprises accounting for 32% which are the majority group. 387 persons which account for 55.3% are married and 313 persons account for 45.7% unmarried.

5.1.2 The real estate factors

The real estate factors have moderate influence on Chinese condominium purchase in Thailand with an average mean of 3.19 and SD is 1.04. Thailand internal political stability has high level of agreement for effecting Chinese condominium purchase in Thailand with the mean of 3.6743. While the lower agreement for Thailand corruption problem with the mean of 2.7014.

5.1.3 The marketing mix factors

The marketing mix factors have a moderate influence on Chinese condominium purchase in Thailand with the average mean of 3.09 and SD is 1.05. The distance from transportation network get high level of agreement with the mean of 3.5100, while "get information from agents or exhibition" get moderate agreement with the mean of 2.8829.

5.1.4 The social culture factors

The social culture factors have a moderate agreement with an average of 3.04 and SD is 1.05. While “buy condominium in Bangkok “get high level of agreement with mean of 3.3886 and the “buy second hand condominium” get the lowest agreement with the mean of 2.6114.

5.2 Summary of hypothesis testing

H1. Chinese with different demographic background get different influences from real estate factors for condominium purchase in Thailand.

Gender: The result shows that different gender groups get different influence from real estate risk factors with the significant level at 0.05. Therefore, the hypothesis H1 is accepted;

Age: The result shows that different age groups get same influence from real estate risk factors with the significant level at 0.05. Therefore, the hypothesis H1 is rejected.

Education background: The result shows that different education background groups get same influence from real estate risk factors with the significant level at 0.05. Therefore, the hypothesis H1 is rejected. .

Salary (after tax): The result shows that different salary groups get different influence from real estate risk factors with the significant level at 0.05. Therefore, the hypothesis H1 is acceptable;

Occupation: The result shows that different occupation groups get different influence from real estate risk factors with the significant level at 0.05. Therefore, the hypothesis H1 is accepted;

Marriage: The result shows that different marriage groups get different influence from real estate risk factors with the significant level at 0.05. Therefore, the hypothesis H1 is rejected;

H2. Chinese with different demographic background get different influences from marketing mix factors for condominium purchase in Thailand.

Gender:

The result shows that different gender groups get same influence from marketing mix factors with the significant level at 0.05. Therefore, the hypothesis H2 is rejected;

Age:

The result shows that different age groups get different influence from marketing mix factors with the significant level at 0.05. Therefore, the hypothesis H2 is accepted;

Education background:

The result shows that different education background groups get same influence from marketing mix factors with the significant level at 0.05. Therefore, the hypothesis H2 is rejected;

Salary (after tax):

The result shows that different salary groups get same influence from marketing mix factors with the significant level at 0.05. Therefore, the hypothesis H2 is accepted;

Occupation:

The result shows that different occupation groups get same influence from marketing mix factors with the significant level at 0.05. Therefore, the hypothesis H2 is rejected;

Marital status

The result shows that different marital status groups get different influence from marketing mix factors with the significant level at 0.05. Therefore, the hypothesis H2 is accepted;

H3. Chinese with different demographic background get different influences from social culture factors for condominium purchase in Thailand.

Gender:

The result shows that different gender groups get same influence from social culture factors with the significant level at 0.05. Therefore, the hypothesis H3 is rejected;

Age

The result shows that different age groups get different influence from culture factors with the significant level at 0.05. Therefore, the hypothesis H3 is accepted;

Education background

The result shows that different education background groups get same influence from culture factors with the significant level at 0.05. Therefore, the hypothesis H3 is rejected;

Salary

The result shows that different salary groups get same influence from culture factors with the significant level at 0.05. Therefore, the hypothesis H3 is rejected;

Occupation

The result shows that different occupation groups get different influence from culture factors with the significant level at 0.05. Therefore, the hypothesis H3 is accepted;

Marital status

The result shows that different marital status groups get same influence from culture factors with the significant level at 0.05. Therefore, the hypothesis H3 is rejected;

5.3 Recommendations

This study has gotten lots of useful data of Thailand condominium by the Chinese in Thailand, it can be considered as the first part of initial investment of Thai real estate industry. The further studies of this topic are recommended as follows:

- (1) What factors interfere with Chinese customers to buy condominium in Thailand.
- (2) What's the most important factor that attracts Chinese customers to buy condominium in Thailand;
- (3) What are Chinese customers most worried about when they purchase condominium in Thailand;
- (4) The questionnaire can be made in more details.
- (5) Articles should be classified so that they can be found easily;
- (6) The difference of condominium purchase decision for Chinese and Thai people.
- (7) The advantages of purchase condominium in Thailand and other Southeast Asia countries.