

CONTENTS

Abstract

Acknowledgement

Contents

List of Tables

Chapter	Page
1 Introduction	1
1.1 Background and significance of the study	1
1.2 Objective of the study	4
1.3 Scope of the study	5
1.4 Variables of the study	5
1.5 Conceptual Framework	6
1.6 Research hypothesis	6
1.7 Research questions	7
1.8 Limitation of the study	7
1.9 Expected benefits of the study	7
1.10 Operation definition	7
2 Literature Review	10
2.1 Theory of real estate risk factors	10
2.2 Theory of marketing mix factors	12
2.3 Theory of social culture factors	13
2.4 Buying decision	17
2.5 Buyer Behavior - Stimulus-Response Model	19
2.6 Theory of demand	20
2.7 Invest theory	21
3 Research Methodology	23

CONTENTS

Chapter	Page
3.1 Research design	23
3.2 Data collecting instruments	23
3.3 Data collecting	24
3.4 Data analysis	24
3.4.1 Determining population and sample size	24
3.4.2 Research instrument	25
3.4.3 Formulating research instrument	25
3.4.4 Data analysis	26
3.4.5 Statistic used in data analysis	27
3.4.6 Statistical for analyzing the reliability of the questionnaire	28
3.5 Statistic for hypothesis testing	29
4 Research result and finding	30
4.1 Data analysis	30
4.2 Symbols used in the analysis of data	30
4.3 Results of the data analysis	30
4.3.1 Part 1 : analyze the demographic background and people's basic information of the sample;	31
4.3.2 Part 2: analyze about how the real estate factors, marketing mix factors and social culture factors affecting Chinese condominium purchase in Thailand.	33
4.3.3 Part 3: analyze the hypothesis testing;	35
4.3.3.1 Chinese with different demographic background get different influence from real estate factors for condominium purchase in Thailand;	36
4.3.3.2 Chinese with different demographic background get different influence from marketing mix factors for condominium purchase in Thailand;	38
4.3.3.3 Chinese with different demographic background get different influence from social culture factors for condominium purchase in Thailand;	48
4.3.4 Part 4: summary of the hypothesis testing;	59
5 Conclusion and recommendation	61

CONTENTS

Chapter	Page
5.1 Summary of questionnaire	61
5.1.1 Respondents' demographic background	61
5.1.2 Respondents' satisfaction with the real estate factors	61
5.1.3 Respondents' satisfaction with the marketing mix factors	61
5.1.4 Respondents' satisfaction with the social culture factors	61
5.2 Summarization of hypothesis testing	62
5.2.1 H1 People with different demographic background get different influences from real estate factors;	62
5.2.1 H2 People with different demographic background get different influences from marketing mix factors;	62
5.2.1 H3 People with different demographic background get different influences from social culture factors;	63
5.3 Recommendations	64
 References	 65
 Appendices	 66
Questionnaire: Factors influencing Chinese consumer decisions to buy condominium in Thailand (in English)	66
Questionnaire: Factors influencing Chinese consumer decisions to buy condominium in Thailand (in Chinese)	68