

# CHAPTER 4

## RESEARCH RESULT AND FINDING

### 4.1 Data analysis

The analysis of the data for a study of factors affecting “Chinese customer decisions to buy condominium in Thailand” is statistical analyzed by computer through package software (SPSS: Statistical Package for Social Sciences for windows). The researcher has collected the data that had gathered from the 700 respondents in order to analyze and present result of the data analysis by divided into 4 parts as follows:

1. Part 1 analyze about the demographic background information of the sample.
2. Part 2 analyze about how the real estate factors, marketing mix factors and social culture factors affecting Chinese condominium purchase in Thailand.
3. Part 3 is the research hypothesis testing.
4. Part 4 summary the hypothesis testing

### 4.2 Symbols used in the analysis of data

n	=	Number of people in the sample
%	=	Percent of people in the sample
$\bar{X}$	=	Mean
SD	=	Standard Deviation
*	=	Statistically significant level of 0.05

### 4.3 Result of the data analysis

**Table 4.1** Case Processing Summary

		N	%
Cases	Valid	700	100.0
	Excluded	0	0.0
	Total	700	100.0

**Table 4.2** Reliability Statistics

Cronbach's Alpha	N of Items
0.796	30

Listwise deletion based on all variables in the procedure.

Reliability Coefficients:

N of Cases = 700

N of Items = 30

Alpha = 0.796

Those questions about Chinese attitudes towards condominium purchase in Thailand have the reliability at the level of  $\alpha = 0.796$ . If the value of  $\alpha$  is more than 0.75, it is acceptable.

**4.3.1 Part 1:** Analyze the demographic background and people’s basic information for Chinese consumer to purchase condominium in Thailand.

**Table 4.3:** Number and percentage of the respondents classified by gender

<b>Gender</b>			
1.	Gender	Frequency	Percent
Valid	Male	374	53.4
	Female	326	46.6
	Total	700	100.0

Table 4.3 shows the gender distribution of the respondents, which is the sample group in this study. There are female respondents more than male respondents, a total of 374 male respondents or 53.4 percent and a total of 326 female respondents or 46.6 percent.

**Table 4.4:** Number and percentage of the respondents classified by age

<b>Age</b>			
2.	Age	Frequency	Percent
Valid	20-27	265	37.9
	28-35	168	24.0
	36-43	158	22.6
	44-50	83	11.9
	50up	26	3.7

Table 4.4 shows the age distribution of the respondents. The age between 20 and 27 are the majority, which are 265 persons or 37.9% of the total respondents. The age 28~35 are the second largest group that has 168 persons or percentage of 24. The third one are age group 36~43 that has 158 persons in the percentage of 22.6%. The fourth one are group 44-50 that has 83 persons in the percentage of 11.9%. And the last group is age 50 up, which has only 26 persons by 3.7% of the total respondents participated in the survey.

**Table 4.5:** Number and percentage of the respondents classified by education

### **Education**

3. Education Background		Frequency	Percent
Valid	middle school	42	6.0
	high school or college	220	31.5
	University	315	45.0
	master degree or up	123	17.6
	Total	700	100.0

Table 4.5 shows the education background distribution of the respondents. Only 42 respondents has education on middle school, 6% of all respondents, and 216 persons only finished high school or college, accounting for 30.9% of all respondents. The majority education background of respondents is university, 315 persons of 45% respondents. And there are 123 persons get a master degree or higher degree, 17.6% of all respondents.

**Table 4.6:** Number and percentage of the respondents classified by monthly income.

#### Monthly income

4.Monthly income(after taxation)	Frequency	Percent
less than 20000 THB	48	6.8
20001-30000 THB	53	7.6
30001-40000 THB	247	35.3
40001-50000 THB	189	27.0
50001 THB up	163	23.3
Total	700	100.0

Table 4.6 shows the monthly income distribution of the respondents. After taxation, 47 or 6.7% respondents had salaries less than 20000 THB (included) per month, 53 persons at the percentage of 7.6 had salaries of 20001-30000 THB (included), and 247 persons or 35.3% of respondents had a salary of 30001-40000 THB; 27% of all respondents or 189 persons had monthly income of 40001-50000 THB and 23.3% of the respondents had salaries 50001 THB up.

**Table 4.7:** Number and percentage of the respondents classified by occupation

### Occupation

5.Occupation of respondents		Frequency	Percent
valid	Chinese teacher	116	16.5
	Investor	45	6.4
	State-owned enterprises	68	9.7
	Private enterprise employee or legal representative	1	.1
	Student	36	5.1
	Freelancer	110	15.7
	Employee of foreign-funded or Join Venture enterprise	224	32.0
	Others	100	14.3
	Total	700	100.0

Table 4.7 shows the occupation distribution of the respondents. 115 persons work as Chinese teacher in the schools or institutions; 6.4% of all respondents or 45 persons of the respondents are investor; 68 persons or 9.7% of the respondents work in state-owned enterprises; there is only 1 respondent or 0.1% work for Private enterprise employee or legal representatives; and 36 persons or 5.1% of the respondents are students; and 15.7% or totally 110 persons of the respondents are freelance; 32% or 224 of the respondents are employee of foreign-funded or Join Venture enterprise and another 100 respondents work for other businesses.

**Table 4.8:** Number and percentage of the respondents classified by marital status

### Marital status

6.Marital status		Frequency	Percent
Valid	Married	387	55.3
	Unmarried	313	45.7
	Total	700	100.0

Table 4.8 shows the marital status distribution of the respondents. 387 respondents got married while 313 respondents unmarried, percentages were 55.3% and 45.7%.

**Part 2 analyze about how the real estate factors, marketing mix factors and social culture factors affecting Chinese condominium purchase in Thailand.**

**Table4.9** Descriptive statistic on the real estate risk factors for Chinese condominium buyers in Thailand.

### Real estate factors

Real Estate Risk Factors	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree	$\bar{X}$	SD	Degree of agreement
	[n, %]	[n, %]	[n, %]	[n, %]	[n, %]			
7. Internal politic stability.	30.1	26.6	30.1	12.6	3.4	3.67	1.13	Highest
8. Corruption problem.	10	31.7	38.3	18.1	1.9	2.7	0.94	Moderate
Total						3.19	1.04	Moderate

Table 4.9 shows that Chinese people in Thailand consider Thailand real estate risk as an important factor during their condominium purchase decisions with an average mean of 3.19. While Thailand internal politic stability has the highest agreement with the mean of 3.67 and corruption problem don't have too much influence on Chinese condominium purchase decision in Thailand which has the mean score of 2.7.

**Table 4.10** Descriptive statistic on marketing mixing factors for Chinese condominium buyers in Thailand

### Marketing mix factors

Marketing mixing factors	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree	$\bar{X}$	SD	Degree of agreement
	[n, %]	[n, %]	[n, %]	[n, %]	[n, %]			
9. Thailand condominium price .	12.1	22.4	33.9	26	5.5	3.09	1.12	Moderate
10.Promotion strategies.	5.4	14	47.4	28.7	4.4	3.29	0.9	Moderate
11.Service quality	14	27.2	36.7	18.4	3.6	2.87	1.07	Moderate
12. Distance from transportation network.	22.1	32.1	27.7	11.3	6.7	3.51	1.18	High
13.Near commercial and entertainment.	13	31.9	41.7	9.4	4	3.37	1.13	Moderate
14. Developer information.	8.4	16.3	40	30.6	4.7	2.87	1.22	Moderate
15. Sales service attitude.	7.6	25.6	45.9	13.9	7.2	3.11	1.05	Moderate
16. From friends, classmates.	2.9	20.7	46.7	25.6	4.1	2.92	0.9	Moderate
17. From agents or exhibition.	3.1	23.7	40.6	27.7	4.9	2.88	1.1	Moderate
18. From internet magazine advertisement.	2.4	23.9	52.3	17.1	4.2	3.02	0.86	Moderate
Total						3.09	1.05	Moderate

Table4.10 shows marketing mixing factors have quite important influence on Chinese condominium purchase decisions in Thailand with mean of 3.09. The condominium location distance from transportation has the highest agreement with mean of 3.51; while condominium service quality has the lowest agreement with mean of 2.87.

**Table4.11** Descriptive statistic on the social culture factors for Chinese condominium buyers in Thailand

**Social culture factors**

Social culture factors	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree	$\bar{X}$	SD	Degree of agreement
	[n, %]	[n, %]	[n, %]	[n, %]	[n, %]			
19. Family member opinion.	8.7	26.4	37.1	21	6.7	3.08	1.1	Moderate
20. Language barrier	9.4	31.9	32.4	19	7.3	3.16	1.13	Moderate
21. Culture differences	12.7	31.9	28	20.4	7	3.23	1.12	Moderate
22. Prefer in Bangkok.	19.9	29.6	29.7	13.4	7.4	3.39	1.25	Moderate
23. Prefer in Pattaya.	2.1	17.6	40.7	22.4	17.1	2.65	1.03	Moderate
24. Prefer in Phuket.	6.9	21.1	46.1	20.9	5	3.02	1.04	Moderate
24. Prefer in Chiangmai.	13.3	23.7	35.7	19.4	7.9	3.12	1.23	Moderate
25. Finished condominium.	15.9	16.0	37.1	24.3	6.7	3.06	1.27	Moderate
26. Second hand condominium.	3	19.1	33.4	38.6	8.6	2.61	1.02	Moderate
27. To meet personnel need.	10.4	25.1	34.9	19.7	9.9	3.05	1.18	Moderate
28. To invest.	7.9	24.6	43.9	17.4	4.2	3.09	1.05	Moderate
29. Prefer high level.	9.4	25.7	41.6	14.6	8.7	3.1	1.17	Moderate
Total						3.05	1.13	Moderate

Table4.11 Shows social culture factors has quite important influence on Chinese condominium purchase decisions in Thailand with mean of 3.05. Among all social culture factors, “buy condominium in Bangkok “get highest agreement with mean of 3.39, while buy condominium in Pattaya got lowest agreement with mean of 2.61.

**Part Three: Hypothesis Testing**

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

**Table4.12** Means of influences of different demographic factors affect Chinese attitude toward condominium purchasing in Thailand by gender. (T-test)

**Gender**

Description	Gender	Mean	t-value	Sig.(2-tailed)
Internal politic stability	Male	3.5749	-2.505	0.0125
	Female	3.7883		
Corruption problem.	Male	2.623	-2.388	0.017
	Female	2.7914		

For Thailand internal politic stability, the mean value of the male and female is 3.5749 and 3.7883 respectively. The t-value is -2.505 and the significant is 0.0125 which is less than 0.05, so with different gender get different influences from Thailand internal stability.

For Thailand corruption problem, the mean value of the male and female is 2.623 and 2.7914 respectively. The t-value is -2.388 and with a significance of 0.017 which is less than 0.017, so different gender get different influences from Thailand corruption problem.

**Table4.13:** Means of influences of different demographic factors affect Chinese attitude toward condominium purchasing in Thailand by age. (F-test)

**Age**

Description	20-27	28-35	36-43	44-50	50 up	Sig.(2-tailed)
Internal politic stability	3.8415	3.4643	3.3165	3.988	4.5	0.000
Corruption problem.	2.6528	2.8036	2.5823	2.7711	3.0385	0.060

For Thailand internal politic stability, the mean value of each age is 3.8415, 3.4643, 4.3265, 3.988 and 4.5, with a significance of 0.000 which is less than 0.05, so people with different age get different influences from Thailand politic stability.

For the corruption problem, the mean value of each age is 2.6528, 2.8036, 2.5823, 2.7711 and 3.0385 and with a significance of 0.060 which is more than 0.05, so people with different age get same influences from Thailand corruption problem.

**Table4.14:** Means of influences of different demographic factors affect Chinese attitude toward condominium purchasing in Thailand by education background. (F-test)

### Education background

Description	Middle school	High school or college	University	Master degree or up	Sig.(2-tailed)
Internal politic stability.	3.4048	3.3657	3.8371	3.9106	0.000
Corruption problem..	2.619	2.6574	2.7524	2.6748	0.768

For Thailand internal politic stability, mean value for each education level is 3.4048, 3.3657, 3.3871 and 3.9106, with a significance of 0.000 which is less than 0.05, so people with different education level get different influences from Thailand internal politic stability.

For Thailand corruption problem: mean value of each education level is 2.619, 2.6574, 2.7624, 2.6748, with a significant of 0.768 which is more than 0.05, so people with different education get same influences from Thailand corruption problem.

**Table4.15:** Mean of influences of different demographic factors affect Chinese attitude toward condominium purchasing in Thailand by monthly income. (F-test)

### Monthly income

Description	Less than 2000 THB	20001-30000 THB	30001-40000 THB	40001-50000 THB	50001 THB up	Sig(2-tailed)
Internal politic stability.	3.5106	3.6415	3.9879	3.3915	3.5767	0.000
Corruption problem.	2.4043	2.3585	2.8340	2.6772	2.7239	0.004

For Thailand internal politic stability, the mean value for each monthly income level is 3.5106, 3.6415, 3.9879 and 3.5767, with a significant value of 0.000 which is less than 0.05, so people with different monthly income get different influences from Thailand internal politic stability.

For Thailand corruption problem, the mean value for each monthly income level is 2.4043, 2.3585, 2.8340, 2.6772 and 2.7239, with a significant value of 0.004 which is less than 0.05, so people with different monthly income get different influences from Thailand corruption problem.

**Table4.16:** Means of influences of different demographic factors affect Chinese attitude toward condominium purchasing in Thailand by occupation. (F-test)

### Occupation

Description	Chinese teacher	Investor	state owned company	Private enterprise	Student	Freelancer	Foreign company	Others	Sig.(2-tailed)
Internal politic stability	3.2783	3.7778	3.6176	4.0000	4.3333	3.7545	3.9464	3.190	0.000
Corruption problem.	2.5652	2.8889	2.3971	3.0000	2.7500	2.7273	2.7232	2.890	0.037

For Thailand internal stability, mean value for each occupation is 3.2783, 3.7778, 3.6176, 4.0000, 4.3333, 3.7545, 3.9464 and 3.1900, and with a significant value of 0.000 which is less than 0.05, so people with different occupation get difference influences from Thailand internal stability.

For Thailand corruption problem, mean value for each occupation is 2.5652, 2.8889, 2.3971, 3.0000, 2.7500, 2.7273, 2.7232 and 2.8900, and with a significant value of 0.037 which is less than 0.05, so people with different occupation get different influences from Thailand corruption problem.

**Table4.17:** Means of influences of different demographic factors affect Chinese attitude toward condominium purchasing in Thailand by marital status. (T-test)

### Marital status

Description	Marital	Mean	t-value	Sig.(2-tailed)
Internal politic stability.	Married	3.5788	0.187	0.0145
	Unmarried	3.7890		
Corruption problem.	Married	2.6693	0.017	0.306
	Unmarried	2.7435		

For Thailand internal politic stability, the mean value of the married and unmarried is 3.5788 and 3.7890 respectively, t-value is 0.187 and with a significant value of 0.0145 which is less than 0.05, so people with different marital status get different influences from Thailand politic stability.

For Thailand corruption problem, the mean value of the married and unmarried is 2.6693 and 2.7435 respectively, t-value is 0.017 and get a significant value of 0.306 which is more than 0.05, so people with different marital status get same influences from Thailand corruption problem.

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

**Table4.18:** Means of influences of different demographic factors affect Chinese attitude toward condominium purchasing in Thailand by gender. (T-test)

## Gender

Description	Gender	Mean	t-value	Sig.(2-tailed)
Thailand Condominium price.	Male	3.0963	0.195	0.846
	Female	3.0798		
Promotion strategies	Male	2.8021	-2.2575	0.0245
	Female	2.9540		
Service quality	Male	3.2781	-0.203	0.839
	Female	3.2945		
Transportation network.	Male	3.4947	-0.3675	0.7135
	Female	3.5276		
Near commercial and entertainment .	Male	3.3663	-0.57	0.955
	Female	3.3712		
Developer information	Male	3.0214	3.443	0.001
	Female	2.7055		
Sales service attitude	Male	3.1230	0.3145	0.753
	Female	3.0982		
From friends, classmates.	Male	2.8476	-2.2565	0.245
	Female	3.000		
From agents or exhibition.	Male	2.7487	3.5295	0.0005
	Female	3.0368		
From internet, magazine, advertisement.	Male	3.000	-0.75	0.4535
	Female	3.0491		

For Thailand condominium price, the mean value for the male and female is 3.0963 and 3.0798 respectively, t-value is 0.195 and with a significant value of 0.0846 which is more than 0.05, so the male and female get same influences from Thailand condominium price.

For real estate promotion strategies, the mean value for the male and female is 2.8021 and 2.9540 respectively, t-value is -2.2575 and the significant value is 0.0245 which is less than 0.05, so people with different gender get different influences from real estate promotion strategies.

For condominium service quality, the mean value for the male and female is 3.2781 and 3.2945 respectively, the t-value is -0.203 and with a significant value of 0.839 which is more than 0.05, so people with different gender get different influences from condominium quality.

For distance to transportation network, the mean value for the male and female is 3.4947 and 3.5276 respectively, and the t-value is -0.3657 and the significant value is 0.955 which is more than 0.05, so people with different gender get same influences from transportation

network.

For condominium distance to commercial and entertainment entrance, the mean value for the male and female is 3.3663 and 3.3712 respectively, t-value is -0.57 and with a significant value of 0.995 which is more than 0.05, so people with different gender get same influences from condominium distance to commercial and entertainment entrance.

For real estate developer information, the mean value for the male and female is 3.0214 and 2.7055 respectively, the t-value is 3.443 and with a significant value of 0.001, so people with different gender get different influences from real estate developer provided information.

For the sales service, the mean value for the male and female is 3.1230 and 3.0982 respectively, the t-value is 0.3145 and the significant value is 0.753 which is more than 0.05, so people with different gender get same influences from the sales service.

For get information from friends, classmates, the mean value for the male and female is 2.8476 and 3.000, t-value is -2.2565 and significant value is 0.245 which is more than 0.05, so people with different gender get same influences from friends and classmates information.

For get information from agents or exhibition, the mean value for the male and female is 2.7487 and 3.0368 respectively, t-value is 3.5295 and significant value is 0.0005 which is less than 0.05, so people with different gender get different influences from agents or exhibition information.

For get information from internet, magazine, advertisement, the mean value for the male and female is 3.000 and 3.0491, t-value is -0.75 and the significant value is 0.4535 which is more than 0.05, so people with different gender get same influences from internet, magazine and advertisement information.

**Table4.19:** Means of influences of different demographic factors affect Chinese attitude toward condominium purchasing in Thailand by age. (T-test)

**Age**

Description	20-27	28-35	36-43	44-50	50 up	Sig(2-tailed)
Thailand condominium price.	3.5019	3.3036	2.4241	2.6747	2.8462	0.000
Promotion strategies	3.0340	2.8750	2.4937	2.9759	3.1929	0.000
Service quality	3.6377	3.4524	2.7532	2.9518	2.9231	0.000
From transportation network.	3.5736	3.8512	3.0696	3.5904	3.0769	0.000
Near commercial and entertainment .	3.4453	3.4464	3.1076	3.4699	3.3462	0.025
Developer information	3.0075	2.7619	2.5633	3.1446	3.2692	0.000
Sales service attitude	3.1245	2.2024	2.8101	3.3735	3.3846	0.000

From friends, classmates.	3.0717	2.9167	2.5759	3.0120	3.1538	0.000
From agents or exhibition.	2.9736	2.9940	2.5886	2.8795	3.0385	0.004
From internet, magazine, advertisement.	3.1396	3.0417	2.8544	2.9398	3.000	0.019

For condominium price, the mean value for each age is 3.5019, 3.3036, 2.4241, 2.6747, 2.8462, the significant value is 0.000 which is less than 0.05, so people with different age get different influences from Thailand condominium price.

For real estate developer promotion strategies, the mean value for each age is 3.0340, 2.8750, 2.4937, 2.9759, 3.1929 and the significant value is 0.000 which is less than 0.05, so people with different age get different influences from real estate developer promotion strategies.

For condominium service quality, the mean value for each age is 3.6377, 3.4524, 2.7532, 2.9518, 2.9231 and the significant value is 0.000 which is less than 0.05, so people with different age get different influences from condominium service quality.

For location distance from transportation network, the mean value for each age is 3.6377, 3.4524, 2.7532, 2.9518, 2.9231 and the significant value is 0.000 which is less than 0.05, so people with different age get different influences from condominium location distance from transportation network.

For condominium to commercial and entertainment entrances, the mean value for each age is 3.4453, 3.4464, 3.1076, 3.4699, 3.3462 and the significant value is 0.025 which is less than 0.05, so people with different age get different influences from condominium to commercial and entertainment entrances.

For information provided by developer, the mean value for each age is 3.0075, 2.7619, 2.5633, 3.1446, 3.2691 and the significant value is 0.000 which is less than 0.05, so people with different age get different influences from developer information provide.

For the sales service attitude, the mean value for each age is 3.1245, 2.2024, 2.8101, 3.3735, 3.3846 and the significant value is 0.000 which is less than 0.05, so people with different age get different influences from sales service attitude.

For condominium information from friends, classmates, the mean value for each age is 3.0717, 2.9167, 2.5759, 3.0120, 3.1538 and with significant value is 0.000, which is less than 0.05, so people with different age get different influences from condominium information from friends, classmates.

For condominium information from agents or exhibition, the mean value for each age is 2.9736, 2.9940, 2.5886, 2.8795, 3.0385 and the significant value is 0.004 which is less than 0.05, so people with different age get different influences from agents or exhibition condominium information.

For condominium information from internet, magazine, advertisement, the mean value is 3.1396, 3.0417, 2.8544, 2.9398, 3.000 and the significant value is 0.019 which is less than 0.05, so people with different age get different influences from internet, magazine,

advertisement condominium information.

**Table 4.20** Means of influences of different demographic factors affect Chinese attitude toward condominium purchasing in Thailand by education background. (F-test)

**Education background**

Description	Middle school	High school or college	University	Master degree or up	Sig(2-tailed)
Thailand condominium price.	2.6190	2.5509	3.4127	3.3740	0.000
Promotion strategies	2.7143	2.5741	3.0952	2.9024	0.000
Service quality	3.1190	2.7824	3.5873	3.4797	0.000
From transportation network.	3.5714	3.2731	3.5492	3.7724	0.001
Near commercial and entertainment.	3.6667	3.1806	3.3333	3.6423	0.000
Developer information	3.1190	2.7222	2.9778	2.7724	0.056
Sales service attitude	2.9286	2.9398	3.2190	3.2195	0.011
From friends, classmates.	2.5714	2.8472	2.9937	2.9675	0.035
From agents or exhibition.	2.6667	2.7870	2.9079	3.0732	0.107
From internet, magazine, advertisement.	3.1667	2.8287	3.0508	3.2439	0.000

For Thailand metropolitan condominium price, the mean value for each education level is 2.6190, 2.5509, 3.4127 and the significant value is 0.000, which is less than 0.05, so people with different education background get different influences from Thailand metropolitan condominium price.

For real estate developer promotion strategies, the mean value for each education level is 2.7143, 2.5741, 3.0952, 2.9024 and the significant value is 0.000, which is less than 0.05, so people with different education background get different influences from real estate developer promotion strategies.

For condominium service quality, the mean value for each education level is 3.1190, 2.7824, 3.5873, 3.4797 and the significant value is 0.000 which is less than 0.05, so people with different education background get different influences from condominium service quality.

For location distance from transportation network, the mean value for each education level is 3.5714, 3.2731, 3.5492, 3.7724 and the significant value is 0.001 which is less than 0.05, so people with different education background get different influences from condominium location distance from transportation network.

For condominium location near commercial and entertainment entrances, the mean value for each education level is 3.6667, 3.1806, 3.3333, 3.6423 and the significant value is 0.000 which is less than 0.05, so people with different education background get different influences from condominium location near commercial and entertainment entrances.

For developer provided information, the mean value for each education level is 3.1190, 2.7222, 2.9778, 2.7724 and the significant value is 0.056 which is more than 0.05, so people with different education background get same influences from developer promotion information.

For sales service attitude, the mean value for each education level is 2.9286, 2.9398, 3.2190, 3.2195 and the significant value is 0.011 which is less than 0.05, so people with different education background get different influences from sales service attitude.

For condominium information from friends, classmates, the mean value for each age is 2.5714, 2.8472, 2.9937, 2.9675 and with significant value is 0.035, which is less than 0.05, so people with different education background get different influences from condominium information from friends, classmates.

For condominium information from agents or exhibition, the mean value for each age is 2.6667, 2.7870, 2.9079, 3.0732 and the significant value is 0.107 which is more than 0.05, so people with different education background get same influence from agents or exhibition condominium information.

For condominium information from internet, magazine, advertisement, the mean value is 3.1667, 2.8287, 3.0508, 3.2439 and the significant value is 0.000 which is less than 0.05, so people with different education background get different influences from internet, magazine, advertisement condominium information.

**Table 4.21:** Means of influences of different demographic factors affect Chinese attitude toward condominium purchasing in Thailand by monthly income. (F-test)

**Monthly income**

Description	Less than 2000 THB	20001-30000 THB	30001-40000 THB	40001-50000 THB	50001 THB up	Sig.(2tailed)
Thailand condominium price.	3.3872	3.4340	2.9919	2.8730	3.1718	0.000
Promotion strategies	3.4468	2.9245	2.8138	2.6349	3.0552	0.000
Service quality	3.5745	3.7547	3.3644	2.8413	3.4540	0.000
From transportation network.	2.7021	4.1321	3.6194	3.2063	3.7302	0.000
Near commercial and entertainment	3.1277	4.1698	3.4251	2.9788	3.5399	0.000
Developer information	2.9362	2.7170	2.8826	2.7513	3.0245	0.135
Sales service attitude	2.2766	3.0943	3.2632	2.8519	3.4233	0.000

From friends, classmates.	2.2766	3.0943	3.2632	2.8519	3.4233	0.009
From agents or exhibition.	3.3830	2.9245	2.9352	2.8413	2.8466	0.009
From internet, magazine, advertisement.	3.1064	3.3585	2.9919	2.8889	3.0920	0.013

For Thailand metropolitan condominium price, the mean value for each education level is 3.3872, 3.4340, 2.9919, 2.8730, 3.1718 and the significant value is 0.000, which is less than 0.05, so people with different monthly income get different influences from Thailand metropolitan condominium price.

For real estate developer promotion strategies, the mean value for each education level is 3.4468, 2.9245, 2.8138, 2.6349, 3.0552 and the significant value is 0.000, which is less than 0.05, so people with different monthly income get different influences from real estate developer promotion strategies.

For condominium service quality, the mean value for each education level is 3.5745, 3.7547, 3.3644, 2.8413, 3.4540 and the significant value is 0.000 which is less than 0.05, so people with different monthly income get different influences from condominium service quality.

For location distance from transportation network, the mean value for each education level is 2.7021, 4.1321, 3.6194, 3.2063, 3.7302 and the significant value is 0.000 which is less than 0.05, so people with different monthly income get different influences from condominium location distance from transportation network.

For condominium location near commercial and entertainment entrances, the mean value for each education level is 3.1277, 4.1698, 3.4251, 2.9788, 3.5399 and the significant value is 0.000 which is less than 0.05, so people with different monthly income get different influences from condominium location near commercial and entertainment entrances.

For developer provided information, the mean value for each education level is 2.9362, 2.7170, 2.8826, 2.7513, 3.0245 and the significant value is 0.135 which is more than 0.05, so people with different monthly income get same influences from developer promotion information.

For sales service attitude, the mean value for each education level is 2.2766, 3.0943, 3.2632, 2.8519, 3.4233 and the significant value is 0.000 which is less than 0.05, so people with different monthly income get different influences from sales service attitude.

For condominium information from friends, classmates, the mean value for each age is 2.2766, 3.0943, 3.2632, 2.8519, 3.4233 and with significant value is 0.009, which is less than 0.05, so people with different monthly income get different influences from condominium information from friends, classmates.

For condominium information from agents or exhibition, the mean value for each age is 2.2766, 3.0943, 3.2632, 2.8519, 3.4233 and the significant value is 0.009 which is less than 0.05, so people with different monthly income get different influences from agents or exhibition condominium information.

For condominium information from internet, magazine, advertisement, the mean value is 3.1064, 3.3585, 2.9919, 2.8889, 3.0920 and the significant value is 0.013 which is less than 0.05, so people with different monthly income get different influences from internet, magazine, advertisement condominium information.

**Table4.22:** Means of influences of different demographic factors affect Chinese attitude toward condominium purchasing in Thailand by occupation. (F-test)

**Occupation**

Description	teacher	Investor	state owned company	Private enterprise	Student	Freelancer	Foreign company	Others	Sig(2-tailed)
Thailand condominium price.	2.9652	2.9556	3.3824	2.000	3.3333	2.6909	3.263	3.0700	0.000
Promotion strategies	2.7739	2.8444	2.6765	2.0000	3.3333	2.8000	2.9286	2.9300	0.028
Service quality	2.8696	3.1556	3.7353	3.000	4.1111	3.0000	3.5134	3.0300	0.000
From transportation network	3.0174	3.4889	4.1765	2.0000	3.4167	3.4818	3.7232	3.2400	0.000
Near commercial and entertainment	3.2600	3.4000	3.3971	3.0000	3.1389	3.5364	3.4911	3.1000	0.061
Developer information	2.4000	2.7333	2.9118	2.0000	3.1667	3.0545	2.9732	2.9400	0.002
Service attitude	2.7565	3.3556	3.3382	4.0000	2.9167	2.9818	3.3259	2.9800	0.000
From friends, classmates	2.9391	3.3778	2.7500	4.0000	3.3056	2.7000	2.9018	2.9300	0.000
From agents or exhibition.	3.0087	2.7333	3.0735	3.0000	2.8889	2.3909	3.0938	2.8100	0.000
From internet, magazine, advertisement	3.0696	2.5778	3.1029	4.0000	3.0000	3.0000	3.1071	2.9500	0.028

For Thailand metropolitan condominium price, the mean value for each education level is 2.9652, 2.9556, 3.3824, 2.000, 3.3333, 2.6909, 3.263, 3.0700 and the significant value is 0.000, which is less than 0.05, so people with different occupation get different influences from Thailand metropolitan condominium price.

For real estate developer promotion strategies, the mean value for each education level is 2.7739, 2.8444, 2.6765, 2.0000, 3.3333, 2.8000, 2.9286, 2.9300 and the significant value is 0.028, which is less than 0.05, so people with different occupation get different influences from real estate developer promotion strategies.

For condominium service quality, the mean value for each education level is 2.8696, 3.1556, 3.7353, 3.000, 4.1111, 3.0000, 3.5134, 3.0300 and the significant value is 0.000 which is less than 0.05, so people with different occupation get different influences from condominium service quality.

For location distance from transportation network, the mean value for each education level is 3.0174, 3.4889, 4.1765, 2.0000, 3.4167, 3.4818, 3.7232, 3.2400 and the significant value is 0.000 which is less than 0.05, so people with different occupation get different influences from condominium location distance from transportation network.

For condominium location near commercial and entertainment entrances, the mean value for each education level is 3.2600, 3.4000, 3.3971, 3.0000, 3.1389, 3.5364, 3.4911, 3.1000 and the significant value is 0.0061 which is more than 0.05, so people with different occupation get same influences from condominium location near commercial and entertainment entrances.

For developer provided information, the mean value for each education level is 2.4000, 2.7333, 2.9118, 2.0000, 3.1667, 3.0545, 2.9732, 2.9400 and the significant value is 0.002 which is less than 0.05, so people with different occupation get different influences from developer promotion information.

For sales service attitude, the mean value for each education level is 2.7565, 3.3556, 3.3382, 4.0000, 2.9167, 2.9818, 3.3259, 2.9800 and the significant value is 0.000 which is less than 0.05, so people with different occupation get different influences from sales service attitude.

For condominium information from friends, classmates, the mean value for each age is 2.9391, 3.3778, 2.7500, 4.0000, 3.3056, 2.7000, 2.9018, 2.9300 and with significant value is 0.000, which is less than 0.05, so people with occupation income get different influences from condominium information from friends, classmates.

For condominium information from agents or exhibition, the mean value for each age is 3.0087, 2.7333, 3.0735, 3.0000, 2.8889, 2.3909, 3.0938, 2.8100 and the significant value is 0.000 which is less than 0.05, so people with different occupation get different influences from agents or exhibition condominium information.

For condominium information from internet, magazine, advertisement, the mean value is 3.0696, 2.5778, 3.1029, 4.0000, 3.0000, 3.0000, 3.1071, 2.9500 and the significant value is 0.028 which is less than 0.05, so people with different occupation get different influences from internet, magazine, advertisement condominium information.

**Table4.23:** Means of influences of different demographic factors affect Chinese attitude toward condominium purchasing in Thailand by marital status. (T-test)

### Marital status

Description	Marital	Mean	t-value	Sig.(2-tailed)
Thailand condominium price.	Married	2.6279	-13.5056	0.000
	Unmarried	3.6591		
Promotion strategies	Married	2.6848	-6.3405	0.000
	unmarried	3.1071		
Service quality	Married	2.8320	-14.3065	0.000
	Unmarried	3.8636		
From transportation network.	Married	3.2558	-6.5505	0.000
	Unmarried	3.8344		
Near commercial and entertainment.	Married	3.2041	-4.408	0.000
	Unmarried	3.5779		
Developer information	Married	2.7494	-2.8835	0.004
	Unmarried	3.0195		
Service attitude	Married	3.0129	-2.8545	0.0045
	Unmarried	3.2403		
From friends, classmates.	Married	2.8114	-3.6825	0.000
	Unmarried	3.0584		
From agents or exhibition.	Married	2.7183	-4.6075	0.000
	Unmarried	3.0942		
From internet, magazine, advertisement.	Married	2.8837	-4.9485	0.000
	Unmarried	3.1982		

For Thailand metropolitan condominium price, the mean value for the male and female is 2.6279 and 3.6591 respectively, t-value is -13.5056 and the significant value is 0.000, which is less than 0.05, so people with different marital status get different influences from Thailand metropolitan condominium price.

For real estate developer promotion strategies, the mean value for the male and female is 2.6848 and 3.1071 respectively, t-value is -6.3405 and the significant value is 0.000, which is less than 0.05, so people with different marital status get different influences from real estate developer promotion strategies.

For condominium service quality, the mean value for the male and female is 2.8320 and 3.8636 respectively, t-value is -14.3065 and the significant value is 0.000 which is less than 0.05, so people with different marital status get different influences from condominium service quality.

For location distance from transportation network, the mean value for the male and female

is 3.2558 and 3.8344 respectively, t-value is -6.5505 and the significant value is 0.000 which is less than 0.05, so people with different marital status get different influences from condominium location distance from transportation network.

For condominium location near commercial and entertainment entrances, the mean value for the male and female is 3.2041 and 3.1071 respectively, t-value is -4.408 and the significant value is 0.000 which is less than 0.05, so people with different marital status get different influences from condominium location near commercial and entertainment entrances.

For developer provided information, the mean value for the male and female is 2.7494 and 3.0195 respectively, t-value is -2.8835 and the significant value is 0.004 which is less than 0.05, so people with different marital status get different influences from developer promotion information.

For sales service attitude the mean value for the male and female is 3.0129 and 3.2403 respectively, t-value is -2.8545 and the significant value is 0.0045 which is less than 0.05, so people with different marital status get different influences from sales service attitude.

For condominium information from friends, classmates, the mean value for the male and female is 2.8114 and 3.0584 respectively, t-value is -3.6825 and the significant value is 0.000 which is less than 0.05, so people with marital status get different influences from condominium information from friends, classmates.

For condominium information from agents or exhibition, the mean value for the male and female is 2.7183 and 3.0942 respectively, t-value is -4.6075 and the significant value is 0.000 which is less than 0.05, so people with different marital status get different influences from agents or exhibition condominium information.

For condominium information from internet, magazine, advertisement, the mean value for the male and female is 2.8837 and 3.1982 respectively, t-value is -4.9485 and the significant value is 0.000 which is less than 0.05, and the significant value is 0.013 which is less than 0.05, so people with different marital status get different influences from internet, magazine, advertisement condominium information.

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

**Table4.24:** Means of influences of different social culture factors affect Chinese attitude toward condominium purchasing in Thailand by gender. (T-test)

#### **Gender**

Description	Gender	Mean	t-value	Sig(2-tailed)
Family member opinion	Male	2.9733	-2.765	0.006
	Female	3.2025		
Language barrier.	Male	3.1444	-0.3235	0.7465

	Female	3.1718		
Culture differences	Male	3.2567	0.7125	0.476
	Female	3.1963		
Condominium in Bangkok.	Male	3.2273	-3.6865	0.000
	Female	3.5736		
Condominium in Pattaya.	Male	2.6070	-1.229	0.2195
	Female	2.7025		
Condominium in Phuket.	Male	2.9091	-2.9855	0.003
	Female	3.1442		
Condominium in Chiangmai.	Male	2.9920	-3.043	0.025
	Female	3.2730		
Finished condominium	Male	2.9840	-1.787	0.0745
	Female	3.1564		
Second-hand condominium.	Male	2.5428	-1.9165	0.0555
	Female	2.6902		
To meet personnel	Male	2.8717	-4.3805	0.000
	Female	3.2577		
To invest.	Male	2.9572	-3.5905	0.000
	Female	3.2393		
High level building.	Male	3.0053	-2.239	0.0255
	Female	3.2025		

For family member opinion, the mean value for the male and female is 2.9733 and 3.2025 respectively, t-value is -2.765 and the significant value is 0.006 which is less than 0.05, so people with different gender get different influences from family member opinion.

For language barrier, the mean value for the male and female is 3.1444 and 3.1718 respectively, t-value is -0.3235 and the significant value is 0.7465 which is more than 0.05, so people with different gender get same influences from language barrier.

For culture differences, the mean value for the male and female is 3.2567 and 3.1963 respectively, t-value is 0.7125 and the significant value is 0.476 which is more than 0.05, so people with different gender get same influences from culture differences.

For condominium purchase in Bangkok, the mean value for the male and female is 3.2273 and 3.5736 respectively, t-value is -3.6865 and the significant value is 0.000 which is less than 0.05, so people with different gender get different influences from condominium purchase in Bangkok.

For condominium purchase in Pattaya, the mean value for the male and female is 2.6070

and 2.7025 respectively, t-value is -1.229 and the significant vale is 0.2195 which is more than 0.05, so people with different gender get same influences from condominium purchase in Bangkok.

For condominium purchase in Phuket, the mean value for the male and female is 2.9091 and 3.1442 respectively, t-value is -2.9855 and the significant vale is 0.003 which is less than 0.05, so people with different gender get different influences from condominium purchase in Phuket.

For condominium purchase in Chiangmai, the mean value for the male and female is 2.9920 and 3.2730 respectively, t-value is -3.043 and the significant vale is 0.025 which is less than 0.05, so people with different gender get different influences from condominium purchase in Chiangmai.

For finished condominium purchase, the mean value for the male and female is 2.9840 and 3.1564 respectively, t-value is -1.787 and the significant vale is 0.0745 which is more than 0.05, so people with different gender get same influences from finished condominium purchase.

For second hand condominium purchase, the mean value for the male and female is 2.5428 and 2.6902 respectively, t-value is -1.9165 and the significant vale is 0.0555 which is more than 0.05, so people with different gender get same influences from second hand condominium purchase.

For personnel need motivation, the mean value for the male and female is 2.8717 and 3.2577, t-value is -4.3805 and the significant value is 0.000 which is less than 0.05, so people with different gender get different influences from personnel need motivation.

For invest motivation, the mean value for the male and female is 2.9572 and 3.2393, t-value is -3.5905 and the significant value is 0.000 which is less than 0.05, so people with different gender get different influences from invest motivation.

For high level lift building, the mean value for the male and female is 3.0053 and 3.2025, t-value is -2.239 and the significant value is 0.0255 which is less than 0.05, so people with different gender get different influences from high level lift building.

**Table 4.25:** Means of influences of different social culture factors affect Chinese attitude toward condominium purchasing in Thailand by age. (F-test)

**Age**

Description	20-27	28-35	36-43	44-50	50 up	Sig(2-tailed)
Family member opinion.	3.3925	2.8750	2.8291	3.0241	2.9231	0.000
Language barrier.	3.2792	3.1905	2.8544	3.1928	3.4231	0.003
Culture differences	3.3057	3.1310	2.9937	3.4699	3.7308	0.001
Condominium in Bangkok.	3.7925	3.2679	2.9747	3.0361	3.6923	0.000

Condominium in Pattaya.	2.9736	2.9940	2.5886	2.8795	3.0385	0.000
Condominium in Phuket.	3.1396	2.6845	2.9810	3.2892	3.3077	0.000
Condominium in Chiangmai.	3.4491	2.9405	2.6329	3.3735	3.1538	0.000
Finished condominium.	3.2453	3.1012	2.7215	3.0241	3.1923	0.002
Second-hand condominium.	2.6075	2.3333	2.6582	2.9639	3.0385	0.000
To meet personnel need	3.2528	2.7679	2.9114	3.2048	3.1923	0.000
To invest.	3.2189	2.8869	2.8671	3.3494	3.5769	0.000
High level building.	3.0604	3.4583	2.7922	3.1687	2.7992	0.000

For family member opinion, the mean value for each age is 3.3925, 2.8750, 2.8291, 3.0241, 2.9231 and the significant value is 0.000 which is less than 0.05, so people with different age get different influences from family member opinion.

For language barrier, the mean value for each age is 3.2792, 3.1905, 2.8544, 3.1928, 3.4231 and the significant value is 0.003 which is less than 0.05, so people with different age get different influences from language barrier.

For culture differences, the mean value for each age is 3.3057, 3.1310, 2.9937, 3.4699, 3.7308 and the significant value is 0.001 which is less than 0.05, so people with different age get same influences from culture differences.

For condominium purchase in Bangkok, the mean value for each age is 3.7925, 3.2679, 2.9747, 3.0361, 3.6923 and the significant vale is 0.000 which is less than 0.05, so people with different age get different influences from condominium purchase in Bangkok.

For condominium purchase in Pattaya, the mean value for each age is 3.1396, 2.6845, 2.9810, 3.2892, 3.3077 and the significant vale is 0.000 which is less than 0.05, so people with different age get different influences from condominium purchase in Bangkok.

For condominium purchase in Phuket, the mean value for each age is 3.4491, 2.9405, 2.6329, 3.3735, 3.1538 and the significant vale is 0.000 which is less than 0.05, so people with different age get different influences from condominium purchase in Phuket.

For condominium purchase in Chiangmai, the mean value for each age is 3.2453, 3.1012, 2.7215, 3.0241, 3.1923 and the significant vale is 0.002 which is less than 0.05, so people with different age get different influences from condominium purchase in Chiangmai.

For finished condominium purchase, the mean value for each age is 2.6075, 2.3333, 2.6582, 2.9639, 3.0385 and the significant vale is 0.000 which is less than 0.05, so people with different age get different influences from finished condominium purchase.

For second hand condominium purchase, the mean value for each age is 3.2528, 2.7679,

2.9114, 3.2048, 3.1923 and the significant value is 0.000 which is less than 0.05, so people with different age get different influences from second hand condominium purchase.

For personnel need motivation, the mean value for each age is 3.2528, 2.7679, 2.9114, 3.2048, 3.1923 and the significant value is 0.000 which is less than 0.05, so people with different age get different influences from personnel need motivation.

For invest motivation, the mean value for each age is 3.2189, 2.8869, 2.8671, 3.3494, 3.5769 and the significant value is 0.000 which is less than 0.05, so people with different age get different influences from invest motivation.

For high level lift building, the mean value for each age is 3.0604, 3.4583, 2.7922, 3.1687, 2.7992 and the significant value is 0.000 which is less than 0.05, so people with different age get different influences from high level lift building.

**Table4.26** Means of influences of different social culture factors affect Chinese attitude toward condominium purchasing in Thailand by education background. (T-test)

**Education background**

Description	Middle school	High school or college	University	Master degree or up	Sig(2-tailed)
Family member opinion.	3.0952	2.8148	3.0349	3.6504	0.000
Language barrier.	3.2619	3.0185	3.1937	3.2764	0.252
Culture differences	3.1429	3.1250	3.2825	3.2927	0.487
Condominium in Bangkok.	3.6190	2.9907	3.6254	3.4146	0.000
Condominium in Pattaya.	2.3571	3.1806	3.3333	3.6423	0.015
Condominium in Phuket.	3.1190	2.7361	2.5587	2.8211	0.451
Condominium in Chiangmai.	2.8333	2.9722	3.0317	3.1382	0.000
Finished condominium.	2.8095	2.9398	3.1683	3.1138	0.180
Second-hand condominium.	2.4048	2.6667	2.5841	2.6341	0.378
To meet personnel need	3.2691	2.9120	3.1143	3.0407	0.154
To invest.	3.2857	3.0139	2.9873	3.3821	0.001
High level building.	2.8810	2.8796	3.2032	3.2764	0.006

For family member opinion, the mean value for each education level is 3.0952, 2.8148, 3.0349, 3.6504 and the significant value is 0.000 which is less than 0.05, so people with

different education background get different influences from family member opinion.

For language barrier, the mean value for each education level is 3.2619, 3.0185, 3.1937, 3.2764 and the significant value is 0.252 which is more than 0.05, so people with different education background get same influences from language barrier.

For culture differences, the mean value for each education level is 3.1429, 3.1250, 3.2825, 3.2927 and the significant value is 0.487 which is more than 0.05, so people with different education background get same influences from culture differences.

For condominium purchase in Bangkok, the mean value for each education level is 3.6190, 2.9907, 3.6254, 3.4146 and the significant value is 0.000 which is less than 0.05, so people with different education background get different influences from condominium purchase in Bangkok.

For condominium purchase in Pattaya, the mean value for each education level is 2.3571, 3.1806, 3.3333, 3.6423 and the significant value is 0.015 which is less than 0.05, so people with different education background get same influences from condominium purchase in Bangkok.

For condominium purchase in Phuket, the mean value for each education level is 3.1190, 2.7361, 2.5587, 2.8211 and the significant value is 0.451 which is more than 0.05, so people with different education background get same influences from condominium purchase in Phuket.

For condominium purchase in Chiangmai, the mean value for each education level is 2.8333, 2.9722, 3.0317, 3.1382 and the significant value is 0.000 which is less than 0.05, so people with different education background get different influences from condominium purchase in Chiangmai.

For finished condominium purchase, the mean value for each education level is 2.8095, 2.9398, 3.1683, 3.1138 and the significant value is 0.180 which is more than 0.05, so people with different education background get same influences from finished condominium purchase.

For second hand condominium purchase, the mean value for each education level is 2.4048, 2.6667, 2.5841, 2.6341 and the significant value is 0.378 which is more than 0.05, so people with different education background get same influences from second hand condominium purchase.

For personnel need motivation, the mean value for each education level is 3.2691, 2.9120, 3.1143, 3.0407 and the significant value is 0.154 which is more than 0.05, so people with different education background get same influences from personnel need motivation.

For invest motivation, the mean value for each education level is 3.2857, 3.0139, 2.9873, 3.3821 and the significant value is 0.001 which is less than 0.05, so people with different education background get different influences from invest motivation.

For high level lift building, the mean value for each education level is 2.8810, 2.8796, 3.2032, 3.2764 and the significant value is 0.006 which is less than 0.05, so people with different education background get different influences from high level lift building.

**Table4.27** Means of influences of different social culture factors affect Chinese attitude toward condominium purchasing in Thailand by monthly income. (T-test)

**Monthly income**

Description	Less than 2000 THB	20001-30000 THB	30001-40000 THB	40001-50000 THB	50001 THB up	Sig(2-tailed)
Family member opinion.	2.3617	3.8302	3.3887	2.9101	2.7730	0.000
Language barrier.	3.1702	3.4151	3.3360	2.9630	3.0307	0.003
Culture differences	2.2340	3.6226	3.6680	2.9101	3.0920	0.000
Condominium in Bangkok.	4.4468	3.5472	3.4696	2.9788	3.3804	0.000
Condominium in Pattaya.	2.4468	2.7925	2.6316	2.7672	2.5583	0.233
Condominium in Phuket.	4.2766	3.0189	2.9433	2.9471	2.8589	0.000
Condominium in Chiangmai.	3.3404	2.9434	3.3482	2.9153	3.0184	0.004
Finished condominium.	3.3404	2.9434	3.3482	2.9153	3.0184	0.118
Second-hand condominium.	2.8936	2.3962	2.8259	2.5608	2.3313	0.000
To meet personnel need	3.0426	3.4717	3.2834	2.8889	2.7546	0.000
To invest.	2.1915	3.1509	3.3360	3.0317	3.0245	0.000
High level building.	3.0851	3.0943	3.0081	2.9206	3.4417	0.001

For family member opinion, the mean value for each monthly income level is 2.3617, 3.8302, 3.3887, 2.9101 and the significant value is 0.000 which is less than 0.05, so people with different monthly income get different influences from family member opinion.

For language barrier, the mean value for each monthly income level is 3.1702, 3.4151, 3.3360, 2.9630, 3.0307 and the significant value is 0.003 which is less than 0.05, so people with different monthly income get different influences from language barrier.

For culture differences, the mean value for each monthly income level is 2.2340, 3.6226, 3.6680, 2.9101, 3.0920 and the significant value is 0.000 which is less than 0.05, so people with different monthly income get different influence from culture differences.

For condominium purchase in Bangkok, the mean value for each monthly income level is 4.4468, 3.5472, 3.4696, 2.9788, 3.3804 and the significant vale is 0.000 which is less than 0.05, so people with different monthly income get different influences from condominium purchase in Bangkok.

For condominium purchase in Pattaya, the mean value for each monthly income level is 2.4468, 2.7925, 2.6316, 2.7672, 2.5583 and the significant vale is 0.233 which is more than 0.05, so people with different monthly income get same influences from condominium purchase in Bangkok.

For condominium purchase in Phuket, the mean value for each monthly income level is 4.2766, 3.0189, 2.9433, 2.9471, 2.8589 and the significant vale is 0.000 which is less than 0.05, so people with different monthly income get different influences from condominium purchase in Phuket.

For condominium purchase in Chiangmai, the mean value for each monthly income level is 3.3404, 2.9434, 3.3482, 2.9153, 3.0184 and the significant vale is 0.004 which is less than 0.05, so people with different monthly income get different influences from condominium purchase in Chiangmai.

For finished condominium purchase, the mean value for each monthly income level is 3.3404, 2.9434, 3.3482, 2.9153, 3.0184 and the significant vale is 0.118 which is more than 0.05, so people with different monthly income get same influences from finished condominium purchase.

For second hand condominium purchase, the mean value for each monthly income level is 2.8936, 2.3962, 2.8259, 2.5608, 2.3313 and the significant vale is 0.000 which is less than 0.05, so people with different monthly income get same influences from second hand condominium purchase.

For personnel need motivation, the mean value for each education level is 3.0426, 3.4717, 3.2834, 2.8889, 2.7546 and the significant value is 0.000 which is less than 0.05, so people with different monthly income get same influences from personnel need motivation.

For invest motivation, the mean value for each education level is 2.1915, 3.1509, 3.3360, 3.0317, 3.0245 and the significant value is 0.000 which is less than 0.05, so people with different monthly income get different influences from invest motivation.

For high level lift building, the mean value for each monthly income level is 3.0851, 3.0943, 3.0081, 2.9206, 3.4417 and the significant value is 0.001 which is less than 0.05, so people with different monthly income get different influences from high level lift building.

**Table4.28** Means of influences of different social culture factors affect Chinese attitude toward condominium purchasing in Thailand by occupation. (T-test)

### Occupation

Description	teacher	Investor	state owned company	Private enterprise	Student	Freelancer	Foreign company	Others	Sig (2-tailed)
Family member opinion.	2.9652	2.8222	2.6912	3.000	2.3889	3.0818	3.5268	2.8400	0.000
Language barrier.	3.3043	3.4667	2.8088	3.0000	2.6111	3.1545	3.3527	2.8500	0.000
Culture differences	3.0087	3.4222	2.7941	3.0000	2.7500	3.3000	3.6964	2.7500	0.000

Condominium in Bangkok.	3.4957	3.3778	3.5147	4.0000	4.0000	3.1545	3.6786	2.5700	0.000
Condominium in Pattaya.	2.9565	2.8000	2.9265	2.0000	1.9167	2.7182	2.7098	2.1100	0.000
Condominium in Phuket.	3.1652	3.0667	3.0147	3.0000	4.0278	2.9455	3.0804	2.4200	0.000
Condominium in Chiangmai.	2.9826	3.2000	2.6471	3.0000	3.9167	2.8636	3.2545	3.2800	0.000
Finished condominium.	2.8522	2.8889	3.8235	2.0000	3.7778	3.1182	3.1116	2.4600	0.000
Second-hand condominium.	2.5913	2.8000	2.5147	3.0000	3.3611	2.7818	2.6027	2.1800	0.000
To meet personnel need	3.2783	3.2222	2.6324	2.0000	2.6111	3.0273	3.4375	2.3300	0.000
To invest.	3.0000	3.5333	3.0294	3.0000	2.5278	3.2000	3.3304	2.5800	0.000
High level building.	3.2696	3.1778	3.7500	3.0000	2.5556	2.8545	3.0000	3.1700	0.000

For family member opinion, the mean value for each occupation is 2.9652, 2.8222, 2.6912, 3.000, 2.3889, 3.0818, 3.5268, 2.8400 and the significant value is 0.000 which is less than 0.05, so people with different occupation get different influences from family member opinion.

For language barrier, the mean value for each education level is 3.3043, 3.4667, 2.8088, 3.0000, 2.6111, 3.1545, 3.3527, 2.8500 and the significant value is 0.000 which is less than 0.05, so people with different occupation get same influences from language barrier.

For culture differences, the mean value for each education level is 3.0087, 3.4222, 2.7941, 3.0000, 2.7500, 3.3000, 3.6964, 2.7500 and the significant value is 0.000 which is less than 0.05, so people with different occupation get different influences from culture differences.

For condominium purchase in Bangkok, the mean value for each occupation is 3.4957, 3.3778, 3.5147, 4.0000, 4.0000, 3.1545, 3.6786, 2.5700 and the significant vale is 0.000 which is less than 0.05, so people with different occupation get different influences from condominium purchase in Bangkok.

For condominium purchase in Pattaya, the mean value for each occupation is 2.9565, 2.8000, 2.9265, 2.0000, 1.9167, 2.7182, 2.7098, 2.1100 and the significant vale is 0.000 which is less than 0.05, so people with different occupation get different influences from condominium purchase in Bangkok.

For condominium purchase in Phuket, the mean value for each occupation is 3.1652, 3.0667, 3.0147, 3.0000, 4.0278, 2.9455, 3.0804, 2.4200 and the significant vale is 0.000 which is less than 0.05, so people with different occupation get different influences from condominium purchase in Phuket.

For condominium purchase in Chiangmai, the mean value for each occupation is 2.9826, 3.2000, 2.6471, 3.0000, 3.9167, 2.8636, 3.2545, 3.2800 and the significant vale is 0.000 which is less than 0.05, so people with different occupation get different influences from

condominium purchase in Chiangmai.

For finished condominium purchase, the mean value for each occupation is 2.8522, 2.889, 3.8235, 2.0000, 3.7778, 3.1182, 3.1116, 2.4600 and the significant vale is 0.000 which is less than 0.05, so people with different occupation get different influences from finished condominium purchase.

For second hand condominium purchase, the mean value for each occupation is 2.5913, 2.8000, 2.5147, 3.0000, 3.3611, 2.7818, 2.6027, 2.1800 and the significant vale is 0.000 which is less than 0.05, so people with different occupation get different influences from second hand condominium purchase.

For personnel need motivation, the mean value for each occupation is 3.2783, 3.2222, 2.6324, 2.0000, 2.6111, 3.0273, 3.4375, 2.3300 and the significant value is 0.000 which is less than 0.05, so people with different occupation get different influences from personnel need motivation.

For invest motivation, the mean value for each occupation is 3.0000, 3.5333, 3.0294, 3.0000, 2.5278, 3.2000, 3.3304, 2.5800 and the significant value is 0.000 which is less than 0.05, so people with different occupation get different influences from invest motivation.

For high level lift building, the mean value for each occupation is 3.2696, 3.1778, 3.7500, 3.0000, 2.5556, 2.8545, 3.0000, 3.1700 and the significant value is 0.000 which is less than 0.05, so people with different occupation get different influences from high level lift building.

**Table4.29** Means of influences of different social culture factors affect Chinese attitude toward condominium purchasing in Thailand by marital status. (T-test)

**Marital status**

Description	Marital	Mean	t-value	Sig.(2-tailed)
Family member opinion.	Married	2.8941	-4.9385	0.000
	Unmarried	3.3084		
Language barrier.	Married	3.0698	-2.2735	0.023
	unmarried	3.2662		
Culture differences	Married	3.2351	0.2395	0.8105
	Unmarried	3.2143		
Condominium in Bangkok.	Married	3.1421	-5.8595	0.000
	Unmarried	3.6948		
Condominium in Pattaya.	Married	2.7597	3.3275	0.001
	Unmarried	2.5000		
Condominium in Phuket.	Married	3.0026	-1.099	0.2725
	Unmarried	3.0844		

Condominium in Chiangmai.	Married	2.8941	-5.5795	0.000
	Unmarried	3.4123		
Finished condominium.	Married	2.8450	-5.8495	0.000
	Unmarried	3.3831		
Second-hand condominium.	Married	2.7209	-3.2795	0.001
	Unmarried	2.4675		
To meet personnel need	Married	3.0026	-4.9485	0.2685
	Unmarried	3.1039		
To invest.	Married	3.0724	-0.4695	0.639
	Unmarried	3.1104		
High level building.	Married	2.9199	-4.422	0.000
	Unmarried	3.3182		

For family member opinion, the mean value for the male and female is 2.8941 and 3.3084 respectively, t-value is -4.9385 and the significant value is 0.000 which is less than 0.05, so people with different marital status get different influences from family member opinion.

For language barrier, the mean value for the male and female is 3.0698 and 3.2662 respectively, t-value is -2.2735 and the significant value is 0.023 which is less than 0.05, so people with different marital status get different influences from language barrier.

For culture differences, the mean value for the male and female is 3.2351 and 3.2143 respectively, t-value is 0.2395 and the significant value is 0.8105 which is more than 0.05, so people with different marital status get same influences from culture differences.

For condominium purchase in Bangkok, the mean value for the male and female is 3.1421 and 3.6948 respectively, t-value is -5.8595 and the significant value is 0.000 which is less than 0.05, so people with different marital status get different influences from condominium purchase in Bangkok.

For condominium purchase in Pattaya, the mean value for the male and female is 2.7597 and 2.5000 respectively, t-value is 3.3275 and the significant value is 0.001 which is less than 0.05, so people with different marital status get different influences from condominium purchase in Bangkok.

For condominium purchase in Phuket, the mean value for the male and female is 3.0026 and 3.0844 respectively, t-value is -1.099 and the significant value is 0.2725 which is more than 0.05, so people with different marital status get same influences from condominium purchase in Phuket.

For condominium purchase in Chiangmai, the mean value for the male and female is 2.8941 and 3.4123 respectively, t-value is -5.5795 and the significant value is 0.000 which is less than 0.05, so people with different marital status get different influences from condominium purchase in Chiangmai.

For finished condominium purchase, the mean value for the male and female is 2.8540 and 3.3831 respectively, t-value is -5.8495 and the significant value is 0.0000 which is less than 0.05, so people with different marital status get different influences from finished condominium purchase.

For second hand condominium purchase, the mean value for the male and female is 2.7209 and 2.4675 respectively, t-value is -3.2795 and the significant value is 0.0001 which is less than 0.05, so people with different marital status get different influence from second hand condominium purchase.

For personnel need motivation, the mean value for the male and female is 3.0026 and 3.1039, t-value is -4.9485 and the significant value is 0.2685 which is more than 0.05, so people with different marital status get same influences from personnel need motivation.

For invest motivation, the mean value for the male and female is 3.0724 and 3.1104 respectively, t-value is -0.4695 and the significant value is 0.639 which is more than 0.05, so people with different marital status get same influences from invest motivation.

For high level lift building, the mean value for the male and female is 2.9199 and 3.3183 respectively, t-value is -4.422 and the significant value is 0.000 which is less than 0.05, so people with different marital status get different influences from high level lift building.

#### Part 4: Summary of the hypothesis testing.

**Table 4.30.**The summary of the hypothesis testing about influences that Chinese get from real estate factors based on different demographic clarification.

##### Real estate factors

Independent Variables	Statistical method	Sig.	The result of hypothesis testing
Gender	T-test	0.01475	Accept H1
Age	F-test	0.03	Accept H1
Education Background	F-test	0.384	Reject H1
Salary (after tax)	F-test	0.02	Accept H1
Occupation	F-test	0.0185	Accept H1
Marriage	T-test	0.16025	Reject H1

**Table 4.31** The summary of the hypothesis testing about influences that Chinese get from marketing mix factors based on different demographic clarification.

### Marketing mix factors

Independent Variables	Statistical method	Sig.	The result of hypothesis testing
Gender	T-test	0.48356	RejectH2
Age	F-test	0.0048	Accept H2
Education Background	F-test	0.0211	Accept H2
Salary (after tax)	F-test	0.0158	Accept H2
Occupation	F-test	0.0137	Accept H1
Marriage	T-test	0.0046	Accept H2

**Table 4.32** The summary of the hypothesis testing about influences that Chinese get from social culture factors based on different demographic clarification.

### Social culture factors

Independent Variables	Statistical method	Sig.	The result of hypothesis testing
Gender	T-test	0.1359	Reject H3
Age	F-test	0.0005	Accept H3
Education Background	F-test	0.1603	Reject H3
Salary (after tax)	F-test	0.0299	Accept H3
Occupation	F-test	0.000	Accept H3
Marriage	T-test	0.1679	Reject H3