

# Questionnaire for Factors Influencing Chinese Consumer Decisions to Buy Condominium in Thailand

Hi, Ladies and Gentleman,

Thailand is one of the most famous tourist destinations in Asia; Thailand's economy with sustainable growth potential in various fields, including real estate. Combined with ordinary low-cost housing construction, location and steady growth in support of public construction, the more and more people choose to invest in real estate in Thailand.

In order to improve the quality of Thailand's real estate business services, as well as reference for other Chinese consumers. , I set up this questionnaire. Please fill in each question, we will keep confidential secret for your filling in the content, and the author feels very honored and appreciated for your help. Thank you very much!

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## Section I. Demographic Background

### 1. Basic information

1. Gender

Male

Female

2. Age

20~27  28~35  36~43  44~50  50 up

3. Education background

Middle school  High school or college  University  Master degree or up

4. Monthly income (after taxation)

less than 20000THB  20001-30000THB  30001~40000THB

40001~50000THB  50001THB up

5. Occupation

Chinese teacher  investor  (dispatch) Employees of state-owned enterprises

Private enterprise employee or legal representative  Student  Freelancer

Employee of foreign-funded or Join Venture enterprise  Others

6. Marital status

Married

Unmarried

### 2. Section II. Knowledge and attitudes on Thai Cuisine

Please mark "O" or "√" at following options.

Satisfaction levels: 5= Strongly agree 4=Agree 3=Neither 2=Disagree 1= Strongly disagree

No	Contents	Level of satisfaction
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	<b>Real Estate Risk Factors</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
7	Thailand internal politic stability has influence on your condominium purchase decision.					
8	Thailand corruption problem has influence on your condominium purchase decision.					
	<b>Marketing Mixing Factors</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
9	Thailand metropolitan condominium price is lower than China.					
10	Real estate developer promotion strategies have influence on your decision.					
11	Condominium service quality is very important.					
12	Condominium location distance from transportation network.					
13	Condominium location near commercial and entertainment entrances.					
14	The condominium developer promotion strategies can provide enough information for you to make decision.					
15	Sales service attitude influence your decision making.					
16	You got condominium information from friends, classmates.					
17	You got condominium information from agents or exhibition.					
18	You got condominium information from internet, magazine, advertisement					
	<b>Social culture factors</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
19	Family member opinion is more important than others in your decision making.					
20	Language barrier has influence on your condominium purchasing decision.					
21	Culture differences has influence on your condominium purchasing decision.(religion, art, social environment, social rules, food and so on)					
22	You prefer to buy condominium in Bangkok.					
23	You prefer to buy condominium in Pattaya.					
24	You prefer to buy condominium in Phuket.					
25	You prefer to buy condominium in Chiangmai.					
26	You prefer to buy finished condominium.					
27	You prefer to buy second-hand condominium.					
28	Your motivation to buy condominium in Thailand is to meet personnel need (marry).					
29	Your motivation to buy condominium in Thailand is to invest. (rise in value).					
30	You prefer to buy high level lift building.					

31. Is there any other factors affect you to purchase condominium in Thailand? Please indicate.

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32. Comments and suggestions

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Thanks again for your enthusiastic with this survey, wish you a happy life!

## 在泰中国人公寓购买影响因素研究

尊敬的女士/先生您好！

泰国是最著名的亚洲旅游目的地之一；泰国经济在各个领域具备持续增长的潜力，其中包括房地产业。结合普通低价商品房的建设，地理位置优越以及公共建设的支持下稳步增长，越来越多的人选择投资泰国房产。

为了提高泰国房地产企业对中国消费者的服务质量以及作为其他中国消费者购房前参考，笔者设立了本问卷调查。请您认真填写每道题目，对于您填写的内容我们会绝对保密，同时对于您的帮助笔者感到十分荣幸。感谢您的配合！

### 第一部分 基本信息（单项选择）

1. 您的性别:

男性

女性

2. 您的年龄

20~27岁  28~35岁  36~43岁  44~50岁  50岁以上

3. 您的教育背景

高中  大专  本科  硕士或以上

4. 您的月薪（税后）

20000泰铢以下  20001-30000泰铢  30001~40000泰铢

40001~50000泰铢  50001泰铢以上

5. 您的职业

汉语教师  投资家  (外派) 国企职员

公务员或事业单位  学生  自由职业者

外企或合资企业  其他

6. 婚姻状况

已婚

未婚

2. 在泰国购买公寓的态度和认识

请在下面的选项中打“O”或“√”

各项值的代表含义：5.非常同意 4.同意 3 一般 2 不同意 1 非常不同意

序号	内容	满意度
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	房地产风险因素	5	4	3	2	1
7	泰国内部政治稳定会影响您的公寓购买决定。					
8	泰国的腐败问题会影响您的公寓购买决定。					
	<b>营销组合因素</b>					
9	泰国城市房价比国内城市房价低。					
10	房地产开发商的促销策略（方法）会影响您的购房决定。					
11	公寓处服务质量非常重要。					
12	公寓至交通枢纽之间的距离会影响您的购房决定。					
13	公寓至商业和娱乐区的距离会影响您的购房决定。					
14	公寓开发商促销方案可为您公寓购买充足信息。					
15	公寓销售人员的服务质量会影响您的购房决定。					
16	您从朋友或同学处获得购买信息。					
17	您从房屋中介或者展销会处获得购买信息。					
18	您从因特网，杂志或者广告上获得购买信息。					
	<b>社会文化因素</b>					
19	与他人相比，您更重视家人关于公寓购买的意见和建议。					
20	语言障碍会影响您的购买决定。					
21	文化差异（宗教，艺术，社会环境，社会条例，食物等）会影响您的购买决定。					
22	您倾向于购买曼谷公寓。					
23	您倾向于购买芭提雅公寓。					
24	您倾向于购买普吉公寓。					
25	您倾向于购买清迈公寓。					
26	您倾向于购买现房。					
27	您倾向于购买二手房。					
28	您的购房动机是满足自身需求（结婚购房）。					
29	您的购房动机是投资（增值）。					
30	您倾向于购买高层电梯房。					

31. 您认为吸引您到泰购房的因素还有哪些？请指明

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32. 评价和建议

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再次感谢您鼎力配合本次调查，祝您生活美满，阖家幸福！