

**Title of research:** Factors Influencing Chinese Consumer Decisions to Buy Condominium in Thailand

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### **Abstract**

Housing market is one of the leading markets with an estimated value of 111,471 million bath in 2005 or, about one-third the size of the durable product markets (Kitiampon, 2005). The increased activities in housing businesses continued to grow other business fields, such as banking, construction, or even advertising (Nakornthab et al., 2004). Consequently, the increasing of real estate can indicate the growth of Thai economy (Sriphayakand and Vongsinsirikul, 2007). Seeing that housing market is a big size market and involved with many kinds of business fields, Thai government has decided to provide a strategic plan to stimulate the residential market with intention to create real demand in order to make Thai economic growth. Therefore, Thai government continuously launches a policy to support the grow of the residential markets with tax allowance policy and the long-term fixed rate mortgage financing through Government Housing Bank (GHB) (Nakornthab et al., 2004). With the government policy, housing businesses has opportunity to increase sales.

From the research, we can know there are some comprehensive factors have influence on Chinese customer decisions to buy condominium, for example: real estate risk factors, marketing mix factors and social culture factors. On the other hand, people, with different demographic background would get different influences from these factors. The data analysis shows that people strongly agree that Thailand internal politic stability and distance to transportation network have influence on their purchasing decision with mean value of 3.67 and 3.51.

There are some recommendations for further study. For example; (1)What factors interfere with Chinese customers to buy condominium in Thailand; (2) What's the most important factors 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.

**Keyword:** Chinese in Thailand, real estate, condominium, risk, purchase decision