

**Factors Affecting Decision Making of Housing Project
For Consumers living in Upper Northern Region
In Thailand :Case study on Chiang mai Provinc**

Kusumamal Pachimsawat ,Theveesak Sangen

Rajapark Institute

Email : kusuma1.mall@gmail.com

ABSTRACT

This research was to study on the differentiation of factors , consumer's behavior, demographical factors and to determines factors affecting the satisfaction of the consumer's decision making of buying housing project in Chiang mai , the case study in upper northern clusters of Thailand. As This study uses a questionnaire that requires the respondents to self-select from a variety of sample size and the response rate was 400 questionnaires primarily

The result of the study were demonstrate significant factor affect to decision toward the providing of minimum interest rate for special housing loan projects. Completed with good condition of terms of payment. The consistent with appropriate a good location. According to the study, this research found that the differentiation of demographical factors , economic criterion an understanding base-behavior , an emotional criterion affecting decision for buying housing project as well

Key word: Housing project, Demographical factors , Decision making behavior

Background

Living is one of the four fundamental factors in human life. In addition to being a shelter, but also a center of family life, the society affects the quality of life of human, quality, society and environment. It also contributes to the development of the economy. The political stability and security of the country. With the expansion of the real estate business in 2014, real estate developers are still keen to launch projects in the Bangkok area. In the past 2-3 years, the entrepreneurs have diversified their investment in real estate projects in the provinces. In addition, the value of new residential projects is expected to be at least 300,000 million baht per year. (Kasikorn Research Center, Search Date September 1, 2561)

The demand for housing stimulates savings and investment. Strengthen and stimulate economic development of the country, resulting in employment. The development of the construction industry and other related industries has resulted in economic expansion. The concept of this research is to study the factors influencing the purchase decision of the housing project. The results of this study will be beneficial to entrepreneurs and those involved in the construction, housing and real estate industries. This is the investment planning information that meets the needs of the customer.

Research Objectives

1. To study the factors and differences that affect the decision to buy housing in Chiang Mai city.
2. To study the behavior and difference of housing purchase decision in Chiang Mai city.
3. To study the direction of purchase decision of the housing project. In the city.

Reviewing the show

The Central Place Theory of Walter Christaller The simple model of the crystal is as follows. The lowest settlement is the village. Each of the six villages has one larger center, the Township, which is about the same distance from each other. The district will have a larger market area because of the need to add services that the village does not have. When the order of the source of the settlement is higher. Products and services will increase. The distance of the settlement will be far from each other. The market will be wider because of the population or customer base. (Chatchai Pongprayoon, 1993, p. 77 - 79)

The main factors that affect the behavior of buying houses and condominiums of people today from the research center Supalai. Consumer surveys have been conducted on housing behavior in both condominiums. Home and Townhome Both in Bangkok and its vicinity. The main factors. (1) The location is near (2) The mass transit system (3) The material used in interior decoration is strength. Durable (4) quality and materials used in construction (5) overall price and value (source https://www.estopolis.com/article/public_html/ 20 August 2018)

Real estate investment must understand the behavior of the buyer. Consumers' approach In order to make us target and offer to the point. Marketing can be interesting. Buyers attract Can be used to improve the information to the needs of the buyer. Only you

can invest confidently. Versatile and contemporary with the current. Reduce risk in investment. Make more profitable trading. Remember that buyers are constantly changing their behavior. So we have to update. Keep track of the situation to make the most of your investment. (<https://estatecorner.co.th>) August 20, 2018)

Method

This research is a survey research. The tool is a questionnaire. The experts found that. To collect data from the sample. Population in the study include: Real estate projects in Chiang Mai city , which are going to be bought or bought for no more than 2 years, will be used for 400 samples. Study only real estate projects. The population in the study is the residential real estate project in Chiang Mai that is about to be purchased or purchased for not more than 2 years.

The process of creating research tools. The study of primary data is a study of how to create a questionnaire from a document to determine the scope and content of a quiz. Secondary data is the study of texts, papers, theories, principles and related research that define the scope of research and the creation of research instruments to cover the purpose of research. Bring information to create a questionnaire. And content validity testing. With the experts There were 30 samples tested. The reliability = 0.70 was in accordance with the set criteria. Cronbach's alpha = 0.94.

How to collect data Ending the questionnaire. Check the completeness of the questionnaire and select the most complete set. Coding, data processing. The data was coded into a database and used to analyze the data by computer using the software program for frequency, percentage, mean and variance. Data Analysis Descriptive Statistics Inferential Statistics is a statistical technique used to collect data. Sample To represent the entire population as well as the processes that will lead to the conclusion

Research result

1. Factors and differences that affect the decision to buy housing in Chiang Mai city.

Of the 228 male respondents, 57.00% were female and 43.00% were female, 43.00% were under the age of 30 years, the highest were 44.50%, the majority were 210 Most of the graduates are undergraduate or equivalent. Most of the employees of private companies / department stores earn an average of 20,000 baht per month.

Factors and differences affecting housing purchase decision in Chiang Mai urban area.

Can be summarized as a table as follows.

Factors affecting the decision to buy housing in Chiang Mai city	\bar{x}	SD	t	Sig
The plan or layout of the house	4.16	0.60	-2.459	0.000
Construction of the project	3.96	0.55	-2.496	0.014*
Location	4.33	0.63	-2.221	0.009*
Infrastructure Utilities	3.99	0.80	-3.335	0.001*
Sales promotion	4.24	0.54	-2.696	0.007*
Overall	3.96	0.60	-2.6814	

* Means significant at the 0.05 level.

From the table, it is found that factors affecting the decision to buy housing in Chiang Mai city. Overall, the overall significance was at a high level, with an average of $\bar{x} = 3.96$, the first priority in the construction of the project and the promotion. And all have a deciding effect. This may be due to different educational backgrounds that allow people to have different thought processes and channels of information.

2. Behavior and differences in housing purchase decision in Chiang Mai city.

Behavior and Difference Buying Housing in Chiang Mai Can be summarized as a table as follows.

Comments on Consumer Buying Behavior	\bar{x}	S.D.	t	Sig
Decision-making behavior based on economic criteria	4.16	0.72	-4.474	0.0000
Decision Making Behavior by Others	3.27	0.90	-2.070	0.039
Buying Behavior by Understanding	4.44	0.62	-1.588	0.113
Behavior buying decision with emotion	3.25	1.02	-1.442	0.150
Sophisticated decision making behavior	4.00	0.59	-0.125	0.901
Overall	3.74	0.88	1.261	

* Means significant at the 0.05 level

The table shows that consumer purchasing behavior. The mean score was $\bar{x} = 3.74$, where consumers had different characteristics. The overall trend is that those with lower income and lower qualification are more likely to factor in than those with a higher income and higher education. Because of these groups, careful consideration of the choice to buy a

home, including buying decision-making behavior by economic zones and buying decision by understanding.

3. The guideline of purchasing decision of housing project in Chiang Mai area.

The result of the suggestion is the house is beautiful. For example, a home with a natural surrounding planted trees in a shady project. Modern, clean, and conveniently located in a prime location, this will bring you more value in the future.

Building a large house is a member of 3 to 4 members, affordable but can build a lot to focus on convenient transportation, high quality materials. Standard installation Public utilities, parks, sports grounds or swimming pools will be a point of interest to make the decision easier for shoppers because there are places to relax for family members.

Providing information is the basis for making decisions with customers. Providing information in social media. Increasing the channel to communicate to customers to access and receive information. It is easy and fast because customers can compare the advantages and disadvantages of each project they buy.

To impress both old and new customers. For example, a beautiful and distinctive home that is a way to advertise and present in a tangible form will make it easier for customers to make and make decisions. Matters of financial security the ability to build a house to complete on time to assure the customer to help increase the opportunity to sell the house

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Discussion of results

Factors Affecting Housing Buying Decision in Chiang Mai Urban Area Overall, the overall level of significance was at a high level, with an average of 3.96. The first priority was the construction of the project and the promotion. All influenced decision-making in accordance with Weena Sricharoen (2558), who studied the design factors that affected the housing purchase decision of government officers and state enterprise employees in Nonthaburi province, in line with the assumptions. Modern housing It is beautiful. Consumers have a sense of prominence in the decoration of housing projects. Therefore, the design factors affect the purchase decision of government officials and state enterprise employees in Nonthaburi province. The results of this research are consistent with the concept of Hadjri, et al. (2015). Take into account the benefits. The first purpose of the design. The design is useful. Designers need specific knowledge. The works can meet the needs of most residents.

Consumer Buying Behavior The highest level of significance was at 3.74, with the consumers having different characteristics. The overall trend is that those with lower income and lower qualification are more likely to factor in than those with a higher income and higher education. Because of these groups, careful consideration of the choice to buy a home, including buying decision-making behavior by economic zones and buying decision by understanding.

The house is beautiful. For example, a home with a natural surrounding planted trees in a shady project. Building a big house is a small, 3 to 4 member house. Providing information is the basis for making decisions with customers. Information in social media is consistent with Rattaphum. Mentors and Wittayakorn (2558), who conducted research on brand building factors. Quality of service And social networks that influence the decision to use a coffee shop: A case study of a Thai coffee shop in Bangkok found that online social networking did not affect the decision to use a coffee shop. A Thai brand in Bangkok.

To impress both old and new customers. For example, a beautiful and distinctive home that is a way to advertise and present in a tangible form will make it easier for customers to make and make decisions. Matters of financial security The ability to build a house to complete on time to assure the customer to help increase the opportunity to sell the house.

Suggestion

In this study, there are limitations that cannot be explored in other determinants of house purchase decisions, such as energy savings. Home design and use of materials to reduce energy consumption, as well as environmental home construction procedures. It is interesting that should be studied in the next research.

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