



มหาวิทยาลัยราชภัฏธนบุรี

**Independent study title:** Factors used in consideration to buy condominium in Supalai-Park's project located in Khae Rai – Ngamwongwan area.

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consideration to buy condominium.

### Abstract

The objectives of this research were to 1) study the factors that purchassors used when consideraing buying a condominium in Supalai-Park's project located in Khae Rai – Ngamwongwan 2) area and to compare factors used based on demographic characteristics. The Sample group consisted of 322 visitors coming to ask for information about the condominium. Questionnaires were used as a research tools. Data were analyzed by frequency, percentage, mean, standard deviation, t-test, and analysis of variance.

The results of the research indicated that 1) mean score of overall consideration toward the factors used in to buying a condominium was at high level. Looking at various aspects, every aspect was at high level, ranked highest down price, promotion, distribution, environment, personnel, and after-sell service. 2) the comparison of mean score of opinions based on demographic characteristics indicated that, purchassors of different gender and monthly income had different criteria when buying a condominium at 0.05 significant level. Toward reputation of the project and quality of material used in construction compared to price, visitors having different monthly income had different opinions when buying condominium at 0.05 significant level. Regarding the payment period and personnel, visitors having different educational level gave different responses to polite uniform, personality, and manners of staff at 0.05 significant level. Toward environment, visitors of different age and monthly incomes had different opinions to the plan of building, development style and quality of life, and space for recreation at 0.05 significant level.

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