

**FACTOR INFLUENCING THAI PEOPLE IN BANGKOK AREA
TO PURCHASE BUILT-IN FURNITURE IN CONDOMINIUM**



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entitled
**FACTOR INFLUENCING THAI PEOPLE IN BANGKOK AREA
TO PURCHASE BUILT-IN FURNITURE IN CONDOMINIUM**

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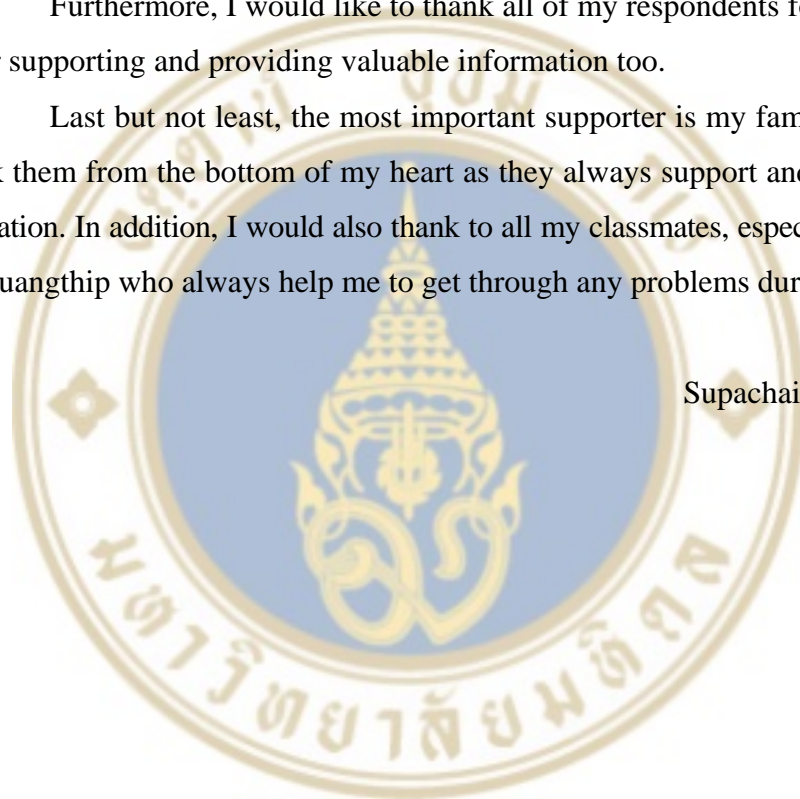
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ABSTRACT

This research will study the key factors influencing Thai people to purchase built-in furniture in condominium. The study will help built-in furniture companies and manufacturers to improve their businesses, gain new customers from condominium and enhance capability for producing built-in furniture for condominium market. Quantitative research methodology was applied in this research to collect data by questionnaire survey. The participants are the person who own a room in condominium.

The results showed that there are mainly four factors that affect people's decision when they purchase built-in furniture in condominium. They are Quality, Maintenance, Social Influencer and Price Concern. All of those factors are able to motivate people to buy significantly.

KEY WORDS: Built-in Furniture/ Factors/ Bangkok/ Condominium/ Intention to Buy

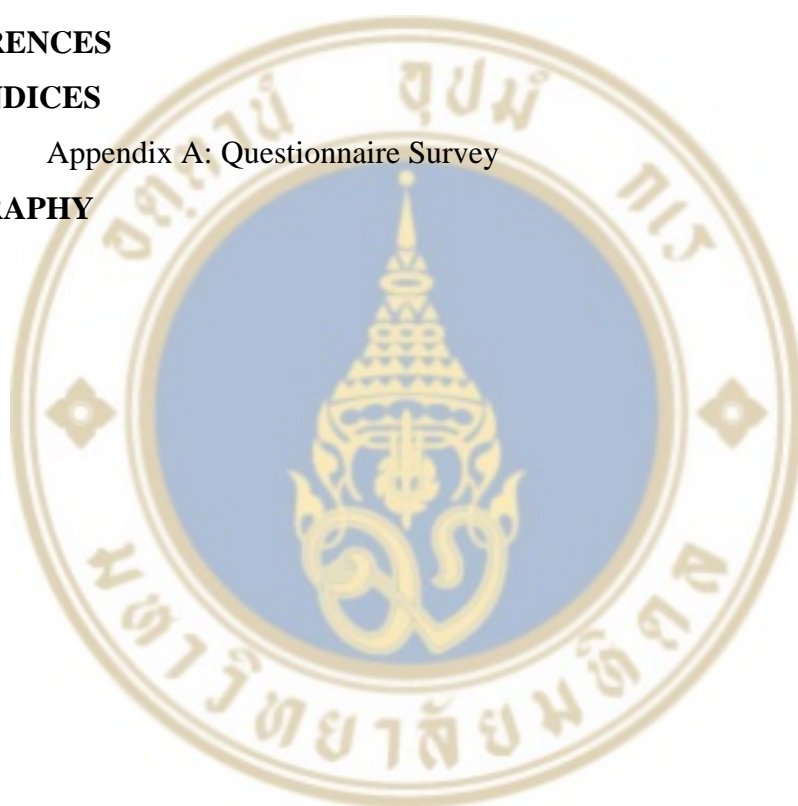
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CHAPTER I

INTRODUCTION

In the recent years, because many condominiums and high-rise buildings have been built, the household furniture industry, especially built-in furniture or fixed furniture, has a chance to deal business on them. The increasing purchasing power and a number of newly launched condominiums are impact the build-in furniture business to be growth. Since the current situation in this market are so intense and there are many furniture companies, even loose furniture or knock down furniture, that share this market size, so in order to improve a built-in furniture business, furniture makers have to recognize consumers' needs firstly. In order to expand built-in furniture market size, the furniture makers should understand those consumer's perceptions in purchasing built-in furniture as this business relates to their customization. So, there are many significant factors that are impact on consumers to make the decisions in deep. The factors that were considered between emotional factors and physical factors

1.1 Problem Statement

During the rising competition in furniture industry and an increased number of condominiums, there are many furniture companies concentrate on this segment. Moreover, the first quarter of 2017 there were new 10,380 units launched (Colliers, 2017). As a result, each company competes each other seriously. However, even the market is bigger, the competitors are bigger too as this market consist of three types: (1) Built-in furniture (2) Loose Furniture (3) Knock down furniture. In Thailand market, around 26 percent of market share was owned by four key players which are Index, SB furniture, Modernform and IKEA (Canvassco, 2012) Furthermore, many newcomers in loose and knockdown furniture business always increase and stole the customers from built-in furniture business. In order to sustain and expand built-in furniture market from this new target, the manufacturing should be different by knowing consumers' mind why consumers choose and purchase products and what factors which they concern.

1.2 Research Question

What are the motivation factor influencing customers living in condominium to purchase or order built-in furniture in Bangkok area?

1.3 Research Scope

This study will focus on consumers who have condominiums in the price range in Thailand following the figure 1.1(CBRE, 2017).

Table 1.1 Condominium Price Range

Super Luxury	Above THB 250,000/m²
Luxury	THB 170,000-249,999/m ²
High End	THB 120,000-169,999/m ²
Upper-Mid-Range	THB 90,000-119,999/m ²
Mid-Range	THB 70,000-89,999/m ²
Entry Level	Below THB 70,000/m ²

Source: www.cbre.co.th

1.4 Expected Benefits

With this research, the manufacturing and companies who do in built-in furniture business will take advantage in this research to develop their product or business for expanding their market and can satisfy more consumers too. Moreover, it can be the tools that can optimize their performance or help them create new strategies to reach consumers effectively.

CHAPTER II

LITERATURE REVIEW

Built-in furniture or fixed furniture is identified as one of furniture type which is well designed in terms of size, material and shape in order to perfectly fit in fitting area. It can be cabinet, counter and so on. The outstanding point of the built- in furniture is that it cannot be movable because it is fixed with a floor or a wall. Moreover, built-in furniture can customize as much as you want to decorate your house freely and it is also more durable and stronger than other kinds of furniture. In terms of shape and design, it can harmonize with the form of site and decorated area. However, built-in furniture is expensive if compare with others (Thaicarpenter.com, 2010).

There are theories that are related to the factor of purchasing and researches which link to the motivation why people buy furniture. Then, we collect that information and combine them in order to create hypothesis for research.

2.1 The Theory of Consumer Behavior

Philip Kotler(1997) said that analysis of consumer behavior can help marketers or companies to understand factors of their real needs and wants. So, those factors are so useful that the marketers can use it to plan strategies or companies can improve their products to satisfy their consumers. In order to understand how people behave and what is their consciousness. The Black Box model is one of theories that can apply to shows the relation between marketing stimuli, the thinking process and consumer's decision.

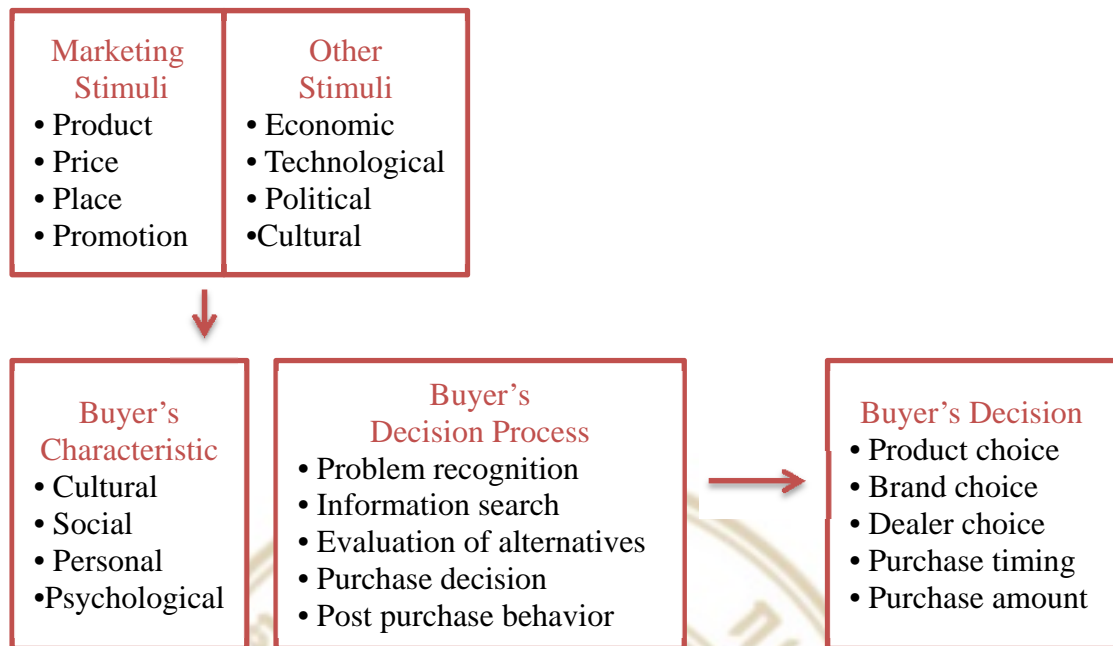


Figure 2.1 Black Box chart model

Source: Kotler, Philip. (1997). Marketing Management Analysis, Planning, Implementation and Control.

According to the Black Box model, it starts from stimuli to create needs and then make a response. Thus, if we understand what is stimuli that is impact on people, we will make response correctly and effectively.

2.1.1 Stimulus

Stimulus is caused by inside stimulus and outside stimulus, however marketers are concentrate on outside factors as those can help them to drive intention to buy with motive and emotion. The outside stimulus consists of two parts:

Marketing Stimuli is a stimulus that is related with Marketing Mix. It consists of four parts:

- **Product:** It is the product that can stimulate people to buy such as well-designed package.
- **Price:** Price of products which are suitable for consumer
- **Place:** The channels to distribute consumers is one of stimuli which can stimulate people to consume products

- Promotion: the activities and discount campaign can drive people's motivation.

Other Stimuli is a stimulus that cannot be controlled by companies and it comes from external influences. Other stimuli consists of four parts too:

- Economic: Country's economy, income and so on influence consumer's need.
- Technological: New technology can help consumer increase their needs and change behavior such as using credit card instead of using cash.
- Law and Political: Legal and tax issues can help people concern and behave with product differently.
- Cultural: Tradition and seasonal festival can stimulate people to consume more and less too.

2.1.2 Buyer's Characteristic

In this part, it shows the factors that influence people for purchasing in four categories

2.1.2.1 Cultural Factor: This factor is basis factors such as education, gender and so on which is impact on needs and behavior of people. In this research, we focus on social classes as it helps us to classify type of consumer that can be affordable to purchase built-in furniture. Social class is categorized in six classes:

- Upper- Upper Class:
- Lower-Upper Class
- Upper-Middle Class
- Lower-Middle Class
- Upper-Lower Class
- Lower-Lower Class

2.1.2.2 Social Factor: It is a factor which is linked to their daily life. Furthermore, it is related with other references such as family, friend and so on. There are three groups of people that are classified to influence customer behavior.

- References: it is a group of people which have relationship inside and can categorize in two groups.

- Primary group: People that have relationship with consumer directly but most of them have limitation in career, social class and age.
- Secondary group: People in this group are less relationship than the previous one.
- Family: it is a group that most marketers concern because of this group is the most powerful buyer.
- Social Status: a person participates with varied group, thus in one person he can be many roles and varied status.

2.1.2.3 Personal Factor: People will make decision based on their experiences and characteristics. It depends on their career, age, education and the way of life.

2.1.2.4 Psychological Factor:

2.1.3 Buyer's Decision Process

Before starting to find the motivation factor that make consumers ordering built-in furniture, we have to understand their thinking process that is impact on their decision. In terms of purchasing, consumers have process to think before they make a decision. According to John Dewey's framework (Dewy, 1910), there are five steps that marketers concern to evaluate consumers' purchasing process:

2.1.3.1 Problem and need recognition

This is the important stage as if consumers do not have needs or wants to purchase, they will not buy anything. Then, the stimuli for creating their needs is a significant step which triggers consumer to interest in products in a first time.

2.1.3.2 Information search

After consumers have needs, they will find the solution to serve their needs. They search information and evaluate before they make decision. There are two types of information searches which people concern. First, the internal information is that an information which is related to current consumer' memory or their previous experiences and opinions. Second, the external information is the information that comes from others such as friends, family or other consumers that review those products.

2.1.3.3 Alternative Evaluation

This is the stage that consumer tries to compare choices they have together. Consumer will assess the value in each choice that is appropriate their needs by focusing basis on the product attributes.

2.1.3.4 Purchase Decision

After consumer has followed all previous already, they will ultimately make decision to choose the right choice that is suitable for them.

2.1.3.5 Repurchase

After a consumer tries a product, they will think what values that they receive. They will ponder that those values meet their expectations or not. If the result shows that it is positive and the product satisfies the consumer, they will reduce the stage of information search and alternative evaluation when they have the next purchasing. While, if there are negative feedbacks instead, the consumer will restart to do the five stages again before they make a new decision.



Figure 2.2 Five Stage chart model

Source: <https://thestudyofmarketing.wordpress.com/chapter-6-consumer-behavior/>

2.2 Related Research

There are many researches that study about the purchasing factors when they buy furniture. After collecting the data, the information can be used to become attributes for my study further following the chart below.

Table 2.1 Conceptual Framework

	Ref: A	Ref: B	Ref: C	Ref: D	Ref: E	Ref: F
Design	x	x	x	x		x
Quality	x	x	x	x	x	x
Reliability	x	x	x			
Price		x	x		x	x
Service			x	x	x	x
Information search	x	x	x	x		x
Influencer		x	x	x	x	

A: Nicole Ponder (2013) studied consumer attitudes and buying behavior for home furniture

B: Ratchaneekorn (2016) studied what are the factors which impact purchasing furniture from small business in Bangkok.

C: Umaporn (2016) studied The successful business model for furniture built-in.

D: Kingkarn and Warat (2015) studied Behavior according to sustainable consumption concept of consumer in Mueang Chiang Mai towards purchasing home furniture.

E: Vichuta and Nhuck (2012) studied consumers' behavior and tendency to buy hardwood furniture in Ayutthaya province.

F: Wimonsiri (2011) studied What are the factors which are influence on purchasing wood furniture for home decoration.

CHAPTER III

RESEARCH METHODOLOGY

The research will study about the factors which are effect on purchasing built-in furniture for condominium in Bangkok. The result of this study will show the factor that can affect the decision of consumers,

3.1 Research Design

The study is designed to clarify the factors that are impact on purchasing built-in furniture in condominium based on Bangkok. The research will study the perception of customers towards what is they concerned when they buy. Moreover this research will raise awareness to manufacturing as well. In this research, the respondents comes from varied condominium which located on many district. The research method is quantitative research, it is conducted by internet survey for 321 respondents.

3.2 Data Collection Methodology

3.2.1 The population

In accordance with a quantitative research, the survey is designed to conduct insight of people who have condominium located in Bangkok.

3.2.2 Sampling

According to the topic, the method of sampling is help us to define the respondents. Thus, the participants should be people who have condominium located in Bangkok with or without experiences in built-in furniture.

3.2.3 Data Collection

The way to collect data based on the convenience of participants to access the questionnaire. We use online survey as it can be easily to do for participants and collect effectively from varied district.

3.3 Research Instruments

The questionnaire is designed for analysis of research result. So, it is divided in three parts for gathering three kinds of data in order to interpret result effectively.

Part 1: Screening question and general information

The screening question in this part will help us to check the respondents and ensure that all of them meet the requirement. In this part, there are some question will ask about the information about condominium that they have such as price, type and place.

Part 2: Motivation factors

In this part, the question will ask about the motivation and perception of built-in furniture in terms of design, quality, reliability, price, service, information search and influencers. Moreover, there are some question that lead to intention to buy for built-in furniture.

Part 3: Personal Information

The last part is about the question that collect demographic information from participants including gender, age, status, family and income.

CHAPTER IV

RESEARCH FINDING

After the sampling are completely. the answers from participants will be input to SPSS to compute statistically. In order to find out what is the factor that impact consumers' motivation, The data is analyzed by using Factor analysis for grouping constructs and run Regression in order to analyze which constructs are effective factors. The results of the study are presented and analyzed as following

Table 4.1 Demographic Respondents

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	139	43.3	43.3	43.3
female	182	56.7	56.7	100.0
Total	321	100.0	100.0	

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20–30 years	227	70.7	70.7	70.7
31–40 years	79	24.6	24.6	95.3
41–60 years	14	4.4	4.4	99.7
More than 60 years	1	.3	.3	100.0
Total	321	100.0	100.0	

Status

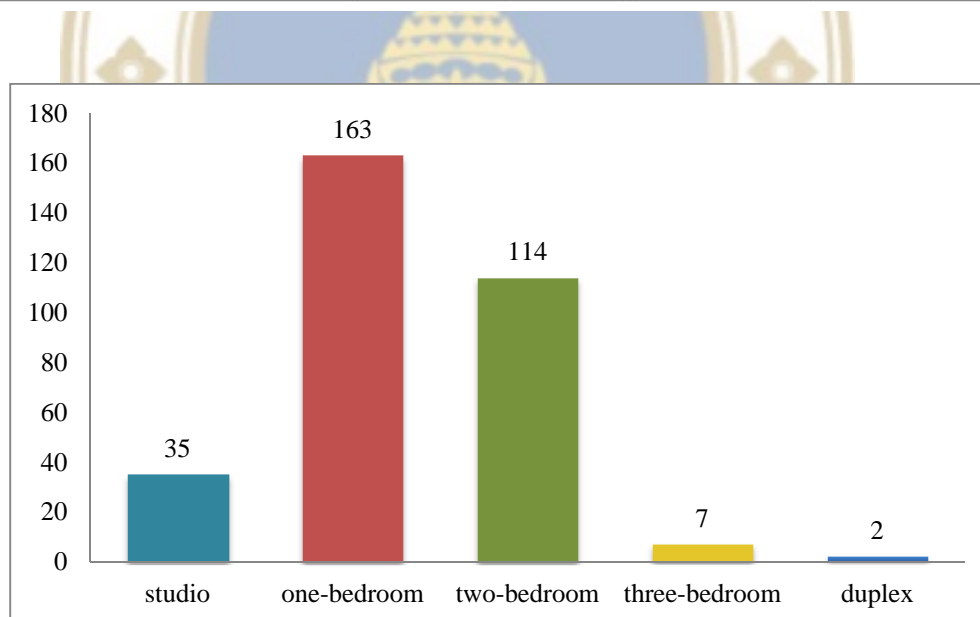
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Others (Please Specify)	4	1.2	1.2	1.2
single	284	88.5	88.5	89.7
married	33	10.3	10.3	100.0
Total	321	100.0	100.0	

Table 4.1 Demographic Respondents (cont.)**Family**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid nuclear family	271	84.4	84.4	84.4
extended family	50	15.6	15.6	100.0
Total	321	100.0	100.0	

Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than 50,000 baht/month	195	60.7	60.7	60.7
50,001-100,000 baht/month	88	27.4	27.4	88.2
100,001-200,000 baht/month	25	7.8	7.8	96.0
200,001-300,000 baht/month	8	2.5	2.5	98.4
Over 300,001 baht/month	5	1.6	1.6	100.0
Total	321	100.0	100.0	

**Figure 4.1 Type of Room**

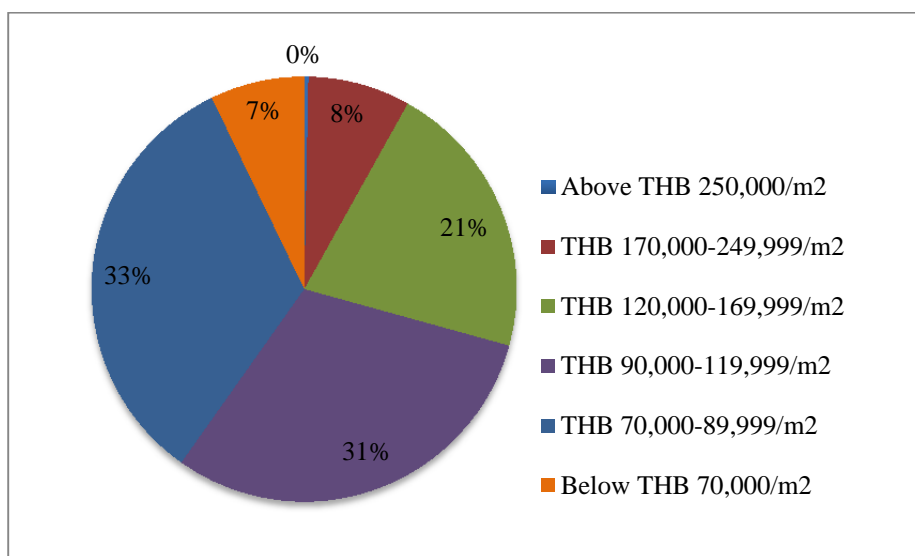


Figure 4.2 Condominium Price Range

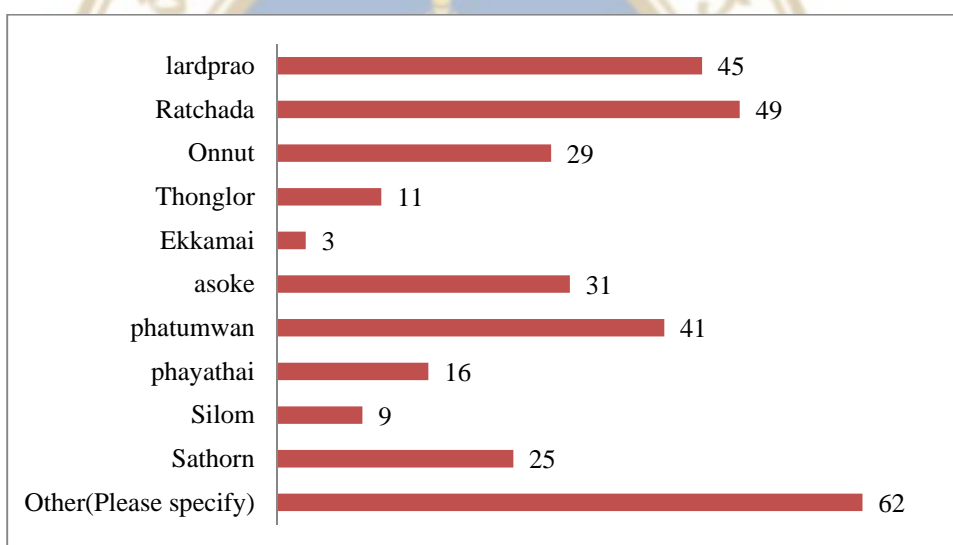


Figure 4.3 District

In the table, the demographics of respondents are presented by gender, age, status, type of family, type of rooms, condominium price range and district. All of the respondents around 43.3% belonged to male and 56.7% to female.

The majority of age groups for both men and women are the range of age 20-30 years old around 70.7%, following by adult people who are 31-40 years old 24.6%. Most of them are single and have nuclear family.

The most type of room that they have is one-bedroom, following two-bedroom. While, there are two most of the group of condominium price range which are THB 90,000-119,999/m², THB 70,000-89,999/m² and their condominiums locate on different places.

4.2 Factor Analysis

4.2.1 Total Variance Explained

Total Variance Explained is used to define the number of significant factors. According to the table, it is show that there are eight components that is important to analyze further. The factors are ordered based on the highest explained variance.

Table 4.2 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.701	24.819	24.819	6.701	24.819	24.819	2.690	9.964	9.964
2	1.987	7.358	32.177	1.987	7.358	32.177	2.477	9.176	19.140
3	1.795	6.648	38.825	1.795	6.648	38.825	2.283	8.456	27.595
4	1.606	5.946	44.772	1.606	5.946	44.772	2.181	8.077	35.672
5	1.355	5.018	49.790	1.355	5.018	49.790	2.081	7.706	43.378
6	1.308	4.844	54.634	1.308	4.844	54.634	1.933	7.160	50.538
7	1.125	4.165	58.799	1.125	4.165	58.799	1.712	6.339	56.877
8	1.064	3.941	62.740	1.064	3.941	62.740	1.583	5.863	62.740
9	.913	3.382	66.122						
10	.875	3.241	69.363						
11	.743	2.752	72.115						
12	.707	2.618	74.733						
13	.648	2.402	77.135						
14	.613	2.269	79.404						
15	.596	2.208	81.613						
16	.568	2.102	83.715						
17	.542	2.008	85.723						
18	.524	1.942	87.665						
19	.483	1.788	89.453						
20	.446	1.653	91.106						
21	.432	1.599	92.706						
22	.403	1.492	94.198						
23	.379	1.405	95.604						
24	.357	1.322	96.925						
25	.313	1.158	98.084						
26	.294	1.089	99.173						
27	.223	.827	100.000						

Extraction Method: Principal Component Analysis.

4.2.2 Scree Plot

As a result, it is shown that the graph is conducted with 27 different characteristics. The scree plot told that there are eight factors because the line starts to slightly sloping down and stabilize after eighth factor. The remaining factors are explained that they are unimportant. Furthermore, the Eigenvalue of each eight factors is higher than 1 and total cumulative variance is approximately 62.7%.

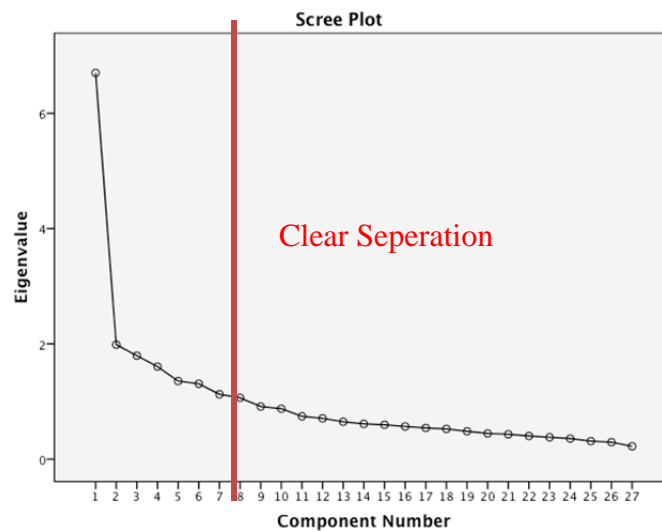


Figure 4.4 Scree Plot

4.2.3 Rotated Component Matrix

As a result of rotated component matrix, it shown that we can re-categorize the components into new factors that affect the motivation to purchase built-in furniture which are Quality, Social Influencer, Design, Information Portfolio Design, Trustworthiness, Price Concern, Convenience and Maintenance.

Table 4.3 Rotated Component Matrix

	Component							
	1	2	3	4	5	6	7	8
Quality_Keep	.764							
Quality_Durable	.716							
Quality_Durabletimes	.714							
Quality_Material	.690							
Influ_opinion		.753						
Influ_SeeOthers		.692						
Info_askpeople1		.642						
Info_Relisocial		.493						
Influ_Ask		.490						
Design_lifestyle			.822					
Design_Preference			.765					
Design_Personality			.681					
Design_Style			.483					
Info_website				.804				
Info_Facebook				.723				
Reli_Responsibi				.527				
Info_Searchinfo				.491				
Relia_famous					.799			
Relia_experience					.751			
Relia_review					.694			
Price_Expensive						.826		
Price_Worry						.693		
Price_Compare						.663		
Ser_Fast							.837	
Ser_Easy							.676	
Ser_maintenance								.822
Ser_comparemaintain								.805

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 7 iterations.

4.3 Motivation and Preference

The research is conducted by computing data with Regression between the independent variable which is the motivation question and dependent variables which are the new eight factors to analyze the intention to buy of built-in furniture in condominium, Bangkok

Table 4.4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.253 ^a	.064	.040	.920	.064	2.666	8	312	.008

a. Predictors: (Constant), Maintenance, Design, Convenience, Price_concern, Trustworthiness, Social_influencer, Quality, Information_portfolio

Table 4.5 ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.053	8	2.257	2.666	.008 ^b
	Residual	264.047	312	.846		
	Total	282.100	320			

a. Dependent Variable: intentiontobuy

b. Predictors: (Constant), Maintainance, Design, Convenience, Price_concern, Trustworthiness, Social_influencer, Quality, Information_portfolio

Table 4.6 Coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.872	.484		3.868	.000
	Quality	.307	.132	.164	2.328	.021
	Social_influencer	-.300	.138	-.144	-2.170	.031
	Design	.116	.111	.063	1.038	.300
	Information_portfolio	-.016	.145	-.008	-.114	.910
	Trustworthiness	-.029	.111	-.017	-.261	.794
	Price_concern	-.235	.109	-.130	-2.169	.031
	Convenience	.054	.094	.036	.576	.565
	Maintainance	.218	.090	.144	2.421	.016

a. Dependent Variable: intentiontobuy

With the result from the table, it shows that R Square = 0.064 which mean that the relevance of data is 6.4%. However, the ANOVA's table mentions that the significant value is 0.008. So, the data is significant which mean that the factors explored are effect to consumers' decision. In addition, the coefficient's table reflects that there are four constructs which influence intention to buy of people as the significant value of each factor is lower than 0.05 as well. They are Quality, Social Influencer, Price Concern and Maintenance.

According to the overall result, it shown the coefficients between the questions and the factors which indicate as the expression below

“Intention to buy built-in furniture in condominium, Bangkok” = $0.307 \text{ Quality} - 0.3 \text{ Social_influencer} - 0.235 \text{ Price_Concern} + 0.218 \text{ Maintenance}$



CHAPTER V

DISCUSSION AND RECOMMENDATION

The purpose of this research is to study the factors which are effect on the intention to buy built-in furniture in condominium, Bangkok. Firstly, the study explored mainly covered important perception in every aspect. it is conducted based on the insight of people which is related with price, quality, service, design information search, reliability and influencer. After analyzing the data, the result shown that there are four factors which are Quality, Maintenance, Social Influencer and Price Concern that influence consumer's motivation

5.1 Recommendation

According to the result, it shows that the companies or manufacturers should improve their service by focusing on between Quality and Maintenance. If they increase their product's quality based on material and durability for using in a long time, the scores will rise up. While if they develop their service in terms of maintenance as consumers concern about how keep built-in furniture longer. Moreover, they think that when they purchase they will receive more services than purchasing other kinds of furniture.

Another factor that have to concern for increasing the motivation to buy built-in furniture is Price Concern. Consumers worry that they will spend much money on it than others kinds of furniture and they think that built-in furniture too expensive. Therefore, the manufacturers have to concern about their product's price before offering. Otherwise, the scores will reduce.

Lastly, the last factor which impacts motivation directly is Social Influencer. If the companies would like to expand their market size, they should pay attention on their portfolio in online and social medias because people think that the information in social media can be reliable. Moreover, consumers will ask or are inspired to purchase built-in furniture from others comment. Thereby, if there are more opinions, the scores will decrease too.

However, there are some interesting points that the Design factor does not affect to consumers intention. Even it is expected to become one of the most effective construct. The reason that can explain is that Designing in the present day is too much to consumer's needs.

5.2 Limitation and Recommendation for Future Research

With the limited time consuming to spread the questionnaire, the range of sampling size that was collected is not more varied than it should be. Most of respondents are the range of age 20-30 years old. As the result, the sample size may not represent widen of segmentations. Additionally, the questionnaire has too much question to answer so some of participants may lack of concentration until the end. Then, some answers might not show their perception clearly which lead to unclear product perspective.

Therefore, the recommendation for future research is to collecting the larger amount of sampling in the varied segmentation in order to receive the data that covered all segmentations. Furthermore, the questionnaire can be made to become shorter for keeping the concentration of participants until the end.

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Appendix A: Questionnaire Survey

Investigating factors for purchasing built-in furniture for condominium living in Bangkok

Instructions/Questionnaire

Dear Sir/Madam

This set of questionnaire has been developed by College Management of Mahidol students to use for thematic paper. The purpose of collecting data is to be able to analyze the factors which are effect on purchasing built-in furniture for decoration condominium. All data will be treated with high confidentially and used for education purpose only. It will take about 5-10 minutes to finish. Please be assured that your response is strictly confidential and only aggregate results will be reported and used for educational purposes only. Please complete all question truthfully by mark “✓” in the or space given below the following questions. Thank you for your participation.

There are 3 parts including in this set;

Part 1: General Information

Part 2: Explore the factor influence consumers' behavior for purchasing built-in furniture

Part 3: Personal Information

Part 1: General Information

1. Do you have condominium in Bangkok

Yes

No

2. What is the price range of your condominium

Above THB 250,000/m²

THB 90,000-119,999/m²

THB 170,000-249,999/m²

THB 70,000-89,999/m²

THB 120,000-169,999/m²

Below THB 70,000/m²

3. What is your room type?

- Studio One-bedroom Two-bedroom
 Three-bedroom More than three-bedroom Duplex
 Penthouse

4. Which is the district that your condominium located

- Sathorn Silom Phayathai
 Phatumwan Asoke Ekamai
 Thonglor Onnut Ratchada
 Lardprao Others Please specify _____

Part 2: Explore the factor influence consumers' behavior for purchasing built-in furniture

Please indicate to what extent you agree or disagree with each of the following statements.

Please mark ONLY one number for each statements that corresponds with your answer.

Motivation	Strongly Disagree	Disagree	Agree	Strongly Agree
I am concerned about the decoration style of my condominium.				
In terms of decoration condominium, I think built-in furniture can match my preference most.				
I change my interior design often to keep up with design trends.				
I express myself with the built-in furniture I purchase.				
I value furniture as an important part of my lifestyle.				
I concern about durability a lot, when I buy built-in furniture in condo.				
I expected that built-in furniture should be kept for more than 10 years.				

Motivation	Strongly Disagree	Disagree	Agree	Strongly Agree
I think that built-in furniture should be less durable than loose furniture and knocked-down furniture.				
I concern about high quality material a lot, when I buy built-in furniture in condo.				
Whenever I purchase built-in furniture, I plan on keeping it for a long time.				
I will purchase built in furniture based on company's worked experiences.				
I feel more comfortable buying a piece of built-in furniture from company when I have gotten other people's review on it.				
I think that company's showroom or example room is effect on my reliability to purchase built-in furniture.				
When I make a decision to buy built-in furniture, I concern about the reputation of company a lot.				
I concern about company's responsibility for producing built-in furniture on time.				
When I buy built-in furniture, saving money is one of my main priorities.				
I think built in furniture is too expensive.				
I am willing to pay more money for built-in furniture if it is customized to fit my style and preferences.				
I sometimes worry that I have spent too much money on build-in furniture after I buy it.				

Motivation	Strongly Disagree	Disagree	Agree	Strongly Agree
I think that a price of built-in furniture is more expensive than loose furniture and knocked-down furniture.				
I concern about guarantee for built-in furniture at least 1 year.				
I concern about maintenance for built-in furniture after use it.				
I think maintenance for built-in furniture in condo should be more than built-in furniture in home.				
I think maintenance for built-in furniture in condo should be very easy.				
I think installation for built-in furniture in condo should be very fast.				
I do research information about Built- in furniture before I choose decision				
Before making a purchase decision I go to their social media(Facebook, Instragam) to look at their portfolio.				
I believe that information about Built- in furniture through social media is reliable.				
I believe that information about Built- in furniture information through social media is reliable.				
Before making a purchase decision I go to their websites to look at their portfolio.				
I gather information on built-in furniture by asking others about the built-in furniture in their condo.				

Motivation	Strongly Disagree	Disagree	Agree	Strongly Agree
I am often influenced by other people's opinions about built in furniture.				
When I see furniture built-in from other rooms. It influences me to buy too.				
When I buy built-in furniture, I do not consider the needs of my entire family.				
When selecting and purchasing built-in furniture I like to get other people's opinions before I buy a piece of furniture.				
My spouse/partner takes an active role in built-in furniture shopping.				
If you have a chance to decorate your condo, you will use built-in furniture.				

Part 3: Personal Information

1. Gender
 - Male
 - Female
2. Age
 - Less than 20years
 - 20-30 years
 - 31-40 years
 - 41-60 years
 - More than 60 years
3. Status
 - Single
 - Married
 - Other, please specify _____
4. Family
 - Nuclear family
 - Extended family
5. Income
 - less than 50,000 baht/month
 - 50,001-100,000 baht/month
 - 100,001-200,000 baht/month
 - 200,001-300,000 baht/month
 - Over 300,001 baht/month