

**THE KEY FACTORS THAT INFLUENCE THAI CUSTOMER'S
INTENTION TO USE COWORKING SPACE IN BANGKOK**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2017**

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Thematic paper
entitled
**THE KEY FACTORS THAT INFLUENCE THAI CUSTOMER'S
INTENTION TO USE COWORKING SPACE IN BANGKOK**

was submitted to the College of Management, Mahidol University
for the degree of Master of Management

on
April 29, 2017



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ACKNOWLEDGEMENTS

My completion of this thematic paper could not have been achieved without the support of many individuals.

In the first place, I would like to thank to my advisor Dr. Simon Zaby. The paper would not have been completed without his guidance and support. Moreover, I would like to express my sincere appreciation to all of my professors at College of Management Mahidol University for giving me the knowledge and ability to make this paper a reality.

Secondly, I would like to give a special thanks to all of my respondents including the owners and users of coworking space for providing useful and necessary information regarding the thematic paper. Furthermore, thank you my friends at the college for meaningful friendship and being my source of energy.

Lastly, I would like to express my deep gratitude to my family, my mother Mrs. Thanavadee Sakarin and my father Mr. Sathaporn Sakarin for the power of love and support. My thematic paper would not have been possible without them.

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THE KEY FACTORS THAT INFLUENCE THAI CUSTOMER'S INTENTION TO USE COWORKING SPACE IN BANGKOK

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ABSTRACT

This research addresses the question of what are the key factors that influence Thai consumer's decision to use coworking space in Bangkok. The study used qualitative approach by using in-depth interview of 6 respondents who are the coworking space owner to develop model of conceptual framework. Moreover, the quantitative approach was applied through an online survey with 102 respondents who are the users of the coworking space. The data was analyzed by using Explanatory Factor Analysis (EFA) method to develop hypotheses which five hypotheses are tested. The results showed that location of coworking space, extra service areas and social interaction are positive relationship to Thai consumer's intention to use coworking space in Bangkok. In addition, the results are presented such that they can be used by the owner of coworking space to create effective strategies that are suitable to their target customers.

KEY WORDS: Coworking Space/ Thai Consumer Behavior/ Shared Office/ Work Space

38 pages

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CHAPTER I

INTRODUCTION

Nowadays, the way of working is rapidly changing. Many companies have begun to rely on the outsourcing and it changed the employment way. Therefore, it can create the opportunities for a new generation that prefer to work for themselves or in a start-up environment (Caulkin, 2015). Moreover, there are many flexible organizations that apply the models of distributed work which allows the employees to produce the outcomes across network-based because of advancements in new technologies, so they can work anywhere. However, the model of distributed work restrict the opportunity for the collaboration, thus it hard to build relationship with others. Hence, the coworking space has occurred in order to serve the new way of working (Spinuzzi, 2012). The coworking space have become a commonplace where the professionals work as a casualised, project-based and freelance workforce.

The contemporary coworking space originates by Brad Neuberg in San Fran-cisco in 2005, and coworking space were intended to become an alternative of workplace. Moreover, coworking space business is growing rapidly. The number of global coworking spaces is expected to continue growing in the future because of the increasing of freelancer and Start-up Company and also the changing in the behavior of self-employed workers. According to the coworking forecast, the number of coworking spaces are going to increase continuously from 11,100 spaces in 2016 to 26,078 spaces in 2020. Moreover, the number of global coworking members will increase from about 976,000 in 2016 to 3.8 million in 2020 because the existing coworking spaces are expanding and the new corking spaces tend to be larger than older spaces (Steve, 2016).

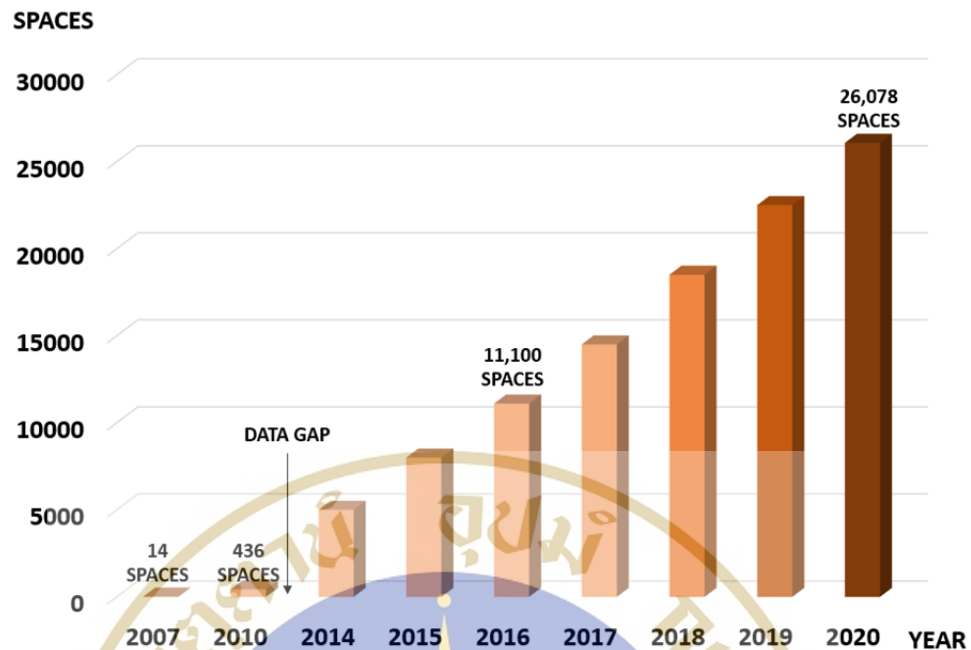


Figure 1.1 Global Number of Coworking Spaces, 2016 Forecast

Source: Steve (2016)

In Thailand, coworking spaces start to appear in Bangkok in 2012 and have sprouted up all over Bangkok and other cities in the past few years. The coworking space in Bangkok focused on community and the activities such as seminars and other events, and also had a relaxing atmosphere than serviced offices. Moreover, some coworking spaces in Thailand also expand their coworking space into new location in order to capture new target customers. (Kongcheep, 2016). Figure 1.2 show the number of coworking space in Thailand which is following the global trend. Therefore, it is important for the owner of coworking space to create competitive advantages over the competitors by understanding the key factors that influence the customers to use coworking space in Bangkok.

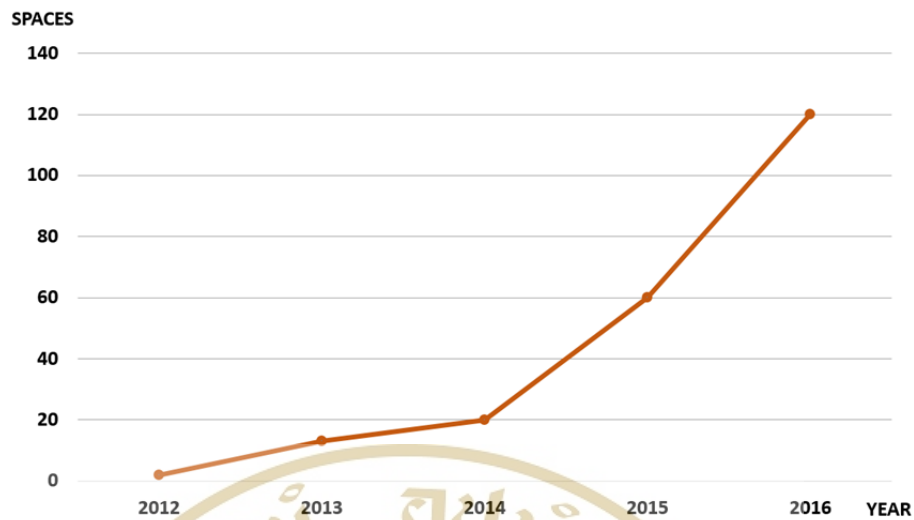


Figure 2.2 Number of Coworking Spaces in Thailand

Source: Colliers International Thailand Research (2016)

1.1 Research Questions

What are the key factors that influence Thai consumer's decision in Bangkok to use coworking space?

1.2 Research Objectives

To investigate the factors that influence with Thai consumer's intention to use coworking space in Bangkok.

1.3 Scope of Study

The research scope will be concentrated on the factors that attract Thai consumer's intention to use coworking space in Bangkok. Moreover, this research will be conduct with both qualitative and quantitative approach, and the survey will distribute through online questionnaire with 100 respondents.

1.4 Expected Benefits

The final report will help coworking space owner in Bangkok and the market to gain customer insight on the key factors that influence Thai consumer's decision to use coworking space and also the barriers of using coworking space in Bangkok in order to capture the real market needs. Moreover, this paper will provide the recommendation for the coworking space in Thailand in order to reach customer ultimate goal and increase the chance of success in the business.



CHAPTER II

LITERATURE REVIEW

2.1 The concept of Coworking Space

Kwiatkowski & Buczynski (2011) defines coworking as “...a phenomenon that happens in shared, collaborative workspaces in which the emphasis is on community (not space), relationships, and productivity” (Kwiatkowski & Buczynski, 2011, p. 6). Coworking space are shared workplace environments among the various group of people such as freelancer, entrepreneur, professional working in many different fields which they can engage in social interaction and share their knowledge and endeavor together (Potts & Waters-Lynch, 2016). Moreover, coworking space is the combination of the best parts of an office environment including the community and collaboration, and a working at home which are convenient, flexible and autonomous (Jones, Sundsted, & Bacigalupo, 2009).

Furthermore, Waters-Lynch et al. (2016) also categorized the spaces into work-learn-play spatial concepts due to the variety of spaces which are in between the home and workplace that facilitate formal productivity activity, informal social interaction, and discovery. Therefore, Coworking spaces can be located as part of this spatial concepts, and it is in the learning area (Waters-Lynch et al., 2016). Figure 2.1 shows the overview of work-learn-play third spaces, the X axis represents the historical origins of each spaces and the Y axis represents the focal activity of each spatial concept.

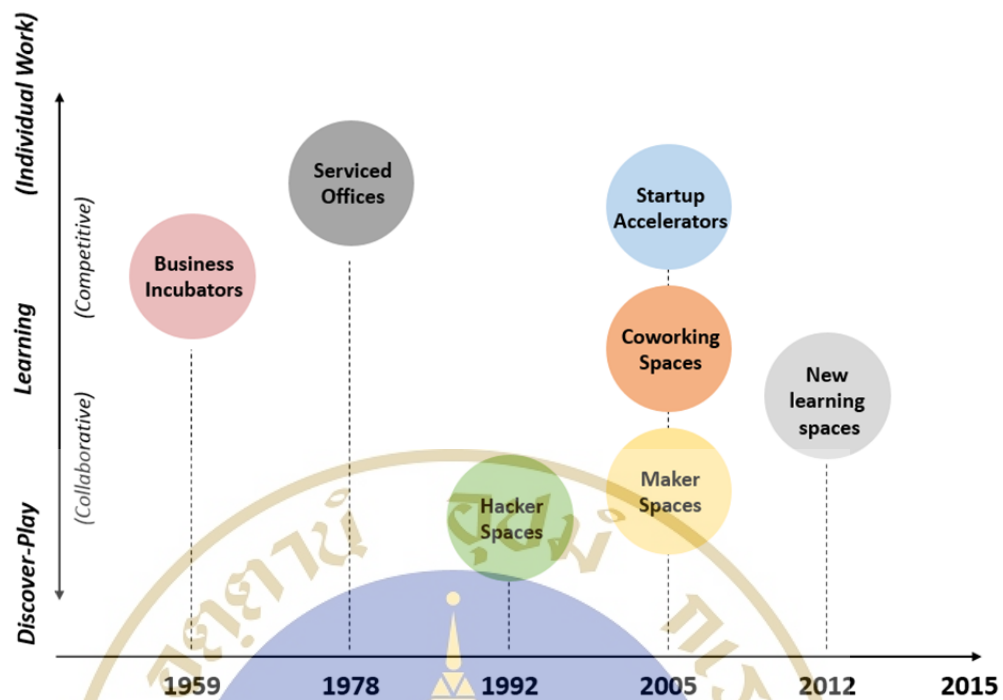


Figure 2.1 Work-Learn-Play third spaces

Source: Waters-Lynch et al. (2016)

Moreover, coworking space provide the community of work which the consumer can share the information, knowledge, and other resources required for innovation and creativity. According to (Rus & Orel, 2015), the study had suggested that the coworking spaces that create a strong sense community of work can attract more highly motivated people and facilitate sharing. If the coworking space cannot create a sense of community, they will face difficulties to establish a sharing culture and they will provide office space instead by reducing their coworking space. Therefore, in the early years coworking space business also became a hybrid space which combined the serviced offices and coworking space together as illustrated below in Figure 2.2 (Waters-Lynch, Potts, Butcher, Dodson, & Hurley, 2016).

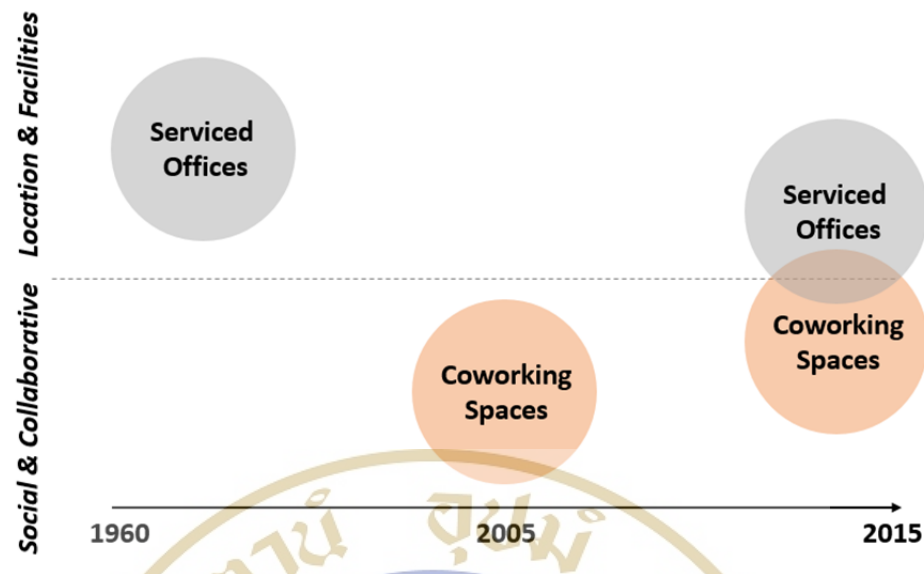


Figure 2.2 Service offices and Coworking spaces

Source: Waters-Lynch et al. (2016)

2.2 Working Alone Together: Coworking as Emergent Collaborative Activity

In this article, the author intends to find the definition of coworking, target consumer, and the outcomes that coworkers expect to get from coworking space. The research conducted information by using the qualitative approach. The result has shown that coworking spaces can define in different perspectives such as coworking as a social, coworking as space, coworking as an inexpensive alternative office. Moreover, the coworkers also seek for the variety of space and design, the time flexibility, the interaction with other coworkers and also the convenient location. In addition, the outcomes of coworking are parallel work which the coworker can interact with each other, thus they can exchange their knowledge in different fields, give a specific feedback and also learn new techniques from others (Spinuzzi, 2012).

2.3 Evolution of Co-Working Places: Drivers And Possibilities

According to the article, the authors provide the perspectives for developing collaborative workplace. The research suggested that the successful coworking space concepts should provide an attractive physical and virtual work environment and the social intelligent for the users which can increase customer satisfaction and productivity. Moreover, coworking spaces should consider about the payment per user by creating a membership structure and making full use of space resources which can create a sustainable approach and effective space in long term (Kojo & Nenonen, 2014).

2.4 MARCO Promoting Social Interactions on Coworking Spaces with Artificial Intelligence

At present, the coworking space try to build a community in their space by attending the specific segments because working with a sense of belonging can increase productivity, creative outcome and wellbeing. Moreover, the coworker also need to have more people around them to discuss ideas, create partnerships or to gain social learning experience. However, according to the interview of eighteen coworkers from 11 countries in this article, the result shown that they fear to interrupt others who are working, so it is a barrier to build the social bonding. However, in the owner perspective, coworking space is the place where can form the community and can contribute to the social innovation (Torres, 2016).

CHAPTER III

RESEARCH METHODOLOGY

3.1 Conceptual Framework

Conceptual Framework of factors influencing with Thai consumers' intention to use coworking space in Bangkok.

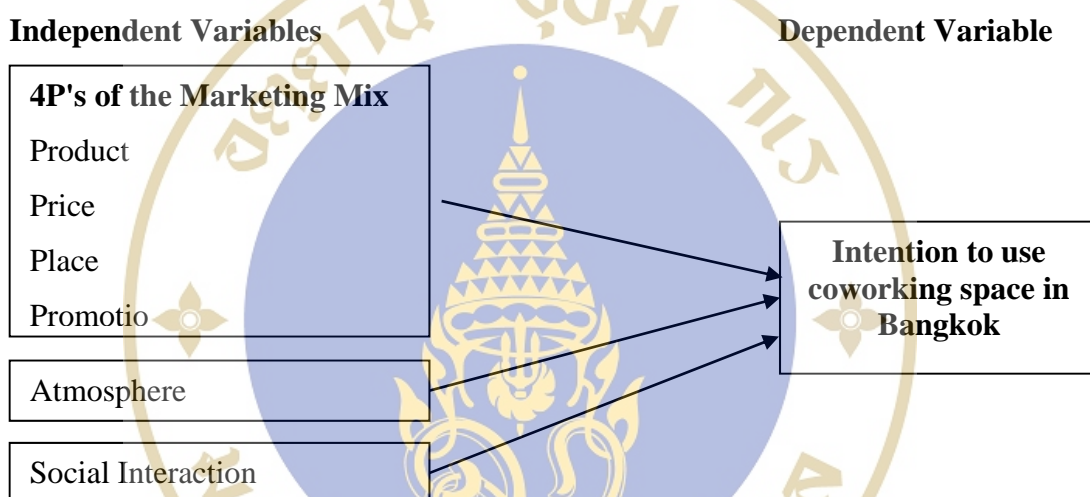


Figure 3.1 Conceptual Framework

According to the conceptual framework, there are many factors affecting customers' decisions which result in the intention to use coworking space in Bangkok.

3.2 Research Design

The research aimed to identify the factors that influence with Thai consumer's intention to use coworking space in Bangkok. In the first place, to answer the research questions, this research uses the qualitative approach by using in-depth interview method to interview the coworking space owners which allows the researcher to find the constructs of using coworking space and to find the strategies that coworking space used. Moreover, this method enables the researcher to capture on the participants' feeling and behavior

in order to conduct the information and insight to recommend the strategies to develop coworking space in Thailand. Secondly, this research applies the quantitative approach by using questionnaire evaluation with factor analysis which allows the researcher to conduct the survey across a larger number of participants.

3.3 Population and Sample size

For in-depth interview, the researcher used the open end questions, and the sample size of the in-depth interview is 6 respondents which are the owner and manager of coworking space in Bangkok. Moreover, the research population for questionnaire approach is Thai people who have used coworking space in Bangkok during the past month. These respondents have had an experience in using coworking space, so they can provide the accurate answer to the survey questions. Moreover, the sample size of the survey is 102 respondents.

3.4 Data Collection

The research conducted the close-ended questionnaire by using online survey method and distributed to respondents by using social networking. The questionnaire is divided into 5 parts which are introduction, screening question, general questions, specific questions and demographic questions.

1. Screening question will select only the target that has used Coworking Space in Bangkok during the past month.
2. General question will explore the experience of using coworking space of coworkers
3. Specific question will explore deeply into the variables of the conceptual framework.
4. Demographic question will collect the background information of the respondents including gender, age, occupation, education level and income.

The online questionnaire will be distributed through social network and the total of respondents was approximately 100. The interpretation scales were given as following:

1	=	Strongly Disagree
2	=	Disagree
3	=	Neutral
4	=	Agree
5	=	Strongly Agree

Moreover, this research will analyze the data by using SPSS software by using the Explanatory Factor Analysis (EFA) method to develop hypotheses and will use the descriptive analysis, multiple regression analysis.



CHAPTER IV

RESEARCH FINDINGS AND DISCUSSION

4.1 Research Finding of In-depth Interview

According to the in-depth interview method, the researcher interviewed 6 people; 4 of them are the coworking space's owners and 2 of them are the managers. The questions are focused on the following topics;

- Topic 1: The target customers and target customer needs
- Topic 2: The unique selling points of coworking space
- Topic 3: Marketing strategies of coworking space business
- Topic 4: Problems and difficulties in coworking space business
- Topic 5: Suggestion for coworking space business in Bangkok

Table 4.1 Participant's Biography

No. of participants	Position	Name of Coworking Space
1	Founder	Growth Café & Co.
2	Founder	Maven Mesh Coworking Café
3	Co-founder	WOLF Co-working Space
4	Co-founder	Think Society: Co-working Space & Café
5	Manager	HUBBA Thailand
6	Manager	The Hive Thonglor

4.1.1 The target customers and target customer needs

For the target customers of coworking space in Bangkok, the results from the interview show that most of participants which are the owner of coworking space target users who are freelancers, entrepreneurs, digital nomads and remote workers. Moreover, some of them also use niche marketing strategy by specific customer group such as mass communicator, artist and designer. The owners believed that the specific target can easily generate sense of community and relationship between the coworkers

because they work in the same field and interested in the same thing. However, one of the participants does not have a specific target, because she believed that if the coworking space has many different groups of customer, it will be create dynamic and diversity of knowledge in coworking space. Therefore, the customers can exchange their knowledge and idea with other coworkers in different field.

For the customer preferences, the primary need of coworker is a working space that can support their working productivity. Therefore, most of coworking spaces provide a high quality of facilities such as stable high-speed internet, printer, scanner or the special facility such as workshop area, and also create a relaxing atmosphere to help the coworkers generate a new idea. Moreover, the customers want to build a relationship among coworkers in order to create a strong networking and can exchange the knowledge and idea with others.

4.1.2 The unique selling points of coworking space

For the unique selling points, each of the coworking spaces has its own features and unique selling point in order to differentiate from other coworking spaces. Some respondents focus on the atmosphere of the coworking space that they would be able to work in such comfortable atmosphere that would create the most productive work. Whereas, 2 out of 6 of respondents tended to focus more on community where people can exchange knowledge and ideas and perhaps forming Start-up team. Beside from this, some working space emphasis on location situated in the heart of city center for accessibility and also provide facilities and convenient for customer such as parking lot.

4.1.3 Marketing strategies of coworking space business

For the marketing strategies, most of the respondents use social media and social networking to promote their coworking space such as Website, Facebook Fanpage and Instagram in order to increase cost effectiveness. Therefore, they can offer a reasonable price to the customer. Additionally, by implement partnership strategy to cooperate with global coworking in to create brand visibility and awareness. On the other hand, some of the respondents focus on promoting through events by inviting guest speakers from successful company in different fields to attract people from

outside to join the activities. Using events to promote can generate words of mouth and build brand awareness.

4.1.4 Problems and difficulties in coworking space business

For the problem in coworking space business, most of the respondents faced some issues such as building the community in coworking space, thus they usually create an event or a small meeting to build the relationship among the coworkers. Besides, owners faced with fierce competition recently there are many pop-up coworking spaces in Bangkok areas. Customer have more choices, therefore, the owners need to provide customer with more choices of areas such as meeting room or service office in order to draw traffic and create customer rotation and generate more revenues.

4.1.5 Suggestion for coworking space business in Bangkok

For the suggestion, the owner of coworking space should know and understand their target in order to serve the need to the right people. Furthermore, it would be better for the coworking space to divide the best proportion of the area or the space on the for coworking space, meeting room, or rental office in order to utilize the space in most efficient way in order to generate more revenues. In addition, the coworking space should consider the benefits that the customers would receive. For example, working at coworking space can generate more efficient work, be part of a community, and develop new skills from workshop along with generate new ideas for his or her business.

4.2 Research Finding of Survey

During the research data collection process, the researcher conducted a survey through the online channel for 3 weeks. The result of data analysis illustrated that total of the respondents are 102 persons who have used coworking space during the past month. The analysis included a result of demographic profile of respondents and general information of respondents by using descriptive frequency analysis. Moreover, Explanatory Factor Analysis (EFA) is used to analyze the attributes, thus the attributes which did not significant are removed. Furthermore, this research also analyzed the

constructs with dependent variable and tested the hypothesis by using multiple linear regression analysis.

4.2.1 Demographic of respondents' information

The total of respondents are 102 persons, consisting of 76 females and 26 males. For the age range, the majority is age between 25 to 30 years (72.5%) followed by 18 to 24 years (14.7%) and 31-40 years (12.7%). For education level, the majority of respondents is bachelor's degree (63.7%) followed by master's degree (34.3%) and diploma or certificate (1.0%) and doctoral degree (1%). For occupation, the majority of respondents are private employees (48%) followed by students (21.6%), business owners (14.7%), freelancer (9.8%), government officer (4.9%) and state enterprise employees (1.0%). For personal income, the majority of respondents have an income range between 15,001-25,000 baht (26.5%) and 35,001-45,000 baht per month (26.5%) followed by 25,001-35,000 baht (21.6%).

Table 4.2 Demographic of respondents

Demographic Information		Number of respondents	Percent
Gender	Male	26	25.5%
	Female	76	74.5%
	Total	102	100.0%
Age range	Less than 18 years	0	0%
	18-24 years	15	14.7%
	25-30 years	74	72.6%
	31-40 years	13	12.7%
	41-50 years	0	0%
	Above 50 years	0	0%
	Total	102	100.0%
Education level	Up to high school	0	0%
	Diploma/Certificate	1	1.0%
	Bachelor's degree	65	63.7%
	Master's degree	35	34.3%
	Doctoral degree	1	1.0%
	Total	102	100.0%

Table 4.2 Demographic of respondents (cont.)

Demographic Information		Number of respondents	Percent
Occupation	Student	22	21.6%
	Business owner	15	14.7 %
	Freelancer	10	9.8%
	Government officer	5	4.9%
	Private employee	49	48.0%
	State enterprise employee	1	1.0%
	Other	0	0%
	Total	102	100.0%
Personal income	Less than 15,000 baht	10	9.8%
	15,001-25,000 baht	27	26.5 %
	25,001-35,000 baht	22	21.6%
	35,001-45,000 baht	27	26.5%
	45,001-55,000 baht	8	7.8%
	More than 55,000 baht	8	7.8%
	Total	102	100.0%

4.2.2 General Information of respondents

Table 4.3 showed the general information of respondents, the majority of respondents used coworking space because they need a space to work. Moreover, the frequency time of using coworking space illustrated that the majority of respondents use coworking space 2-3 times per month or less (56.9%) followed by 1-2 times per week (22.5%), 3-4 times per week (13.7%), 5-6 times per week and everyday (2.0%). Furthermore, most of the respondents use the day pass package (60.8%) followed by hourly use package (29.4%). For the specific space that they use the most, the majority of respondents used shared desk area (73.6%) followed by fixed desk (13.7%), meeting room (9.8%), and private office (2.9%). Moreover, the majority of respondents have influenced to use coworking space by Word of Mouth (39.2%) followed by reviewed page (24.5%), friend and family (21.6%), Facebook Fan page (10.8%) and official website (3.9%).

Table 4.3 General Information of respondents

General Information of respondents		Number of respondents	Percent
Please specific your main purpose of using Coworking Space.	To attend an event	2	2.0%
	To build a social network	6	5.8%
	To attend a meeting	1	1.0%
	To attend a training program	2	2.0%
	Need a space to work	91	89.2%
	Other	0	0%
	Total	102	100.0%
How often do you use a Coworking Space?	Everyday	2	2.0%
	5-6 times per week	5	4.9%
	3-4 times per week	14	13.7%
	1-2 times per week	23	22.5%
	2-3 times per month or less	58	56.9%
	Total	102	100.0%
Please specify the package of Coworking Space that you use the most.	Hourly use	30	29.4%
	Day pass	62	60.8%
	Week pass	2	2.0%
	Monthly pass	6	5.8%
	Year pass	2	2.0%
	Total	102	100.0%
Please specify the functional space that you use the most.	Fixed desk	14	13.7%
	Private office	3	2.9%
	Meeting room	10	9.8%
	Shared desk	75	73.6%
	Event space	0	0%
	Other	0	0%
	Total	102	100.0%

Table 4.3 General Information of respondents (cont.)

General Information of respondents		Number of respondents	Percent
Which channel could influence you to use a Coworking Space the most?	Official Website	4	3.9%
	Facebook Fanpage	11	10.8%
	Review Page	25	24.5%
	Friends/Family	22	21.6%
	Word of mouth	40	39.2%
	Other	0	0.0%
	Total	102	100.0%

For the problems that the respondents faced while using coworking space,

4.2.3 Total Variance explained

The total variance explained table showed that there are five factors influencing Thai consumers' intention to use coworking space in Bangkok. Moreover, the total column in initial eigenvalues is more than 1 with higher percentage of cumulative more than 60%. Therefore, there are five components at 71.017% significant of total variability of data.

Table 4.4 Total Variance explained

Component	Total Variance Explained					
	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative%	Total	% of Variance	Cumulative%
1	5.064	31.348	31.648	3.359	20.992	20.992
2	2.278	14.238	45.885	2.968	18.551	39.543
3	1.696	10.599	56.484	2.058	12.864	52.406
4	1.218	7.610	64.094	1.572	9.823	62.229
5	1.108	6.923	71.017	1.406	8.788	71.017
6	.743	4.641	75.658			
7	.707	4.418	80.075			
8	.613	3.833	83.909			
9	.552	3.447	87.356			
10	.507	3.166	90.522			
11	.378	2.359	92.881			
12	.303	1.893	94.775			
13	.270	1.688	96.463			
14	.256	1.601	98.064			
15	.186	1.159	99.223			
16	.124	.777	100.000			

Extraction Method: Principal Component Analysis.

4.2.4 Scree Plot

Moreover, the scree plot also illustrated that there are five of significant factors influencing Thai consumers' intention to use coworking space in Bangkok.

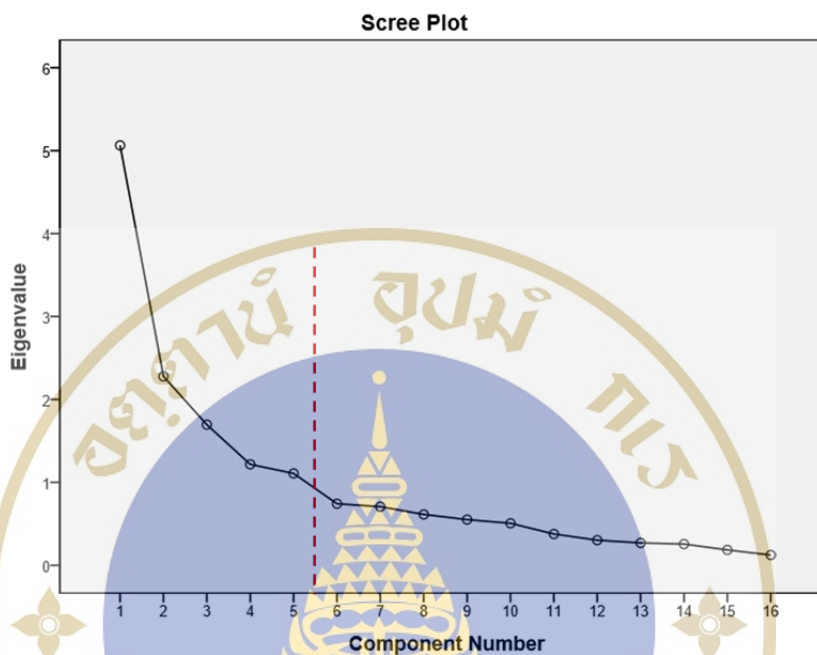


Figure 4.1 Scree Plot

4.2.5 Rotated Component Matrix

Table 4.5 Rotated Component Matrix^a

	Rotated Component Matrix				
	Component				
	1	2	3	4	5
Q24: I would prefer coworking space that have relaxing atmosphere.	.853				
Q23: Atmosphere at coworking space could help me increase working productivity.	.806				
Q25: Atmosphere at coworking space could help me generate the new idea.	.742				

**Service
Features**

Table 4.5 Rotated Component Matrix^a (cont.)

Rotated Component Matrix					
	Component				
	1	2	3	4	5
Q10: I would like to use coworking space that provides a high quality of facilities. (e.g. stable high speed internet, printer, scanner, fax, photocopier, whiteboard)	.676				
Q11: I prefer coworking space that provides variety of packages that suit for the different needs. (e.g. hourly use, day pass, week pass, monthly pass and year pass)	.518				
Q29: I prefer to use coworking space because it is a place where I can build relationships between coworkers.		.825			
Q28: I prefer to use coworking space that provide events/workshops to strengthen a sense of community in coworking space.		.823			
Q27: Coworking space could help me exchange knowledge and idea with other coworkers.		.806			
Q30: Coworking space could help me create a strong network.		.805			
Q15: I would prefer coworking space that close to shopping center.			.825		
Q17: I would prefer coworking space that close to business center.			.818		
Q16: I would prefer coworking space that located near source of food (restaurants or convenient stores).			.646		

**Service
Features**

**Social
Interaction**

Location

Table 4.5 Rotated Component Matrix^a (cont.)

Rotated Component Matrix					
	Component				
	1	2	3	4	5
Q13: Even the price of coworking space is more expensive than a coffee shop, I will still use coworking space.				.858	
Q22: I prefer to use coworking space even there is no promotion or any discount.				.776	
Q14: I prefer to use coworking space that is value for money.					.845
Q9: I prefer coworking space that provides variety of service area. (e.g. coffee corner, relaxing area, garden)					.610

According to table 4.5 rotated component matrix, there are five columns that represent the factors influencing Thai consumers' intention to use coworking space in Bangkok. Moreover, some of the attributes were eliminated because there were not significant and some of attributes were regrouped. The first dimension is the set of statements of 'Service Features': concern about the atmosphere in coworking space that have relaxing atmosphere and could help consumers increase productivity and generate new ideas, and concern about the high quality of facilities and variety of packages. The second dimension could be named as 'Social Interaction': focus on the relationship between coworkers, community in coworking space and knowledge sharing. The third dimension is concern about the 'Location' which are close to shopping center, business center and source of food. The fourth dimension is not concern about the price and considered as 'Non-price sensitivity' consisting of: even the price of coworking space is more expensive than a coffee shop, I will still use coworking space and I prefer to use coworking space even there is no promotion or any discount. For the last dimension is the set of statement of 'Extra Service Areas': concern about the additional service area that provide to the customers such as the variety of service area such as coffee corner,

relaxing area, garden, and they will compare these service with the price because they concern about the value for money.

Furthermore, the researcher can create the hypothesis of the framework including the new five factors, and these hypotheses would be tested by using multiple regressions.

Hypothesis 1: The service features of coworking space are positive influence Thai consumer's intention to use coworking space.

Hypothesis 2: The social interaction is positive influence Thai consumer's intention to use coworking space.

Hypothesis 3: Location of coworking space is positive influence Thai consumer's intention to use coworking space.

Hypothesis 4: Non-price sensitivity of service is positive influence Thai consumer's intention to use coworking space.

Hypothesis 5: Extra service areas is positive influence Thai consumer's intention to use coworking space.

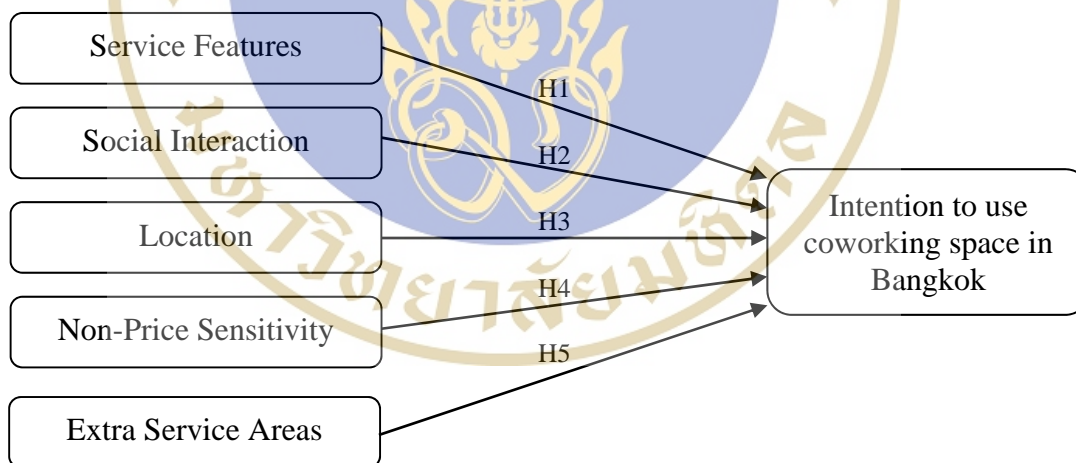


Figure 4.2 Framework of Hypotheses

4.2.6 Multiple Regression Analysis

Table 4.6 ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1. Regression	21.001	5	4.200	4.840	.001 ^b
Residual	83.313	96	.868		
Total	104.314	101			

a. Dependent Variable: Q31: intend to use coworking space within the next month

b. Predictors: (Constant), Service Features, Social Interaction, Location, Non-price Sensitivity, Value for Money

Regarding to the table 4.6, the result has shown that the significant level of independents variables including service features, social interaction, location, non-price sensitivity and value for money less than 0.05 which is considered significant.

Table 4.7 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std. Error	Beta		
1 (Constant)	3.725	.092		40.389	.000
Service features	.054	.093	.053	.582	.562
Social interaction	.195	.093	.192	2.105	.038
Location	.247	.093	.244	2.670	.009
Non-price sensitivity	.216	.093	.212	2.327	.022
Extra service areas	.243	.093	.239	2.624	.010

As a result from Table 4.8 Coefficients, there are four constructs which are social interaction, location, non-price sensitivity and extra service areas that are significant because of the significant of coefficient estimates is less than 0.05. Therefore, these four factors have positive influence on Thai consumers' intention to use coworking space in Bangkok. Moreover, the result demonstrates that location variable has the

highest Beta value of 0.247 following by extra service areas 0.243, non-price sensitivity 0.216, social interaction 0.195 and service features 0.054.

4.2.7 Hypotheses Summary

Regarding to the factor analysis by using the multiple regression method, there are four independent variables including social interaction, location, non-price sensitivity and extra service areas that have relationship with the dependent variable which is the intention to use coworking space in Bangkok.

Table 4.8 Hypothesis Summary

Hypothesis	Sig.	Result
H1: The service features of coworking space are positive influence Thai consumer's intention to use coworking space.	0.562	Rejected
H2: The social interaction is positive influence Thai consumer's intention to use coworking space.	.038	Accepted
H3: Location of coworking space is positive influence Thai consumer's intention to use coworking space.	.009	Accepted
H4: Non-price sensitivity of service is positive influence Thai consumer's intention to use coworking space.	.022	Accepted
H5: Extra service areas is positive influence Thai consumer's intention to use coworking space.	.010	Accepted

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Based on the results of this study, the customer preference on coworking space characteristics becomes clear and the research question “what are the key factors that influence Thai consumer’s decision in Bangkok to use coworking space?” is answered. An online questionnaire was conducted to collect data on the user preference for coworking space in Bangkok. The respondents had to select their most preferred coworking space characteristics.

Regarding the data analysis of this research, the following coworking space features are the most preferred:

- Social Interaction
- Location
- Non-price sensitivity
- Extra service areas

Therefore, convenient location attract customers to use coworking space in Bangkok, and networking in the coworking space is that the coworker could get the most of the coworking community to be a place of work trade and knowledge sharing. Moreover, the extra facilities that coworking provided is the main factor that influence customer to use coworking space in Bangkok.

5.2 Recommendations

The recommendations based on the survey and the in-depth interview. In the first place, since the majority of the participants range from 25-30 years with undergraduate degree which account for 72.6% of the total respondents; thus, the researcher suggests that the coworking space business should consider this group of people as their main target. In addition, coworking space business should also focus on the niche target such

as those who are a freelancer or an entrepreneur who own a startup company, because the coworking space could provide such facilities, atmosphere or special events and workshops that suit these types of customers. Not only the freelancer and the business owner but also the private employee that could possibly become the main customers, because the coworking spaces can differentiate themselves by targeting the new potential one.

Moreover, coworking space should build a community by creating an internal event and small meeting to strengthen a sense of community and build relationship among the coworkers. Having a strong community could enhance the will of helping each other among the coworkers in order to increase work productivity. Therefore, when it starts with a good relationship with one another or a friendly environment, the customers tend to visit and spend time at the coworking space more often. Therefore, coworking that have a strong community can attract more people to the coworking space.

For the marketing strategies, coworking space in Bangkok should ensure that the location support the target. The attractive coworking space should locate near source of food such as convenient stores and restaurant as well as close to shopping centers or business centers. However, considering the price, it would not be effective to use price strategy to attract the customers since most of the customers are non-price sensitivity but they concern whether it is value for money. Thus, providing sufficient, good facilities and extra service areas such as relaxing area, coffee corner or garden would make customers more satisfied and best for money.

5.3 Limitation and Suggestions for Future Research

For the limitation, this research used both quantitative and qualitative methods, and the researcher had to collect the in-depth interview first to conduct the information from coworking space owners in order to develop the possible factors that influence customer to use coworking space. Therefore, because of the time limitation, the researcher only had a chance to conduct only 102 respondents for the survey. Moreover, the sample size cannot reach enough in different occupations which is important for the coworking space, because the different occupations have a different need. Moreover, the sample size of the respondents cannot represent the heavy users of coworking space,

because the majority of the survey respondents are the light users who used coworking 2-3 times per month or less.

For future research, it would be better to conduct the information from the non-users of coworking space to find out the barrier by using the in-depth interview or the focus group. Moreover, the future research should collect more sample size to get wider perspective in different segmentations such as the group of the group of employee and the group of freelancer and business owner as well as extend the research scope to cover the users of coworking space in other part of Thailand.



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Appendix A: In-Depth Interview Questions for Owner

Part 1 Overview

- 1.1 What inspired you to start a coworking space business?
- 1.2 How much area does your business have? At full capacity, how many customers can you serve?
- 1.3 What facilities and services do you offer?
- 1.4 On average, how many customers do you serve daily? How long do they usually stay and what type of service do they use the most?
- 1.5 In your opinion, what is the ideal coworking space?

Part 2 Strategy

- 2.1 Who are your target customers and why?
- 2.2 What is your target customers need? How does your coworking space satisfy this need?
- 2.3 What are the unique selling points of your coworking space?
- 2.4 The coworking space business has recently become well known, especially in Bangkok. What is your marketing strategy in this new and thriving market?
- 2.5 What do you think is the most important factor to a successful coworking Space?
- 2.6 Have you encountered problems in the coworking space business? If so, how did you resolve them?

Part 3 Future Plan

- 3.1 What are your plans for the future?
- 3.2 What do you think contributes the most to a successful coworking space business in Thailand?
- 3.3 Do you have any advice for the start-up who want to create their own coworking space business in Thailand?

Appendix B: Questionnaire

This questionnaire is part of an Individual Research for Master's degree at College of Management Mahidol University. The purpose of this survey is to examine the factors that influence with Thai consumer's intention to use Coworking Space in Bangkok.

Please answer each question that most suitable with your opinion. The collected information will be confidential to be used in academic purposes only. The survey should take less than 10 minutes to complete. Thank you for your cooperation.

Part 1: Screening Question

Q1: Have you ever used Coworking Space in Bangkok during the past month?

- Yes (**Please continue to Q2**)
- No (**Thank you for your time**)

Part 2: General Questions

Q2: Please specify your main purpose of using Coworking Space.

- To attend an event
- To build a social network
- To attend a meeting
- To attend a training program
- Need a space to work
- Other, please specify _____

Q3: How often do you use a Coworking Space?

- Everyday
- 5-6 times per week
- 3-4 times per week
- 1-2 times per week
- 2-3 times per month or less

Q4: Please specify the package of Coworking Space that you use the most.

- Hourly use
- Day pass
- Week pass
- Monthly pass
- Year pass

Q5: Please specify the functional space that you use the most.

- Fixed desk
- Private office
- Meeting room
- Shared desk
- Event space
- Other, please specify _____

Q6: What kind of problems do you encounter while using Coworking Space? (More than one answer is allowed)

- Too expensive for service received
- No privacy
- Preferred time is outside business hours
- Inconvenient location
- The atmosphere is not supportive for working
- Loss of personal effects
- No parking or not enough parking space
- Unsatisfactory facilities
- Tables and chairs not suitable for working
- Other, please specify _____

Q7: Which channel could influence you to use a Coworking Space the most?

- Official Website
- Facebook Fanpage
- Review Page
- Friends/Family
- Word of mouth
- Other, please specify _____

Part 3: Specific Questions

Please rate each statement on the extent to which you agree about factor influencing consumer's decision in Bangkok to use Coworking Space on a scale below:

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Please indicate to what extent you agree or disagree with each of the following statement	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Product					
Q8: I prefer coworking space that provides the other functions. (e.g. meeting room, fixed desk, and private office)					
Q9: I prefer coworking space that provides variety of service area. (e.g. coffee corner, relaxing area, garden)					
Q10: I would like to use coworking space that provides a high quality of facilities. (e.g. stable high-speed internet, printer, scanner, fax, photocopier, whiteboard)					
Q11: I prefer coworking space that provides variety of packages that suit for the different needs. (e.g. hourly use, day pass, week pass, monthly pass and year pass)					

Please indicate to what extent you agree or disagree with each of the following statement	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Price					
Q12: I would prefer to use coworking space that have attractive fees compared to other coworking spaces.					
Q13: Even the price of coworking space is more expensive than a coffee shop, I will still use coworking space.					
Q14: I prefer to use coworking space that is value for money.					
Place					
Q15: I would prefer coworking space that close to shopping center.					
Q16: I would prefer coworking space that located near source of food (restaurants or convenient stores).					
Q17: I would prefer coworking space that close to business center.					
Q18: I prefer to go to coworking space that can reach by BTS/MRT.					
Promotion					
Q19: The exclusive promotion for a member can attract me to pay for a membership.					
Q20: I prefer to use coworking space that offer a conference, workshop, or events discounts.					
Q21: I prefer to use coworking space that has special promotion by giving me free drinks.					

Please indicate to what extent you agree or disagree with each of the following statement	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Q22: I prefer to use coworking space even there is no promotion or any discount.					
Atmosphere					
Q23: Atmosphere at coworking space could help me increase working productivity.					
Q24: I would prefer coworking space that have relaxing atmosphere.					
Q25: Atmosphere at coworking space could help me generate the new idea.					
Q26: I prefer to use coworking space that the atmosphere feel like working at home.					
Social Interaction					
Q27: Coworking space could help me exchange knowledge and idea with other coworkers.					
Q28: I prefer to use coworking space that provide events/workshops to strengthen a sense of community in coworking space.					
Q29: I prefer to use coworking space because it is a place where I can build relationships between coworkers.					
Q30: Coworking space could help me create a strong network.					
Purchase Intention					
Q31: I intend to use coworking space within the next month.					

Part 4: Demographic Questions**Q32:** Please indicate your gender

- Male
- Female

Q33: Please indicate your age

- Less than 18 years
- 18-24 years
- 25-30 years
- 31-40 years
- 41-50 years
- Above 50 years

Q34: Please indicate your highest education level

- Up to high school qualification
- Diploma/Certificate
- Bachelor's degree
- Master's degree
- Doctoral degree

Q35: Please indicate your occupation

- Student
- Business owner
- Freelancer
- Government officer
- Private employee
- State enterprise employee
- Other, please specify _____

Q36: Please indicate your monthly personal income

- Less than 15,000 baht
- 15,001 - 25,000 baht
- 25,001 - 35,000 baht
- 35,001 - 45,000 baht
- 45,001 - 55,000 baht
- More than 55,000 baht

Thank you for your great support

