

**PURCHASING MODEL FOR FURNITURE AND DECORATIVE  
ITEMS FOR SMALL SPACE CONDOMINIUM IN BANGKOK  
CENTRAL BUSINESS DISTRICT AREA**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
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entitled

**PURCHASING MODEL FOR FURNITURE AND DECORATIVE  
ITEMS FOR SMALL SPACE CONDOMINIUM IN BANGKOK  
CENTRAL BUSINESS DISTRICT AREA**

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**ABSTRACT**

Due to the transition from house to condominium as the main residential property and the higher cost of living, cost is the main concern with regards to buying and decorating condominium. Consumers are interested in decorating and selecting furniture without hiring interior designer. This research paper will provide the information on the purchasing model (Planning, preparing and designing) for furniture and decorative items for small space condominium in Bangkok central district area, which is considered by consumer who have experience in purchasing or receiving information about the context before and the person who plan to buy the furniture and decorative items for their condominium. Therefore, the research is adapting the theory of “Product design criteria” that effect to the consumer behavior to give the insight information in consumer behavior and the selection criteria to purchase the furniture. Moreover, the knowledge of interior design will include guiding the condominium owner to decorate and purchase their own room furniture and decorative items, plus with the decoration budgeting calculation.

**KEY WORDS:** Furniture Selection Criteria/ Consumer Behavior/  
Small Space Condominium/ Room Decoration

36 pages

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## CHAPTER I

### INTRODUCTION

Condominium (Condo) is a residential property that has gained widespread popularity, especially in urban areas. It is a form of housing that provides convenience and suits the lifestyle of the new generation.

Comparing to the traditional residential property (a house), Condo has an even bigger role to play than before. The concept of living changed; a house used to be the main residential property and a condominium is the secondary home. Now, a condominium is the main residential property and housing outside the city becomes a second home for resting during weekends (Saturday – Sunday). This is a widespread phenomenon of this era and begins to appear prominently, especially after the flood crisis in Bangkok's suburbs during the second half of 2011 (Housing market environment in 2012 and trends for 2013, GHB home center).

#### **Reasons why condominium is booming and getting more valuable.**

There are many reasons that can explain the rising popularity and dramatic increase in prices of Condos in Thailand in recent years. The main factors that contribute to this phenomenon are as follow.

Firstly, the BTS projects in the city constitute a dimension of living in a condo up. It is important to emphasize the convenience that residential condo brings about.

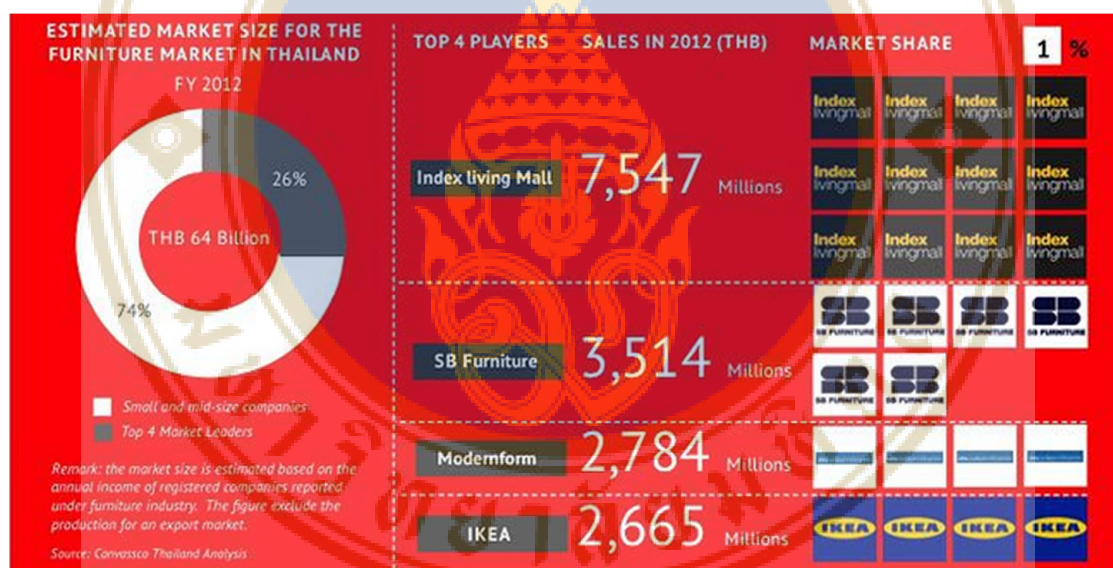
Secondly, there are problems in the city and adjacent districts living pattern. The rising price of oil shaped the way of residential trend as it adds to the cost of living (Supalai Research Insight on the housing market in the year 2550, Manager Online). Traveling tends to waste time and incur costs; many people begin to change their behavior to live in a growing city.

Changing in behavior and values of the inhabitants in the city is another reason. The young generation, especially employees, often prefers working and living

independently by buying or renting condo and this leads to a smaller sized family (Supalai Research Insight on the housing market in the year 2550, Manager Online).

Condo is a type of residential that cost cheaper than others; land prices increase steadily making the cost of owning a house more expensive. Thus, people are more interested in condominium due to lower cost and convenience. Furthermore, the increase in condominium business also affects the growth of furniture brand and manufacturing business.

Estimated market size for the furniture market in Thailand (year 2012) was 64 billion baht with four key players dominating: Index, SB Design, Modernform and Ikea. Ikea is a Swedish enterprise. Ikea has changed the competitive landscape of Thai furniture market by making Thai furniture companies competing not only on price but also on design.



**Figure 1.1 The market size of the furniture market in Thailand by CANVASSCO**

The interesting point is that Ikea has entered Thai market few years ago and had caused a major change in the furniture and decorative industry by combining service and marketing strategy to empower customers to shop in their store. “Ikea is marketing to the shopper by creating an appealing shopping environment including a cozy and comfortable Restaurant and Food kiosk in the store. It is also making the market fiercer by offering a discounted price promotion twice a week.” This is

something more than the main business model, offering holistic criteria for shopper and creating a change in business visibility.

The furniture and design product market in Thailand industry has grown rapidly; there are 3 types of players. First is the major brand and mass production, offering mass product, good quality with affordable price; such as Index living, SB furniture, Chic republic, Koncept, Ikea and Etc. Second is the premium brand and quality production, offering imported product with well-known brand or hi quality customize product; such as Studio128, Imported brand under the major brand and Etc. Last is the super-premium imported brand which offers the world's hi-end brands; such as Season of Living, Euro creation, Decormart, RCD and Chanintr living.

### **1.1 Problem statement**

Due to the transition from house to condominium as the main residential property and the higher cost of living, cost is the main concern with regards to buying and decorating condominium. Consumers are interested in decorating and selecting furniture without hiring interior designer. The obstacles are the limited knowledge and experience in design field. Moreover, the increasing of the condominium in past 5 years has affected the furniture and decorating business to dramatically grow and widespread which makes the end-user more convenient to design and select the furniture for their own condominium.

### **1.2 Research question**

What is the purchasing model (Planning, preparing and designing) for decorating your own small space condominium (size 25-35 Sq.M) in Bangkok Central Business District area?

### **1.3 Research objective**

The purpose of this paper is to find the purchasing model for furniture and decorative items for small space condominium in Bangkok central district area, which is considered by consumer who have experience in purchasing or receiving information about the context before and the person who plan to buy the furniture and decorative items for their condominium. Therefore, the research will combine the knowledge of interior design and the space planning to guide line the condominium owner to decorate their own room without the aid of an interior designer.

### **1.4 Research scope**

The research will include;

- Consumer behavior in purchasing the furniture for their own small space condominium.
- Small space condominium that requires specific type of furniture and knowledge in space planning and functionality.
- Tips and tricks to efficiently decorate or locate furniture in small space.
- Budget calculation of purchasing furniture and decorating the room for size 25-35 Sq.m.
- The recommended criteria to decorate the small sized condominium (3 styles with 3 sample space planning).

### **1.5 Expected Benefit**

The final report will contain consumer insights and techniques for decorating the room with budget expectation, the functionality of the compact living space and also the knowledge used to determine the decorating model in order to cater correctly to the needs of the consumer.

The result will be knowledgeable and practical for many areas; the furniture manufacture can produce furniture to match with the needs of the consumer, furniture and decorative items company (Index, SB, Ikea, Modern form and ETC.) can

understand the need and find the right marketing strategy to target the consumer. Lastly, the end user or the condominium owner can approximate the budget of decorating their own room, selecting furniture and planning space without hiring an interior designer.



## **CHAPTER II**

### **LITERATURE REVIEWS & PROPOSED FRAMEWORKS**

The approach in finding the theory and literature to support this topic is very broad as the topic covers product buying decision and also service approach. There are some factors that can influence consumer in terms of decision-making and they are explained below.

#### **2.1 Consumer behavior**

Consumer choice is one of the key and important aspects of consumer behavior. The relevance between consumer choice and decision making process depends on many factors. Depending on the type of product, different factors influence customer in purchasing or selecting in different ways.

Furniture and designed product may have different criteria as well. The basic factors for selecting “designed product” will be appearance and aesthetic, followed by functionality, quality and price. From surveys of criteria for the assessment of “good product design”, The G-Mark, Good Design Award, Japan, have described the 10 basic criteria for selecting designed product.

We can categorize them into 3 main factors (The G-Mark, Good Design Award).

Price : The worth of money spending on the particular piece of furniture and the overall budget are the most concerned factors that most of people carefully manage in order to get the highest valuable outcome. Price can be measured in many sub-factors such as manufacturing or the purpose of the object. The consumer may be willing to spend more on the furniture that is able to give value back to them (value for money), show the style of the owner or have precious memory to the user.

Quality : In order to select something, quality is one of the main factor that can be used to generally define the acceptance of an object. Quality can be measured

in different aspects such as the quality of material, quality of installment and quality of production and manufacturing. Safety is also being measured in order to judge and define the quality of furniture and decorative items.

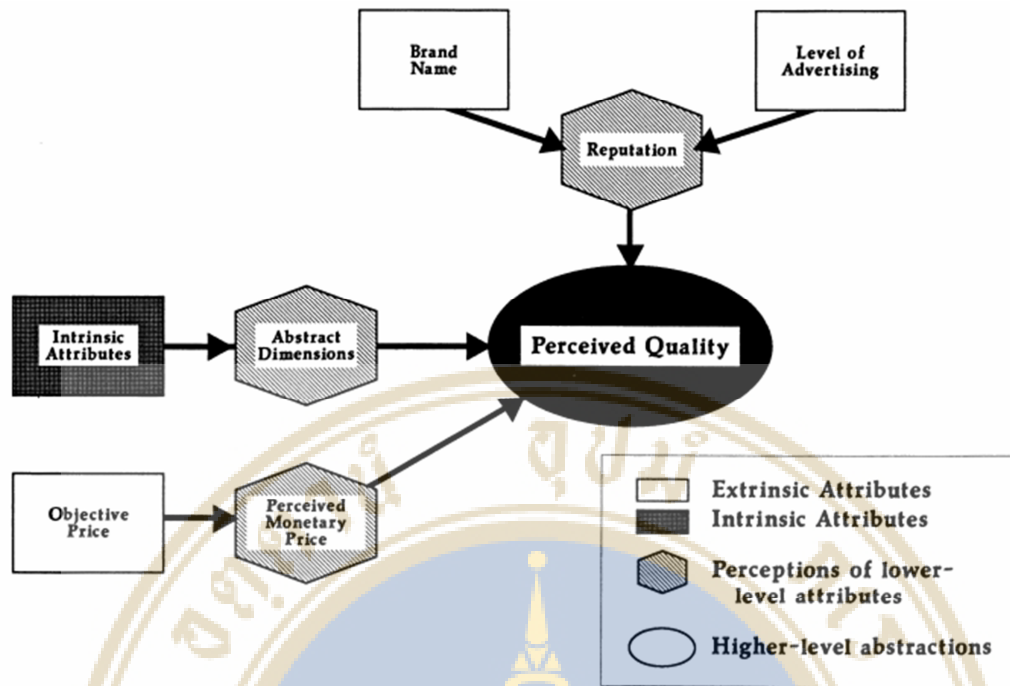
Value : Value is the most important and the most effective criteria in making decisions. To define the different aspects of value, we need to understand the reason or purpose in buying furniture; what is the purpose of use, who is the main user, where that furniture will be located or what is the style of the buyer. Functionality, ergonomics (the right support for human body), appearance, style and design, creativity and originality, environmental considerations, packaging, branding and marketability are often what consumer considers when it comes to value.

The level of importance of each factor will be ranked depending on the perception of consumer and the objective of buying.

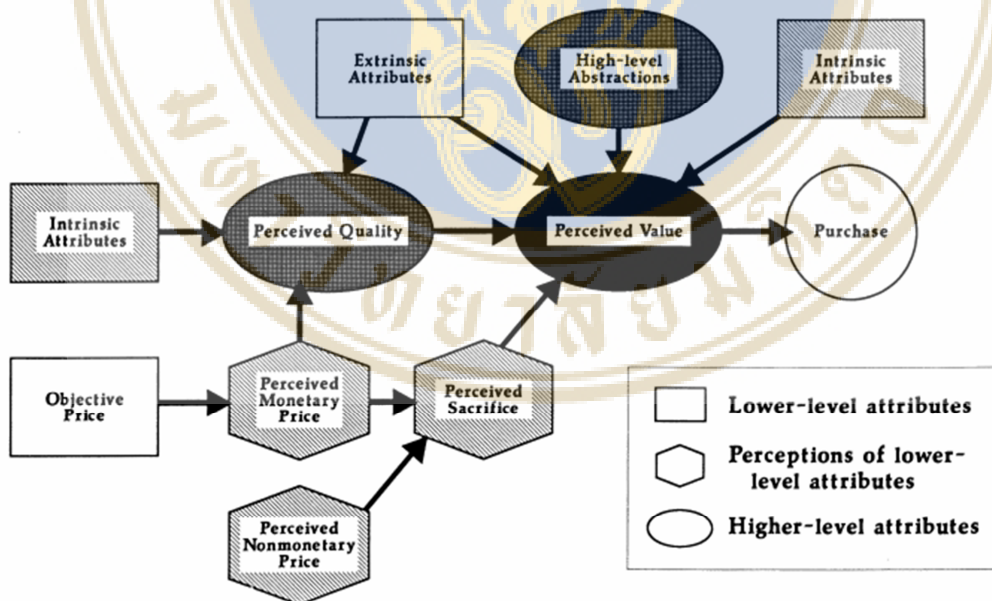
According to Engel, Blackwell and Miniard, 1995, consumer behavior is defined as the study of individuals or groups in obtaining, using and disposing of products and services, including the decision making process and the processes preceding the behaviors following it. The consumer behavior involves examining the reasons that account for the behaviors of customers more than the examination of the consumer actions. Considering at the macro level, the interests of the marketers lie on the demographic changes, society's values, beliefs and practices that affect the way the customers interact in the marketplace. At the micro level, consumer behavior concentrates on the human behavior and the reasons behind the behavior.

## **2.2 Perception of price, quality and value**

Basic factors that are involved in decision-making for product purchasing are undeniably price, quality and value. Consumer will decide by optimize these 3 factors in order to fit their needs as much as possible. Relating to the idea of the hierarchy of benefit, consumer may perceive the benefit in 3 steps as followed; functional benefit, sensory benefit and emotional benefit. In accordance to the criteria of decision-making, the perception of consumer will be parallel to price, quality and value. Consumers are mainly willing to pay a high price for a product if that product meets their emotional expectation or the product meets their personal perception.



**Figure 2.1 A Means-End Model Relating to Price, Quality, and Value**  
 Source: Valarie A. Zeithaml, *Journal of Marketing*, Vol. 52, No. 3 (Jul., 1988)



**Figure 2.2 The Perceived Quality Component**  
 Source: Valarie A. Zeithaml, *Journal of Marketing*, Vol. 52, No. 3 (Jul., 1988)



For the outcome, consumer does not make decision based on only 1 factor but on all 3 factors - price, quality and value. Value may be the most influential factor to drive the consumer to purchase or not to purchase, it is all back to the basic idea of added value to the product or service. In this topic, the key factor is small space and the life style of new generation trend. Thus, the most crucial factors in value adding may be functionality, appearance, brand and marketing communication.

Other than understanding consumer behavior, in order to construct the guide line of this research result, knowledge and practical suggestion of designing area will be taken into consideration too. The next part of the literature review will be basic knowledge; space managing and understanding of the physical of interior element that will solve room size problem and increase the benefit of the usage.

### **2.3 Design criteria: Small space decoration**

There are design knowledge regarding small space to personalize the functional use with beauty prospect (11 Essential Organizing Tips for Small Spaces, House Beautiful Magazine) (Small-space style, Sunset Magazine).

#### **Space planning**

Of all the tasks required; space planning is one of the most important. This topic may need some expert or specialist advice to determine the best way to layout your room furniture. The factors you need to consider in this phase are proportion of furniture, space flow and construction support. The space should fit all types of area with nice proportion; kitchen should be in good ventilation area, area of living room and bedroom should have linear boundary (if there is no wall partition), the main furniture should be put right to the corner and wall, the flexibility of all furniture and the dimension of arrangement have to be taken into account.

#### **Mood and tone**

This topic will discuss about the theme and the design of the room. The different concept design does not affect the small space much, as long as you follow the step of tone. As everyone knows, light color will help the room or small space look

bigger, and this is important for small space. The color tone that is suitable for small space is bright color, especially on the floor, wall and ceiling. But there are some exceptions, the accent wall can be dark or pattern, just to create an outstanding focus to the room and make the factor of small space negligible. Cushion furniture can be in darker colors with colorful pillow on it, table and cupboard can be transparent or made from glass material to make the space look more clean (11 Essential Organizing Tips for Small Spaces, House Beautiful Magazine). Furthermore, all items should be coordinated to match the same color tone; such as warm tone, cool tone, playful tone and Etc.

### **Double function usage**

Double or triple function is a must to think of. The purpose is to expand the function of usage so that it exceeds that of the size of the room. The function can be combined from furniture to furniture or the furniture to construction area. Examples for furniture to furniture combination are sofa bed that can be turned from sofa to bed, table that can be used as a book shelf and console that possessed loudspeakers function. Examples of furniture to construction area combination are bookshelf under the staircase, cabinet over the door void and the hidden storage inside the wall.

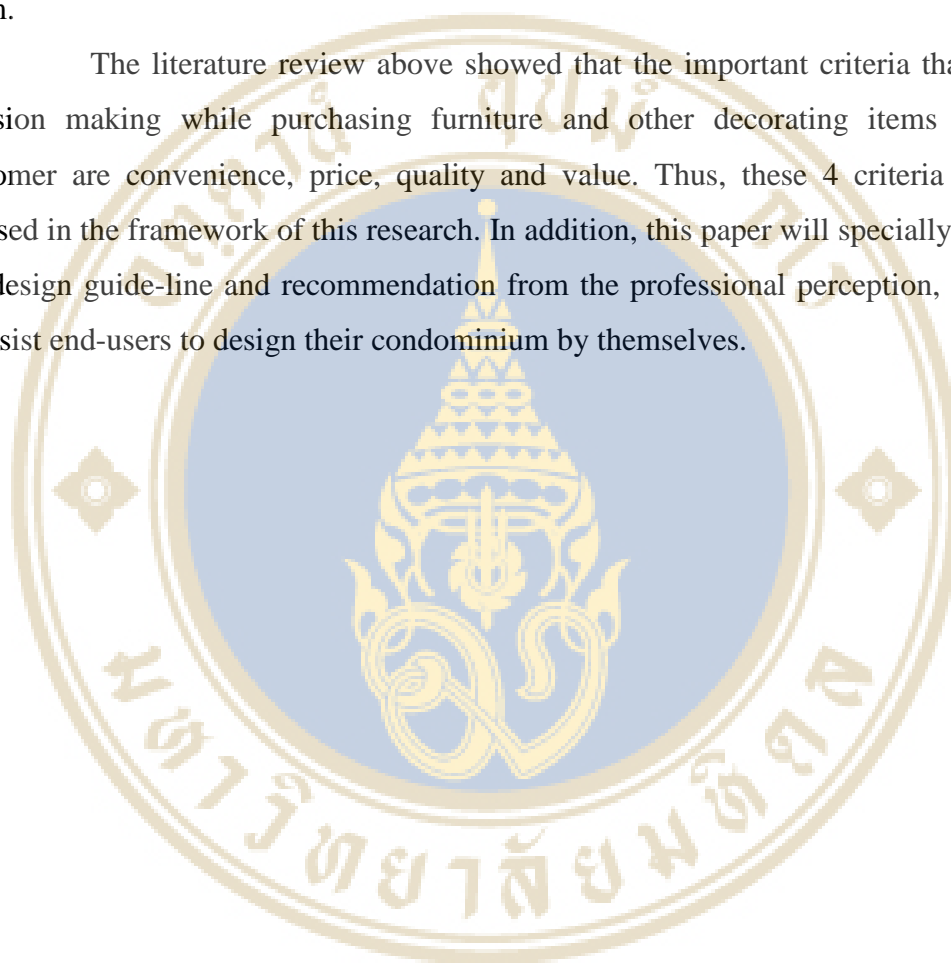
### **Maximum the use of space**

Considering that all space must be used, the main piece or big pieces of furniture such as cabinet or wardrobe need to be situated to the corner or on the wall area. Others loose piece should be located in the center and let the circulation flow by the area of usage. Lighting is important to build up the mood in small space; lighting can create different mood with just its brightness. Proportion is the last and important thing to understand; symmetric design and the balance of scale are the key points that make the design and the layout look beautiful and perfect.

## 2.4 Proposed Framework

According to the literature above, I hypothesized that the mentioned factors may have an impact on consumer behavior in selecting the furniture and decorative items. Furthermore, these factors are related to the decision-making in the items and decorating selection for the small space condominium. In the results, the consumer insight may show some data which reflect to the design and function of the room.

The literature review above showed that the important criteria that affect decision making while purchasing furniture and other decorating items by end customer are convenience, price, quality and value. Thus, these 4 criteria will be focused in the framework of this research. In addition, this paper will specially include the design guide-line and recommendation from the professional perception, in order to assist end-users to design their condominium by themselves.



**Table 2.1 The factor that related to the hypothesis**

1. Convenient 1.1 Size 1.2 Facility 1.3 Activity support	➤	Condominium is able to answer the city living people need, no matter the size of the room but it is about the facility of condominium and the functionality inside the room.
2. Price	➤	The limitation of the price in this segment of decoration is about 6000 THB/ Sq.M.
3. Quality of furniture 3.1 Material 3.2 Manufacture and installation 3.3 Safety	➤	Expectation of the quality will be in correlation with the price. Product life cycle of this segment furniture will be lower than others
4. Value 4.1 Functionality 4.2 Ergonomics 4.3 Environmental considerations 4.4 Packaging 4.5 Branding and marketability.	➤	Functionality will be the first factor for decision making. Branding and marketability will be point of different for customer selection criteria in each brand.
5. Design 5.1 Space layout and function 5.2 Design knowledge 5.3 Design customization	➤	Space planning and layout process still need the profession knowledge suggestion. Room sample will be key point of inspiration and attach customer perception
6. Service 6.1 Warranty 6.2 Delivery system 6.3 Installation	➤	Furniture Company should offer the interior consultant service. Delivery and installation service still need for Thai consumer.

## **CHAPTER III**

### **METHODOLOGY**

According to the diagnostic approach, this study aims to identify “Purchasing model (Planning, preparing and designing) for furniture and decorative items for small space condominium in Bangkok central district area”. The methodology that is suitable for data collection and result orientation would be qualitative method that collects data by one to one in-depth interview. The result aims to determine the insight reason and influencing factor for purchasing furniture and decorative product, the in-sight need of their condo design requirement and the most suitable function for their room.

Basically, research objective will focus on questions represented by 5W and 1H (Who, What, When, Where and Why + How) to find out the in-depth information to determine the insight reason and influencing factor for purchasing the furniture and decorative product. The result will be suggestions of space planning and layout, budget calculation sample and sample method for room decoration. Show card will be included to show them options and the design concept.

#### **3.1 Sampling Frame, Qualification, and Size**

**Sampling Frame;** This questionnaire will be separated into 2 subgroups:

1. Condominium small space owner who have done the decoration already.
2. Condominium small space owner who plans to decorate the condominium.

**Sampling Size;** 10 respondents

**Qualification;**

- Own condominium small space in Central Business District area in Bangkok
- People who plan to decorate their condominium

**Interview tool; show cards**

Show card will inform the design sample of 5 styles room decoration; modern mood, contemporary mood, playful mood, Black and white mood and natural mood.

**3.2 The question of interview****General question**

This part will be used to gain general information of the respondents and build rapport between the interviewer and the respondent.

- Why do you choose to live in condominium? What are the reasons?
- Do you live alone or with others? Who?
- What are your hobbies and your free time activities?
- What is the difference between home and condominium (zoning and activity)?
- What is the budget that you had spent or plans to spend in decorating small space condominium?

**Consumer behavior and the factor of making decision**

This part will be used to understand consumer behavior in purchasing the furniture for their own small space condominium.

- What is the brand of furniture and designed product you purchase the most?
- Which brand do you consider as the top quality product?
- Please rate the level of importance for each criterion you used to make the decision to purchase the furniture? (1-5 scale)

- Price
- Quality of material
- Quality of installment
- Design
- Function
- Ergonomics
- Environmental consideration
- Packaging
- Brand
- High involvement product (self-assembly/ DIY)
- Service (Delivery/ Assembly/ Installation)
- Warranty service
- Promotion and discount
- Store layout and room sample
  - o Do you think interior design is important to your home decoration?

### **Insight need for the functional and design expectation**

This part will be concerned with finding the following key ideas.

- o Tips and tricks of the efficient way to decorate or locate your furniture in small space.
- o Budget calculation of purchasing furniture and decorating the room for size 25-35 Sq.M.
- o The selection criteria to find the decorative model as a sample of room decoration (3 styles with 3 sample space planning).

Questions are:

- o What is the most important part of the house? Why?
- o Which zones do you need in the small space condominium?
- o What is the budget you are comfortable to purchase the furniture?
- o What is the style you like?

Include show card: modern mood, contemporary mood, playful mood, Black and white mood and natural mood.

- o Please describe the requirement for decorating the condominium.

- Please describe your life style and the activities you do when you are home.
- Why do you think condominium small space couldn't answer your need of living?





## **CHAPTER IV**

### **RESEARCH FINDINGS**

According to the methodology, the researcher interviewed 10 respondents who own condominiums in BKK metropolitan area; 9 of them are living in that condominium and 1 is decorating and applying for rent. The questions are focused on 6 main factors; convenience, price, quality, value, design and service. This chapter will explain and analyze each factor that will affect consumer behavior and decision on purchasing furniture and decorative items for small space condominium. Additional hidden reason for the design prospect will be discussed as well.

#### **4.1 Convenience**

Convenience is the first factor that is used to gather data of the living style of people living in small space condominium. The finding will be separated into 2 main parts; insight reasons for living or buying condominium small space and the behavioral effect due to the size and facilities of condominium small space.

Insight reasons of living or buying condominium small space

The questions include the reason for buying condominium, the number of people living and the difference between home and condominium. From all the interviews, there are similar answers to the questions for the reasons of buying or moving into condominium small space; social force and individual need requirement. Social force; Transportation, Residential background (move from urban to Bangkok CBD area) and Business prospect (gain profit or margin from sell or rent) are the main reasons that motivate people to move and live in the city. They relate to work place or career. The problem of transportation and traffic, higher living cost and high competitiveness in a good company are the key considerations for moving and living in the condominium in Bangkok CBD area.

Moreover, the interview has shown that the size of family relates to the size of the room. 5 out of 10 interviewee stay alone in the small space condominium, one is giving out for rent and the rest is living with relative or friend not more than 2 persons per room. The information has shown that people who are living in condominium small space are likely to be individual activity user or less interactive activity user. Clearly, condominium small space is the place for personal living not a place for building up the family or permanent residential.

The differences between condominium small space and single home from respondents' perception can be viewed as advantages and disadvantages. Advantages of condominium small space are convenience of maintenance, convenience of city living support (transportation and location), convenience for short term living investment and cost. Disadvantages are the uncomfortable circulation in living space, bad zoning and lesser space for life style activities; such as washing a car or having a pet.

### **The behavioral effect due to size and facilities of condominium small space**

Behavioral topics about the consumer activity in condominium small space and the activity that condominium small space cannot support are studied.

7 out of 10 people agree that condominium small space cannot fully support all the activities as compared to a home. There is less of storages area, less area for guest, less area for activities, no space for garden and no space for pets. The privacy condition is also different from the home or bigger size residential scale. However, 3 out of 10 said that living in small space do not have any effect on their daily life because they use the condominium small space for weekday living and it is able to answer their need effectively already.

This group of users which is the new generation is sharing the common life style. They are able to easily access to the technology support. The activities are mostly about relaxing and entertaining themselves in private time such as watching TV, reading book or series, playing computer and internet and listening the music. 2 out of 10 respondents are using condominium facilities such as gym and swimming pool, while the rest of respondents have not mentioned about these facilities at all. The data shows that those users are more likely to spend their free time in their private

zone in their own place. Contrary to the question of the activities that condominium small space cannot support, some of the respondents mentioned about party area or group work area that tends to have difficulty happening in condominium small space. As most of the new generation is the social majority group, functional furniture can solve this problem. Moreover, condominium small space should provide bigger and more adjustable center area to be used by group (party and work) and individual (exercise and others) activities. Last but not least, with regards to Thai culture, some of our respondents have mentioned about difficulty of cooking Thai food that need bigger area and better ventilation.

As far as the information from this factor shown, the users have more requirements in living. However, due to the small space, they have to adjust themselves to be fit in the limited space. They are forced to survive and accept in the condition of limited activities and daily life support. Considering the behavior and activities in small space condominium, they are more likely to use the space for relax and spend their free time. Yet, some of the consumers mention about the area for group activities and their specialize needs.

#### **4.2 Price**

In order to analyze consumer behavior or to find the reason behind purchasing anything, price is one of the main factors and it is the source of decision making. From the interview, the question of budget to decorate your room and the price expectation of a piece of furniture can be grouped into 3 levels as follow.

**Table 4.1 Shopper segmentation and their price expectations for room decoration and price of furniture**

Segment	Budget in consumer mind	Price expectation (furniture per piece)
Premium shopper (20%)	500000 - 550000	25000 - 50000
Mass shopper (60%)	100000 - 250000	10000 - 25000
Street shopper (20%)	20000 - 40000	1500 - 5000

### **Premium shopper**

This group makes up about 20% of the total respondents; they seemed to invest more in their own room. The potential of purchasing premium furniture and more considerations for the room functional decoration is higher than other groups. In small space condominium, they plan to spend around 500,000 baht and above per room and the price expectation for each piece of furniture is around 25,000 – 50,000 baht. From the higher price budget, this group is more likely to focus on quality, design and function rather than price.

### **Mass shopper**

This group makes up the largest percentage of the response; about 60% of the respondents belong to this group. They tend to shop at mass brand furniture mall and market leader of furniture brand, with price between 100,000 – 250,000 baht per room and 10,000 – 25,000 baht per piece of furniture. Function and design expectations are the same as premium shopper but the quality and brand are more likely to drop due to the budget they are planning to spend.

### **Street shopper**

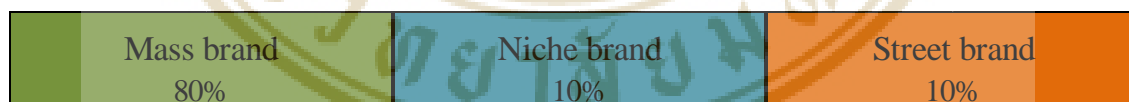
There are about 20% of respondents who have similar price expectations and fit into this group. They are price sensitive and brands are less important to them. Function and design are more important but in different grade of furniture. Street

shopper seemed not to pay much attention to style and decorative design; they seemed to care more about function. Small space condominium is considered to be their second home that make their working lives more convenient. Price for decoration is about 20,000 – 40,000 baht and the price per piece of furniture is around 1,500 – 5,000 baht.

The expectations vary and there is a broad range of budget. The most people who select the same range of budget are mass shoppers. We can assume that most people are willing to accept the price on average of about 175,000 per room or about 5,500 baht per Sq.M. (Small space condominium on average are 32 Sq.M. usage areas per room). According to the hypothesis mentioned earlier, the user will accept the price about 6,000 baht per Sq.M. Thus, the result finding from the interview is slightly different. The differences depend on many factors such as style, quality, room size, functional and requirement of the room owner.

### 4.3 Quality

This factor - quality, perceives by the brand of furniture and the shopping behavior of consumer for their room. (The information was obtained from 10 people. There are many factors that make the result may different from the other research. The factor such as; more branches, penetration opportunity, promotional and advertising)

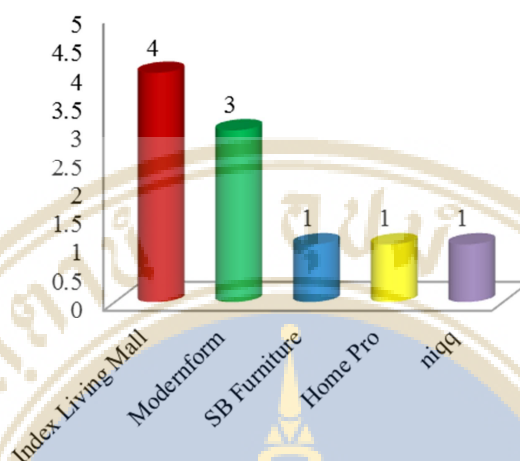


**Figure 4.1 Group of shopping place in consumer mind**

Most of the respondents are familiar with mass brand; Mass brand are Index Living mall, SB furniture, Koncept furniture, Ikea and Homepro; Index and SB are likely to be the more famous brand in present time. Niche brand and street brand are considered to have a small share in consumer mind but each of them have their own character and their strengths in positioning; niche brand that respondents mentioned in the interview is Niqq, Thai furniture brand that use natural material to

make premium quality furniture with unique design and the street brand is the low quality furniture, low price and low period life cycle.

### Top quality brand in consumer mind



**Figure 4.2 Top quality brands in consumer mind**

From the 10 interviewees, Index Living Mall has the highest score followed by Modernform, SB furniture, Homepro and unique brand like Niqq.

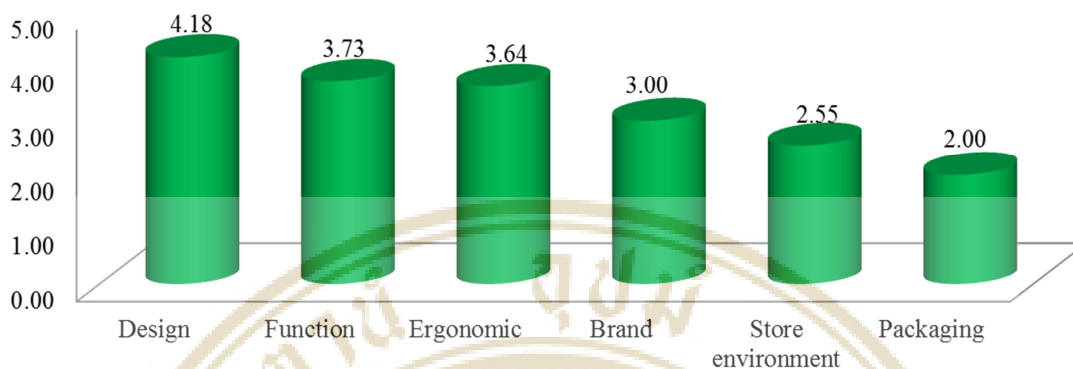
From the result of price and quality research, top of mind brand are relative to the segmentation of price. The mass brand correlates with the mass shopper with average expectation of budget spending. The perception of quality and price is going in the same way as same as my earlier hypothesis.

Propose of the interview is to determine the level of importance of the criterion that consumers used to make decisions when purchasing furniture. The criteria are separated into 4 main topics; price, quality, value and services. The result will be explained starting from value factor and followed by the service factor. Lastly, an overview of all the criteria will be discussed in the last topic.

## 4.4 Value

The value factor in this research has been measured by the question “the level of importance that affects your decision on purchasing the furniture small space condominium”. There are 6 criteria that are able to describe the meaning of value or

the criteria that add value to the furniture, more than just price and quality. They are design, function, ergonomic, brand, store environment and packaging.



**Figure 4.3 The level of importance of each factor of value that consumer used to make the decision to purchase the furniture.**

The question asked them to rate the score from 1 to 5 score, 1 is less impact on decision making and 5 is the most impact on the decision making. The result shows that design has the most impact on consumer's decision; concept and theme of the room decoration have to be clear and match to the need of consumer. Ranked behind is function and ergonomic, function is the second factor that is able to add value to furniture and it is very important due to space limitation. In the small size condominium, function and ergonomic is the good value to consider in order purchasing furniture. Function is a good point but ergonomic is one of the important part that consumer are mentioned. If the furniture is not fit to the body or not comfortable to the usage, it would be waste to purchase it.

From the result, packaging and storing environment are quite not important to the consumer as they are perceive that the product are important than the supporting value; such as packaging, store environment or even brand. Brand is something that is hard to judge due to the high competitiveness of the mass furniture brand and the marketability support for each brand. Brand loyalty may not apply to this kind of business; there is a need for innovative product, creative concept, trend, quality and promotion.

Contrary to my hypothesis that functionality will be the main criteria for consumer to consider when purchasing small space condominium furniture, design and

functionality will have a huge effect on consumer's decision-making. Therefore, marketing strategy of each brand should decrease the value of branding and emphasize on other types of value such as design, function and concept to be the main role of the business.

#### **4.5 Service**

Service factor is more important nowadays as it is a key point of selling and differentiation. The main player that changes consumer behavior in Thailand is Ikea; DIY furniture are more likely to be accepted in Thai market from this brand.

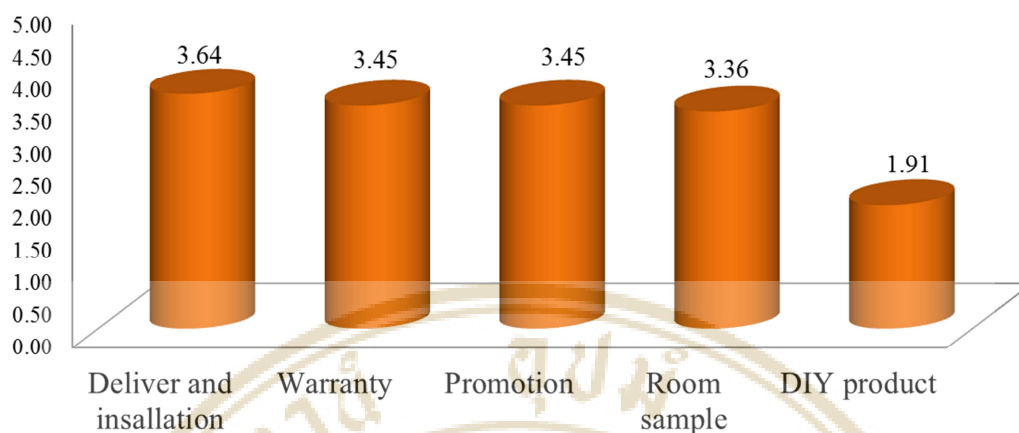
There are 2 types of service from the interview; service from the furniture brand and service from the interior design.

##### **Service from interior design**

Surprisingly, the result shows that about 50% of respondents do not think that interior design is important for their room decoration. The technology that they can learn and study by themselves, the design consulting service offered by the furniture mall and the design guideline have made interior design too costly and unnecessary for their small space condominium. On the other hand, 40% of the interviewees show their interest in hiring interior designer due to the limited space and need to maximize the usage of the room area. The common perception of these 2 groups is that there should be the new way to communicate with designer which spends less amount of money than face-to-face meeting. One of the respondents mentioned that an interior consultant is enough for the small room decoration. The interior consultant will help the end-user make their decision making and suggest the most practical design for their room.



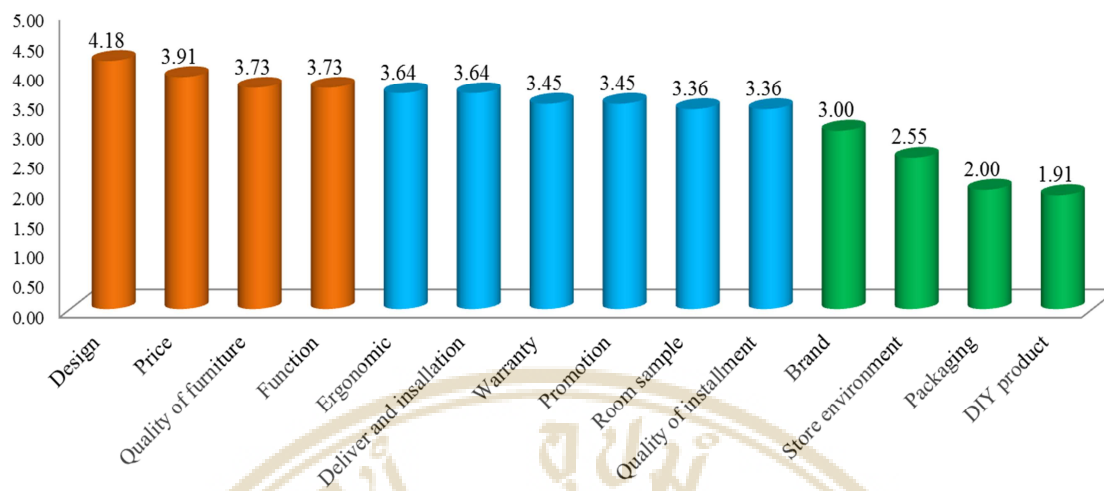
### Service support from furniture brand



**Figure 4.4** The level of importance of the factor of service from the furniture brand that consumer used to make decision to purchase the furniture.

From the interview, criteria that are under service topic are delivery and installation, warranty, promotion, room sample and DIY product. First, the delivery and installation is the most important criteria for consumer as the new trend for self-installation and DIY product is very new and might not suit Thai consumer. Promotion and room sample are considered to be the important additional support besides the main factors which are price, quality, functional and ETC. Even they are not the main factors, but they are the must ones in order to create the reliability from brand to user.

In conclusion, the relationship between each factors are also important to know the level of importance in all area and all factor in consumer mind needs to be categorized. All price, quality, value and service will be analyzed and categorized into 3 main hierarchies that are essential factor, desirable factor and additional factor.



**Figure 4.5 The level of importance of all factors that consumer used to make decision to purchase the furniture.**

**Essential factor** , Top 5 main factors in consumer mind consisted of design, price, quality of furniture and function.

**Desirable factor** , Consisted of ergonomic, delivery and installation, warranty, promotion, room sample and quality of installment.

Additional factor : Consisted of brand, store environment, packaging and DIY product

#### 4.5 Design

Information collected for this factor aims to achieve a better understanding of the need of consumer in decorative perspective. This includes decorative style in consumer mind, design requirement in order to decorate the small space condominium, and level of importance in condominium zoning.

##### Decoration style

From the choice of 6 styles, half of the respondents prefer contemporary style with the cozy atmosphere, neutral theme color and details of furniture that make the room softer. 40 % of respondents choose modern style which is chic, trendy with plain color. Last, only 10% respondents choose natural mood theme with natural material, earth tone of color and simple style of furniture.

### **Design requirement**

The requirements from the interview are quite similar. Ambient of the room such as lighting and the orientation of the room to avoid sunlight and to increase the ventilation in the room is one topic. The second topic is function of the space such as daybed for guestroom and extra area for party. The last topic is the most important thing for most user; the closet and storage area that is needed to match each individual user such as to store sport equipment, to store girl accessories and etc.

### **Zoning**

As the topic is condominium small space, the respondents focused only on two areas in the room; they are living room and bedroom. Living room need to be a flexible space and is able to be used or transformed into many functions; such as party area, group work area, extra bedroom and area for exercise. All of the users are full time workers and they live in condo for reasons such as traffic, the distance from home to office or mainly for rest. Thus, the bedroom is the most important zone and the users have to spend around 8 hours a day in this room. It needs to be comfortable, cozy, clean and have a nice atmosphere.

## **CHAPTER V**

### **DISCUSSION & CONCLUSION**

The purpose of the paper is to determine the behavior of condominium small space user and the guideline of purchasing furniture and decorative items for small space condominium in Bangkok central district area. The research will combine the information regarding consumer behavior and the perceptions of small space design to gain maximum knowledge to understand the right need and to develop the right knowledge to the end users.

The result will be able to be applied to many areas such as to give insight reasons for consumer behavior to the furniture and decorative items company (Index, SB, Ikea, Modern form and ETC.) and to educate condominium owner on how to prepare the decoration process by explaining and showing the sample of room layout. The sample of room layout includes functional support in each area, approximation of budget and suggestion of appropriate items and appropriate number of furniture they should purchase.

The research result includes

#### **5.1 Recommendation**

##### **Consumer behavior**

Top 5 factors that affect consumer behavior in purchasing the furniture for their own small space condominium are design, price, quality of furniture and function.

The area in small space condominium that needs specific function and flexible use adaptation is living room. The research shows that the problem of living in small space condominium is the multi-purpose area that needs to be able to serve more for the extra activity and the group activity.

### Decorative tips and tricks

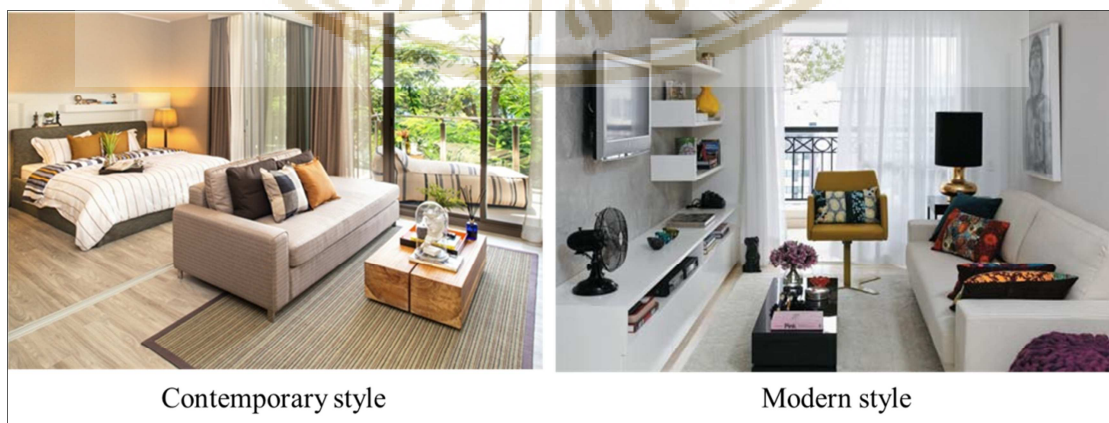
The usage of double function furniture and the focus in the particular important area in the room are help controlling the budget. The important areas that the users mention in the interview are the living room and bedroom.

The price of decorating the room small space on average is about 175,000 per room or about 5,500 baht per Sq.M. (Small space condominium average 32 Sq.M. usage areas per room). 10 main furniture are recommended in the table below. Each of furniture costs about 5,000 – 25,000 baht per piece depend on the size and the function of the furniture.

**Table 5.1** The sample calculation of main furniture item and approximate price.

Items	Price (baht)
Sofa	15,000
Armchair	8,000
Coffee table	5,000
Dining set	25,000
TV cabinet (living room)	15,000
Closet	10,000
Working table	5,000
Bed	15,000
Side table	5,000
TV cabinet (bedroom)	15,000
Approximate price =	118,000

### Decoration style



**Figure 5.1** The sample interior decoration style

The famous styles of decoration are contemporary and modern style which use plain color or natural color to give the feeling of relax and comfy. The style of decoration varies, depending on the need of the consumer. The suggestion is to play around, research and study more to find the most attractive style for your own personality.

### The decorative model as a sample of room layout and zoning

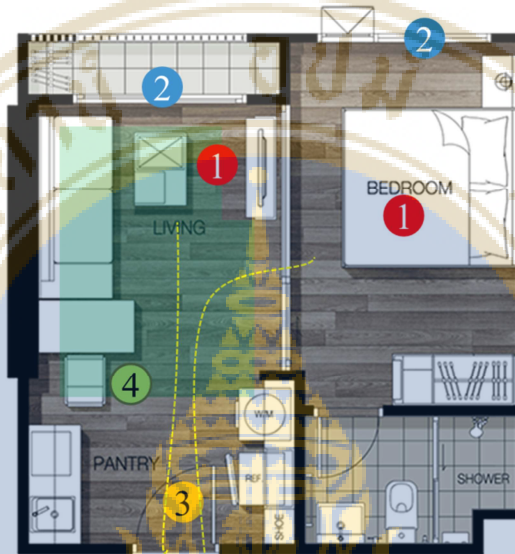


Figure 5.2 Sample layout of room size 27 Sq.M.

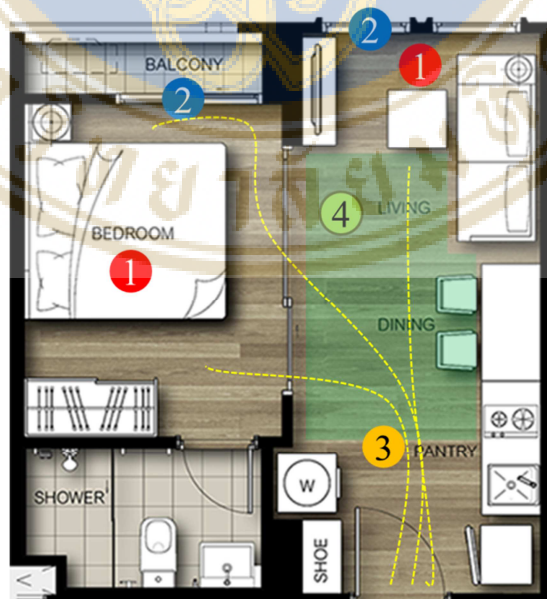
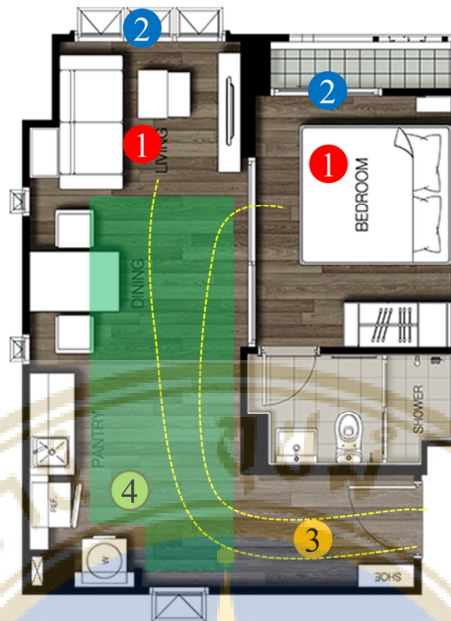


Figure 5.3 Sample layout of room size 30 Sq.M.



**Figure 5.4 Sample layout of room size 36 Sq.M.**

**Detail 1** Focus only living room and bedroom

**Detail 2** Orientation of bedroom should be designed to allow ventilation of air and to receive sunlight, not too direct but need to be close to working area (If there is working area in the bedroom)

**Detail 3** Circulation of the walk way flow - all area must be connected and allocated in the right proportions

**Detail 4** Multi-purpose area, should be area that is flexible to use for additional activity. Located at the living room area and serve for extra activities; such as extra bed, extra area for party, group work and exercise.

**Detail 5** Lighting and mirror, these two items is the best way to decorate your room and add in the function. Lighting will make your room look brighter and increase the volume of the space, while mirror will make the room look bigger and give more dimension.

## **5.2 Contribution of your study**

Consumer behavior varies and is hard to predict due to the specific condition of the research as the topic focuses only on the behavior of purchasing and

decorating in small space condominium. This research showed that the consumer who lives in the small size condominium mostly concerned the function of the area but they are quite limited by the budget. Consequently, the optimization of the needed function and the price is important to decorate the small size condominium.

### **5.3 Managerial Implication & Suggestion**

This research paper carries knowledge from many sources, including my bachelor degree knowledge as an interior designer and the knowledge from master degree such as research knowledge, marketing strategy, consumer behavior, brand management or even economic or financial part. In order to work on 1 project, only 2 – 3 areas of knowledge are not sufficient, we need to be up to date and willing to accept changes and learn new things. From this research, not my entire hypothesis is in line with the research I have conducted because consumer behavior is something that is changing all the time.

### **5.4 Limitation**

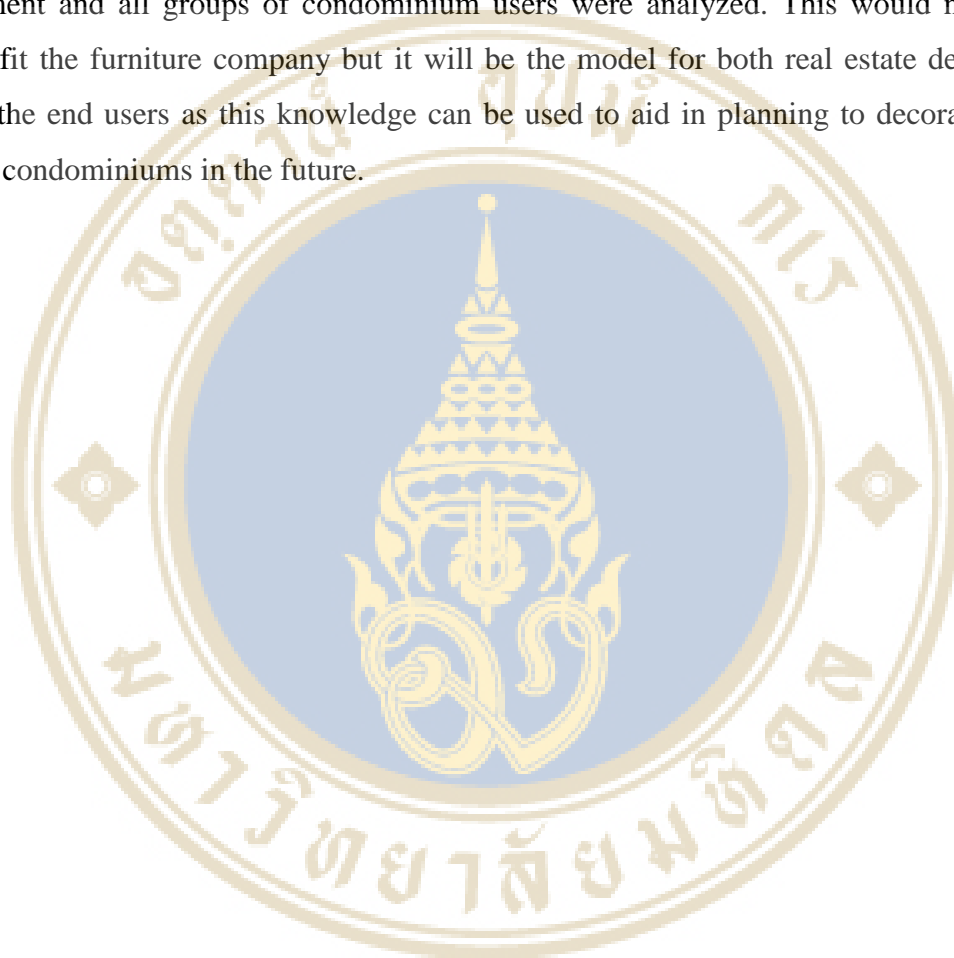
There are some limitations. Firstly, there are limitations of the sampling frame as the research is very precise on the qualification of respondent; the respondent must own the condominium small space in Central Business District area in Bangkok and the area must be between 25-35 Sq.M; Time is also a limitation. The paper needs a total of 10 respondents in 2 weeks with interview period and data analysis done.

The second limitation is regarding the topic. Other than consumer behavior, design perception is studied as well. Design perception and contribution is hard to judge and summarize which style is better as it is about personal taste and the style of each personality. The paper can only give general suggestions in terms of layout and functionality that are applicable to every style of design theme and decoration.



## 5.5 Future Research

To develop the research and fulfill all segmentations of consumer behavior in purchasing the furniture and decorative product, future research can target other group of condominium users such as big family user in condominium, premium user in condominium in CBD area. Other factors of purchasing behavior focusing on niche brand of furniture can be looked into too. It would be more effective if the entire segment and all groups of condominium users were analyzed. This would not only benefit the furniture company but it will be the model for both real estate developer and the end users as this knowledge can be used to aid in planning to decorate their own condominiums in the future.



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