

## Abstract

Research Title : Consumers Behavior of Purchasing Condominium in the Area of Bangkok  
Transit System-Taksin Extension

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The research aims. To study the Behavior of Purchasing Condominium in the Area of Bangkok Transit System-Taksin Extension the last 25 years and has visited the project of Condominium in the Area of Bangkok Transit System-Taksin Extension. The questionnaire was used to collect data. From a sample of 400 people, the statistical methods used to analyze the data were percentage, mean, standard deviation. The statistics used to test the relationships using of Pearson correlation. The results showed that Most are women between 35-44 years of undergraduate education. Private business / entrepreneurial income 40001-60000 baht, married / living together and number of family 3-4 members. Most are family owned Type of housing commercial buildings. The trip to the BTS / MRT shelter and working in a place is near Saphan Taksin BTS line extension.

Most have the budget to buy a condominium about 1,500,001-3,000,000 Baht likely to decide to buy a Condominium in the Area of Bangkok Transit System-Taksin Extension found that most do not buy it and Most definitely not recommended The purpose of the purchase was to let the rent.

Motivation factors of Purchasing Condominium in the Area of Bangkok Transit System-Taksin Extension of the reason for the high level overview. To save the cost of travel is the most important factor.

Motivating factors of Purchasing Condominium in the Area of Bangkok Transit System-Taksin Extension by emotional needs pride and prosperity in life. The most important factor.

So entrepreneurs There should be a set of marketing strategies such as advertising and public relations properly. The goal was to provide consumers with accurate information awareness. And build confidence. And to encourage the purchase of more goals.