

Marketing Mix, Motivation and the Tendency of Consumer Decision Making in Buying Condominium

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Abstract : This research aimed to study the relationship between marketing mix attitudes, motivation of buying decision and tendency of consumer decision making in buying the condominiums in Thailand. This study employed by survey and quantitative research. The questionnaire was used to collect the data from 400 sampled of customers who interested in buying condominium in Bangkok. The descriptive statistics and Pearson's correlation coefficient analysis were used to analyze data. The research found that marketing mixed factors in terms of product and price were related to buying decision making tendency in terms of price and room size. Marketing mixed factors in terms of price, place and promotion were related to buying decision making tendency in term of word of mouth. Consumers' buying motivation in terms of social acceptance, self-esteem and self-actualization were related to buying decision making tendency in term of room size. In addition, motivation in self-esteem was related to buying decision making tendency within a year.

Keywords : condominium, marketing mix, motivation, tendency of consumer decision making

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