THE PRODUCTS' FACTORS AFFECTING PURCHASE INTENTION: A CASE STUDY OF CONDOMINIUM IN BANGKOK, THAILAND

Thaninrath Wonggotwarin[1] and Seongdok Kim[2]

Abstract: *The objective of research is to examine the effect of product's factors which are product quality, service quality, brand image, and product design of condominium toward purchase intention of condominiums in Bangkok. In Thailand, due to the popularity of condominiums, the expansion of investment on this market has continually grown year by year and the condominium market has become highly competitive. This current research is significant in that it would help condominium developers know about what kind of condominiums preferred by potential buyers in greatly competitive market as in Bangkok. A survey questionnaire was utilized and it was distributed via online platforms. Data were collected from sample of 400 people who are considering to purchase condominiums in Bangkok. Findings of this research show that product design, product quality, and brand image are statistically significant predictors for purchase intention. Critical and practical recommendations for condominium developers and marketers are suggested to secure their competitiveness in the condominium market.*

Keywords: *Brand Image, Condominium, Product Design, Product Quality, Purchase Intention, Service Quality*

1. Introduction

The theory of 'Maslow's Hierarchy of Needs' stated that shelter is one of the basic needs of humans in terms of 'physiological needs' which is the first stage of Maslow's pyramid (Simply Psychology, 2014) . According to Maslow's theory, housing is one of the necessary things humans try to acquire because achieving this step allows them to move to the next step of the hierarchy of needs. To that point, condominium is good choice for people who want to have their own shelter due to the affordable price of condominium. Moreover, Kennedy (2013) stated that living in a condominium makes people reduce their troubles from maintenance and replacement of their home equipment or structures compared with living in a 'single house' . Furthermore, another important factor causing condominiums to become popular is the convenience of transportation because condominiums are mostly located nearby public transit systems (Wardrip, 2011).

In Thailand, due to the popularity of condominiums, many developers have paid attention to this market. The expansion of investment on this market has continually grown due to the belief in its continued demand. Moreover, CBRE (2015) projected that the total supply of condominiums in Bangkok would be more than 12,000 units in 2015 and its market has gotten high level of competition as highlighted in CB Richard Ellis.

Thus, condominium developers may want to know the product's influences on purchase intention of condominiums for the purpose of competitive advantage. This research examines the product's factors affecting purchase intention of condominiums in Bangkok. There are few previous studies focused on product's factors but they mainly shed light on the overall effect of the 4P's marketing mix on purchase intention of condominiums in Bangkok (Mahatriapop, 2010). As a matter of fact, while many units of condominium

[1]MBA graduate at Assumption University, Graduate School of Business.
[2]Lecturer at Assumption University, Graduate School of Business.

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