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Experts and Customer's Insights on Purchasing

Considerations: A Case of Fabric Curtain Products in Thailand

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Abstract

This research aimed to find the influence factor that affecting purchasing intention toward The Fabric Curtain in Bangkok. The Fabric Curtain is the long lifetime product and niche market. Moreover, The Fabric Curtain company does not focus only on product quality but also on service quality. The researcher focuses on making the data more reliable and covers every factor according to the purpose of this research. The researcher has collaborated with three specialists in The Fabric Curtain market who be in the position of owner and sales manager of The Fabric Curtain companies. Moreover, to make it more reliable and follow the trend of The Fabric Curtain for analyzing the data. The researcher has an interview with two groups with eight interviewees, which consists of the experts in the market who has experience more than fifteen years and customers who already installed The Fabric Curtain within one year. The technique is an in-depth interview for finding new information and understanding about purchasing intention of customers. The variables consist of the product description, price, store image perception, sale promotion, service quality, and purchase intention. Finally, the researcher used the data from all of the interviewees and the suggestion from the experts to analyze, a recommendation about The Fabric Curtain company, and further study about the online store of The Fabric Curtain business.

Keywords: price, product description, purchase intention, sale promotion, service quality, and store image perception

1. Introduction

In 2018, Thailand was the place where investors want to invest in terms of construction and real estate, which this sector has accounted for around 6% of Thailand's GDP. In 2018, the private construction sector's growth rate was increased by around 5.8%, which separate into three sectors: residential, industrial, and commercial. The residential in the Bangkok Metropolitan Region (BMP) will consider in three segments, which is consist of detached housing or new housing, townhouses, and condominiums. First of all, detached houses around Bangkok has increased by 8.3% or 11,071 units. Next, townhouses have a new unit around 31,717 units, slightly increase by 10.6%,

which launched to the property market. Finally, the condominiums around BMR have increased by 16.9% or launched the new units around 74,380 units. Besides, the more transit lines make the investors see the opportunity to expand the new condominiums around BMR, which consist of Orange Line (Thai cultural centre-Minburi), Yellow Line (Lat Phrao-Smarong) and Pink Line (Khae Rai-Minburi). These transit lines stimulate condominiums' demand because they make more convenience for traveling to work (Krungsri research, July 2019). In 2019, the growth rate of in every segment will slightly increase around 1-3% per year between 2019 until 2021 due to the rise in the land price, new competitors, scarcity of freehold land in BMR and the biggest challenged of new regulation