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# Factors Affecting Consideration to Switching from Condominium to Townhome for High-Class Market in Bangkok Area During COVID -19 Pandemic

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## Abstract

**Purpose:** Housing estates such as detached houses, townhouses and highlands have become more marketable lately, and the popularity of condominiums has declined from the COVID-19 pandemic. In this situation, the keys to the success of both townhomes and condominiums are attracting new consumers and retaining the existing ones. The main purpose of this study is to inspect three categories of antecedents for switching intention (switching factors) using push-pull-mooring (PPM) model. **Design/Methodology/Approach:** High-class townhomes have been selected as the research context. An online survey was proceeded to inspect the proposed research model and hypotheses. The data were collected from 478 respondents living and/or working in Bangkok, who have a monthly family income of 150,000 Thai Baht and above using convenience sampling and snowball sampling methods. This study applied the Structural Equation Model (SEM) and Confirmatory Factor Analysis (CFA) to certify the goodness-of-fit of the model and hypothesis testing. **Findings:** The outcomes revealed that satiation with decoration and amenity has the most significant impact on subjective environmental characteristics, followed by satiation with decoration and amenity. While among pull factors, hedonic value has the highest significant impact on subjective environmental characteristics, followed by privacy and security. Subjective environmental characteristics also significantly impact switching intention. **Originality/Value:** The researcher used the PPM model to inspect the switching intention from condominiums to townhomes in correspondence to subjective environmental characteristics.

**Keywords:** Switching Intention, High-Class Townhome, Real Estate, COVID-19, Bangkok  
**JEL Classification Code** H2, H21, J54, Q13

## 1. Introduction

In the past year, the COVID-19 outbreak has changed behaviors and needs of a new type of consumer. (Knight Frank Thailand, 2020). The popularity of home buying among Thai people began to change again after nine years before the Thailand Floods in the second half of 2011. Many Thais chose to sell detached houses, townhouses, and townhomes to be moved to condominiums or highlands areas to avoid the flood, making condominium sales rise and become popular. Recently, the situation has changed. When the COVID-19 pandemic occurs, Thais have started to turn back to housing estates for social distancing to lower the risk of COVID-19 infection from living with many people in the condominium.

Given that new houses in the suburbs are increasing in popularity, the housing transfers in the first

quarter of 2020 show that the condominiums dropped to 28,107 units, or minus 1.9%, while housing sales went up 4.7% with 60,917 units (REIC 2020).

Since early 2020, the demand for housing products has increased despite the severe economic crisis, especially from April to May 2020, as evidenced by the number of visitors to the residential project on the website. (www.home.co.th). From January to May 2020, the increase was 10% from the same period of the previous year. The search log indicated that houses of the cost 2.0 Million Thai Baht range had the total number of visitors increased by 25% during this five-month window from 86,696 people to 116,266. The real estate market segmentation was shifting; for example, the townhome & home office segment price ranged between 7 - 10 Million Thai Baht (thinkofliving, 2020). If calculating the approximate house installment, it will be 7,000 Thai baht per month for a house that cost 1,000,000 Thai baht; therefore, for the houses that