

Abstract

Project Title: Factors Affecting Commercial Residence Consumers' Decision Making in Xinguo District of China

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The objective of this study is to explore the factors affecting commercial residence consumers' decision making in Xinguo district of China. 200 respondents from 19 developers in Xinguo district had been selected for the study and convenience sampling technique had been employed in the selection process.

Overall, the results show that most of respondents are males (63%). Most of them were married (77.5%), and ages below to 45 years old (81.5%). Based on the relatively lower education level in the district, there are only 39.5% of respondents had bachelor degree; 69.5% of respondents graduated from junior school, high school or technical college. In terms of family incomes, most of respondents' family monthly incomes are below to 6000 yuan (85%). Most of respondents purchase commercial residences for improving their living standards (67.5%), and 21.5% of respondents purchase commercial residences either for their marriage or children's marriage. This could generally conclude that nowadays, residents of Xinguo district purchase a commercial residence for a basic need instead of for investment reason.

The study found that most of respondents indicated that they would like to buy a residence that has 101 m² to 140 m² (69.5%) with the price below 2000 yuan per square meter (93.5%). 94% of respondents indicated that they would discuss purchasing residences with family members and relatives before making any decisions and these people strongly influence respondents' decision making. 78.5% of respondents indicated that they receive commercial residences'

information from developers directly or from other people; and the majority of respondents (84%) would pay trust in purchasing commercial residences in developers' companies directly.

In terms of factors survey, the respondents agreed that quality of the building is the most important factor ($\bar{x}=4.9$) that they cared followed by good air and wind condition ($\bar{x}=4.40$), security systems ($\bar{x}=4.38$), residence's price ($\bar{x}=4.31$), transportation condition ($\bar{x}=4.18$), design of the residence ($\bar{x}=4.14$), near children's school ($\bar{x}=4.12$), ability for fixing consumers' problems ($\bar{x}=4.12$), waiting time for service ($\bar{x}=4.11$), natural environment around the residence ($\bar{x}=4.03$), and respects and politeness from developer ($\bar{x}=4.01$) respectively. Factors that respondents do not really care about them are included rent rate ($\bar{x}=2.56$), reputation of the developer ($\bar{x}=3.09$) and so on.

The study tested the correlation between 22 factors and demographic features of respondents to see if there are some differences on considering different factors based on demographic features. For finding the believable results, the study compared the means only if significance values less than 0.05 (Sig. <0.05), which means there are correlations between demographic features and 22 factors; and the study has not compared means if significance values greater than 0.05 (Sig. >0.05), which means there is no correlation between them. As the results shown in the study, Female respondents care about security system than male, and male respondents care more about space of the residence. Respondents, who were separated, care about residences near a hospital. Respondents who are 18-25 years old like to live near their work place, so that they can wake late. In addition, respondents who got master degree or above would like to consider rent rate of a residence.

The result of this study recommended that developers should pay attention on keeping good quality of residences, and designing the structure of residences in reasonable way. Using advance security technologies to keep the safety of residences is also very important for developers. In terms of marketing strategy, developers should promote their products not only promote in the companies but also through many ways like TV shows, public relations, newspapers, and others. Furthermore, as service providers, developers should improve their service quality for satisfying consumers' different needs.