



การตัดสินใจเลือกซื้อที่อยู่อาศัยของผู้บริโภคในอำเภอเมือง จังหวัดนครปฐม

FACTORS INFLUENCING THE CHOICE OF PURCHASING ONE'S
RESIDENTIAL UNIT: THE CASE OF CONSUMERS IN MUENG DISTRICT,
NAKHON PATHOM PROVINCE

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การค้นคว้าอิสระเสนอต่อสถาบันรัชต์ภาคย์
เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาบริหารธุรกิจมหาบัณฑิต
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Abstract

The objectives of this research titled "Factors influencing the choice of purchasing one's residential unit: The case of consumers in Mueng district, Nakhon Pathom Province" were to study 1) personal factors of consumers in Mueng district, Nakhon Pathom Province who were target population under study 2) factors influential to their decision to purchase housing 3) factors influential to their purchasing decision based upon personal factors . Questionnaire was used to collect the data. Sampling of 300 consumers was conducted. Statistics used in this study included both descriptive statistics ((frequency , percentage , mean , standard deviation) and inferential statistics (t-test , F-test or one-way analysis of variance). The level of significance used was 0.05.

Outcome of the research revealed that the majority of respondents were female , single , 31-40 years of age, bachelor degree graduates , working as regular employees with monthly income between 10,001-20,000 baht. Study of factors influential to their purchasing decision revealed that the scores , on average , were high on a given rating scale. The research also showed that respondents with different personal factors did not differ in their opinion on the factors influential to their purchasing decision at 0.05 level of significance.