

Appendix A

Demographic data for the selected sample

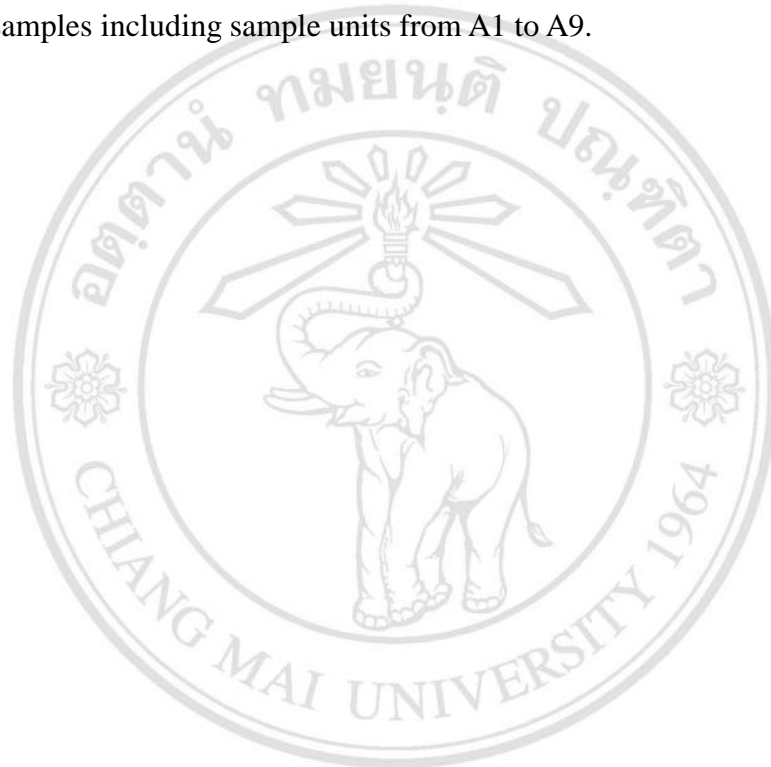
Table 1A Demographic data for the selected sample

Sample unit	Owners			Potential buyers		
	A1	A2	A3	A4	A5	A6
Age	27	34	62	35	60	29
education	Master degree	Bachelor degree	High Scholl graduate	Master degree	Bachelor degree	Bachelor degree
Income	10000-20000RMB /month	14000-23000RMB /month	7000-10000RMB /month	10000-15000RMB /month	6000-8000RMB/ month	18000-24000RMB /month
Family group	3	4	5	4	5	3
Property type	35SQM	44SQM	49.6SQM	30-40SQM	40-50SQM	30-50SQM
Settlement location	Chiang Mai – Lampang Highway	Northwest Side KanKhlung Chonpratan and Nimmanhaemin Rd.	Chang Khlan and Charoen Prathet Rd.	Not sure	Near business center	Not sure (suitable for holiday)

Appendix B

First semi-structured interview contents table

The main factors that influence the selected samples' condo purchase decision making. The samples including sample units from A1 to A9.



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Table 2B The main factors that influence the selected sample A1

	Need recognition	Information search	Alternative choice evaluation	Purchase decision	Post purchase evaluation
Product	Property type [Condo /House Full furniture]	Property type, Size and room amount, Quality, Developer	Property type, Compare with Ninman hill project which are same quality , location, environment, facilities	Quality of property, And location. Facilities. Price, Fiends/Family reference.	The design of kitchen is not very well; Poor voice insulation device; Independent kitchen design;
Price		Listing price Transfer fees, Return rate	The realtors listing price and developer's sale price	Price value: [environment, location]	Good Price value
Promotion		Discount, Gifts,	Discount Gifts	Big discount	
Place		Realtors , friends , Business association, Lawyer company	Sale center of developer, Realtors,		

Table 2B The main factors that influence the selected sample A1 (cont.)

	Need recognition	Information search	Alternative choice evaluation	Purchase decision	Post purchase evaluation
Other factors	<ul style="list-style-type: none"> • motivation <ul style="list-style-type: none"> ○ utilization (education) ○ Invest ○ Holiday house(family) • Property ownership safety • Political stability • Self- experience (half year in CM) • Near geographical area between china and Thai • Interesting Culture 	Self-experience, Legal framework, Policies. Payment procedure.	Habits, culture factors Reference group, Motivation, Legal framework. Seller's behavior	Confidence for developer, legal framework parents reference	Culture difference, can stay for a long time in CM. Mar will reference friends to buy.

Table 3B The main factors that influence the selected sample A2

	Need recognition	Information search	Alternative choice	Purchase decision	Post purchase evaluation
Product	Property type[Condo] New projects	room amount, Quality, Reputation of developer	Compare room amount And different floor and direction Under constructed + full furniture	Quality, Design. Environment, location, Size,	The design of is very well, parking lot is enough space, complete facilities,
Price		Listing price Transfer fees, Tax,	Price value (environment, location, facilities), Return ,rate, Transfer fees,	Affordable price Return rate	Suitable price
Promotion		Gifts , Discount	Discount Gifts luck door	Give some Additional furniture	
Place		friends developer,			

Table 3B The main factors that influence the selected sample A2 (cont.)

	Need recognition	Information search	Alternative choice	Purchase decision	Post purchase evaluation
Other factors	<ul style="list-style-type: none"> • motivation <ul style="list-style-type: none"> ○ Residence (education) ○ Holiday house(family) • Self-experience/observation • Near geographical location 	Self-experience,/observation, Legal framework,	Parents Reference group, Personal habits. Emotion.	Confidence for developer, Friend's reference. Sellers' behavior(attitude , profession, service in real time)	Location: Transportation is not very convenient The payment procedure too complex, The seller is very effective and friendly Share experience to friend.

Table 4B The main factors that influence the selected sample A3

	Need recognition	Information search	Alternative choice	Purchase decision	Post purchase evaluation
Product	Condo House New project Full furniture	Property type and size Developer, location	Location, Environment, Developers, Room amount, floor of property. Old + new, Under constructed + full furniture	Quality , size, brand, location,	Good quality, complete facilities, location: near the health care institutions. House quality assessment
Price		Listing price Transfer fees Tax ,return rate	listing price and price value(environment, transportation)	Price value: affordable price, Transfer fees	Good price value compare with Chinese house price.
Promotion			Discount Additional furniture Lucky door	Developers' big Discount	
Place		,website Realtors Social media(We-chat)	developer, Realtors,		

Table 4B The main factors that influence the selected sample A3 (cont.)

	Need recognition	Information search	Alternative choice	Purchase decision	Post purchase evaluation
Other factors	<ul style="list-style-type: none"> • motivation <ul style="list-style-type: none"> ○ Residence (retirement) ○ Invest ○ Holiday house • Self-experience 	Payment procedures, Policy , Legal framework Property ownership safety, Political stability,	Personal concept, Habits, Legal framework,	Family/friend recommendations, legal framework, Sellers' behavior, Internal political stabilities. Personal lifestyle,	Generally satisfied , but little worry about the currency rate and language barrier

Table 5B The main factors that influence the selected sample A4

	Need recognition	Information search	Alternative choice	Purchase decision	Post purchase evaluation
Product	House /condo not sure	Room amount, Developer, Location, Near landmark, Facilities(security and parking lots)	location(CBD, school areas), developers, room size, room amount, facilities, old+new		
Price	Under3.5 million Bath	Listing price , Transfer fees, Return rate	Affordable price, Transfer fees, Tax, Return rate		
Promotion		Gifts ,Discount,	Price, parents advices,		
Place		Social media(we-chat, QQ) Internet website Realtors Lawyer	developer, Realtors,		

Table 5B The main factors that influence the selected sample A4 (cont.)

	Need recognition	Information search	Alternative choice	Purchase decision	Post purchase evaluation
Other factors	<ul style="list-style-type: none"> • Motivation[utilization: education/holiday & Invest(mainly)] Risks: Property ownership , Political stability & Real estate marketing compare between China and Thai 	Mortgage policy Regulations. Internal political stability	Personal habits, Family preference. Legal framework.		

Table 6B The main factors that influence the selected sample A5

	Need recognition	Information search	Alternative choice	Purchase decision	Post purchase evaluation
Product	Condo, Property size:40-50SQM,	Room amount, Location, Near landmark, Facilities(security and parking lots) Quality, Security system, Parking lots	CBD, school areas, developers, room size, room amount, facilities, near landmark Old + new, Under constructed or full furniture		
Price		Listing price Transfer fees, Return rate	Price value, Return rate. location		
Promotion		Gifts , Discount, Giveaway premium, Luck door	Discount Gifts		
Place		internet(website, blog) Social media(we-chat, QQ)	developer, Realtors,		

Table 6B The main factors that influence the selected sample A5 (cont.)

	Need recognition	Information search	Alternative choice	Purchase decision	Post purchase evaluation
Other factors	<ul style="list-style-type: none"> • motivation <ul style="list-style-type: none"> ○ utilization (holiday) ○ Invest (mainly for short rent) • Risks[Political stability; Legal frame work;] • Personal habits & lifestyle • Currency exchange rate • Family reference 	Government real estate investment policy, Property regulations. Ownership. Mortgage policy	Legal framework, Currency rate, Payment procedures, Sellers' behavior, Reference group		

Table 7B The main factors that influence the selected sample A6

	Need recognition	Information search	Alternative choice	Purchase decision	Post purchase evaluation
Product	Property type [House or condo not sure] New property	Room amount, Location, Near landmark, Facilities(security and parking lots)	Location, developers, room size, room amount, facilities, near landmarks		
Price	About 3 million Bath	Listing price location	Affordable price, Price value(location, near landmark),		
Promotion		Gifts , Discount, Giveaway premium, Luck door	Discount Gifts Lucky door		
Place		Social media(we-chat, QQ) Internet website Lawyer	developer, Realtors,		

Table 7B The main factors that influence the selected sample A6 (cont.)

	Need recognition	Information search	Alternative choice	Purchase decision	Post purchase evaluation
Other factors	<ul style="list-style-type: none"> • motivation <ul style="list-style-type: none"> ○ utilization (holiday) ○ Invest (mainly, short rent) • Risks[Political stability; Legal frame work; Currency rate; Real estate market compare between China and Thai: Market stability;bubble ;Ownership] • Self-experience 	Government real estate investment policy, Thai Condominium act. Political stability	Seller promotion, Reference group, Lawyer.		

Table 8B The most important (as least 2 sample mentioned it) affecting factors on already owners' condo purchase decision making process.

	Marketing mix	Culture factors	risks	motivations
1. Need recognition	Property type[3]		Ownership[3] Real estate market compare[2]	Motivation[3]
2. Information search	Developers[3] House type [3]		Legal framework[2] Internal political stability[2]	
3. Alternative choice	Location [3] Price value[2]	Personal habits[2]		
4. Purchase decision	Location[3] price[3]	Reference group[2] Personal habits/lifestyle[3]		
5. Post purchase decision making	kitchen design not satisfied[1] balcony no water system,	Culture difference[2]		

Note: [*] means has “* “person mention it; 1. property type [house/condo]; 2. Motivation mainly include investment and utilization for holiday, education, retirement; 3. legal framework include policies, regulations, internal political stability; 4. developers main focus on reputation and quality; 5.price value include return rate, location (near landmarks), quality, environment; 5. Location means natural location, economical location, near landmarks]; 6. Personal habits and life style means the personal life way and personal preference.

Table 9B The most important (as least 2 sample mentioned it) affecting factors on already owners' condo purchase decision making process.

	Marketing mix	Culture factors	risks	motivations
1. Need recognition	Property type[3]		Ownership[3] Real estate market compare[2]	Motivation[3]
2. Information search	Developers[3] House type [3] Price[2]		Legal framework[2] Internal political stability[2]	
3. Alternative choice	Location [3] Price value[3]	Personal habits[2]		
4. Purchase decision				
5. Post purchase decision making				

After refine with the already owners and potential owners, the main factors which affecting on their purchase decision making as follows:

Table 10B There fine results affecting factors knowledge refine (most three important factors on each decision making process) from 2 potential owners and 3already owners

Purchase decision making process	Affecting factors of Previous owners + potential owners
Need recognition	Motivation, (80%)Risks, (60%) Geographical relationship,[60%] Real estate marketing compare between China and Thai,[60%]
Information search	Developer ,[60%] House type,[80%] Price,[40%]Risk,[80%]
Alternative choice	Location,[80%] Price value ,[70%] Developer[40%]
Purchase decision making	Location,[50%] Developer,[40%] Price ,[80%] Culture factors (Reference group), [60%]
Post purchase	Location,[60%] design, [80%] Price value,[60%] Culture difference, [40%]



Appendix C

The second semi-structured in-depth interview contents tables

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Table 1C The second semi-structured in-depth interview contents of sample A1

Purchase decision making process	“what” they are prefer (norms)	“How “:how the buyer assessment the affecting factors(norm values)	Why assessment like this
Need recognition	Recognizing motivation, Compare purchase risks (China Vs Chiang Mai) Consider geographical relationship	Education: assess apartment /condo rental price, assess condo purchase cost and resale return rate.	If just rent the apartment or condo will cost a lot of money for rent , but if purchase a condo , can saving the rental cost and when graduate can rent it out and sale out get the benefit together. Also can keep the condo as the holiday and retirement home for parents.
Information search	Search regulations, law, some information of Thai internal political stability , developer information, house type information	Search from friends, lawyer and local developer. House type: modern style, full furniture, property size, facilities	For make a right purchase assessment, prefer Thai nationality developers cause buyer belief Thai developer will ensure the good house quality and ownership safety than Chinese developer. House type: small size according the number of people and time staying

Table 1C the second semi-structured in-depth interview contents of sample A1 (cont.)

Purchase decision making process	“what” they are prefer (norms)	“How “:how the buyer assessment the affecting factors(norm values)	Why assessment like this
Alternative choice	Location: near landmarks, located area; Price value: facilities, environment, location, green cover area. Developers’ nationality.	Prefer near CMU, prefer the condo program where located in geographical center of CM. prefer completely facilities, especially the safety system. Prefer Thai developer	Location need match the purchase motivation. Choose the condo unit which has higher price value on location and condo environment. Generally, Thai developer means the condo unit property quality is no problem.
Purchase decision	Price Developer Culture factors:	Match Affordable price; Developer need be Thai nationality; Need parents and friends reference	Parents and friends have experience of property purchase experience. Thai developer with better reputation on condo quality; Price must within the cost account
Post purchase decision making evaluation	Design; Price value; House quality; Location;	Kitchen design not suitable. Voice insulation device is terrible; The location has rush hour, Showing Good price value	The kitchen is not separate with living room, once cook, the cook oil and Fumes make the air in living room is terrible. Voice insolation device: Neighbors daily conversation and worry about personal private talk listened by neighbors. Location: near school and geographical center, facing with has rush hour, but good location for study and living. Good price value: the international school will be built.

Table 2C The second semi-structured in-depth interview contents of sample A2

Purchase decision making process	“what” they are prefer (norms)	“How”: how the buyer assessment the affecting factors(norm values)	Why assessment like this
Need recognition	recognizing motivation for investment ; risks assessment by compare China and CM, geographical relationship;	Compare frequency of real estate bubble ; Compare condo property investment return rate. Finding a near country to invest.	Chinese real estate bubble frequent, want to invest overseas property to keep money value. CM is near China, and condo price is lower in China.
Information search	House type; risks, developer,	House /condo, small size. Legal framework for foreign ownership, Developer nationality,	Only condo can be bought with passport. Focus on the ownership and property safety, Consider Thai developer is more believable. Small size are popular for rent customer (student and tourists)

Table 2C The second semi-structured in-depth interview contents of sample A2 (cont.)

Purchase decision making process	“what” they are prefer (norms)	“How”: how the buyer assessment the affecting factors(norm values)	Why assessment like this
Alternative choice	Location Price value developer	Near the main road(superhighway or country road)near university, Price value: near landmarks such as health care center, university, tourist destinations, main road; Facilities: sport club , parking lots, meeting room; Consider Thai developer is better;	Living convenient; Has attraction for students and tourists rent customer.
Purchase decision	Consults with parents; Match affordable price Match return rate ,	Care about family felling ; Price should in affordable price , cause no mortgage policy;	Need family support; Need pay in one time, so need match the bank saving and invest cost.
Post purchase decision making evaluation	Design Voice insulation device	Kitchen design, Living room design Balcony water system	Prefer separated kitchen; Living room need bigger than bedroom, Balcony need has water system for daily cleaning. Affected by personal habits and style

Table 3C the second semi-structured in-depth interview contents of sample A3

Purchase decision making process	“what” they are prefer (norms)	“How “:how the buyer assessment the affecting factors(norm values)	Why assessment like this
Need recognition	Utilization for retirement and also with investment motivation	Compare whether, Assess Geographical relationship; Assess frequency of real estate bubble by compare with home town;	CM near China, transportation is convenient, CM wither is comfortable. CM condo industry develop keep stable with economic level, low frequency of real estate bubble.
Information search	Ownership Legal framework, Visa of retirement, House type, Internal political ability	Ensure condo property safety, Ensure they can stay in CM for a long time.	Some negative information from foreign media and TV, Thai visa policy change frequently, worry they cannot get the visa for stay for a long time.
Alternative choice	Location :near landmarks, Price value: environment, safety system	Near healthcare center, local market ; Has peaceful environment and high green area cover, CCTV, guard. Sport club.	Convenient for retired life. Old people facing with health problems need near the heal care center.

Table 3C The second semi-structured in-depth interview contents of sample A3 (cont.)

Purchase decision making process	“what” they are prefer (norms)	“How “:how the buyer assessment the affecting factors(norm values)	Why assessment like this
Purchase decision	Consults friends; Match their affordable price.	Friends who have bought the condo in CM, Consider to their retired income, consider their living cost.	Ensure it’s suitable for retired life. Ensure whether the condo price is affordable for them.
Post purchase decision making evaluation	Design	Design : kitchen not suitable for Chinese food cook; Living room too small not comfortable for visitors. Balcony no watering system;	Prefer Separated kitchen which with basically equipment for Chinese food cook; Cause personal habits, need bigger living room than the bedroom. Like keep flower, need flower watering system.

Table 4C The second semi-structured in-depth interview contents of sample A4

Purchase decision making process	“what” they are prefer (norms)	“How “:how the buyer assessment the affecting factors(norm values)	Why assessment like this
Need recognition	Education investment	Recognizing motivation, assess risks, Consider geographical relationship; Compare China and CM real estate market	High rental price, low condo sale price but high return rate of condo; low price value of rental apartment which with little furniture and facilities. CM condo industry development is more stable.
Information search	House type ; Facilities ;	One bed-room; One kitchen room, Sports club, 24 safety system, coffee club	On the one hand, Living by him, no need big size. On the other hand, CM is travel city, most of rent or purchase customer is aims for short time holiday or retirement, hence, and small size is popular for them.

Table 4C The second semi-structured in-depth interview contents of sample A4 (cont.)

Purchase decision making process	“what” they are prefer (norms)	“How “:how the buyer assessment the affecting factors(norm values)	Why assessment like this
Alternative choice	Location; Price value; developer	Location: prefer located in northwestern of old city; Price value: if located same location will compare facilities complete. Prefer Thai developer	Northwestern of old city near the old city, near international hospital, near CMU, near ninmanhaemin road.
Purchase decision			
Post purchase decision making evaluation			

Table 5C The second semi-structured in-depth interview contents of sample A5

Purchase decision making process	“what” they are prefer (norms)	“How “:how the buyer assessment the affecting factors(norm values)	Why assessment like this
Need recognition	For investment & work utilization; Compare risks: condo purchase CM Vs Chinese hometown;	Work in CM. need rent condo for a long time CM condo high rental price, low sale price. Has idea to invest condo in CM	Saving rental cost, get high invest return rate than in hometown.
Information search	Ownership, Legal framework, House type; Currency exchange rate;	Ensure the legal permanent ownership; choose the small size condo type. Calculate the purchase cost according exchange rate. For right risk assessment.	For making a right risks Assessment, assess the condo purchase cost.
Alternative choice	Location; Environment; Facilities;	Near landmarks: university (within 20minutes, market, economic center; health care (within 30minutes); Facilities according the market research: customer need.	The mainly motivation is for investment; hence need do a research about customer need, then evaluation alternative choice according the customer need.
Purchase decision			
post purchase evaluation			

Table 6C The second semi-structured in-depth interview contents of sample A6

Purchase decision making process	“what” they are prefer (norms)	“How “:how the buyer assessment the affecting factors(norm values)	Why assessment like this
Need recognition	Education and investment	High rental cost; Permanent ownership and good geographical relationship	Compare rent cost and purchase return rate, Compare CM and hometown condo real estate market; CM to hometown just needs 3hours.
Information search	House type ; Legal framework, Internal political stability, Average Price	Search from friends and developers Focus on the ownership and property safety, Need the average price to calculate the purchase cost.	Assess purchase cost, assess purchase risks, To know more information of CM local condo industry develop trend;
Alternative choice	Location: near landmarks, located areas; Price value: environment, facilities, design	Prefer located geographical center cause the limited area for building and big market need; prefer near the CMU ; Prefer near the shopping mall; Prefer peaceful environment and complete facilities..	Living convenient, One city one geographical center that means this area has a good location price value, near CMU , big students rent need , low living cost. Convenient transportation.
Purchase decision			
Post purchase decision making evaluation			

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