Factors Influencing Swedish Consumer Decisions to Buy Holiday Home in Thailand.

Group 2447

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ABSTRACT

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Title: Analysis of factors influencing Swedish consumer decisions to buy holiday home in Thailand.

Strategic Question: How do factors such as price, risks and cultural factors influence the Swedish consumer decision to buy holiday home?

Research Questions: This study aims at finding answers to the following questions:

- What is the impact of different factors such as risks, price of real estate houses, and cultural factors on holiday home investment decisions of Swedish consumers?
- Do these factors facilitate or impede buying decision of Swedish consumers?

Methodology: The data sources used in this research are both primary and secondary data. The primary data was collected through quantitative survey from 112 respondents about the Swedish’s behavior on buying holiday home. Closed-end questions were used to limit the choices of answers; however, an open-ended question was used in the last question to allow the respondents to share ideas or comments. The respondents were divided into two groups: Swedish consumers who have already had a holiday home, and Swedish consumers who are interested to have a holiday home. The secondary data used in this research are obtained from online journals and textbooks.
Conclusions: The result of this survey reveals that there are 4 factors that influence Swedish consumers, both those who have already had a holiday in Thailand and those who are interested to have a holiday home in Thailand. These factors are internal political stability, levels of corruption, price of real estate houses and cultural differences.

Keywords: Real Estate investment, Holiday Home in Thailand, Swedish Consumers.
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Chapter 1: GENERALITIES OF THE STUDY

In this section, basic information about research introduction, strategic question, research questions, and target audiences are provided.

1.1 Introduction

Marketing is a social process by which individuals and groups achieve what they need and want through creating exchanging goods and values (Kotler & Armstrong, 2005, p.6). Real estate investment is becoming increasingly international. Markets around the world, especially those for holiday home, become international. Holiday home is a place away from home that use for relaxes or vacation. Holiday home has been instigating major interests among tourists and migrants over the three decades (Hoogendoorn & Visser, 2004).

Lim et al. (2002) mention that the real estate investment in Asia perceived potentiality levels from foreign customers and Asian real estate markets, especially those in Thailand and Hong Kong are given high return. Lim et al. (2002) study the perception of real estate investment opportunities in Southeast Asia by focusing on the factors influencing UK and Singaporean investors during the year 2002. The characteristics of UK and Singaporean investors are similar in that they are concerned with real estate risks and cultured factors during their decision-making process. Thus, in this research the researchers aim at investigating the factors, mentioned by Lim et al. (2002), influencing Swedish consumer’s decision on holiday home in Thailand.

In the recent years, the demand amongst overseas investors for holiday home in local property market in Thailand continues to increase and it is currently driving Thailand real estate markets to boom. Swedish people are the top five of foreigners who search for holiday homes when they visit Thailand. Holiday home tourism around the world has become a substantial form of tourism (Hall & Muller, 2004).

According to Pornchokchai (2009), 25% of Swedish’s investors are interested in buying their second home in Spain, followed by 20% in Thailand, 16% in Italy and 14% in France.
“The real consideration is between buying a home or renting one and doing something else with the money left over” (Lim, 2005, p.186). Swedish people start monitoring market prices of real estate property and searching great opportunities for investment and retirement. They increasingly leave freezing winter for warm areas like Thailand. The factors influencing foreigner’s decision making for buying overseas property are prices of real estate houses, real estate risks and cultural factors (Lim et al., 2002).

1.2 Strategic Question

Nowadays, real estate investment in Thailand continues to attract foreign customers as higher return is perceived in real estate markets. Lim et al. (2002) study the perception of real estate investment opportunities in Southeast Asia by focusing on the factors influencing UK and Singaporean investors. This inspires the researchers to determine whether these factors can affect Swedish consumers’ interests in real estate market in Thailand nowadays.

The purpose of this study is to analyze the impact of price of real estate houses, risks, and cultural factors on the Swedish consumers’ decision to buy a holiday home in Thailand.

The strategic question is to investigate how do factors such as price, risks and cultural factors influence the Swedish consumers’ decision to buy holiday homes in Thailand. These issues are of importance to consumers, real estate developers and other agencies.

1.3 Research Questions

The objectives of this research are stated as follows:

- What is the impact of different factors such as risks, price of real estate houses, and cultural factors on holiday home investment decisions of Swedish consumers?
- Do these factors facilitate or impede buying decision of Swedish consumers?
1.4 Target Audience

This research is directly related to people who are responsible for the management and sales and marketing of real estate industry in Thailand in terms of considering the marketing strategy for real estate business through the analysis of the factors that influence Swedish purchasing behavior and decisions to buy a holiday home. The outcome of this study can be beneficial to the marketers who are in real estate industry in order to develop a better viewpoint on the market. It will provide them more accurate understanding and subsequently help in satisfying customers’ needs effectively. This research will also be beneficial to students who are interested in real estate marketing. Moreover, developers and real estate agencies can create or adapt new marketing strategies to improve their property and to reach consumers successfully, based on the findings and recommendations of this research.
Chapter 2: Theoretical Framework

In this section, the researcher introduces the theories that are relevant to the purpose of this thesis. The literature frameworks that are presented below are: real estate risks, price of real estate houses and cultural factors. Finally, the chapters end with the researchers’ analytical conceptual model combining the theories.

2.1 Analytical Model

Seeing as the overall purpose of this thesis is to understand what factors that influence the Swedish purchasing behavior and decisions to buy holiday home as can be seen in the model below.

![Conceptual Framework Model](image)

**Figure 1: Conceptual Framework Model**  
(Source: The authors’ model base on Lim et al., 2002)

The study of Lim et al. (2002) found that the factors in the Conceptual Framework Model (in figure 2.1 above) had effected decision making of European investors on real estate investment opportunities.
Therefore, the researchers would like to propose to use the Conceptual Framework Model presented in the article, “The Perception of Real Estate Investment Opportunities in Southeast Asia” by Lim et al. (2002) to examine whether and how the Swedish consumers’ decision in real estate investment in Thailand is affected by three critical factors in the model which are: real estate risks, price of real estate houses, and cultural factors.

In the real estate risks factors consists of three variables. The first variable is legal framework. In Thailand legal framework, in general, prohibits non-Thai citizens to buying land or purchasing property in Thailand. However, there are various exceptions to the law, as well as methods for foreigners who want to acquire land or purchase a house or condominium unit in Thailand legal (Ratprasatporn & Thienpreecha, 2002). The second variable is internal political stability. The domestic political and government actions are the important things to attract the foreign investors. The high political stability can invite the high number of foreign investors (Bank of Thailand, 2009). The last variable of real estate risks is perceived corruption levels. The level of corruption has direct effect on foreign investments, high level of corruption is highly effect number of investment (Wei, 1997). This topic is a serious problem in Thailand today.

A price of real estate houses is also one important factor to motivate the foreign demand investors to invest in the real estate house. The lower the price of housing is the higher the demand of investment will be (Lim et al., 2005).

The cultural factor is the importance dynamic to success in international markets. In order to success in this area the businessman should understand the basic culture of their customers (Barratt, 1995). The major variables used to study in cultural factors are personal contact, language barriers, cultural differences, and customer habits. Reference groups are the group of people who have a strong affect on decision making such as family members or friends. The second variable is language barriers. Nowadays, the English language is important in international and global business (Marschan et al., 1997). The Thai government, as well as the Ministry of Education, is working hard to promote the English language among Thai people, especially as a means of communication in business. Thai government and education officials have worked together to promote the English language proficiency of Thai people to be a top priority for business communication (Thailand Board of investment, 2004). In terms
of cultural difference, the developers should understand the basic cultural differences between Thailand and Sweden in order to provide the right service and property. The last variable of culture is customer habits. In terms of lifestyle, the consumers will present the ways they live, what they wear, how they spend money and time on the product. The developers or real estate agencies have to identify the consumers’ lifestyles and find the right property that suits to their lifestyles (Barlow & Ozaki, 2000).

2.2 Real Estate Risks

Real estate market exists within a broad institutional context defined by the prevailing political, economic, social and legal system (D’ Arcy & Keogh, 1998). Real estate investment is becoming progressively more to international. “As markets around the world are more sophisticated, investors are looking to expand in worldwide” (Lizieri & Finlay, 1995; Newell & Worzala, 1995; McAllister, 1999).

Motivations for property investment vary according to the background of the investors concerned. The main argument to support international diversification is that foreign investments offer additional potential to reduce total risk of international investor. They appear to be certain country preferences between international security and the real estate investors depending on country of origin. It seems that the first preference of the real estate investor is internally within the country of origin (Hines, 1988).

2.2.1 Legal Framework

To allow for a property acquisition in Thailand, buyers have to be aware of their position in terms of ownership, legal requirements, tax and current physical management of the property (Ratprasatporn & Thienpreecha, 2002). The altitude of security in owning Thai real estate is relatively excessive by world standards. There are certain rights that are reserved only for Thai citizens, but this is not unusual as all countries have their own restrictions on the rights of foreigners. The rights of foreigners in Thailand are restricted to a certain extent by such statutes as the Nationality Act, Immigration Act, Foreign Business Act, Land Code, Alien Employment Act, etc. Foreigners in Thailand acquire their legal rights primarily from the domestic laws of Thailand. There are various exceptions to the law, as well as ways in which foreigners who want to purchase a property such as a house or a condominium unit in Thailand legally (Ratprasatporn & Thienpreecha, 2002). According to Condominium the Act
B.E. 2522 (1979), a foreigner is allowed to acquire a condominium with a freehold title in Thailand and 49% of the total area of all condominium units may be owned by the foreign nationals with a freehold foreigner quota. Thai laws do not allow foreigners to purchase freehold land under their names but foreigners can own land under a leasing option. According to the Land Code B.E. 2497 (1954), foreigners may register the ownership of 30 year leasing at the Land Department. A foreigner can also acquire land in Thailand by establishing a company to purchase freehold land. Thai Juristic Person states, “Limited companies with more than 49% of their capital are owned by aliens or more than half of whose shareholders are alien” (The section 97 of Land code, 1954).

2.2.2 Internal Political Stability

The stability in the domestic political and government actions are important contributions to attract the foreign investors to invest in the country. “Recognizing the contribution of foreign investment can make economic growth and developing host countries are increasingly a pragmatic approach to foreigner investment” (Lim & Fong, 1991).

Thai Government has focused on liberalization on trading, economic sustainable, Asia bonds and tourism promotion. Thailand is a founding member of General Agreement on Tariffs and Trade (GATT) negotiations, World Trade Organization (WTO) negotiations, and trade agreements such as Association of Southeast Asian Nations (ASEAN), ASEAN Free Trade Area (AFTA), Asia Pacific Economic Cooperation (APEC). In addition, the Thai government issues policies to support all the business growth. In 1997, Thailand faced the economic crisis and many entrepreneurs confronted bankruptcy. After the crisis, the Thai government issued the short term policy to encourage the new investment from both domestic and foreign investors by decreasing the loan interest rates, reducing the transfer fees, and increasing the housing credit loans extended by commercial banks (Bank of Thailand, 2009). The Ministry of Interior announced the real estate transfer fees of 0.01% instead of 1% in order to support the trading of real estate. This announcement has been valid from March 2009 (Sinthiraphatsak, 2009).
2.2.3 Perceived Corruption Levels

“Corruption in host country has a negative effect on inward foreign direct investment from all source countries” (Wei, 1997). Corruption has been involved in all part of economic and political sectors for ages. It is still a serious problem in Thailand today and it has deeply rooted in Thai government (Treerat, 2000).

Shleifer and Vishny (1993) define “corruption” as government officials abusing their authority to accept enticement from a private sector for personal benefits and many civil servants also illegally increase their recompense by providing services to interest groups that seek favors from the government. The problem is that if bureaucrats discover that they can receive more incomes from providing services to groups seeking state favors than from their regular jobs, they are likely to pay extra attention to the demands of such interest groups rather than to the proper enforcement of state laws and regulations, as well as the effective implementation of national development plans. When government officials abuse their governmental powers for illegitimate private gain then political corruption will occur. Vulnerable governments that do not control their agencies often experience high levels of corruption and the problem of corruption is its effects on economic growth. Quah (2003) found that the bureaucratic corruptions in Southeast Asia come from civil servants’ low salaries, ample opportunities for corruption, and low risks of detection and punishment. Smith (1969), as cited in Quah (2003), mentions that “there is not a single official who can live by his government income alone” as the “official income amounts to approximately half of (his) essential monthly needs”. In Thailand, low salaries of civil servants are an important cause of corruption. The standards for starting monthly salary of government officers are 6,000 Baht (US$182) which is not enough to live in large cities (Straits Times --Singapore, 2002 as cited in Quah, 2003).

Transparency International’s Corruption Perception Index (2003, as cited in Quah, 2003) surveyed that the CPI score of Thailand is 3.30 (CPI score range from 0 to 10, 0 is the most corruption) Thailand is in the 70th ranked of CPI among 133 countries survey. The Thai government has set up new independent institutions of state to checks the systems and use of power of the government’s officers in order to increase the confidence for the foreign investors to invest in Thailand (Treerat, 2000).
2.3 Price of Real Estate Houses

The housing price is one factor to drive the demand of foreign investment (Wong et al., 2003). “The lower prices of housing can attract more prospective buyers” (Pornchokchai, 2007). Thailand and Hong Kong are in the top range of most favored countries for new real estate among the European investors as they perceive real cost potential for investment (Lim et al., 2002).

According to Pornchokchai (2007), the property real estate in Thailand, the number of units developed remained more or less the same depend on demands of the market. It encourages the developers to decrease prices per unit to attract buyers on the way to a market. The housing investors tend to respond to decreasing real costs rather than increasing actual costs (Harris, 1989).

2.4 Cultural Factors

In this section, the researchers examine reference groups, language barriers, cultural differences, and customer habits mentioned in Lim et al. (2002). Culture is an important dynamic aspect to be taken into consideration by international business entities. To be successful in international business world, companies must understand the cultures of its customers because cultures provide an overview of the social framework, social rules and customer expectations (Barratt, 1989). Lim et al. (2002) mention that culture is an important factor for the real estate business as customers are from different countries and they have different perceptions then the investors or developers should consider the consequence of different cultural backgrounds as it can influence the investment decision making.

2.4.1 Reference Groups

“Reference groups influence the attitudes and norms of behavior acceptable to individuals, therefore, individuals often comply to group decisions and ideals in order to gain acceptance” (McNeil, 1969). Engel et al.(1995) mention that the reference groups are collections of other people who strong affect to customer in decision making while Bearden
and Etzel (1982) mention that a reference group as a group of persons that influence the individual behavior. Reference groups are conforming by the individual social network such as family members, friends, inspirational figures and colleagues (Bachmann et al., 1993). Moreover, reference groups influence varies across culture also have been identified as important determinants of public consumption (Chiders & Rao, 1992).

Kelly (1965) mention reference groups in two functions, that is, the normative function which implements standards to individual and the comparative function that provides a comparison point hitting which an individual evaluates him and others. Sahlberg (1996) says that in the real estate markets reference groups are important to influence customer decision to buy real estate to live in community residents and family plays an important role for purchasing behavior of his or her life decision making.

2.4.2 Language Barriers

Marschan et al. (1997) said that English language is become worldwide in the international and global business. In case of Thailand, Thailand is similar with Japan as people speak Thai as home language. Japanese is able to read and write English is eminent. But most are not confident to speak English. They speak only Japanese that is to be disadvantage for international communication to other countries (Kwan, 2003). Thai government and education officials have revamped making English language to be a top priority in term of communications in business. Thailand, their growth support and persuaded by the general population’s drive to develop their English language capacity. Many international corporations organization which was establishing operations in Thailand was merely a beneficial skill to become a condition to hire employee in many positions throughout the country. The strong progress in English language abilities generally is creating a better-rounded and internationalized base that will make sure that Thailand is fully-prepared to provide accommodate for all international foreign business in the future (Thailand Board of investment, 2004).
2.4.3 Cultural Differences

According to Johnson (1962), culture comprises of cognitive elements, beliefs, values, norms and sign, signals and symbols. Culture could be defined in several ways but it can refer to what a society knows about its physical and social world including its religious beliefs, what it considers to be appropriate forms of conduct, the language and other forms of conveying meanings that it uses for communication (Evans, 2006, p. 220). All societies have a different culture, where people share a specific language, traditions, perceptions, beliefs and attitudes. The cultural aspects create them an identity which is unique and different from the people of other cultures (Schneider & Barsoux, 1997). Worzala and Newell (2007) agree that the different culture background can influence decision making. Different cultures have different values such as Western cultures often emphasizing individualism which focus on the individual while Eastern cultures emphasizing collectivism which focus on conformity to the group (Evans, 2006, p.221). Individualism versus collectivism is the degree to how interpersonal relationships are supported by the society. Individualist side, the individualist societies are expected to look after themselves whiles collectivist side, societies close relationships and interrelated in-groups (Hofstede, 1991).

Barratt (1995) finds that the investors have to understand the basic cultural differences background between Asian and European in order to provide the right products and services to the consumers or predict their behaviors before do business. Persson (2006) mentions that the Swedish start searching new markets in Asia and coastal destinations are good locations for retirement after the prices of holiday homes in Spain are rising. Thailand becomes a well-known destination for sun, sand, and sea for Swedish as Thailand has beautiful beaches, low living cost and warm weather through the whole year.

2.4.4 Customer Habits

Gibler and Nelson (2003) maintain that individual habits are more likely to use their own knowledge, experience and behavior to making a decision. “In terms of lifestyle, the consumers will show the ways consumer live, what they wear, how they spend money and time on the product”. The builder will design property according to the customer’s lifestyle trends. Real estate sale agents have to identify the buyer’s lifestyle and find the house that suits him. There are several different definitions and theoretical models of customer satisfaction (Evrard, 1993). However, most authors agree that satisfaction is the outcome of
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an evaluation process in which the customers evaluate the performance of a product or service with their expectations (Kotler & Armstrong, 1999). Once the customers are known, it is compulsory to identify their expectations. This is not an easy process since buyers are moved by a complex set of deep and subtle emotions (Evrard, 1993). Their behavior depends on deeply held values and attitudes, concerned with their view of the world (Kotler & Armstrong, 1999). Geographical immobility is another dimension of the home and real estate markets. The home becomes the strategic point for all activities of the family members. Customer satisfaction levels are determined not only by the quality and price of the product, but also by the quality of customer service. In the house-building sector, customer satisfaction depends on the facilities that are provided, considering the complex relationship between the users and their immediate environment, as well as on the services that are provided to customers before and after the transaction (Barlow & Ozaki, 2000).

Erasmus et al. (2001) posit that exploratory approach with the intention of customer may provide the benefits to understanding the specific decision making. In most cases, consumers will consider several options before making a decision (Bayus & Carlstrom, 1990). The house is the most important durable goods (Hempel & Punj, 1999). There are similarities among the buying process related to customer decision making in different durable goods (Punj, 1987). As the car is the second most important durable in the household. Both products are highly involved to the customer and product categories offer a rich variety of prices which related to quality (Brucks, Zeithaml, and Naylor, 2000; Bayus and Carlstrom, 1990). Similarly, the decision to buy property or real estate is also composite and demands high involvement (Gibler & Nelson, 2003). The objective physical properties of the product and the service offered by the producer or the company that adapts the basic design to offer customers may be available alternatives in the real estate markets and customer decision making (Hawkins et al., 2003). Gronhaug et al. (1987) say that households may have serious problems in making wise strategic purchase decisions to real estate. Customers’ attitudes to buy a house based on direct experience with the product are much firmer than those based on circuitous experience (Berger, 1992). Gibler and Nelson (2003) affirm that the individual decision making can be a factor to improved prediction and explanations in the real estate context that can make the companies to be able to match with the customers’ habit and their need to be satisfied in term of pre purchase method. Real estate should also focus on building confidence; house desired which one of the antecedents of is perceived risk can be diminished (Laroche et al., 2003).
3. RESEARCH METHODOLOGY

There are many kinds of research methods to collect data such as interviews, questionnaire, panels, observation, documents and databases (Fisher2007 p.62, 158). In this study, the researchers used a questionnaire survey to collect the primary data and using this data to draw the conclusions. Jankowicz (1991) mentions that the most appropriate method and techniques for research depend on the research questions and its purposes. This chapter provides an overview of research methodology with explanation of the chosen method for the research that consists of data collection, primary data and secondary data, target populations, sampling method, questionnaire design, formulation of questionnaires, and limitation of research

3.1 Data Collection

This research, the researchers used Quantitative method to collect data of Swedish’s behavior on buying holiday home by used closed-end questions and limited choices of answer. Quantitative are talking about statistical analyzed and are expressed, presented or measured in number. Quantitative research is requiring collect numerical data of questionnaire surveys and it not complicated way to solve the problem (Bryman & Bell, 2007).

3.2 Primary data and Secondary data

The data sources used in this research are both primary and secondary data in order to answer the research questions.

The primary data in this research was gathered through the questionnaires and interviews. This research has found the limit of interviews, as the researchers had sent e-mails to inform real estate brokers for 30 companies in Sweden for interview but none of them responded. Therefore, the questionnaires were designed to replace the interviews. Questionnaire surveys are the most popular data collection method in the business studies (Ghauri et al., 1995). The researchers have focused more on a representative’s sample of relevant population who would provide responses which help us to answer our research questions. The researcher has sent questionnaires by e-mail to the respondents who have already had a holiday home in Thailand. The name list of those who have already had a holiday home had been provided from Engel Voelkers Real Estate agency in Hua Hin, Thailand.
The researchers also distributed the questionnaires through a link in Hemnet’s fanclub\(^1\), Bovision’s fanclub\(^2\) and Maipenrai’s fanclub\(^3\) via Facebook. These three fanclubs are property real estate fanclubs in Sweden. The responses to the questionnaires were also collected from Arlanda Airport in Sweden and Suvarnabhumi Airport in Thailand during May 5-6, 2010.

The secondary data were collected from different sources to support our research topic. The secondary data used in this research was also obtained from online journals and textbooks that are available at Malardalen University database and Vasteras Library database, newspapers, and Internet sources.

The online journals was collected from Emerald, Google Scholar and DiVA that available at Malardalen University database and Vasteras Library database like Journal of Consumer Research, Journal of Consumer Behaviors, Journal of Real Estate, Journal of Property Management, and Journal of Finance and Economics. The secondary data also collected from textbooks that available in the library and related to research area such as Research Methods in Business Studies from Ghauri et al (1995). Moreover, the researchers were updated information and situation of real estate, political, legal and relevant topic information to our topic from reliable website and newspaper like Bank of Thailand\(^4\).

### 3.3 Target populations

The target populations of this research were Swedish consumers who have already had a holiday home in Thailand and who are interested to have a holiday home in Thailand. The researchers want to know that the factors influence them to buy holiday home in Thailand are same or not and how this factors affect their decision making then the researchers investigate on these two groups. Ghauri et al. (1995) mention that “the main aim of sampling is to construct a subset of population, which is fully representative in the main area of interest”. The researchers had choose convenience sample to examine in study that are Hemnet’s fanclub, Bovision’s fanclub and Maipenrai’s fanclub in Facebook which are property real estate’s fan club in Sweden.

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\(^1\)http://www.facebook.com/#!/hemnet.se?ref=ts
\(^2\)http://www.facebook.com/#!/bovision?ref=ts
\(^3\)http://www.facebook.com/#!/group.php?gid=156978447841&ref=ts
\(^4\)http://www.bot.or.th/Thai/EconomicConditions/Publication/Documents/dp042009_thai.pdf
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Hemnet has 877 people in their link, Bovision has 365 people and Maipenrai has 324 people in their link. This convenience sample are the group of potential buyers who interesting to buy house. The researcher were distributed 20 sets of questionnaire to Swedish consumers who have already had holiday home in Thailand .The researchers also collected data from Swedish respondents at Arlanda Airport in Sweden and Suvarnabhumi Airport in Thailand during May 5-6\textsuperscript{th}, 2010.

3.4 Sampling Method

In this research non-probability sampling method was applied in this research. Ghauri et al. (1995) mention that “non-probability sampling is the convenience sample that reliable on personal judgment”. The researchers used convenience sampling to collect information from Swedish passengers in Arlanda Airport, Suvarnabhumi Airport, Hemnet’s fanclub, Bovision’s fanclub and Maipenrai’s fanclub in the facebook. Currently, the member Hemnet’s fanclub, Bovision’s fanclub and Maipenrai’s fanclub in Sweden are 1,566. This was compared against the table of Fisher (2007) based on the expected rate of 95 percent confidence level and 5 percent sampling error. Using the table of Fisher (2007, p.190), the sampling size based on a population of 1,566 is 278 (see Appendix C, table 14). As the limitation in terms of period of time to collect the data and the sample size is very specific. Thus, the researcher could collect 112 sets of the questionnaire.

3.5 Questionnaire Design

The questions were sequenced logically in the questionnaire according to the relevance and order among questions. According to Ghauri et al. (1995, p.62) mention that the question must be ask very simple with clear and unambiguous language word order to avoid misunderstanding of respondents. The researchers designed the questionnaire according to Fisher (2007). Fisher (2007, p.192) mention that the questionnaire should design as short as possible in order to look attractive.

The questions in this research are close-ended to keep the answers focused and clear. The answers are in the form of rating scale question on the degree of satisfaction from “strongly
disagree” to “strongly agree.” At the end of the questionnaire an open-ended question asking for suggestions is provided.

3.6 Formulation of Questionnaires

The questions in this questionnaire are close – ended questions and open-ended question. Close ended questions with limited choice of answer that make it easy for the respondents to answer and for the researchers to analyze. In the last question, the researchers decided to use an open-ended question with the purpose to allow the respondents to share their own opinions (Fisher, 2007). In this research there are two sets of questionnaire. Set 1 is for those who have already had a holiday home. Set 2 is for those who are interested to have a holiday home. Both sets are composed of two parts as follows:

![Figure 2: Component of Questionnaire](Source: Authors’ Model)

**Part 1: General Information**

In the first part, the researchers use the checklist and open-end questions. For the open-ended questions, the respondent has to fill the year that they have bought their holiday home. The aim of this part is to screen the respondents who have already had holiday home in Thailand and those who are interested to have holiday home in Thailand before moving on to answer the questions in Part Two. This will help the researchers to scope the target group to narrow down (see appendix A and B part1, question no.1-2).

**Part 2: Factors influencing decision – making to buy a holiday home in Thailand.**

This part asks the respondents to state the factors influencing their decision- making on holiday home. The respondents were asked to choose among the given choices of rating scales that could represent their satisfaction from “strongly disagree” to “strongly agree”. The questions in this part focus on three main topics: real estate risks, price of real estate
houses, and cultural factors. The first part is about real estate risks (see appendix A and B part 2, question no.1-6). The researchers want to know what the most important factors of real estate risks that affect the decision on buying holiday home are. “Rating scale is asking the respondents indicate the nature of their opinion by making the appropriate place on the scale” (Fisher, 2007, p.194). The researchers have developed the questions based on the conceptual framework in part of legal, internal political stability and perceived corruption level that mention in real estate risks. The second part asks about prices of real estate houses (see appendix A and B part2, question no.7-9). This part the researchers also ask the respondents to rate the scale of satisfaction. The researchers want to know whether the price is the most important factor to buy holiday home or not. The last part is cultural factors (see appendix A and B part2, question no.9-20). In this part the questions are based on culture factors which are reference group, language barriers, culture differences and customer habits. The researchers want to know whether culture is one of the factors that affect respondents when buying holiday home and which elements of the culture that have the impact.

Moreover, the researchers have provided an open-ended question as the last question (see appendix 1 and 2 part 2, question no.21). The respondents can write down comments and suggestions in order to share their opinions.

3.7 Limitation of Research Methodology

The limitation of this study is that it includes only Swedish consumers who have already had holiday home in Thailand and those who are interested to have a holiday home in Thailand. Moreover, the restricted time to collect the data is also another limitation. Therefore, the findings cannot be generalized to other groups of respondents.

This study is also limited in terms of data sources as some secondary sources are unavailable in the original source. Most of secondary data was cited in the original source and it is difficult to find the secondary sources that are related to this study.

In this study the researchers use convenient sampling for their survey by posting the questionnaire links in the real estate website, real estate Facebook fanclubs. The researchers cannot predict the number of respondents who will answer the questionnaire.
4. PRESENTATION AND ANALYSIS OF FINDING

In this chapter the researchers will interpret and analysis primary and secondary data after collected data from target respondents, obtained 112 samples which consists of 29 Swedish consumers who have already had holiday home in Thailand and 83 Swedish consumers who interested to have a holiday home in Thailand, calculated as 32% and 68% (Figure 4). The researchers has using appropriate software, which is Microsoft Excel as they are best fit for this research and it providing optimal results that can meet the research questions and draw the conclusion.

The researchers aim to analysis the factors influencing Swedish Consumer in Real Estate investment decision in Thailand holiday home and do these factors facilitate or impede buyer decision.

![Number of Respondents](image)

Figure 3: Number of Respondents
4.1 Real Estate Risks

In this part, findings and analysis of descriptive three factors of Real Estate Risks that are Legal Framework, Internal Political Stability and Perceived Corruption Levels.

4.1.1 Legal Framework

According to the result from questionnaires shows that the majority both Swedish consumers who have already had a holiday home and who interested to have a holiday home in Thailand not taking sides with Thai legal framework in order to making their decision to buy holiday home in Thailand.

In term of legal framework, Swedish consumers who have already had holiday home in Thailand feel strongly agree with this topic, calculated 24.14% .41.38% of who have already had holiday home feel neutral and 31.33% of Swedish consumers who interested to have a holiday home in Thailand not respectively in legal framework on their decision. Lim et al. (2002) indicate that legal framework is the one important factors influencing decision making behavior of both UK and Singaporean investors when they want to investment in Asia. It is
consistent with this research result, both Swedish consumers not take important with Thai legal when they buy holiday home.

In term ownership, over 50% of both respondents who have already had holiday home and who are interested to have holiday home in Thailand prefer freehold ownership when they want to acquisition the property in Thailand (see Appendix C, table 1 Freehold Ownership).

Ratprasatporn and Theinpreecha (2002), and Condominium Act B.E. 2522(A.D.1979) mention that Thai Thailand legal allowing foreigners to acquire condominium with freehold title in Thailand by 49% of the total area of all condominium units may be owned by the foreign nationals with freehold foreigner quota. These influence foreigners to buy property in Thailand. This statement are impede with the result above, both respondents who have already had a holiday home and who interested to have a holiday home feel neutral with right ownership. It’s not the main factor to influences their and decision-making to buy a holiday home.

4.1.2 Internal Political Stability

![Internal Political Stability Table]

Figure 5: Internal Political Stability Dimension
From the figure above, the researchers found that the opinion of Swedish consumers are change as the consumers who have already had holiday home not took Thai political stability into consideration when they bought holiday home in Thailand while the consumers who interested to have a holiday home are consider internal political stability in their decision making to buy holiday home in Thailand.

Swedish consumers who interested to have a holiday home in Thailand agreed that internal political stability level affect their decision making by 72.29%, while 41.38 % of the Swedish consumers who have already had a holiday home are feel neutral. Not only the consumers who interested to have a holiday home are perceive that internal political stability affect to their decision making but 37.94% of consumers who have already had a holiday home are concern too.

In term of transfer fees, the opinions of both respondents are different. 48.28% of the respondents who have already had a holiday home in Thailand not consider the transfer fees rate when they bought their holiday home in Thailand while 30.12% of consumers who are interested to have a holiday in Thailand feel that when Thai government announce to decrease the transfer fees influence their decision making to buy holiday home in Thailand (see Appendix C, table 2 Transfer Fees).

The result of this study shows that Swedish consumers are more consider in Thai Political before buying holiday home in Thailand and they are facilitate with the policy to decrease transfer fees that mention in Lim and Fong (1991), Bank of Thailand (2009) and Sinthiraphatsak (2009). Moreover, Lim et al. (2002) indicated that internal political stability is the most significant factor for UK and Singaporean investors. From the result of this research, the researchers can conclude that internal political stability and government action are important significant factors that foreign investors to invest should take concern. During 1997, Thailand had faced the economic crisis, many entrepreneurs bankruptcy. After that crisis, Thai government issues the short term policy to encourage the new investment both domestic and foreign investors by decrease the loan interest rate, reduce the transfer fees of 0.01% over the remaining 1%. The result shows that after the government announces to reduce the transfer fees, it can influence Swedish consumers who interested to have a holiday home and new buyer to buy holiday home in Thailand.
4.1.3 Perceived Corruption Levels

According to the result from questionnaires, the researchers found that corruption is one factor that both Swedish consumers who have already had a holiday home and who interested to have a holiday home are perceived in their decision making to buy holiday home in Thailand.

From the figure 6, shows that the consumers who interested to have a holiday home in Thailand agreed that corruption level affect their decision making by 63.86% whiles 48.27% of the consumers who have already had a holiday home are agreed. This mean that not only the consumers who interested to have a holiday home are perceive that corruption levels affect to their decision making but also the consumers who have already had a holiday home. As far as UK investors take consider on corruption levels and it show that there is a lack of interest among Singaporean investors (Lim et al., 2002).
Correspondingly, the problem of corruption has been around for a long time in Thailand and its derivation are inherent in the culture. In term of Corruption in Thailand the result shows that both of respondents don’t think that Thailand has low levels of corruption and they also feel neutral with statement that they bought holiday home in Thailand because the country has a low level of Corruption, calculated 32.53% of Swedish consumers who interested to have a holiday home feel neutral and 37.93 % of Swedish consumers who have already had a holiday home feel neutral with that statement (see Appendix C, table 3: Corruption in Thailand). This correlated with Treerat (2000) mention that corruption has been involved in all part of economic and political since previous times as well as Wei (1997) said that corruption in host country has a negative effect on inward foreign direct investment. It can conclude that Swedish consumers think that the corruptions of Thailand are moderate. Nevertheless, it can effect to decision making but not too much.

4.2 Price of Real Estate Houses

![Price of Real Estate Houses Dimension](image)

From the result of figure 7, the researchers found that price is the important factors, it can motivate the demand of housing investment both who already bought and also who intend to buy in future. 83.13% of Swedish consumers who interested to have home in Thailand
strongly agree that the low price of housing attracts them while consumers who have already had a holiday home in future agree 82.76%.

58.62% of Swedish consumers who have already had a holiday home Strongly agreed that Thailand had low housing prices and this affect their decision making to buy holiday home in Thailand while 42.17% of who interested to have a holiday home also agree with this statement (See Appendix C table 5: Housing price in Thailand).

Both consumers who have already had a holiday home and who interested to have a holiday home are consider on the value of housing price. The good value of housing price can affect their decision making and influence them to buy which calculated as 65.52% of Swedish consumers who have already had a holiday home and 90.36% of who interested to have a holiday home are strongly agree with this statement (see Appendix C table 6: Good Value of Housing Price in Thailand).

The result for this study shows the similar with Pornchokchai (2007) mention that “The lower prices of housing can attracted more prospective buyers”. Both of respondents who have already had a holiday home and who interested to have a holiday home are agreed that price is important factor for them. During the year 1988 to 1997, the average land price of Thailand was increased by 18% from 1988 to 1992 and 40% from 1992 to 1997 (Han, 2008). The average housing price of beach area of Thailand are running around USD1,169 to USD4,000 per square meter (psm) while the house price in Bangkok, in year 2007 was USD2,425 psm which is one tenth of Hong Kong’s house price. Hong Kong house price is USD20,899 psm while Singapore USD 20,468 psm (Pornchokchai, 2007). Furthermore the majority of both respondents agreed that Thailand had low housing price. By the way, some of Swedish consumers feel that housing price in Thailand is not cheap as they expected. Thailand is in the top range of most favored countries for new real estate among European investors, in each year the number of investors has increasing that affect the living cost and land price in Thailand increasing. However, Swedish consumers feel that holiday home in Thailand has a good value of money for buying.
4.3 Cultural Factors

The survey of questionnaire and analysis in this part, the researchers summarized the each question with the words accompanied by figure and the table explanation (see in Appendix C). After calculated in frequency relative to each result derived from the questionnaire, the analysis based on the literature and theory followed after.

Figure 8: Beaches, Mountains, Lakes influence who have already had a holiday home in Thailand
Factors Influencing Swedish Consumer Decisions to Buy Holiday Home in Thailand

Figure 9: Beaches, Mountains, Lakes influence who interested to have a holiday home in Thailand

From the result of figure 4.3.1 and 4.3.2 shows the majority of Swedish consumers who have already had a holiday home feel that beautiful beaches in Thailand is the one factors that influence them to bought holiday home in and they feel neutral with the statement that mountain and lake influence them to buy holiday home in Thailand.

In contrast, the respondents who are interested to have a holiday in Thailand feel that beautiful mountains and beautiful lakes are strongly agree influence their decision making which calculated 37.35% and 39.76%. The result of this study shows that Swedish consumers are more consider in location before buying holiday home in Thailand that match with Persson (2006) said Swedish start watching new market which good location for investment and retirement. Thailand become the popular destination from Swedish as they have low living cost and has warm weather in the whole year. From the survey of Gallup Organization (2009) found that one-fourth of EU citizen’s wanted a beach holiday and beach is the main factor the influence them.

In term of Weather, the researchers found that the majority of the respondents both who have already had a holiday home and who are interested to have a holiday home are strongly agree that the pleasant weather in Thailand can influence to decision of investors to buy holiday
home in Thailand which calculated 48.28% and 49.40% (see Appendix C, table 6: The Weather influence respondents decision making)

Lim et al.(2002) indicated that reference groups is the one factors that both UK and Singaporean investors considered when they want to buy property in Asia. From the of this survey, the researchers found that 55.17% Swedish consumers who have already had a holiday home in Thailand strongly agree that their families are the person who influences them to bought holiday home in Thailand. Meanwhile, 26.51% of the respondents who interested to have holiday home in Thailand are agreed with this (see Appendix C, table7: Family influence consumer decision making). In part of friend influence to buy holiday home, both of respondents agreed that friend not affect in their decision making (see Appendix C table8: Friend influence). The result after survey is similar with the statement of Sahlberg (1996) mention that family plays an important role for destination choice decision. Moreover, the researchers found that 46.99% Swedish investors who interested to have a holiday home in Thailand and the investors who have already had a holiday home also feel neutral 31.03% to intend recommend their friends to buy a holiday home at the same place with them (see Appendix C, table9: Recommend friend to buy holiday home) this is fit with Western cultures often emphasizing individualism which focus on the individual (Evans, 2006) and the individualist societies are expected to look after themselves (Hofstede, 2001).

Nowadays, English become widespread in the international and global business and turn to be usual language of world business (Marschan et al., 1997). From the result of language barrier in Thailand (see Appendix C, table10) shows that both investors who interest to have holiday home in Thailand and investors who have already had a holiday home in Thailand feel neutral with this statement. Both respondents don’t have problem to communicate in English with Thai peoples and Thailand fully-prepared to provide accommodate for all international foreign business (Thailand Board of investment, 2004).

In term of customer habits on holiday home, both of respondents who have already have a holiday in Thailand and who are interested to have a holiday home in Thailand are strongly agree that they buying or bought a holiday according to their lifestyle (see Appendix C, table 11 :Lifestyle). The majority of Swedish respondents in both group agreed that the friendliness of Thai local people affect their decision making (see Appendix C, table12). Moreover, both respondents also agreed that Thai culture is the one factor to attract them to buying or bought holiday home in Thailand (see Appendix C, table 13: Culture attractions). These results
above shows that not only the quality or price of the product but also by the quality of customer service to attract the consumers to buy holiday home. This result are similar with statement of Barlow and Ozaki (2000) as they mention that customer satisfaction depends on the facilities that are provided, considering the complex relationship between the users and their immediate environment, as well as on the services that are provided to customers before and after the business deal.
5. CONCLUSION

In this research, the researchers aim at an investigating the impact of different factors such as risks, price of real estate houses, and cultural factors on holiday home investment decisions of Swedish consumers and discussed these factors are facilitate or impede buying decision of Swedish consumers that mentioned by Lim et al. (2002). This research will help Management and Sales and Marketing department of real estate industry in Thailand understanding market participants and subsequent research may adopt more approach to cover in other country in Scandinavian.

This study shows that there are some different between UK and Singaporean, and Swedish consumers behavior patterns regarding risk perception. The characteristic of UK and Singaporean investors are similar as they concerned real estate risks and cultural differences (Lim et al., 2002). Lim et al. (2002) also mention that internal political stability is the most important factors for UK and Singaporean investors. Meanwhile, Singaporean investors not took consider in perceived corruption level when they buy holiday in Asia as they have knowledge and familiarity in Asia market. In contrast, UK investors are perceived in this factor.

The result of this surveys the researchers can conclude that there are 4 main factors that influence Swedish consumers both who have already have a holiday in Thailand and who are interested to have a holiday home in Thailand. There are internal political stability, levels of corruption, price of real estate houses and cultural differences.

In term of internal political stability and corruption in Thailand, the result shows that the behavior of Swedish consumers are change as Swedish consumer who are interested to have a holiday home in Thailand are more consider in Thai Political before buy holiday in Thailand. The markets of holiday home in Thailand also perceived interest from Swedish although the political in Thailand is uncertainty. Likewise, both of respondents who are interested to have a holiday home in Thailand and who have already had holiday in Thailand are consider the levels of corruption in Thailand. Levels of corruption are direct effect the number of new investors to invest in Thailand. Swedish and UK consumers perceived corruption levels and this factor can influence them. This can conclude that Swedish and UK consumers are risk
averse. Moreover, both respondents are facilitating internal political stability and corruption levels and it influences respondents’ decision making to buy holiday in Thailand.

Price of Real Estate houses is important factor to influence foreign investors to invest in Thailand. “The lower prices of housing can attracted more prospective buyers” (Pornchokchai, 2007). Both Swedish consumers’ who are interested to have a holiday home in Thailand and who have already had holiday in Thailand agreed that Thailand have low housing. The housing market of Thailand are perceived interest for new real estate investment from UK and Swedish consumers as Thailand are mature market and have low housing price than neighbor countries in Asian like Hong Kong, Singapore and China. These influence them to buy holiday home in Thailand.

Not only factors above that can influence Swedish consumers’ decision making to buy holiday home in Thailand. The management and Sales and Marketing department of real estate industry in Thailand need to understand the Swedish consumer’ decision – making process and cultural different as the different country of market participant are different in culture background .This will help them to provide the right products and services to the consumers.

Finally, this thesis found the limit of finding sample and the equipment of study mainly in Sweden. The present study has to aware about this point. Subsequent study, using different samples within Scandinavian countries, will provide more closely into the strategies and opinion of investment opportunities in Thailand. In the resent years, the Scandinavian are the top five of foreigners who search for holiday homes when they visit Thailand which can generate future benefits to Thailand.
6. REFERENCES


Factors Influencing Swedish Consumer Decisions to Buy Holiday Home in Thailand


7. APPENDIX

Appendix A: Questionnaire for those who have already had a holiday home

This questionnaire is established to obtain information that will be used in an MS in International Marketing at Malardalen University. The questionnaire has been developed under the purpose of education only and the information will be treated with high confidentiality. Your responses would be more helpful in making the project to success.

Part 1: General Information

1. I bought my holiday home in the year__________ (eg. 2008)

Part 2: Factors influencing decision-making to buy a holiday home in Thailand.
Please indicate your level of agreement on these following statements. (Please check in the blank)

1. Thai legal framework had been clear for me and helped me to ease decision-making to buy my holiday home.
   
<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>strongly agree</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. When I bought holiday home, I prefer...........
   Answer on a 5-point scale, where “1” means “strongly disagree” and “5” means “strongly agree
   
<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freehold ownership</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leasehold ownership</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. When I bought my holiday home, I took political stability into consideration.
   
<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>strongly agree</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. Thai government decreased transfers fees and this influenced me to buy my Holiday home.
   
<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>strongly agree</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. Perceived corruption levels affected my decision making to buy my holiday
Factors Influencing Swedish Consumer Decisions to Buy Holiday Home in Thailand

6. I bought a holiday home in Thailand because the country has a low level of Corruption

Strongly disagree  ○ ○ ○ ○ ○ strongly agree

7. The low price of housing attracted me.

Strongly disagree  ○ ○ ○ ○ ○ strongly agree

8. Thailand had low housing prices.

Strongly disagree  ○ ○ ○ ○ ○ strongly agree

9. I bought a house in Thailand as good value for money.

Strongly disagree  ○ ○ ○ ○ ○ strongly agree

10. My family influenced me to buy my holiday home.

Strongly disagree  ○ ○ ○ ○ ○ strongly agree

11. My friends influenced me to buy my holiday home.

Strongly disagree  ○ ○ ○ ○ ○ strongly agree

12. I intend to recommend holiday in Thailand to my friends.

Strongly disagree  ○ ○ ○ ○ ○ strongly agree

13. There is ease of communication (i.e. low language barriers) in Thailand.

Strongly disagree  ○ ○ ○ ○ ○ strongly agree

14. Thailand has pleasant weather that influences me to buy.

Strongly disagree  ○ ○ ○ ○ ○ strongly agree
15. Beaches influence my decision making.
   Strongly disagree ☐ ☐ ☐ ☐ ☐ strongly agree

16. Beautiful mountains influence me.
   Strongly disagree ☐ ☐ ☐ ☐ ☐ strongly agree

17. Beautiful lakes influence me.
   Strongly disagree ☐ ☐ ☐ ☐ ☐ strongly agree

18. I bought a holiday home according to my lifestyle.
   Strongly disagree ☐ ☐ ☐ ☐ ☐ strongly agree

19. Thailand has interesting culture attractions.
   Strongly disagree ☐ ☐ ☐ ☐ ☐ strongly agree

20. Thai people’s friendliness influenced me bought my holiday home
   Strongly disagree ☐ ☐ ☐ ☐ ☐ strongly agree

21. Comments or suggestions:
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

“Thank you very much for your kind cooperation and assistance”
Appendix B: Questionnaire for those who are interested to have a holiday home

This questionnaire is established to obtain information that will be used in an MS in International Marketing at Malardalen University. The questionnaire has been developed under the purpose of education only and the information will be treated with high confidentiality. Your response would be more helpful in making the project to success.

Part 1: General Information

1. I’m interested to have holiday home in……
   - In Europe (Please specify country): __________
   - In Asia (Please specify country): __________
   - Other (Please Specify): __________

(Please go to part III)

Part 2: Factors influencing decision-making to buy a holiday home in Thailand.

Please indicate your level of agreement on these following statements. (Please check in the blank).

1. Legal framework influences me and helps me to ease decision-making to buy a holiday home.
   
<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>strongly agree</th>
</tr>
</thead>
</table>

2. When I planning to buy holiday home, I prefer……

Answer on a 5 point scale, where “1” means “strongly disagree” and “5” means “strongly agree”

<table>
<thead>
<tr>
<th>Freehold ownership</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leasehold ownership</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. I will take political stability into consideration.

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>strongly agree</th>
</tr>
</thead>
</table>
4. The decrease of transfer fees by the government influences my decision making.

   1 2 3 4 5
   Strongly disagree  strongly agree

5. Perceived corruption levels affect my decision making to buy my holiday home.

   1 2 3 4 5
   Strongly disagree  strongly agree

6. Thailand has a low level of corruption

   1 2 3 4 5
   Strongly disagree  strongly agree

7. The low price of housing attracts me

   1 2 3 4 5
   Strongly disagree  strongly agree

8. Thailand has a low housing price.

   1 2 3 4 5
   Strongly disagree  strongly agree

9. Good value for money influences my decision making.

   1 2 3 4 5
   Strongly disagree  strongly agree

10. My family influences me to buy.

    1 2 3 4 5
    Strongly disagree  strongly agree

11. My friends influence me to buy.

    1 2 3 4 5
    Strongly disagree  strongly agree

12. I intend to recommend my friends to buy a holiday home at the same place as me.

    1 2 3 4 5
    Strongly disagree  strongly agree

13. There is ease of communication (low language barriers) in Thailand.

    1 2 3 4 5
    Strongly disagree  strongly agree
14. Pleasant weather influences me to buy a holiday home in Thailand.

   | 1 | 2 | 3 | 4 | 5 |
---|---|---|---|---|---|---|
Strongly disagree | ☐ | ☐ | ☐ | ☐ | ☐ | strongly agree

15. Beaches influence my decision making

   | 1 | 2 | 3 | 4 | 5 |
---|---|---|---|---|---|---|
Strongly disagree | ☐ | ☐ | ☐ | ☐ | ☐ | strongly agree

16. Beautiful mountains influence me

   | 1 | 2 | 3 | 4 | 5 |
---|---|---|---|---|---|---|
Strongly disagree | ☐ | ☐ | ☐ | ☐ | ☐ | strongly agree

17. Beautiful lakes influence me

   | 1 | 2 | 3 | 4 | 5 |
---|---|---|---|---|---|---|
Strongly disagree | ☐ | ☐ | ☐ | ☐ | ☐ | strongly agree

18. I will buy a holiday home according to my lifestyle.

   | 1 | 2 | 3 | 4 | 5 |
---|---|---|---|---|---|---|
Strongly disagree | ☐ | ☐ | ☐ | ☐ | ☐ | strongly agree

19. Interesting culture attractions affect my decision making

   | 1 | 2 | 3 | 4 | 5 |
---|---|---|---|---|---|---|
Strongly disagree | ☐ | ☐ | ☐ | ☐ | ☐ | strongly agree

20. Friendliness of local people influences me to buy.

   | 1 | 2 | 3 | 4 | 5 |
---|---|---|---|---|---|---|
Strongly disagree | ☐ | ☐ | ☐ | ☐ | ☐ | strongly agree

21. If any suggestion, please mention

___________________________________________________________________________
___________________________________________________________________________

“Thank you very much for your kind cooperation and assistance”
Appendix C: Charts and Tables

Table 1: Freehold Ownership

<table>
<thead>
<tr>
<th>Freehold</th>
<th>Who have already had a holiday home</th>
<th>Who interested to have a holiday home</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Strongly</td>
<td>1</td>
<td>3.45</td>
</tr>
<tr>
<td>Disagree</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td>Neutral</td>
<td>4</td>
<td>13.79</td>
</tr>
<tr>
<td>Agree</td>
<td>2</td>
<td>6.90</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>22</td>
<td>75.86</td>
</tr>
<tr>
<td>Total</td>
<td>29</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Table 2: Transfer fees

<table>
<thead>
<tr>
<th>Transfer Fees</th>
<th>Who have already had a holiday home</th>
<th>Who interested to have a holiday home</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Strongly</td>
<td>2</td>
<td>6.90</td>
</tr>
<tr>
<td>Disagree</td>
<td>4</td>
<td>13.79</td>
</tr>
<tr>
<td>Neutral</td>
<td>14</td>
<td>48.28</td>
</tr>
<tr>
<td>Agree</td>
<td>6</td>
<td>20.69</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>3</td>
<td>10.34</td>
</tr>
<tr>
<td>Total</td>
<td>29</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Table 3: Corruption in Thailand

<table>
<thead>
<tr>
<th>Corruption in Thailand</th>
<th>Who have already had a holiday home</th>
<th>Who interested to have a holiday home</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Strongly</td>
<td>6</td>
<td>20.69</td>
</tr>
<tr>
<td>Disagree</td>
<td>7</td>
<td>24.14</td>
</tr>
<tr>
<td>Neutral</td>
<td>11</td>
<td>37.93</td>
</tr>
<tr>
<td>Agree</td>
<td>3</td>
<td>10.34</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>2</td>
<td>6.90</td>
</tr>
<tr>
<td>Total</td>
<td>29</td>
<td>100.00</td>
</tr>
</tbody>
</table>
Table 4: Housing price in Thailand

<table>
<thead>
<tr>
<th>Housing price in Thailand</th>
<th>Who have already had a holiday home</th>
<th>Who interested to have a holiday home</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td>Disagree</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td>Neutral</td>
<td>5</td>
<td>17.24</td>
</tr>
<tr>
<td>Agree</td>
<td>7</td>
<td>24.14</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>17</td>
<td>58.62</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>29</strong></td>
<td><strong>100.00</strong></td>
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</tbody>
</table>

Table 5: Good Value of Housing Price in Thailand

<table>
<thead>
<tr>
<th>Good Value of Housing</th>
<th>Who have already had a holiday home</th>
<th>Who interested to have a holiday home</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td>Disagree</td>
<td>2</td>
<td>6.90</td>
</tr>
<tr>
<td>Neutral</td>
<td>8</td>
<td>27.59</td>
</tr>
<tr>
<td>Agree</td>
<td>8</td>
<td>27.59</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>11</td>
<td>37.93</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>29</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

Table 6: The pleasant weather influence

<table>
<thead>
<tr>
<th>Weather influence</th>
<th>Who have already had a holiday home</th>
<th>Who interested to have a holiday home</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td>Disagree</td>
<td>2</td>
<td>6.90</td>
</tr>
<tr>
<td>Neutral</td>
<td>5</td>
<td>17.24</td>
</tr>
<tr>
<td>Agree</td>
<td>8</td>
<td>27.59</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>14</td>
<td>48.28</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>29</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>
Table 7: The family influence

<table>
<thead>
<tr>
<th>Family Influence</th>
<th>Frequency</th>
<th>%</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>2</td>
<td>6.90</td>
<td>21</td>
<td>25.30</td>
</tr>
<tr>
<td>Disagree</td>
<td>3</td>
<td>10.34</td>
<td>13</td>
<td>15.66</td>
</tr>
<tr>
<td>Neutral</td>
<td>5</td>
<td>17.24</td>
<td>16</td>
<td>19.28</td>
</tr>
<tr>
<td>Agree</td>
<td>3</td>
<td>10.34</td>
<td>22</td>
<td>26.51</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>16</td>
<td>55.17</td>
<td>11</td>
<td>13.25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>29</strong></td>
<td><strong>100.00</strong></td>
<td><strong>83</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

Table 8: The friend influence

<table>
<thead>
<tr>
<th>Friend Influence</th>
<th>Frequency</th>
<th>%</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>13</td>
<td>44.83</td>
<td>16</td>
<td>19.28</td>
</tr>
<tr>
<td>Disagree</td>
<td>3</td>
<td>10.34</td>
<td>19</td>
<td>22.89</td>
</tr>
<tr>
<td>Neutral</td>
<td>6</td>
<td>20.69</td>
<td>28</td>
<td>33.73</td>
</tr>
<tr>
<td>Agree</td>
<td>4</td>
<td>13.79</td>
<td>19</td>
<td>22.89</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>3</td>
<td>10.34</td>
<td>1</td>
<td>1.20</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>29</strong></td>
<td><strong>100.00</strong></td>
<td><strong>83</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

Table 9: Recommend friend to buy holiday home

<table>
<thead>
<tr>
<th>Recommend friend to buy holiday home</th>
<th>Frequency</th>
<th>%</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>6</td>
<td>20.69</td>
<td>2</td>
<td>2.41</td>
</tr>
<tr>
<td>Disagree</td>
<td>2</td>
<td>6.90</td>
<td>6</td>
<td>7.23</td>
</tr>
<tr>
<td>Neutral</td>
<td>9</td>
<td>31.03</td>
<td>39</td>
<td>46.99</td>
</tr>
<tr>
<td>Agree</td>
<td>7</td>
<td>24.14</td>
<td>20</td>
<td>24.10</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>5</td>
<td>17.24</td>
<td>16</td>
<td>19.28</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>29</strong></td>
<td><strong>100.00</strong></td>
<td><strong>83</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>
Table 10: Language barrier in Thailand

<table>
<thead>
<tr>
<th>Language barrier in Thailand</th>
<th>Who have already had a holiday home</th>
<th>Who interested to have a holiday home</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td>Disagree</td>
<td>4</td>
<td>13.79</td>
</tr>
<tr>
<td>Neutral</td>
<td>16</td>
<td>55.17</td>
</tr>
<tr>
<td>Agree</td>
<td>9</td>
<td>31.03</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>29</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

Table 11: Lifestyle

<table>
<thead>
<tr>
<th>Lifestyle</th>
<th>Who have already had a holiday home</th>
<th>Who interested to have a holiday home</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td>Disagree</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td>Neutral</td>
<td>6</td>
<td>20.69</td>
</tr>
<tr>
<td>Agree</td>
<td>8</td>
<td>27.59</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>15</td>
<td>51.72</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>29</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

Table 12: Thai people are friendly

<table>
<thead>
<tr>
<th>Thai people are friendly</th>
<th>Who have already had a holiday home</th>
<th>Who interested to have a holiday home</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td>Disagree</td>
<td>1</td>
<td>3.45</td>
</tr>
<tr>
<td>Neutral</td>
<td>5</td>
<td>17.24</td>
</tr>
<tr>
<td>Agree</td>
<td>10</td>
<td>34.48</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>13</td>
<td>44.83</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>29</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>
Table 13: Culture attractions

<table>
<thead>
<tr>
<th>Culture attractions</th>
<th>Who have already had a holiday home</th>
<th>Who interested to have a holiday home</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>1</td>
<td>3.45</td>
</tr>
<tr>
<td>Disagree</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td>Neutral</td>
<td>5</td>
<td>17.24</td>
</tr>
<tr>
<td>Agree</td>
<td>12</td>
<td>41.38</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>11</td>
<td>37.93</td>
</tr>
<tr>
<td>Total</td>
<td>29</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Table 14: Estimating margin of error on sample survey results.

<table>
<thead>
<tr>
<th>Population</th>
<th>5%</th>
<th>3%</th>
<th>2%</th>
<th>1%</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>44</td>
<td>48</td>
<td>49</td>
<td>50</td>
</tr>
<tr>
<td>100</td>
<td>79</td>
<td>91</td>
<td>96</td>
<td>99</td>
</tr>
<tr>
<td>150</td>
<td>106</td>
<td>132</td>
<td>141</td>
<td>148</td>
</tr>
<tr>
<td>200</td>
<td>132</td>
<td>168</td>
<td>185</td>
<td>196</td>
</tr>
<tr>
<td>250</td>
<td>151</td>
<td>203</td>
<td>226</td>
<td>244</td>
</tr>
<tr>
<td>300</td>
<td>168</td>
<td>234</td>
<td>267</td>
<td>291</td>
</tr>
<tr>
<td>400</td>
<td>196</td>
<td>291</td>
<td>343</td>
<td>384</td>
</tr>
<tr>
<td>500</td>
<td>217</td>
<td>340</td>
<td>414</td>
<td>475</td>
</tr>
<tr>
<td>750</td>
<td>254</td>
<td>440</td>
<td>571</td>
<td>696</td>
</tr>
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<td>516</td>
<td>706</td>
<td>906</td>
</tr>
<tr>
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<td>2,345</td>
<td>8,762</td>
</tr>
<tr>
<td>1,000,000</td>
<td>384</td>
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<td>2,395</td>
<td>9,513</td>
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<tr>
<td>10,000,000</td>
<td>384</td>
<td>1,067</td>
<td>2,400</td>
<td>9,595</td>
</tr>
</tbody>
</table>

Source: Fisher (2007, p.190)