Antecedents of Customers Purchase Intention of Residential Condominium: a Case Study of a Property Developer in Bangkok, Thailand

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Abstract: The study focuses on factors influencing customers' purchase intention of residential condominium in Bangkok. Because of the popularity of condominiums in Thailand, the expansion of investment in this sector has continuously increased year and the condominium market has become very competitive. Customers have different reasons to purchase condominium with different decision making to purchase. The main variable is the purchasing of the customers' intention in residential condominium in Bangkok, and antecedents which include property age, property size, metropolitan area, neighborhood, price, and developer reputation. Therefore, the objective of this study is to explore the effect of asset characteristics and developer reputation on purchase intention. This study extended Fishbein model and attribution theory to explain customer purchase intention of condominium and its antecedents. This study includes 282 respondents who plan to purchase or have already purchased condo in Bangkok. The linear regression result show that asset characteristics and developer reputation have positive effect on purchase intension.

Keywords: Purchase intention, Developer reputation, Asset characteristics, Condominium evaluation

Using Game Based Learning Platform "KAHOOT" to Motivate Students' Reading Comprehension

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Abstract: Kahoot is a teaching method that allows students to learn while they are playing a game. Kahoot incorporates social media and it enables students to create, share and exchange content with friends in their groups in the classroom. The objective of this research is to study the students' opinions on using the game based learning platform "Kahoot" in the classroom and to gauge the students' levels of satisfaction towards using the activities of this game. The sample group was 54 undergraduate students who had enrolled to study in the course of "English Reading" in the first semester of the academic year 2020 at Kasetsart University, Kamphaeng Saen Campus. The instruments used in this research were a lesson plan with Kahoot, Kahoot's quiz, a computer with an internet connection, smartphones and tablets. A questionnaire was used to ask students' opinions on using Kahoot. to develop students' reading comprehension. The statistical methods used in data analysis were percentage and mean values and standard deviation. The students revealed that the activities on the game based learning platform "Kahoot" provided a new teaching method in reading which helped in creating a learning experience. It allowed students to participate in learning more than through lecturing and they enjoyed playing "Kahoot". They considered it was fun, enjoyable, useful in gaining knowledge and easy to remember the content. Kahoot captured students' focus and motivated students to be engaged and encouraged interaction in the classroom. It also minimized distractions and improved the quality of teaching and learning in a classroom.

Keywords: Game based learning platform "Kahoot", Social media, Interaction, Reading