Dissertation Title	Elderly Condominium Attributes Affecting Residential Satisfaction and Word of Mouth: A Case Study in Thailand
Keyword	Design functionality / Proximity / Safety and security / Service quality / Social environment / Residential satisfaction Word of mouth
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ABSTRACT

Elderly condominium markets are increasingly growing as a result of the ageing society in Thailand. However, very few empirical studies investigate condominium attributes that affect resident satisfaction and word of mouth provided by real estate developers. This research attempts to examine the impact of condominium attributes on resident satisfaction and word of mouth from the perspectives of the elderly in Thailand. Data were collected from 338 elderly residents through a questionnaire survey and analyzed by using descriptive statistics and structural equation modelling procedures. The results showed that the strongest predictor of resident satisfaction was design functionality, followed by social environment, safety and security, and service quality. In addition, the strongest predictor of word of mouth was safety and security, followed by design functionality, proximity, service quality, and social environment. The data were drawn at the level of the overall characteristics of elderly residents. People may be different in terms of their demographic characters such as gender, age, and user experience. The study suggests that condominium developers and designers should pay attention to design functionality both physically and mentally such as suitable materials, lighting, and common areas. Moreover, the developers should focus on the proximity of the nearest hospitals, safety and security measures, well-trained security personnel, and social activity arrangement.

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