



**PURCHASING DECISION PROCESS FOR
CO-WORKING SPACES IN THAILAND**

BY

MISS UMAPORN AEMPOO

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2016
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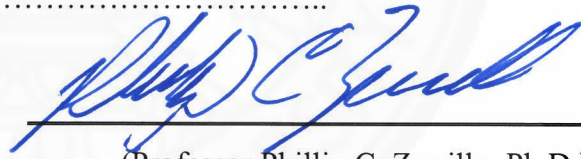
ENTITLED

PURCHASING DECISION PROCESS FOR CO-WORKING SPACES
IN THAILAND

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

on..... 8 MAY 2017

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ABSTRACT

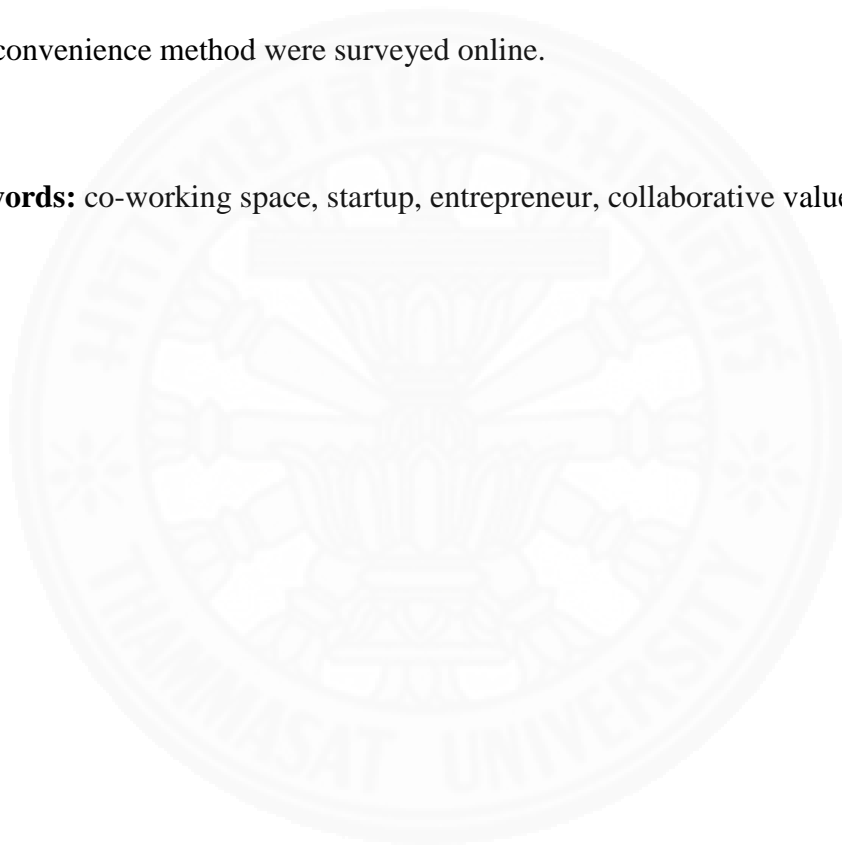
In 2005, the first co-working space had been introduced in San Francisco and become shortly popular around the world over the past ten years. Many co-working spaces have been established to mainly capture the start-up boom and freelance trend due to its flexibility, creative environment and cost savings compared to traditional offices. The number of co-working spaces is growing in the USA, Europe and Asia, including Thailand.

Following the international trend, Thailand's first co-working space, was established in Bangkok in 2012 and had been warmly welcomed by many people who can work from home and freelancers. In Thailand, there are some co-working spaces established in Bangkok and in big city such as Chiang Mai. Co-working spaces may be resulted in greater demand and have effects on traditional offices. The competition landscape of co-working spaces is more intense today.

Study finding will help readers who want to operate co-working spaces better understand customer insights as well as their expectations. As a result, prospective co-

working space operators can create better strategies to serve, attract and retain their target customers. Both qualitative and quantitative analysis were used in this research and non-probability sampling were applied. Observation of two co-working spaces for customer profile, provided services and work atmosphere as well as six face-to-face in-depth interviews of co-working space users who are using or used co-working spaces within the past 12 months, were conducted. For quantitative analysis, 168 respondents with convenience method were surveyed online.

Keywords: co-working space, startup, entrepreneur, collaborative values



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Miss Umaporn Aempoo

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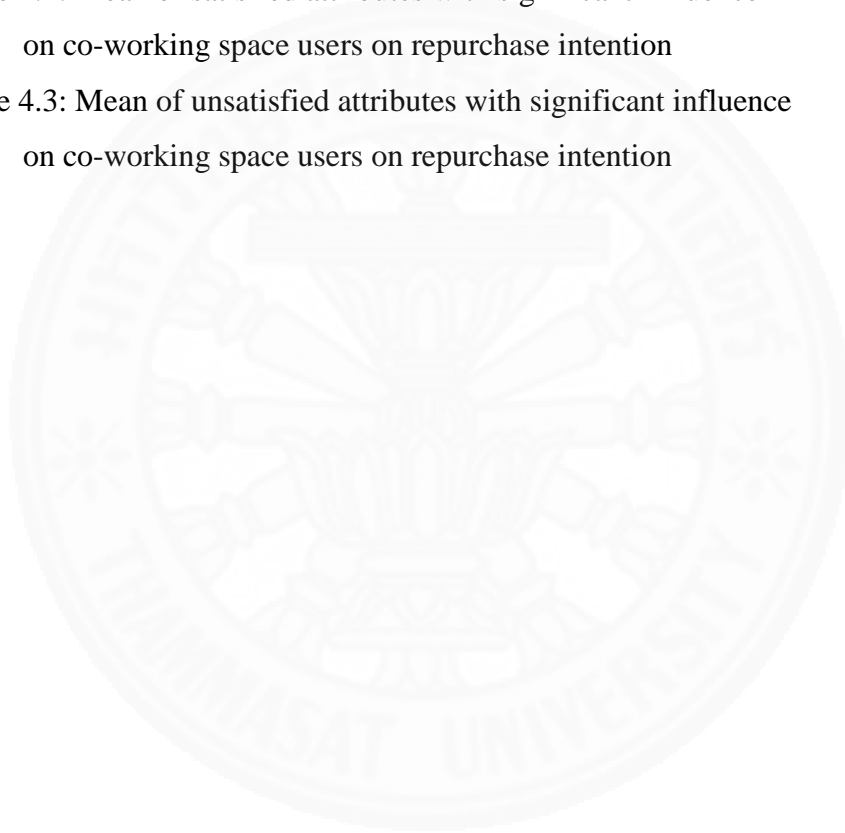


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CHAPTER 1

INTRODUCTION

1.1 Introduction to the study

The investigation entitled “Purchasing Decision Process for Co-working Spaces in Thailand” focuses on the subject area of international business issues and opportunities – creative economy in Thailand and investigates a contemporary topic in applied marketing.

What is “Co-working Space”? Jones, Sunsted and Bacigalopu (2009) defined a co-working space as a place where individuals and small teams collaboratively work outside cubicle setting with flexibility, convenience yet can access essential office tools. This community is in favor of independent freelancers or members of small businesses who do not expect hierarchy or office politics.

In 2005, the first co-working space had been introduced in San Francisco and become shortly popular around the world over the past 10 years. The number of co-working space is growing the USA, Europe and Asia, including Thailand. Following the international trend, Hubba, Thailand’s first co-working space, was established in Bangkok in 2012 and had been warmly welcomed by many people who can work from home and freelancers. As a result, many co-working spaces had been set up and spread to many large provinces such as Chiang Mai where some groups of foreign travelers need to contact their company or manage business while staying in Thailand (Kongcheep 2016).

Due to the fast growing trend of co-working space, the number of co-working spaces is highly increasing in the last few years and the business is expected to grow in the future. The competition landscape of co-working spaces has become more intense.

To effectively capture ‘The Startup Trend’ and freelancers, as well as the new generation of students who prefer more flexibility, relaxed environment and community, better understanding of how co-working space users make a decision when choosing their workplaces or study spaces can be a quick win for operators as well as traditional landlords who want to attract this group of new generation workers and students.

Key variables of this study are 1) Consumer behaviors such as age, frequency of visits, purpose of visits, occupation and income. 2) Criteria of choosing co-working space such as transportation, work atmosphere and office facilities. 3) Overall satisfaction of currently used co-working spaces.



Figure 1.1: Conceptual framework of the study.

1.2 Research Objective

This independent study is about international business and opportunities - creative economy in Thailand, in applied marketing. The study aims to understand what influences co-working space users to make a decision to be a member of a particular co-working space throughout five stages of consumer decision-making process when

buying goods or services, which are problem recognition, information search, alternative evaluation, purchase decision and post purchase behavior.

The research objectives are identified as follow:

- 1) To study purchasing decision-making process of selecting co-working space
- 2) To identify important purchasing criteria for selecting co-working space of users with different purpose of usage (Education, work, and recreation)
- 3) To identify characteristics of co-working space users
- 4) To evaluate customer satisfaction and repurchasing rate of co-working spaces users and recommend possible area of improvement

1.3 Theoretical Framework

Based on Marketing Management Fourteenth Edition (Kotler. page 166, 2012) this study has applied the theoretical concept on Consumer Buying Decision Process: The Five-Stage Model (See figure 1.2)

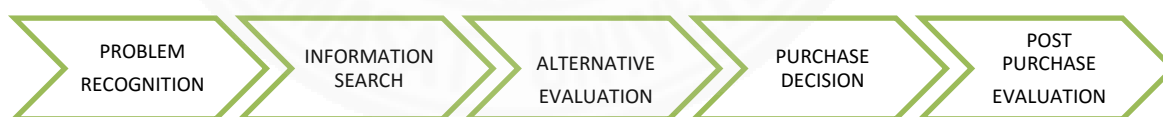


Figure 1.2: The Five-Stage Model of the Consumer Buying Process.

The consumer buying process describes five stages during a customer journey where they determine to buy a product which are problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase behavior respectively. Consumers may skip some stages or even reverse stages depending on products. The first stage of the buying decision process is Problem Recognition, when

consumer recognizing what his or her actual problem or needs is. The consumer is aware of his or her desires leading to motivation to purchase. Information Search is the next stage when consumer look for more in-depth information from different sources such as store visits, reading materials, online or phoning friends. However, impacts of these sources somewhat vary. Although customers receive a large amount of information from commercials but they tend to be more rely on personal or experiential sources. Evaluation of Alternatives is the stage where consumers try to fulfil needs by looking for particular benefits from the products and finally see each product as a group of attributes with different ability to deliver benefits. Beliefs and attitudes through learning and experience play important parts in buying behavior. Therefore, in Purchase Decision Stage, the consumers take an action to buy the brands of their preference. The last decision making process is the Post Purchase where the actual purchase has been made and consumers want communications to be reinforced that they have made a good decision. Marketers must monitor post-purchase satisfaction, post-purchase actions, and post-purchase product uses and disposal.

Consumer Buying Decision Process: The Five-Stage Model is applied in this study to explore the elements involved in decision making process for co-working spaces since the first step: (1) how users recognize that they need co-working spaces (2) by what methods users search for co-working spaces (3) what criteria users use for making a decision and (4) what important attributes users use for repurchasing or not repurchasing.

CHAPTER 2

REVIEW OF LITERATURE

To understand the research environment of co-working space, related applied marketing articles concerning groups of users and their attitudes, advantages, users' selection process, steps to be successful operators, current problems and future challenges had been reviewed to this study.

2.1 Review for background of co-working space situation

James (2016) reported about the changing face of the traditional office setup to co-working space, where the environment is more relax and informal but still offers convenience and professional context. For new generation of workers, startups or SME business, co-working space has become a new choice out of traditional services office, one-person office, home office, etc. It was found that the main factor affecting this decision making is due to too high rents of location near the mass transit system, informal work environment yet general office equipment is provided. Co-working space has rapidly become popular in the niche market of Thailand's freelancers in past two years but has not much affected on traditional office market now. However, in some countries that co-working space has widely been booming for years such as USA, Regus - a giant traditional serviced offices, had been facing this challenge and finally provided co-working space in the same location. WeWork, a global co-working space operators, has already expanded to Shanghai and Hong Kong. Co-working space trend may soon create impact in Thailand's market.

2.2 Review of co-working space advantages

Deskman's Global Corking Survey 2012 showed that most commonly used adjectives by coworkers to describe "co-working space" is friendly, creative, inspiring, productive, flexible, social and collaborative. Moreover, members of co-working spaces claimed that, since joining, their creativity, standard of work, concentration and on-time task completion rate have increased. Coworkers are 53% freelancers and the proportion of female coworkers is growing up from 32% in 2010 to 38% today. Co-working space business is growing as resulted in a desk utilization increased from 49% to 55% ;therefore, 36% of co-working space operators planned to open new branches as 90% of them forecasted that they would gain more members and definitely expected more income for the coming year (<http://www.deskmag.com>, 2012).

Researchers discovered that people are more productive while working in co-working spaces than regular offices. After interviews and surveys, the researchers reported three factors affecting co-working space members' effectiveness. First, people using co-working spaces work with passionate environment. Freelancers or independent professionals can choose projects they like and work in collaborative environment with little competition and no internal politics. Second, as co-working spaces are available twenty-four hours, members can control their jobs more. People can decide what time they want to work or take a break as well as where to work - quite space for concentration or a collaborative space for discussion. Finally, they can have their own community and get connected. Co-working space members can socialize and interact with who they want to while they can feel senses of belonging of the community (Spreitzer, Bacevice and Garrett 2015).

2.4 Review of co-working space users' selection process

Today, there are numerous co-working spaces available as 36% of co-working spaces number has increased in 2015. Steps of searching the best fit co-working spaces for startups are needs clarifying, culture screening, location survey and future expansion respectively. Before choosing a place to settle down, startups must have a clear goal of what they need for business or it is just a nice-to-have thing from the places. A list of top needs and wants will help them easily prioritize and evaluate the most suitable spaces. Then, startups should consider about what kind of people, working style and culture they want to be surrounded with to make a better quality of life. Location is the next factor to be considered and should be visited before making a decision as the photos of the spaces may not represent the real one. Even the good locations with fitness center, nice neighborhood or good coffee shop nearby can benefit the business. Last but not least, before signing contracts with any co-working spaces, startups should be prepared for future business growth plan and do not limit themselves into co-working spaces that might not be answers for future needs (Strax, 2016).

2.5 Review of steps to be successful co-working space operators

Glaveski (2014) reported that over 2,000 co-working spaces are operating globally, the owners and co-working spaces manager are facing competition difficulties and put efforts to differentiate their spaces among others. From many interviews with co-working space operators and users, the market insights was gathered and summarized into 10 steps of how to be successful in co-working business as follows; 1.) Co-working space operators must be cleared on their target group, focus on the particular segment and know the audience so well that they can design brand communication to those niche market. The factors used for market segmentation can

be described as industry type, business maturity, business size, location, age, culture and values and demand prospects.

2.) Location plays an important role in being sustainably successful in this business as it must be well fit with market's needs and work style of co-working space members.

The factors used for location evaluation can be competing spaces in the area, public transportation, parking and facilities for co-working space users such as restaurants, coffee shops, retail stores and bars.

3.) Interior design and furnishings reflect core values and personality of each space. Undoubtedly, these play big roles in decision making of prospects whether want to belong to the spaces or not since interior design and furnishings such as floor plan, art works, decoration and music have an effect on moods, attitudes and collaborative environment.

4.) Brand identity can be reflected from co-working space name, logo, marketing materials and digital identity. Therefore, to attract the chosen prospective market, all customer touch points should align with the target group's style.

5.) After attracting target people by branding, community helps the spaces to maintain relationship with members longer. Growing the community culture on common values, traits and a set of rules, is a main task for Community Manager.

6.) Apart from adding more values and income, events and education can help marketing the spaces to other spaces. Allowing members to arrange their own workshop of their preferred or expert fields can bring more prospects and generate reputation of the co-working spaces. Moreover, lending educational resources such as books, CDs, and hardware is considered very useful and make the spaces a total solution of sharing places.

7.) The smooth process of signing up, service access and payment can be managed online to satisfy members who have issues on hardcopy paperwork as well as helping the operators to save money.

8.) Music is an enjoyable factor in most co-working spaces. The operators can invite members to share favorite songs to a shared playlist and ensure that volume kept at the appropriate level.

9.) A minimum set of amenities such as internet, printer and copier access, basic kitchen facilities and a coffee machine are expected.

10.) As co-working spaces mainly aim to attract small businesses, price and convenience are the most important key factors of success. Therefore, a variety of packages with a reasonable prices which can be paid daily, weekly and monthly should be applied to match the members' needs.

2.6 Review of current problems and future challenges

The Global Co-working Survey 2015-16 showed that the current problems of co-working space owners are finding new members (39%) and followed by the amount of workload (27%). While members stated the main problem they faced was insufficient internet connection, followed by noise (24%), a lack of privacy (15%) and difficulty on concentrating (17%). However, none of members decide to leave spaces due to a single reason mentioned. One out of top five reasons that members decide to leave are too high of price (21%), wanting a new working atmosphere (16%) and no senses of belonging (14%) (Foertsch, 2016).

Concerning the future of co-working space, challenge of revenue lies ahead. Schneider (2016) discussed that as operating co-working spaces generally does not generate high margins since most revenues come from membership fee, there is a lot of

risk especially for co-working space operators who don't own the property. Landlord can increase the rent when the lease expires. In Canada, crowd source funding for buildings has already applied to improve the vulnerability of the revenue model. For small independent co-working spaces, they focus on value addition enhancing members' experience in order to increase revenue streams. As a result, all-in-one-location-services is created. A health club, spa, residences, dry cleaning, and even more other options will be included in the future spaces. Besides, a new technology platform for expanding co-working community will be fully-equipped allowing members to improve communication and collaboration within the community.

To summarize the literature review, co-working space is a new concept of workplace which is popular among new generation workers - freelancers and SME business or startups as the working environment is more relax, informal and collaborative but less in hierarchy comparing to traditional offices. Also, researchers found that co-working spaces help users generating more productivity as users have passion about work, flexible time allocation and community interaction (Spreitzer, Bacevice and Garrett 2015). For co-working space users, they can search for the best fit co-working spaces by clarifying their needs, screening culture, location survey and future expansion possibility evaluation (Strax, 2016). To be successful in this business, the operators must consider factors about marketing communication, brand identity, location, decoration, community, special events, services access, music and a minimum set of amenities (Glaveski, 2014) otherwise, the operators may face the most common current problems of co-working space which is finding new users while the users' main problem is insufficient internet connection (Foertsch, 2016). In the future, the rent can

be a big challenge for operators who do not own a property as landlords can increase the rent after lease expires (Schneider, 2016).



CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Methodology

Both qualitative and quantitative analysis were used in this research. Secondary research was first undertaken and followed by observation of co-working spaces and in-depth interviews with co-working spaces users. Then, the data were collected in order to design quantitative analysis survey. (See figure 3.1)

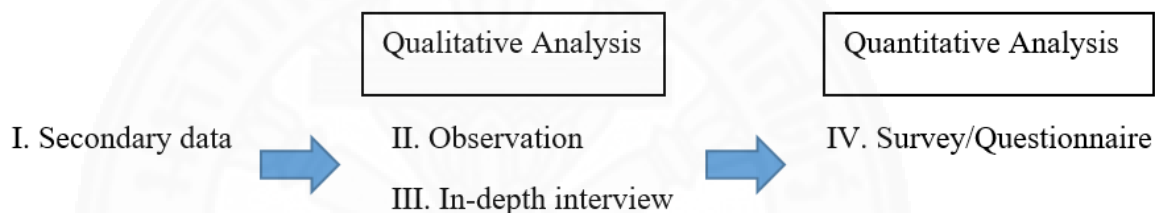


Figure 3.1: Research framework

3.2 Exploratory Research

3.2.1 Secondary Research: to understand more about co-working spaces in terms of concepts, business environment, competition landscape, customer groups, user's experience etc., researcher mainly gained information from online sources such as the journal of Harvard Business Review, The Thailand Creative & Design Center (TCDC), Techsauce, Thai SME Center, Deskmag - the Coworking Magazine, co-working spaces related websites, newspaper and reviews from bloggers.

3.2.2 Observation: to gain a clear picture of co-working spaces and how members work in their co-working spaces, researcher visited and observed two co-working spaces in Bangkok – Growth in Siam Square shopping area and Draft Board located in Chitlom - Bangkok's business area to observe 1.) customer profile such as

age, gender type of business and their using behavior e.g. length of stay and daily work operation 2.) provided services and facilities such as meeting rooms, parking spaces and relaxing area 3.) working atmosphere such as decoration style, community and member interaction.

3.2.3 In-depth interview: in-depth interview was conducted face-to-face with 6 co-working spaces members, three members from each co-working spaces, to understand their insights or whether the insights vary on different groups as well as the process of their decision making in order to see what factors impacted their decision making. The length of time to complete each interview was 30 minutes with a list of questions (See appendix A) The data of the respondents' answers and discussion were compared, contrasted, and transcribed to look for linkage and relationship of the fundamental commonalities that made senses, and later summarized to draw a conclusion.

3.3 Descriptive Research

After gathering information from exploratory research, questionnaire was created to identify elements involving in purchasing decision process of co-working spaces in Thailand starting from realizing of workplace in need, searching for workplace, choices comparison, renting a space and creating reviews or referrals.

The research was conducted by using a self-administer questionnaire, distributed to respondents via online based web link using Google Forms. The questionnaire was include a cover letter explaining the purpose of the study, rights to voluntarily participate in the study, potential benefits and risks of taking part in the study, and contact details of researcher. The screening question was asked at the beginning of the questionnaire to ensure the respondents criteria as co-working space

user. The data will be collected by questions using 5-point Likert scales to measure consumers' behavior as well as sociodemographic data (See appendix B).

3.4 Sample Selection

For in both qualitative and quantitative analysis, non-probability sampling (convenience sampling) will be applied. For in-depth interview, the total respondents were six co-working users while the total respondent for quantitative survey were 190 but only 168 co-working space users passed pre-screening questions. The respondents profile for both researches are Thai male or female, aged 15 years old and above who are using or used co-wring spaces within the past 12 months.

Due to time constraints, the convenience-sampling method was used to collect information within the scheduled timeline. The details of the sample size of each methodology are provided below:

Table 3.1: Sampling selection

Type of research	Methodology	Pilot test	Sample size
		(people)	(people)
1. Qualitative	In-depth interview	2	6
2. Quantitative	Questionnaire	5	160
Total		7	166

3.5 Identification of key research variables

Independent variables of the study can be defined as (1) co-working spaces' characteristics such as decoration style, available facilities, prices and location and (2) users' characteristics such as age, income, education and occupation. Dependent

variables of the study can be user satisfaction, perception of value for money and intentions to continue.

3.6 Data Analysis

The in-depth interview data from the in-depth interview and observation will be compared, contrasted, and transcribed to look for linkage and relationship of the fundamental commonalities that made senses, and later summarize to draw a conclusion. It will give ideas of how users search for co-working spaces, the factors such as price package, location, community and etc. that impacts co-working space users to commit to rent spaces, and also the post-purchase behavior.

The data from the questionnaire will be evaluated and check for completeness before analyzing to help ensure more accuracy in data before transfer data into Statistical Package for the Social Science (SPSS). The program will be using to analyze frequencies, means, and test for differences between groups and other statistical analysis as appropriate:

3.7 Limitation

This study had limitations. First, the sample size was little over the minimum suggested sample size, the results from the questionnaire survey would become more accurate if a larger sample size had been used. Second, some of the choosing criteria for co-working spaces used in this research were obtained from the in-depth interview results and literature reviews. Thus, changing of the in-depth interview respondents might have yielded different choosing criteria.

CHAPTER 4

RESULTS AND DISCUSSION

Qualitative Findings

4.1 Interviews

Interviews were conducted with six participants aged between 19-32 years old. They were three women and three men who had used co-working spaces in Thailand in the past year. The questions were asked based on the research objective to study the purchasing decision making process and important selection criteria of co-working space users. The key findings were concluded as follows:

Lack of environmental comfort led to problem recognition.

Nearly all the participants began with the problem recognition of improper atmosphere. For Gen-Y freelancers and startups, working at home was boring, socialized and unproductive. Working at café was more enjoyable but it might cost more than their earnings since they had to continue ordering food and drinks so that they were allowed to sit-in. As a result, finding for relaxed and enjoyable places with affordable price where they could sit all day had started.

Occupation generated different purpose of using.

Freelancers and entrepreneurs mainly used co-working spaces as their offices to work daily. Most employees and students used it as a place for a group study and exam preparation while some of them perceived it like ‘ a library café’ where they could reading, writing, drinking, eating and chitchatting at the same time.

Co-working spaces were recognized by online searching and word of mouth

Respondents started looking for information by asking friends and searching on the internet. While they had had no ideas where to go yet, the main questions the

respondents asked their friends and used as a key word searched in Google was “What café can I work all day but pay for only cup of coffee?” After they realized that there were such a place called “co-working space”, they directly used it as a searched key word in a search engine.

Online reviews and friends influenced alternative evaluation.

Some searched for reviews, feedback of even called their friends for comments of that particular co-working space. When they heard any bad comments on online reviews, they will immediately find other places to compare with. However, when they heard bad experience or comments from their friend, they would cut the place off and then find the new one.

Comfort, convenience, community and price were key factors of purchase decision.

However, the attributes of the co-working spaces they considered before they make a decision could be categorized in 3 main factors below.

- 1.) Comfort: interior design and restroom
- 2.) Convenience: location and transportation especially BTS and MRT, internet and office facilities
- 3.) Community: connection and colleagues
- 4.) Price: discounts

Today co-working space members were ready to switch for better places.

The participants were mostly satisfied with their current co-working spaces but they were still opened for better places offering more new enjoyable benefits such as loyalty program and customer lounge.

“I chose working in this a co-working space because I like the community and work atmosphere here. I am a graphic designer and I like Loft Style. If I had my own office, I would decorate it like this.”

Thai male, 26 years old

“My friend recommended this co-working space to me last two months. I like reading book here on Saturday afternoon while I’m waiting for my friends come here for shopping at Siam Square”

Thai female, 32 years old

“I found this place on Facebook. It was famous for special events and had good reviews so I tried. It’s okay but I think there should be more restroom.”

Thai female, 28 years old

“My startup team has worked here for almost a year as we bought a promotion package since we newly set up the company. It was good to work here because it was located near BTS and I don’t have to wake up early in the morning. It’s a city center. We can meet our customer around here conveniently.”

Thai male, 31 years old

“I just want to focus on practicing for tomorrow quiz but I don’t like to go to a library because I cannot eat snacks while reading.”

Thai female, 19 years old

“There is no internet speed issue like in a café. All office supplies and copy machines are for professional use. I make a lot of friends and connection. I don’t think I’ll move unless the new one has got better offers.”

Thai male, 29 years old

In summary, researcher founded that FOPs is important for those who have low or limited nutrition label understanding level as it give them a short summary of NFP. However, most of respondents see that the FOPs that is being used in Thailand now is complicated to read and understand. And for those who have high understanding of nutrition label, they think that FOPs gives them too little information when compare to the NFP on the back.

4.2 Observation

Although the two co-working spaces, Growth and Draftboard were located in city center, their customers were quite different in terms of age and occupation. While Growth has main customers as students and young freelances who bought daily desk packages, Draftboard has Thai and foreign freelance and groups of startup who bought monthly desk packages. Draftboard users obviously looks older and dressed in a business casual look. Both places have a good work atmosphere in a different way. Draftboard provided a modern, chic and sleek context with no music whereas Growth provided relaxed, calm and lively context with soft music. More details are provided in the table below.

Table 4.1: Co-working spaces comparison

Details	Draftboard	Growth
Location	Chitlom, Bangkok (business center)	Siam Square, Bangkok (shopping area)
Operating hours	Monday - Friday 10:00 – 20:00 and close on Saturday and Sunday	Everyday 10:00 – 24:00

Details	Draftboard	Growth
Transportation	BTS and parking space	BTS
Customer type	Freelance and startup	Freelance, startup and student
Atmosphere	Industrial Loft style Black and wooden	Loft Style White and green with plants
Type of rent	Fixed desk, shared desk, private room,	Shared desk and meeting room
Facility	meeting room, rest area, pantry, beverage vending machine, photo studio	Café and bakery
Office Supplies	copy machine, printer and scanner	N/A
Price	Shared desk: THB 300 per day Fixed desk: THB 5,900 per month Private room: start from THB 35,000 per month (4 persons)	Shared desk: THB 190 per day Meeting room: 4,000 per day

Quantitative Findings

4.3 Respondent profile

The total respondents were 190 with only 168 respondents had used co-working spaces within a year. The age group of those whom had used co-working spaces was between 15-45 years old, while 63.1% was between 25-34 years old. 57.7% of the respondents were employees and 22.6% were students. The majority of respondents earn a monthly income more than 30,000 Baht (53.6 percent).

For frequency of usage, 37.5% of respondents come to co-working spaces less than once a month. Most respondents generally use co-working for educational purposes (51.2 percent), followed by work and business purpose (41.1 percent) and entertainment (7.7 percent). Most respondents got to know co-working space by word of mouth, social media and search engines.

Table 4.2: Respondent profile

Respondents' Demographic		Frequency	%
Age	15-24 years old	46	27.4
	25-34 years old	106	63.1
	35-44 years old	12	7.1
	over 45 years old	4	2.4
Occupation	Employee	97	57.7
	Student	38	22.6
	Owner	17	10.1
	Freelance	10	6.0
	Government officer	6	3.6

Respondents' Demographic		Frequency	%
Income	Less than 15,000 Baht	23	13.7
	15,000-30,000 Baht	55	32.7
	30,000-50,000 Baht	45	26.8
	More than 50,000 Baht	45	26.8
Purpose of usage	Education	86	51.2
	Work and business	69	41.1
	Entertainment	13	7.7
Frequency of usage	Daily	3	1.8
	1-2 times per week	32	19.0
	2-5 times per week	28	16.7
	Once a month	42	25.0
	Less than once a month	63	37.5

4.4 Characteristics of co-working space users

However, co-working space users with different purpose of usage - education, work, and recreation, had common characteristics which were age (25-34 years old) and occupation (employee for private company) but their monthly income was different. For educational and recreational purpose, the income of co-working space users were between 15,000-30,000 Baht while for work and business purpose, the income of co-working space users were more than 50,000 as shown in Table 4.3

Table 4.3: Characteristics of co-working space users

Respondent's demographic		Purpose of usage		
		Work and business (n=69)	Education (n=86)	Entertainment (n=13)
Age	15-24 years old	16%	38%	15%
	25-34 years old	68%	56%	85%
	35-44 years old	10%	6%	0%
	Over 45 years old	6%	0%	0%
Occupation	Employee	72%	43%	77%
	Student	4%	40%	8%
	Owner	19%	5%	0%
	Freelance	4%	6%	15%
	Government officer	0%	7%	0%
Income	Less than 15,000 baht	3%	23%	8%
	15,000-30,000 Baht	32%	33%	38%
	30,000-50,000 Baht	25%	28%	31%
	More than 50,000 Baht	41%	16%	23%

4.5 Heavy and light users of co-working space

According to the questionnaire survey results of 168 co-working space users, there were 19 percent of heavy users while 81 percent were light user. The heavy

users are those who visit more than two times per week and the light users are those who visit less than once a week. The most important factors that heavy users concern while making decisions are price, work atmosphere, transportation, safety and internet. For light users, internet, work atmosphere and safety were the most important factors. Mean score of purchasing criteria for selecting co-working space of heavy and light user as shown in Table 4.4

Table 4.4: Heavy and Light User of Co-working Space

Respondents decision criteria	light user (n=137)		heavy user (n=31)		Overall (n=168)	
	Mea n	Std. Deviation	Mea n	Std. Deviation	Mea n	Std. Deviation
Parking	3.76	1.23	3.35	1.33	3.69	1.25
Transportation	4.08	1.04	4.29	1.07	4.12	1.05
Work atmosphere	4.36	0.68	4.39	0.80	4.36	0.70
Safety	4.28	0.84	4.29	0.86	4.28	0.84
Nearby stores	3.87	0.89	3.74	0.93	3.85	0.90
Colleague	3.37	1.05	3.35	0.95	3.36	1.03
Event	2.69	1.07	2.90	0.94	2.73	1.05
Utilities	3.52	1.09	3.58	0.92	3.53	1.06
Internet	4.42	0.82	4.29	0.78	4.40	0.81
Facilities	3.67	0.88	3.52	0.77	3.64	0.86
Service	3.85	0.84	4.10	0.75	3.89	0.83
Rules	3.98	0.79	4.19	0.54	4.02	0.75

Respondents decision criteria	light user (n=137)		heavy user (n=31)		Overall (n=168)	
	Mea n	Std. Deviation	Mea n	Std. Deviation	Mea n	Std. Deviation
Food	3.99	0.82	4.03	0.60	4.00	0.78
Price	4.15	0.88	4.42	0.81	4.20	0.87

The result of t-test analysis indicated that there are no significant differences between purchasing criteria of heavy and light users as shown in Table 4.5

Table 4.5: T-test Analysis of Heavy and Light User of Co-working Space

Dependent Variable		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Parking	Equal variances assumed	0.58	0.45	1.63	166.00	0.11	0.40	0.25	-0.89	0.09
	Equal variances not assumed			1.55	42.33	0.13	0.40	0.26	-0.93	0.12
Transportation	Equal variances assumed	0.04	0.84	1.01	166.00	0.32	0.21	0.21	-0.20	0.62
	Equal variances not assumed			0.99	43.84	0.33	0.21	0.21	-0.22	0.64
Work atmosphere	Equal variances assumed	0.46	0.50	0.21	166.00	0.83	0.03	0.14	-0.25	0.31
	Equal variances not assumed			0.19	40.39	0.85	0.03	0.16	-0.29	0.34

Dependent Variable		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
Safety	Equal variances assumed	0.01	0.91	0.08	166.00	0.94	0.01	0.17	-	0.32	0.34
	Equal variances not assumed			0.08	43.69	0.94	0.01	0.17	-	0.33	0.36
Nearby stores	Equal variances assumed	0.30	0.58	-	166.00	0.48	0.13	0.18	-	0.48	0.23
	Equal variances not assumed			-	43.31	0.49	0.13	0.18	-	0.50	0.24
Colleague	Equal variances assumed	0.76	0.38	-	166.00	0.96	0.01	0.21	-	0.42	0.40
	Equal variances not assumed			-	48.03	0.96	0.01	0.19	-	0.40	0.38
Event	Equal variances assumed	3.50	0.06	1.04	166.00	0.30	0.22	0.21	-	0.19	0.63
	Equal variances not assumed			1.13	49.06	0.27	0.22	0.19	-	0.17	0.60
Utilities	Equal variances assumed	1.56	0.21	0.30	166.00	0.77	0.06	0.21	-	0.36	0.48
	Equal variances not assumed			0.33	50.90	0.74	0.06	0.19	-	0.32	0.44
Internet	Equal variances assumed	0.01	0.94	-	166.00	0.41	0.13	0.16	-	0.45	0.19
	Equal variances not assumed			-	46.12	0.40	0.13	0.16	-	0.45	0.18

Dependent Variable		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
	not assumed									
Facility	Equal variances assumed	0.50	0.48	-0.90	166.00	0.37	0.16	0.17	-0.49	0.18
	Equal variances not assumed			-0.99	49.63	0.33	0.16	0.16	-0.47	0.16
Service	Equal variances assumed	0.18	0.67	1.53	166.00	0.13	0.25	0.16	-0.07	0.57
	Equal variances not assumed			1.65	48.74	0.11	0.25	0.15	-0.06	0.56
Rules	Equal variances assumed	1.09	0.30	1.44	166.00	0.15	0.22	0.15	-0.08	0.51
	Equal variances not assumed			1.82	62.51	0.07	0.22	0.12	-0.02	0.45
Food	Equal variances assumed	1.90	0.17	0.25	166.00	0.80	0.04	0.16	-0.27	0.35
	Equal variances not assumed			0.31	57.80	0.76	0.04	0.13	-0.22	0.30
Price	Equal variances assumed	0.30	0.59	1.59	166.00	0.12	0.27	0.17	-0.07	0.61
	Equal variances not assumed			1.67	47.50	0.10	0.27	0.16	-0.06	0.60

4.6 Purchasing Decision Process: Information Search

(1) Work and business: social network, word of mouth, search engine

(2) Education: word of mouth, social network, search engine

(3) Recreation: social network, word of mouth

When compared between 3 different purposes of co-working space user, it appeared search engine is different for the entertainment co-working space user but do not show different with work and business and education purpose of co-working space user as shown in Table 4.6

Table 4.6: Proportion of Information search method

Information search method	Proportion		
	Purpose for using co – working space		
	Work and business (n=86)	Education (n=69)	Entertainment (n=13)
Search Engine	0.4	0.47	0.23
Social Network	0.44	0.54	0.62
Web board	0.17	0.07	0
Review Website	0.08	0.07	0
Word of Mouth	0.43	0.8	0.62

4.7 Purchasing Decision Process: Purchasing criteria

Co-working space users were divided into 3 groups by purposes of usage which were education (51 percent), work and business (41 percent) and recreation (8 percent). For most important decision making criteria, co-working space users with

educational purpose considered (1) work atmosphere, (2) safety, transportation, internet, price and (3) food respectively. For work and business purpose, (1) internet, (2) work atmosphere and safety and (3) price were highlighted while for recreational purpose, (1) work atmosphere and safety, (2) internet and (3) were stated the most three important selection criteria. Mean score of purchasing criteria for selecting co-working space of user with different purpose as shown in Figure 4.1

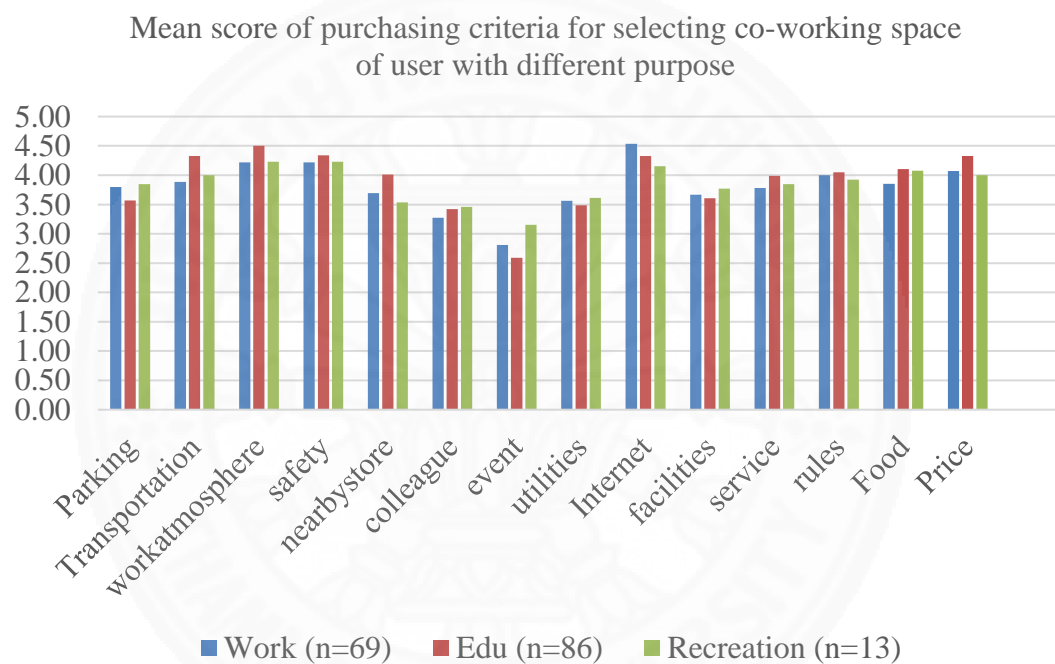


Figure 4.1: Mean score of purchasing criteria for selecting co-working space of user with different purpose

The result of ANOVA analysis reveals that, there is some significant difference between purchasing criteria of different co-working space user purpose. As shown in Table 4.7, the post hoc analysis reveals that, for transportation and work atmosphere, the educational co-working space user has more significant effect on purchasing criteria than co-working space user with working purpose ($p=0.024$, and $p=0.034$ respectively at 95% confident interval)

Table 4.7: ANOVA of purchasing criteria for selecting co-working space
of user with different purpose

Dependent Variable	(I) Purpose for using co-working space	(J) Purpose for using co-working space	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Parking	Work and business	Education	0.23	0.20	0.50	-0.25	0.71
		Entertainment	-0.05	0.38	0.99	-0.95	0.85
	Education	Work and business	-0.23	0.20	0.50	-0.71	0.25
		Entertainment	-0.28	0.37	0.74	-1.16	0.61
	Entertainment	Work and business	0.05	0.38	0.99	-0.85	0.95
		Education	0.28	0.37	0.74	-0.61	1.16
Transportation	Work and business	Education	-.4415*	0.17	0.02	-0.84	-0.05
		Entertainment	-0.12	0.31	0.93	-0.85	0.62
	Education	Work and business	.4415*	0.17	0.02	0.05	0.84
		Entertainment	0.33	0.31	0.54	-0.40	1.05
	Entertainment	Work and business	0.12	0.31	0.93	-0.62	0.85
		Education	-0.33	0.31	0.54	-1.05	0.40
Work atmosphere	Work and business	Education	-.2826*	0.11	0.03	-0.55	-0.02
		Entertainment	-0.01	0.21	1.00	-0.51	0.48
	Education	Work and business	.2826*	0.11	0.03	0.02	0.55
		Entertainment	0.27	0.21	0.40	-0.22	0.76
	Entertainment	Work and business	0.01	0.21	1.00	-0.48	0.51
		Education	-0.27	0.21	0.40	-0.76	0.22

4.8 Purchasing Decision Process: Post-Purchase Evaluation

4.8.1 Co-working space users' satisfaction

Overall current co-working space users were satisfied with working atmosphere, transportation, nearby store, safety, and rules respectively. The least satisfaction were parking space, special events, and utilities.

For co-working space user with working purpose, 80 percent of customers satisfied with work atmosphere with average mean score of 4, followed by safety, and internet speed at 67 percent and 65 percent respectively with average mean score of 3.8. The least satisfaction attributes were parking space at 17 percent followed by event and utilities as shown in Table 4.8

Table 4.8: Mean score and standard deviation of satisfaction of purchasing criteria of users with work and business purpose

Dependent Variable	Mean	SD	Top two box (%)
Parking	3.33	0.97	46.4
Transportation	3.75	0.98	59.4
Work atmosphere	4.01	0.70	79.7
Safety	3.8	0.88	66.6
Nearby store	3.75	0.91	59.4
Colleague	3.45	0.85	40.5
Event	3.17	0.82	29
Utilities	3.45	0.87	49.3
Internet	3.80	0.9	65.2

Dependent Variable	Mean	SD	Top two box (%)
Facilities	3.45	0.83	44.9
Service	3.62	0.79	52.2
Rules	3.75	0.79	62.3
Food	3.75	0.77	69.5
Price	3.62	0.93	60.9

86 percent of co-working space users with educational purpose satisfied with work atmosphere, 80 percent of this co-working space user group satisfied with transportation followed by nearby store at 78 percent. Three highest average satisfaction mean score of co-working space attributes were transportation, work atmosphere, and nearby, score of 4, and safety with score of 3.9. Parking received the lowest satisfaction score at 3 with only 15 percent of the educational co-working space users satisfied as shown in Table 4.9

Table 4.9: Mean score and standard deviation of satisfaction of purchasing criteria of users with educational purpose.

Dependent Variable	Mean	SD	Top two box (%)
Parking	3.02	0.84	26.70
Transportation	4.11	0.80	80.20
Work atmosphere	4.00	0.57	86.00
Safety	3.92	0.72	72.10
Nearby store	4.02	0.69	77.90

Dependent Variable	Mean	SD	Top two box (%)
Colleague	3.59	0.71	48.80
Event	3.19	0.66	23.30
Utilities	3.15	0.86	32.60
Internet	3.54	0.79	54.60
Facilities	3.43	0.71	41.90
Service	3.79	0.81	74.50
Rules	3.81	0.74	70.90
Food	3.67	0.77	62.80
Price	3.55	0.85	51.20

Co-working space users with recreational purpose group, 80 percent of them satisfied with work atmosphere and 70 percent satisfied with food and safety. Work atmosphere had the highest satisfaction score of 4, followed by safety and internet at 3.8. The least satisfaction attributes were events and parking space with 15 and 22 percent respectively as shown in Table 4.10

Table 4.10: Mean score and standard deviation of satisfaction
of purchasing criteria of users with recreational purpose

Dependent Variable	Mean	SD	Top two box (%)
Parking	3.58	0.87	46.2
Transportation	3.69	0.85	61.6
Work atmosphere	4.92	0.76	84.6
Safety	3.69	0.94	76.9
Nearby Store	3.75	0.77	46.2

Dependent Variable	Mean	SD	Top two box (%)
Colleague	3.23	0.73	23.1
Event	3.38	0.77	38.5
Utilities	3.69	0.85	61.6
Internet	3.76	0.93	65.2
Facilities	3.46	0.88	61.5
Service	3.84	0.89	69.3
Rules	3.61	0.76	61.5
Food	4.0	0.82	84.6
Price	3.62	0.77	61.5

4.8.2 Repurchase

The survey result showed that all of the three co-working space user group had high repurchase intention with average score of 4 as in Table 4.11. The ANOVA analysis shows no significant difference between 3 different co-working space user groups as shown in Table 4.12

Table 4.11: Mean and standard deviation of repurchase intention of 3 different groups

Purpose of using	N	Mean	SD	Minimum	Maximum
Work and business	69	4.10	0.77	2	5
Education	86	4.07	0.73	1	5
Entertainment	13	4.08	0.86	3	5
Total	168	4.08	0.75	1	5

Table 4.12: ANOVA of repurchase intention of 3 different groups

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.04	2.00	0.02	0.03	0.97
Within Groups	94.79	165.00	0.58		
Total	94.83	167.00			

Top 5 of satisfied co-working space attributes that had significant influence on co-working space user repurchase intention were work atmosphere, transportation, safety, nearby store, and rules as shown in figure 4.2.

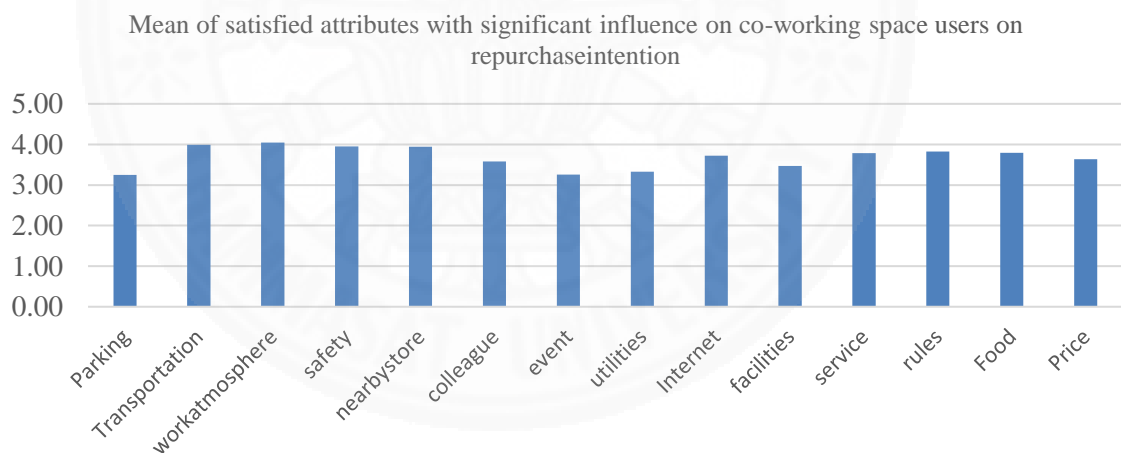


Figure 4.2: Mean of satisfied attributes with significant influence on co-working space users on repurchase intention

The unsatisfied co-working space attributes that had significant effect on consumer not to repurchase were parking space, event, and colleague figure 4.3.

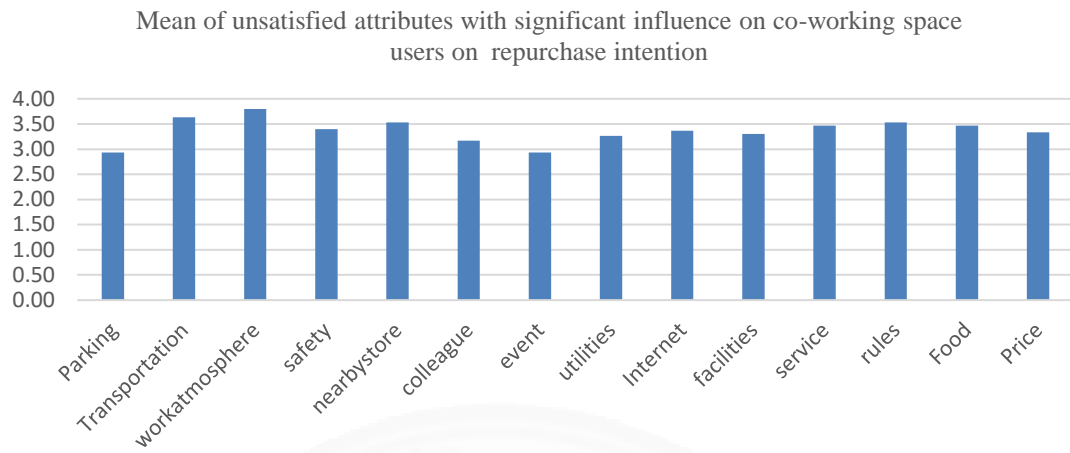


Figure 4.3: Mean of unsatisfied attributes with significant influence on co-working space users on repurchase intention

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

5.1.1 Co-working space user's characteristics

The age of co-working space users were between 25-34 years old and they were mainly employees from private companies. They had different income range, depending on purpose of use. For educational and recreational purpose, the income of co-working space users were between 15,000-30,000 Baht while for work and business purpose, the income of co-working space users were more than 50,000 Baht.

5.1.2 Purchasing Decision Process:

- Problem Recognition

The interview revealed some common trends while searching for a co-working space. Nearly all the participants began with the problem recognition of improper work atmosphere of working at home or a café.

- Information Search

All participants from the interview started looking for information by internet search using Google as a search engine. Although social media and word of mouth had influence on decision making, it appeared that web board had the most significant influence on decision making for work and business group than the others two.

- Alternative Evaluation and Purchase Decision

Co-working space users were divided into 3 groups by purposes of usage which were education (51 percent), work and business (41 percent) and recreation (8 percent). For most important decision making criteria, co-working space users with educational purpose considered (1) work atmosphere, (2) safety, transportation,

internet, price and (3) food respectively. For work and business purpose, (1) internet, (2) work atmosphere and safety and (3) price were highlighted while for recreational purpose, (1) work atmosphere and safety, (2) internet and (3) were stated the most three important selection criteria.

- Post Purchase Evolution

All of the three co-working space user group had high repurchase intention. Overall current co-working space users were satisfied with working atmosphere, transportation, nearby store, safety, and rules respectively. The least satisfaction were parking space, special events, and utilities.

5.2 Recommendation

As co-working space users looked for information through internet since the process of Information Search, to draw in more traffic, co-working space operators should mainly focus on internet marketing, especially a web board where people can write any reviews or feedback freely. Bad reviews equals bad word of mouth so the operators should assign someone to monitor whether good or not the co-working spaces are publicly reviewed.

Although respondents are now quite satisfied with currently provided attributes of co-working spaces, there are still some areas of improvement such as parking space, special events, and office utilities. The co-working space operators may continue creating their own differentiation such as creative events and facilities improvement to increase the co-working space users repurchase rates.

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APPENDICS

APPENDIX A

IN-DEPTH INTERVIEW SAMPLE QUESTIONS

Objectives	Sample Questions
1.) To study purchasing decision making process of co-working space users	1.1 Why do you use co-working spaces? 1.2 How do you know about the current co- working space you are using?
2.) To identify important purchasing criteria for selecting co-working space	2.1 What purpose do you use co-working spaces for? 2.2 What are important criteria for choosing co-working spaces for you?
3.) To identify characteristics of co-working space users	3.1 Can you tell me your personal information such as age, career and income?
4) To evaluate customer satisfaction and repurchasing rate of co-working spaces users	4.1 What is your perception for your current co-working space in term of satisfaction? 4.2 Will you continue using this co-working space and why? 4.3 In what way do you want the operators improve co-working spaces?

APPENDIX B

SURVEY QUESTIONNAIRE

Please check the box that best corresponds to your answer or write your answer in the provided space. Please follow each question down the survey. Most questions only require selecting ONE CHOICE unless otherwise indicated. This questionnaire will take 15-20 minutes. Please note that information disclosed in this questionnaire will be used for educational purposes only.

Screening Questions

Have you been to co-working spaces within this year?

- Yes
- No*

*Respondents choosing “No” are not qualified for the next part.

Part 1: Personal Information

1. What is your age?
 - 15-24
 - 25-34
 - 35-44
 - More than 45

2. What is the highest level of education you have completed?
 - High school
 - Vocation/Technical school
 - Undergraduate

- Graduate
 - Doctorate
3. What is the range of your individual income per month?
- < THB 15,000
 - THB 15,000 - THB 30,000
 - THB 30,001- THB 50,000
 - >THB 50,001- THB 70,000
4. What is your occupation?
- Student
 - Government officer
 - Private company employee
 - Freelancer
 - business owner or startup

Part 2: Co-working Spaces Consumption

5. How often do you normally use co-working spaces?
- Daily
 - Once a week
 - 2-4 times per week
 - 5-6 times per week
 - Once a month

Part 3: Information Search

6. How do you usually search for co-working spaces?
- Search engine such as Google
 - Social network such as Facebook
 - Web board such as Pantip
 - Review websites such as Chilpainai
 - Word of month

Part 4: Alternative Evaluation and Purchase

How important are each of the attributes below in choosing a co-working space?

Attributes	Very important	Important	Neither important nor unimportant	Slightly important	Not at all important
Parking spaces					
Convenience of transportation (e.g. MRT, BTS, Bus)					
Work atmosphere					
Workplace safety					
Nearby stores (e.g. restaurants, supermarket and salon)					
Physical facility availability (e.g. meeting room, relaxing area and pantry)					
Office facility availability (e.g. printer, scanner and fax)					
Internet speed					
Quality of service by staff					
Community					

Attributes	Very important	Important	Neither important nor unimportant	Slightly important	Not at all important
Food and drinks services					
Price package					
Promotion					
Operating hours					
Special events					

Part 5: After Purchase Evaluation

How satisfaction are you with the current co-working space?

Attributes	Very Satisfied	Satisfied	Neither satisfied nor unsatisfied	Slightly Satisfied	Not at all satisfied
Parking spaces					
Convenience of transportation (e.g. MRT, BTS, Bus)					
Work atmosphere					
Workplace safety					
Nearby stores (e.g. restaurants, supermarket and salon)					
Physical facility availability (e.g. meeting room, relaxing area and pantry)					
Office facility availability (e.g. printer, scanner and fax)					
Internet speed					
Quality of service by staff					
Community					
Food and drinks services					

Attributes	Very Satisfied	Satisfied	Neither satisfied nor unsatisfied	Slightly Satisfied	Not at all satisfied
Price package					
Promotion					
Operating hours					
Special events					

7. What is your intention to continue using the current co-working space?

1 2 3 4 5

Leave soon

stay indefinitely

BIOGRAPHY

Name	Miss Umaporn Aempoo
Date of Birth	January 13, 1985
Educational	Attainment 2003: Bachelor of Liberal Arts Thammasat University
Occupation	Commercial Academy Coach Siam City Cement PCL.

