

RESEARCH ARTICLE | DECEMBER 22 2022

Elderly condominium attributes that enhance resident satisfaction and word of mouth: evidence from Thailand 🛒

Kanokwan Pimchan ✉; Chonlatis Darawong

[+ Author & Article Information](#)*International Journal of Housing Markets and Analysis* (2024) 17 (3): 750–768.<https://doi.org/10.1108/IJHMA-09-2022-0137> [Article history](#) 🕒

Purpose

This study aims to examine the influence of condominium attributes on resident satisfaction and word of mouth from the perspectives of the elderly in Thailand.

Design/methodology/approach

Data were collected from 338 elderly residents through a questionnaire survey and analysed by using descriptive statistics and structural equation modelling procedures.

Findings

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.

Research limitations/implications

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.

Practical implications

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.

Originality/value

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. The paper aims to determine driving factors that enhance the better well-being of elderly residents.

Keywords: [Elderly condominium](#), [Resident satisfaction](#), [Word of mouth](#), [Thailand](#)