

# An Analysis of the Marketing Strategies for High-End Single-Detached House Projects to Satisfy Customers' and Developers' Demands

## การวิเคราะห์กลยุทธ์การตลาดโครงการบ้านเดี่ยวระดับบนซึ่งตอบสนองลูกค้าและนักพัฒนาอสังหาริมทรัพย์

Kongkoon Tochaiwat, Ph.D. and Prapai Sangprasit

ดร. กองกoon โตชัยวัฒน์ และ ประไพ แสงประสิทธิ์

Faculty of Architecture and Planning, Thammasat University

คณะสถาปัตยกรรมศาสตร์และการผังเมือง มหาวิทยาลัยธรรมศาสตร์

E-mail: kongkoon@gmail.com

### Abstract

The objectives of this study were to (1) study the demographic, psychographic, and behavioral characteristics of purchasers of high-end single-detached house projects in Bangkok and its vicinity, (2) study the marketing strategies implemented by the developers, and (3) analyze and propose marketing strategies complying with both the customers' and the developers' demands. The methodologies consisted of (1) collecting data from 205 customers, selected by purposive sampling, using a questionnaire survey; (2) interviews with five developers; (3) data analysis by Descriptive Statistics, Chi-square Technique, Analysis of Variance (ANOVA), and Content Analysis; and (4) proposing appropriate marketing strategies. The results revealed the appropriate segmentation, target group, positioning, and marketing mix for this type of project. By applying these findings developers will be able to better determine their strategies and customers will have a higher quality selection of projects to choose from.

### บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์เพื่อ (1) ศึกษาปัจจัยส่วนบุคคล ปัจจัยเชิงจิตวิทยา และพฤติกรรมผู้บริโภคของลูกค้าโครงการบ้านเดี่ยวระดับบนในเขตกรุงเทพมหานครและปริมณฑล (2) ศึกษากลยุทธ์การตลาดของนักพัฒนาอสังหาริมทรัพย์ และ (3) วิเคราะห์และนำเสนอกลยุทธ์การตลาดซึ่งตอบสนองความต้องการของทั้งลูกค้าและนักพัฒนาอสังหาริมทรัพย์ ขั้นตอนการศึกษาทำโดย (1) รวบรวมข้อมูลจากลูกค้าจำนวน 205 คน ซึ่งคัดเลือกจากการสุ่มตัวอย่างแบบเจาะจงและเก็บรวบรวมข้อมูลด้วยแบบสอบถาม (2) สัมภาษณ์นักพัฒนาอสังหาริมทรัพย์ จำนวน 5 คน (3) ทำการวิเคราะห์ผลด้วยสถิติเชิงพรรณนา การวิเคราะห์ไคสแควร์ และการวิเคราะห์ความแปรปรวนและการวิเคราะห์เนื้อหา และ (4) วิเคราะห์และนำเสนอกลยุทธ์การตลาด ผลการวิจัยได้นำเสนอการแบ่งส่วนตลาด กลุ่มเป้าหมาย ตำแหน่งผลิตภัณฑ์ และส่วนประสมการตลาดที่เหมาะสม ซึ่งช่วยให้นักพัฒนาอสังหาริมทรัพย์สามารถกำหนดกลยุทธ์การตลาดได้ถูกต้องและผู้ซื้อบ้านจะมีโครงการที่ตรงความต้องการให้เลือกมากยิ่งขึ้น

### Keywords

Marketing Strategy (กลยุทธ์การตลาด), High-end Single Detached House (บ้านเดี่ยวระดับบน), Customer Satisfaction (ความต้องการลูกค้า), Developer (นักพัฒนาอสังหาริมทรัพย์), Real Estate (อสังหาริมทรัพย์)

## 1. Research Background

Housing, one of the four fundamental human requirements, reflects the living standards of its owners. Residential property can be classified by price. High-end residential properties are those with a value higher than ten million Baht. From the data revealed by the Agency for Real Estate Affairs (AREA, 2010), the number of high-end residential units sold increased from 405 units in 2008 to 641 units (58.3% increased) in 2009. Despite serious political unrest in April 2010, the growth rate remained positive, though it was 29.3% lower than 2009's growth rate. In addition, the rate continued to grow in 2011. These figures demonstrate the ongoing strength of this market segment.

The researchers believe that if the developers of high-end single-detached house (SDH) projects know the appropriate marketing strategies to respond to both the customers' and developers' demands, they would be able to provide better products and services to their customers while still receiving their targeted profits. This would provide a win-win situation for both the customers and the developers.

## 2. Research Objectives

This research had three objectives:

1. To study the demographic, psychographic, and behavioral factors for customers of high-end single-detached house (SDH) projects in Bangkok and its vicinity.
2. To study the marketing strategies implemented by the developers
3. To analyze and propose marketing strategies complying with both the customers' and the developers' demands.

## 3. Research Scope

This research collected data from the following sources:

1. Two hundred and five (205) respondents: customers who bought high-end SDH in Bangkok and its vicinity.
2. Five interviewees: managers or higher in five developer companies with experience determining marketing strategies for high-end SDH projects.

## 4. Research Framework

The variables of this research comprise:

### 1. Independent variables

In this research, independent variables consist of two groups:

- a) Demographic factors, e.g. gender, marital status, occupation, education, household income, and number of family members.
- b) Psychological factors, e.g. motivation factors, beliefs, and attitudes.

### 2. Dependent variables

These variables consist of the following customer behaviors (Kotler, 1984):

- Who are the customers? (Occupants)
- What do the customers want to buy? (Objects)
- Why do the customers want to buy? (Objectives)
- Who affects the customers' decision to buy? (Organizations)
- When do the customers buy? (Occasions)
- Where do the customers buy? (Outlets)
- How do the customers buy? (Operation)

Drawing from the independent and dependent variables listed above, the research framework is shown in Figure 1.

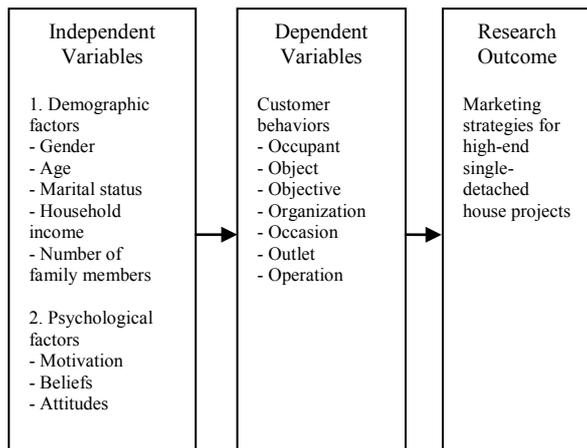


Figure 1. Research framework.

## 5. Research Assumptions

The research has two assumptions, as follows:

1. Assumption 1: The demographic factors are related to the customer behaviors.
2. Assumption 2: The psychological factors are related to the customer behaviors.

## 6. Research Methodology

This research was conducted through the following steps:

1. Study the problem and basic information on the subject, and determine the research objectives, scope, methodology, and assumptions.

2. Collect the necessary data:

### a) Interviews

Interview five staff representatives, each from a different high-end SDH project development company. The interviewees must be a manager or higher and have experience in determining marketing strategies for a high-end SDH project. The interviews had the following steps:

- Prepare the interview forms.
- Prepare the request for cooperation letters issued by the faculty of the researchers.
- Interview the interviewees. A voice recorder was used in this step.

### b) Questionnaire survey

The necessary data from 205 customers of five high-end SDH projects by different developers were collected through a questionnaire survey.

### c) Documentary research

Gather the data from the documents of the related public and private authorities, such as the Agency for Real Estate Affairs (AREA, 2010) and Real Estate Information Center (REIC, 2011). Also, the relevant literature is reviewed in order to gather the data on the theory of marketing strategy (Serirat, 1998; Soonthornprasert, 2005) and consumer behavior (Kotler, 1984).

3. Analyze the information acquired by (a) Content Analysis Technique (for the data from the interview and the documentary research), and (b) Descriptive Statistics, Analysis of Variance (ANOVA) Technique, and Chi-square Technique (for the data from the questionnaire survey).

4. Propose marketing strategies for high-end SDH projects that reflect the findings of the analyses.

## 7. Definitions of Key Variables

In this research, the terms below are defined as follows:

### 1. Marketing strategy

The approach(s) of building competitive advantage or differentiation in order to achieve objectives in responding to the customers' demands. It consists of (1) STP (segmentation, target group, and positioning) and (2) marketing mix (product, price, place, and promotion) (Serirat, 1998; Soonthornprasert, 2005).

### 2. SDH

Abbreviation of "single-detached house".

### 3. High-end SDH projects

Subdivided housing projects with a value higher than ten million Baht.

### 4. Bangkok vicinity

Five provinces connecting and encompass-

ing Bangkok: Samut Prakan, Samut Sakhon, Pathum Thani, Nonthaburi, and Nakhon Pathom.

## 8. The Demographic, Psychographic, and Behavioral Characteristics of Customers

### 1. Demographic factors

From the data acquired by the questionnaire survey, the demographic factors of the customers of high-end SDH are as shown in Table 1.

It was found that the majority of the respondents are 30-50 years old, married, with a Bachelor's Degree or some other form of higher education, working either as employees of a private company or as entrepreneurs, with more than 300,000 Baht in monthly household income, 3-5 family members, 0-1 maid, and 2-3 cars.

**Table 1.** Demographic factors of the customers of high-end SDH.

Factors	Number of Respondents	Percentage
1. Gender		
1) Male	101	49.27
2) Female	104	50.73
2. Age in years		
1) < 30	13	6.34
2) 30 – 40	74	36.09
3) 41 – 50	77	37.56
4) 51 – 60	33	16.10
5) > 60	8	3.91
3. Marital status		
1) Single	48	23.42
2) Married	157	76.58
4. Number of family members		
1) 1	5	2.44
2) 2	15	7.32
3) 3	42	20.49
4) 4	62	30.24
5) 5	43	20.98
6) 6	24	11.71
7) 7+	14	6.82
5. Number of maids		
1) 0	59	29.65
2) 1	85	42.71
3) 2	46	23.11
4) 3	9	4.53

Factors	Number of Respondents	Percentage
6. Number of cars		
1) 1	18	8.78
2) 2	63	30.73
3) 3	52	25.37
4) > 3	72	35.12
7. Education		
1) Lower than Bachelor's Degree	29	14.15
2) Bachelor's Degree	86	41.95
3) Higher than Bachelor's Degree	90	43.90
8. Employer		
1) Public agency	8	3.90
2) Private company	50	24.39
3) Entrepreneur	140	68.29
4) State enterprise	7	3.42
9. Monthly household income (Baht)		
1) < 100,000	16	7.81
2) 100,001 – 150,000	19	9.27
3) 150,001 – 200,000	18	8.78
4) 200,001 – 250,000	16	7.81
5) 200,001 – 300,000	13	6.34
6) 300,001 – 400,000	31	15.12
7) 400,001 – 500,000	23	11.22
8) > 500,000	69	33.65

Remarks: Percentages were calculated from the total number of each question.

## 2. Psychographic factors

As for the psychographic factors of the customers of high-end SDH, it was found that:

a) The motivations that have the highest-level effect on the decision to buy a high-end SDH are location, function, and quality, respectively. In addition, the motivations that have a high level of impact on the decision are specifications, useable area, price, size of bedroom, private bathroom, promotion, and recreation room, respectively.

b) The belief that has the highest-level effect on the buying decision is security, while the developer's brand equity, experience, and registration on the Stock Exchange of Thailand (SET), respectively, are also rated as high-level factors.

c) There is no attitude that has the highest-level effect on the buying decision. The high-level factors are relationship-building activities (such as

aftersale services, cooking classes, or camping trips), energy saving concepts, and Corporate Social Responsibility (CSR), respectively.

## 3. Customer behaviors

According to the survey results, the customer behaviors of the high-end SDH customers are shown in Table 2.

a) The customers prefer a contemporary style of house design, 200-400 square meters of usable area, with 3/4 bedrooms and bathrooms, as well as a home theatre, big kitchen, swimming pool or specially designated guest room.

b) The customers buy a new house to live in a better environment, visiting 1-6 projects over a duration of 1-6 months before making their decision, with a particular focus on the bedroom and family room. In general, they use partial financial credit.

**Table 2.** Media used by high-end SDH customers.

Media	Awareness of New Project		Initial Source of Information		Key Factor in Decision to Buy	
	N (Person)	%	N (Person)	%	N (Person)	%
1. Newspaper	65	31.71	44	21.46	15	7.32
2. Television	42	20.49	30	14.63	8	3.90
3. Radio	4	1.95	4	1.95	0	0.00
4. Brochure	94	45.85	87	42.44	34	16.59
5. Billboard	118	57.56	82	40.00	17	8.29
6. Magazine	27	13.17	26	12.68	8	3.90
7. SMS	21	10.24	9	4.39	0	0.00
8. E-mail	12	5.85	12	5.85	6	2.93
9. Website	13	6.34	48	23.42	0	0.00
10. Friend or cousin	93	45.37	109	53.17	104	50.73
11. Booth	8	3.90	7	3.42	1	0.49
12. Home exhibition	12	5.85	29	14.15	6	2.93
13. Other	5	2.44	3	1.46	6	2.93

Remarks: (1) Multiple answers are allowed. (2) Percentages were calculated from the total number of respondents (205).

**Table 3.** Behavior of customers of high-end SDH.

Behaviors	Number of Respondents	Percentage
1. Number of projects visited before buying		
1) 1-3	67	32.68
2) 4-6	80	39.02
3) 7-10	41	20.00
4) > 10	17	8.30
2. Months taken to make decision		
1) < 1	19	9.27
2) 1 - 6	91	44.39
3) 6 - 12	43	20.98
4) > 12	52	25.36
3. Required house style		
1) Classic	57	27.81
2) Contemporary	89	43.42
3) Modern	54	26.34
4) Other	5	2.44
4. Required usable area (m <sup>2</sup> )		
1) 100 – 200	34	16.59
2) 201 – 300	76	37.07
3) 301 – 400	45	21.95
4) 401 – 500	25	12.20
5) 501 – 700	17	8.29
6) 701 – 1,000	8	3.90

Behaviors	Number of Respondents	Percentage
5. Bedrooms and bathrooms required		
1) 2 beds / 2 baths	2	0.98
2) 2 beds / 3 baths	3	1.46
3) 3 beds / 3 baths	55	26.83
4) 3 beds / 4 baths	44	21.46
5) 4 beds / 4 baths	50	24.39
6) 4 beds / 5 baths	42	20.49
7) Other	9	4.39
6. Required additional features		
1) Karaoke room	6	2.93
2) Home theatre	42	20.49
3) Swimming pool	33	16.10
4) Garden vie bath room and jacuzzi	14	6.83
5) Large kitchen	35	17.07
6) Large dressing room	15	7.32
7) Separated tabernacle	11	5.37
8) Salon shelter	32	15.61
9) Basement	0	0.00
10) Large storage	1	0.48
11) Living shelter	8	3.90
12) Other	8	3.90

Remarks: Percentages were calculated from the total number of each question.

c) As for the media, customers know about the project launch from billboards, flyers, and friends or cousins. They also use these sources to find out the details of the projects. However, they place most value on their friends or cousins when making the decision to buy.

## 9. The Relationships between the Demographic, Psychographic and Behavioral Characteristics of Customers

1. The relationships between the demographic characteristics and behaviors of customers (Assumption 1 testing).

By testing Assumption 1 using the Chi-square Technique with 0.01 and 0.05 significance

levels, it was found that the demographic factors are related to the behaviors of the customers in the follows ways:

a) Age, occupation, and monthly household income correlate with the medium through which the customer found out about the new project launch. Compared to other groups, a higher proportion of customers in the 30-50 year age range become aware of a new project launch from websites. As for occupation, customers who are entrepreneurs are more likely to find out about a new project launch from newspapers, television, websites, friends or cousins, and home exhibitions than others. In addition, customers with less than 300,000 Baht in monthly household income generally find out about a new project launch from newspapers, home exhibitions, and television, respectively, while customers with an income higher than 300,000 Baht receive the news from newspapers, televisions, and home exhibitions, respectively.

b) Income also correlates with the information sources that encouraged the decision to buy. Customers with a monthly household income of less than 300,000 Baht and higher than 500,000 Baht believed in their friends or cousins, flyers, and newspapers, respectively.

c) Professional occupation and preferred style of home design are also related. Customers who work in the public sector prefer classic and contemporary styles, while private company employees like contemporary and modern styles. Furthermore, customers who are entrepreneurs like contemporary and classic styles. Finally, customers who work in the public enterprise prefer classic and modern styles, respectively.

d) Age and monthly household income do not have a meaningful correlation with the preferred style of house at a 0.05 significance level.

e) Professional occupation correlates with the payment conditions at a 0.01 significance level. Public employees, private company employees,

and business owners prefer partial loans and full cash payments, while public enterprise employees prefer partial or full loans from banks.

2. Relationships between psychographic factors and behaviors of customers (Assumption 2 testing).

From testing Assumption 2 by Analysis of Variance (ANOVA), it was found that the psychographic factors relate with the behaviors of the customers as follows:

a) The width of road in a project has an effect on the decision to buy at a 0.05 significance level ( $F=2.613$ ,  $Sig.=0.037$ ). Older customers tend to focus on the width of roads in projects.

b) The usable area of the house has an effect on the decision to buy at a 0.05 significance level ( $F=2.613$ ,  $Sig.=0.037$ ). The higher the monthly household income of the buyers, the larger the usable area that they want.

## **10. The Marketing Strategies of High-End SDH Project Developers in Bangkok and its Vicinity.**

From interviewing five representatives of different development companies with the position of manager or higher, the researchers found the existing marketing strategies implemented by developers are:

### *1. Segmentation*

The managements determine the segmentation of their projects as follows:

a) Demographic: the interviewees revealed that the factors they use in segmentation are age, status, education, occupation, and income.

b) Geographic: projects should be located within 15 kilometers of the houses of their prospective customers.

c) Psychographic: projects should emphasize the project environment.

## *2. Target Group*

The company managements determine their target group as a person between 40 and 65 years old, married, with a Bachelor's Degree education, either business owners or professional businessmen with 300,000 Baht in monthly household income.

## *3. Positioning*

The managements position the product as a luxury project and present its image accordingly.

## *4. Marketing Mix*

### *a) Product*

The majority of the managements determine the product by differentiation of their product design, focusing on project environment, enriching project facilities, zoning and focusing on project security, and designing houses with an emphasis on luxury as a symbol of pride for customers.

### *b) Price*

The majority of the managements do not focus on competitive pricing. The customers believe that highly priced products are normally of a high quality.

### *c) Place*

The managements determine the place, or distribution channel, using several methods, i.e. marketing events at project sites or booths, direct sales, word of mouth through positive customer relationships, customer experience management to encourage customer loyalty, etc.

### *d) Promotion*

The managements emphasized media integration and changing their promotions monthly.

## **11. The Proposed Marketing Strategies**

From the questionnaire survey of the customers' data and demands, together with the interview about the existing developers' marketing strategies, the researchers can propose appropriate

marketing strategies for high-end single-detached house projects which satisfy customers' and developers' demands:

## *1. Segmentation*

The customers normally came from an area no further than 15 kilometers from the project. In addition, the customers normally visit 4-6 projects before making the decision to buy a house to live in.

## *2. Target Group*

From the interviews, the customers are typically 41-50 years of age, with more than 300,000 baht in monthly income, a Bachelor's Degree or some other form of higher education, working either in higher management or as entrepreneurs, with a stable financial status. The majority of the customers use partial financial loans and some customers use their own cash, meaning developers can rely on their financial stability.

## *3. Positioning*

The customers of high-end SDH projects normally believe that buying a high-end house is a worthwhile investment; they agree to pay a lot of money in order to upgrade their life; they think the house may be their long term residence and serve as a symbol of their success; they want to live among people who have the same status; they believe a house is a way to show the owner's financial status.

## *4. Marketing Mix*

### *a) Product Strategies*

The product strategies for high-end SDH projects consist of: product differentiation, outstanding design, variety of house styles, features reflecting the elegance and taste of the owners. The customers normally have self-confidence and a unique lifestyle, and do not like mass-produced housing, so the marketers should focus on developing products to effectively reach their target

groups. One approach is to differentiate products by their form, style, usable area, functions, special functions, facilities, landscape design, and security systems. These strategies can enhance competitive advantages.

The researchers found the preferable products for the target group were as follows:

- Style

The most preferable style is contemporary. However, there should be various styles of houses for the customers to choose from.

- Usable Area

The most favorable size of house is 201 to 300 square meters.

- Function

The product should have three bedrooms with three bathrooms. Moreover, it is beneficial if the function of the houses can be adapted because customers may have different requirements.

- Facilities

The project facilities should be complete and the project security should be reliable. The project should have a good image, with a pleasing atmosphere and environment, as well as beautiful and luxurious architecture, in order to attract its target group. In addition, the customer zone should be clearly separated from the construction zone.

Finally, more than the demands of customers, developers should also concern themselves with the products of their competitors in order to maintain a strong image with their client base.

b) Price Strategies

Competitive high-end SDH project strategies are not concerned primarily with pricing. Developers should focus on a high price, high quality strategy because their customers normally have a good financial status. From interviews, it was found that about 35% of the customers used their own cash to buy the houses, while 50% of customers asked for partial loans from financial institutions.

c) Place Strategies

The most effective channel to promote sales is an event at the project site. The customers will be invited to join the events in order to let them appreciate the project's atmosphere before making their decision to buy.

d) Promotion Strategies

The customers of high-end SDH do not give much attention to sale promotions because normally they have a stable financial status. On the other hand, they focus more on the quality of houses than other factors. However, the promotion strategies of high-end SDH projects can be done in the following ways:

(1) Advertising

Advertising should be able to attract prospective viewers and support their decision to buy. Advertisements have a significant influence on the decision to buy because it enhances demand, communicates an understanding of the quality and brand of the product, and reinforces consumer confidence. The effective media for high-end SDH projects are:

- Billboard

Billboards are normally located in front of projects, along main roads, on the way to projects, and in nearby communities. Developers should invest a great deal of their effort into this media as the research showed that the majority of customers received project information from billboards.

- Flyer

Developers use this type of advertising media to communicate their project designs and marketing briefs to prospective buyers. If the potential customers are interested in the project, they will find out more details from other media.

- Newspaper

Developers may or may not use this type of media and one or several newspaper(s), in case they decide to use, taking to account of their policy and their predetermined budgets.

- Internet

There are some developers, and sale agencies, who use this type of media in order to let their prospective clients search for the unit that best matches their requirements, especially in terms of the design and price of the properties.

- Radio Spots and Television Advertisings

This type of media is normally used by big developers only. Local developers seldom use this media because of its cost and large coverage.

## (2) Salespersons

The benefits of this media are its opportunity to assess prospective customers' interests, know the reason why they do not make the decision to buy, and resolve the problems. However, the efficiency of this media depends on the abilities of the salespersons.

## (3) Public Relations (PR)

Public relations (PR) is important because high-end SDH projects have to inspire the confidence of their prospective customers.

## (4) After-Sale Services

Developers can provide some services to their customers such as removal and delivery, security, community services, maintenance, and insurance. These can help attract prospective customers in making the decision to buy.

## 12. Conclusion

This paper presented the demographic, psychographic, and behavioral characteristics of customers of high-end single-detached house (SDH) projects in Bangkok and its vicinity. On the other hand, the marketing strategies implemented by the developers in this segment were also presented, as well as proposals to comply with both the customers' and the developers' demands.

It was found that the majority of the customers in high-end SDH projects are 30-50 years old, married, with a Bachelor's Degree or some

form of higher education, working as employees of private companies or entrepreneurs, with more than 300,000 Baht in monthly household income, 3-5 family members, 0-1 maid, and 2-3 cars. The research also found that they are primarily concerned with location, function, quality, and security.

As for their behaviors, they prefer contemporary style housing, 200-400 square meters of usable area, 3/4 bedrooms and bathrooms, as well as an additional features such as a home theatre, big kitchen, swimming pool or specially designated guest room. In addition, they buy a new house to live in a better environment, visiting 1-6 projects over a duration of 1-6 months before making a decision, with a particular focus on the bedroom and family room. In general, they use partial financial credit. They find out about the project launch from billboards, flyers, and friends or cousins. However, they place most faith in their friends or cousins in making the actual decision to buy.

The marketing strategies that the developers in this segment can apply from this research are: (1) Setting segmentation to locate projects within 15 kilometers from the houses of their prospective clients and emphasizing the project environment to make their customers feel as if they are the last houses of their lives; (2) Setting the target group as persons 40-65 years old, married, with a Bachelor's Degree education, working either as owners of a business or professional businessmen, with 300,000 Baht in monthly household income; (3) Positioning the project as a luxury product and marketing its image accordingly; and (4) Setting the marketing mix as a unique and highly priced luxury products high price, with an emphasis on project-based sales channels, as well as media integration and different monthly promotions.

Based on their findings on both the customers' demands and the developers' know-how, the researchers proposed the following marketing strategies for high-end SDH projects:

(1) Setting segmentation to locate projects within 15 kilometers from the houses of their prospects; (2) Targeting customers 41-50 years old with more than 300,000 baht in monthly income, a Bachelor's Degree or higher education, working in higher management or as an entrepreneur, with a stable financial status; (3) Positioning the product as the last house in life and a symbol of success; and (4) Setting the marketing mix as a unique and highly priced product matching customer demand, exploiting project-based events as a sales channel, and undertaking an advertisement-focused marketing promotion.

Compared to previous research concerning the marketing mix of SDH projects, e.g. Chatikan

Nikhunram (2011) and Surasak Praepanitchagun (2004), it was found that: (1) When compared with the customers of SDH projects, the typical segment of high-end SDH customers are typically older, with larger families and a much higher monthly income; (2) According to their behaviors, they pay less attention to the marketing promotions of projects, but are more concerned with the project environment, and spend a shorter amount of time in making the decision to buy; (3) High-end SDH project customers require bigger houses with special functions such as a home theatre or private swimming pool. The comparison of these research results are shown in Table 4.

**Table 4.** Research results comparison.

Issues	Tochaiwat, K. (2012)	Nikhunram, C. (2011)	Praepanitchagun, S. (2004)
1. Scope of Research	Marketing strategies for high-end SDH projects in Bangkok and its vicinity.	Marketing mix factors and media perceptions influencing Thai and foreign customers' decision to buy houses in Bangkok.	Marketing mix factors influencing customers' decision to buy houses in housing projects in Bangkok and its vicinity.
2. Demographic Characteristics of the Majority of Customers	Male and female equally, 30-50 years of age, married with a Bachelor's Degree or some other form of higher education, working in a private company or as an entrepreneur, with more than 300,000 Baht in monthly household income, and a household size of 3-5 persons.	Female, 21-36 years of age, married, with a Bachelor's Degree, employed by a private company, with less than 40,000 Baht in monthly household income, and a household size of 3 persons.	Male, 37-44 years of age, married, with a Bachelor's Degree, employed by a private company, with 77,601 to 98,400 Baht in monthly household income, and a household size of 1-2 persons.
3. Marketing Mix	High focus on product, price, and place and low focus on promotion.	High focus on product, price, and place and medium focus on promotion.	High focus on location, project image, design, guarantee, high-price with good quality, loan period, loan rate, sales office, services, loan provision, and public relations.
4. Required Product	Contemporary style, 200-400 square meters of usable area, 3/4 bedrooms and bathrooms, home theatre / big kitchen / swimming pool / specially designated guest room.	1.9 MB price, 114 square meters of usable area, 2 bedrooms and 2 bathrooms.	70-79 square Wah land area, 250-300 square meters of usable area, 5.21-5.85 MB price.

**Table 4.** Research results comparison. (continued)

Issues	Tochaiwat, K. (2012)	Nikhunram, C. (2011)	Praepanitchagun, S. (2004)
5. Behavior	Buy to live in a better environment, visit 1-6 projects over 1-6 months before making the decision to buy, with a focus on the bedroom and family room, using partial financial credit. Find out about the project launch from billboards, flyers, and friends or cousins, placing faith in advice of friends or cousins in making the decision to buy.	Buy to increase home size or quality, place faith in self or family members in making decision to buy.	Visit more than 4 projects over more than 6 months before making the decision, with the intention of buying a new house in another 5 years.

From the research results, the researchers expected the following benefits: (1) The developers of high-end SDH projects can determine the right segmentation, target groups, and product positioning; (2) The developers can determine the

marketing mix that best satisfies their customers' demands; (3) The developers can determine marketing strategies that match their customers' behaviors; and (4) The customers of high-end SDH projects can obtain better products.

## References

- Agency for Real Estate Affairs [AREA]. (2011). *Real Estate Index*. Bangkok: AREA.
- Kotler, P. (1984). *Marketing Essentials*. New Jersey: Prentice Hall International Inc.
- Nikhunram, C. (2011). *Marketing Mix Factors and Media Perceptions Influencing Thai and Foreign Consumer Buying Decision Behavior on Housing in Bangkok Metropolitan Area*. Master's Project, M.B.A. (Marketing). Bangkok: Graduate School of Srinakarinwirot University.
- Praepanitchagun, S. (2004). *Marketing Mix Influencing Customer Decision in Buying a Detached House in Land Subdivision Project in Bangkok Metropolitan and Suburban Areas*. Master's Project, M.B.A. (Marketing). Bangkok: Graduate School of Srinakarinwirot University.
- Real Estate Information Center [REIC]. (2011). *Real Estate Data*. Retrieved 7 April 2012, from <http://www.reic.or.th>
- Serirat, S. (1998). *Marketing Strategies and Marketing Management* [กลยุทธ์การตลาดและการบริหารการตลาด]. Bangkok: Theerapim & Scitex.
- Soonthomprasert, P. (2005). *Marketing Communication That Influences Consumers' Decisions to Purchase Mid-range Priced Houses*. Master's Degrees Thesis, Sukhothai Thammathirat Open University.