

The Marketing Mix and Demography Factors Affecting The Decision to Purchase A Residence in The Housing Project In Muang District, Nakhon Ratchasima

Nop-anan Kanjanawattanawong
Nakhon Ratchasima Rajabhat University
Email: Kengmkt555@gmail.com

— *Review of* —
**Integrative
Business &
Economics**
— *Research* —

ABSTRACT

The objectives of This Research were study the behavior of decision to buy the house in the housing project in muang district Nakhon Ratchasima and study the marketing mix factors affected the decision making to buy housing in the housing project in muang district Nakhon Ratchasima. Questionnaires were distributed to the decision-maker that bought the house in the housing project in muang district Nakhon Ratchasima within 5 years ago for Amount 400 People. Statistics used to analyze the data were frequency, percentage, mean and standard deviation (S.D.).

The result Indicate That the mostly are female aged between 36-45 years old, education level is bachelor degree, worked with government and average monthly family income was between 30,001 – 60,000 baht.

The result of housing decision behavior of respondents that like detached one storey house for 1,000,000 – 2,000,000 Baht. There was 3 bedrooms. The buying reason was want to be housing owner. The media which respondents known the housing project was a billboard. The planning and decision period was 1-3 month. The decision effector was a consort.

The result of the marketing mix factors affecting the decision to purchase a residence in the housing project in Muang district, Nakhon Ratchasima that the most respondents emphasized every marketing mix factors was well that a traffic, location, design and will-known were top factors but fitness and swimming pool were least important.

Key words: housing project, residence, the marketing mix factors, demography factors, the decision to purchase.

1. Background and Importance

The housing project in muang district Nakhon Ratchasima be expanded since 1997, the price be continued increased. The housing project can be sold out within 1-2 years under the environments are instability as social, economic and politics. The expansion of the housing project may be a result of government's promotion and growth up population.

Among economic crisis in 2009, a result of government's promotion be supported a real estate sector can be expanded, especially a big entrepreneurs. Forecasting for real estate sector in 2010 that be growth continuously, expanding new projects and transaction (Kasikorn Reserch Center, 2010)

Translations of Nakorn Rachasima Housing Business Association's President that Nakorn Rachasima's real estate sector in 2010 that be continuously expanded from 2009. Sales in house exhibition over 200,000,000 Baht and loans over 800,000,000 Baht. As a result of government's promotion as low interest, excepting transaction and mortgage Fee (Koratforum, 2010)

Thus, the researcher, Marketing Program, Faculty of Management Science, Nokhon Ratchasima Rajabhat University would like to present the research on the survey of The

Marketing Mix and Demography Factors Affecting The Decision to Purchase A Residence in The Housing Project in Muang District, Nakhon Ratchasima to provide guidelines to develop desirable business planning, forecasting in real estate sectors.

2. Objective

To study the behavior of decision to buy the house in the housing project in muang district Nakhon Ratchasima Province and study the marketing mix factors affected the decision making to buy a house in the housing project in muang district Nakhon Ratchasima Province.

3. Population and Size of the Sampling Group

Population is the decision-maker that bought the house in the housing project in muang district Nakhon Ratchasima within 5 years ago. According to principle of the formula of Taro Yamane By stipulating as $e = 0.05$, the size of the sampling group can be calculated in the number of 400 persons by using the method of random sampling as per the convenience.

4. Analysis of the Information and Statistics Used

The questionnaire as the tool for collecting the data. Statistics used to analyze the data were frequency, percentage, mean and standard deviation (S.D.).

For analyzing the information of priority of the marketing mix Factors Affecting The Decision to Purchase A Residence in The Housing Project in Muang District, Nakhon Ratchasima, the researcher uses the method of dividing the class interval to stipulate the scope of interpreting the mean(ThaninSiljaru, 2008)

- Mean from 4.50-5.00 signifies the most important.
- Mean from 3.50-4.49 signifies very important.
- Mean from 2.50-3.49 signifies moderately important.
- Mean from 1.50-2.49 signifies less important.
- Mean from 1.00-1.49 signifies the least important.

5. Concepts and Relevant Theories

5.1 Marketing Mix

Kotler and Armstrong (2010) referred to the concept of marketing mix that is the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market. The marketing mix consists of everything the firm can do to influence the demand for its product. The many possibilities can be collected into four groups of variables known as “the four ps”: product, price, place, and promotion.

5.1.1 Product means the goods and services combination the company offers to the target market.

5.1.2 Price is the amount of money customers must pay to obtain the product.

5.1.3 Place includes company activities that make the product available to target consumers.

5.1.4 Promotion means activities that communicate the merits of the product and persuade target customers to buy it.

Marketing Mix 4 P's			
Product	Price	Place	Promotion
Variety	List price	Channels	Advertising
Quality	Discounts	Coverage	Personal selling
Design	Allowances	Locations	Sales promotion
Features	Payment period	Inventory	Public relations
Brand name	Credit terms	Transportation	Direct marketing
Packaging		Logistics	
Services		Assortments	

5.2 The Buyer Decision Process

Kotler and Armstrong (2010) referred to the concept of buyer decision process that consists of five stages: need recognition, information search, evaluation of alternatives, purchase decision, and postpurchase behavior. The buying process starts long before the actual purchase and continues long after. Marketers need to focus on the entire buying process rather than on just the purchase decision.

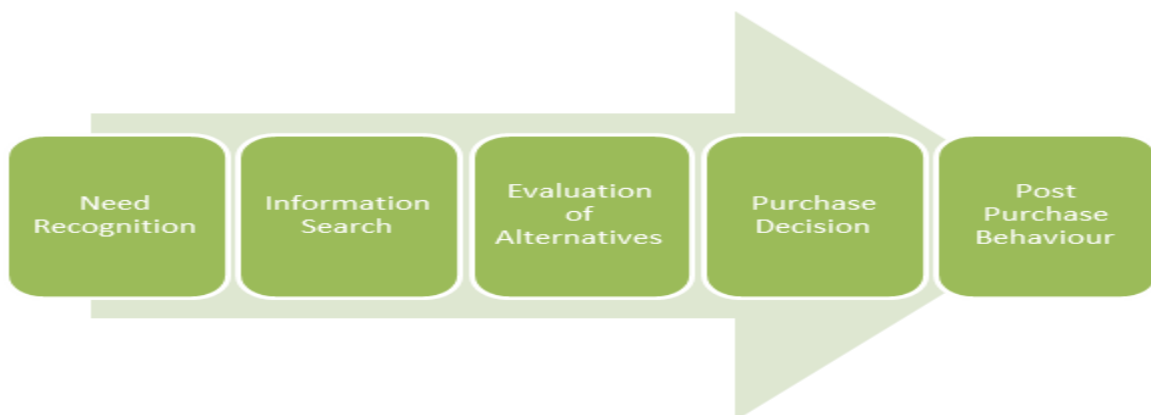
5.2.1 Need Recognition is the first stage of the buyer decision process, in which the consumer recognizes a problem or need.

5.2.2 Information search is the stage of the buyer decision process in which the consumer is aroused to search for more information; the consumer may simply have heightened attention or may go into an active information search.

5.2.3 Alternative evaluation is the stage of the buyer decision process in which the consumer uses information to evaluate alternative brands in the choice set.

5.2.4 Purchase decision is the buyer's decision about which brand to purchase.

5.2.5 Postpurchase behavior is the stage of the buyer decision process in which the consumers take further action after purchase, based on their satisfaction or dissatisfaction.



1.6 The discussion of study result:

1. The mostly are female, aged between 36-45 years old, marriage, education level is bachelor degree, worked with government and average monthly family income was between 30,001 – 60,000 baht.

General Information		Number	Percentage
Genders	Male	165.00	41.25
	Female	235.00	58.75
Age	Under 25 years old	8.00	2.00
	25-35 years old	124.00	31.00
	36-45 years old	167.00	41.75
	46-55 years old	86.00	21.50
	More than 55 years old	15.00	3.75
Status	Single	58.00	14.50
	Planning to marry	17.00	4.25
	marriage	318.00	79.50
	Divorced / Separated	7.00	1.75
Educational levels	Under bachelor	100.00	25.00
	Bachelor	215.00	53.75
	Postgraduate	85.00	21.25
Occupation	Employees of Private	81.00	20.25
	Officers / employees of Government	112.00	28.00
	Employees of enterprises	18.00	4.50
	free trade	90.00	22.50
	Owner / Business	60.00	15.00
	Maid / Butler	21.00	5.25
	Doctors Hospital	18.00	4.50
average monthly family income	10,000 - 30,000 baht	129.00	32.25
	30001-60000 baht	171.00	42.75
	60001-90000 baht	59.00	14.75
	90,001 baht up	41.00	10.25

2. The result of housing decision behavior of respondents that like detached one storey house for 1,000,000 – 2,000,000 Baht. There was 3 bedrooms. The buying reason was want to be housing owner. The media which respondents known the housing project was a billboard. The planning and decision period was 1-3 month. The decision effecter was a consort.

Information for The buying behavior of residence		Number	Percentage
Present types of residence	Townhouse	8.00	2.00
	Single storey house	201.00	50.25
	Two storey house	190.00	47.50
	twin House	1.00	0.25
Price of housing	Less than 1,000,000 Baht	39.00	9.75
	1,000,000 to 2,000,000 baht	176.00	44.00
	2,000,001 to 3,000,000 Baht	91.00	22.75
	More than 3,000,000 Baht	94.00	23.50
Number of bedrooms	1 bedroom	1.00	0.25
	2 bedroom	61.00	15.25
	3 bedrooms	235.00	58.75
	4 bedrooms	102.00	25.50
	5 bedrooms or more	1.00	0.25
buying reason	Marriage	79.00	10.39
	The 2nd home	3.00	0.39
	Housing need is their own.	273.00	35.92
	To better environment	160.00	21.05
	Replacement housing to larger.	65.00	8.55
	near the workplace and Academy	92.00	12.11
	housing fair in the flood zone.	24.00	3.16
	Original housing far Community	19.00	2.50
	The dilapidated housing fair	19.00	2.50
	Their existing traffic congestion.	26.00	3.42
Media	Local Newspapers	28.00	4.33
	Public media	31.00	4.80
	Radio	16.00	2.48
	TV	13.00	2.01
	Outdoor billboards	185.00	28.64
	Leaflets Media	4.00	0.62
	housing fair	44.00	6.81
	another person	158.00	24.46
	Office	117.00	18.11
	Internet	26.00	4.02
	Booth in a mall	24.00	3.72
	planning and decision period	No planning	47.00
1-3 months		107.00	26.75
4-6 months		70.00	17.50
7-9 months		15.00	3.75
10-12 months		55.00	13.75
Over 1 year		106.00	26.50
The decision effecter	None (the only one)	55.00	11.36
	spouse	269.00	55.58
	near	46.00	9.50
	brothers	32.00	6.61
	parents	73.00	15.08
	Friends	9.00	1.86

3. The result of the marketing mix factors affecting the decision to purchase a residence in the housing project in Muang district, NakhonRatchasima that the most respondents emphasized every marketing mix factors was well that a traffic, location, design and will-known were top factors but fitness and swimming pool were least important.

The marketing mix	\bar{x}	S.D.	Priority
Famous of the project	4.05	0.81	very important
Location	4.17	0.74	very important
Convenient transportation	4.21	0.77	very important
House style	4.11	2.20	very important
Living area	3.91	0.87	very important
The quality of construction work	3.67	0.97	very important
Construction and Decoration Materials	3.78	2.70	very important
Central Garden	3.36	1.10	moderately important
Fitness center, swimming pool	3.17	1.21	moderately important
A beautiful arch	3.28	1.11	moderately important
Security system	3.70	1.10	very important
The after-sales service	3.52	1.05	very important
Entity administration	3.60	1.03	very important
Price below other projects	3.72	2.17	very important
Low Monthly Payment	3.64	0.91	very important
Lower central value than other projects	3.52	0.91	very important
The loan is higher than other projects	3.61	0.88	very important
Down payment under other projects	3.60	0.91	very important
Longer duration of the loan	3.57	0.90	very important
Lower interest rate	3.57	0.96	very important
An exhibition booth housing.	3.56	0.93	very important
Ease of access to the office.	3.70	0.92	very important
The ease of getting information from Officers.	3.71	1.00	very important
Ease of access to the website.	3.59	1.03	very important
The speed of transfer	3.95	0.85	very important
The ability to move in	3.97	0.86	very important
Advertising and PR are pronounced.	3.75	0.87	very important
SPECIAL discount	3.73	0.95	very important
Provides financing	3.71	0.93	very important
Provides advisors	3.68	1.03	very important
Officers And media directly to customers.	3.63	1.02	very important

Acknowledgement

This study has been well achieved from giving consultation, advice and good attention from Nakhon Ratchasima Rajabhat University Research and Development Institute has given her favor to advise, check, amend and improve various defect as well as transmit the knowledge to the researcher throughout. The researcher is highly appreciated of them on this occasion.

REFERENCES

- [1] Kotler, Armstrong. (2010). *Principles of Marketing*. The thirteenth edition. Global edition: Pearson Inc
- [2] Kasikornbank Public Company Limited (2010). *Real Estate Business Trends 2010*. Access on 26th April 2010. <www.kasikornthai.co.th>
- [3] Korat Forum (2010). *NakhonRatchasima Real Estate Trends 2010*. Access on 26th April 2010. <www.koratforum.net>
- [4] Jantima, Surarat. (1995). *The Factors Affecting to Buying A Residence in NakhonRatchasimaProvince*. Vongchavalitkul University.
- [5] Vararat, Tontan. (2008). *The Factors Affecting TheEmployees's Decision to Buying A Residence in Rojana Industry Park in Phranakhon Si Ayutthaya*. Phranakhon Si Ayutthaya Rajabhat University.