

ABSTRACT

The purpose of this research was to study the difference in purchasing single houses when segmented by budget. The research focused on studying the importance of factors which are used to purchase a single house which consist of flood, security, environment, material and construction, convenience of entrance and exit way, post sales services, trust of company, community charge, house usable area, nearness to facilities, house pattern, company's name, surrounding community, government support, central area and building, nearness to working area, previous project, project pattern, project size, nearness to children's school, being able to do other activities, nearness to the existing residential area and having friends in the project.

This study was limited to study group evaluating alternatives or specific potential consumers of single house priced between 3 to 9 million baht in the Bangkok area. Sample survey was used in this research. The data were collected from 400 respondents in Bangkok between 1st November until 31st December, 2004. Questionnaires and interviewing was used as the research instruments to obtain the data.

In order to interpret the data gathered, descriptive analysis was used and One Way Analysis of Variance (ANOVA) was applied for analyzing the difference of independent variables associated with a dependent variable.

The results from hypotheses testing show that there are differences in some factors when segmented by budget to purchase a single house. High price single house

buyers who are business owners and have high incomes tend to buy larger, high quality houses and live close to their relatives and community more than others. Factors such as lower price single house buyers who belong to the smart new generation groups are more flexible in living and have more time and opportunities to consider and select the best single house to satisfy their need.

This study recommends that housing developers and marketers implement the strategies to develop and improve their products or services to satisfy customer's need effectively. With high competition in market, it is essential that marketers should try to research and analyze customer needs and identify buying factors to understand who their customers are and what influences them when they are buying. This knowledge will contribute to more accurate valuations, more efficient transactions and more satisfied consumers. Marketers should propose product and services which are above-average and enhance the brand and company image. This will help to differentiate them from competitors and get high acceptance from customers on a long-term basis. Finally, marketers should have constant improvement and search for the new and better products and quality.