

Abstract

This study aims to investigate the demographic factors such as income, members in the household, and existing physical factors of house which have influenced the decisions to buy resale housing. The analyses of relationships among variables of product, pricing and decision to buy are explored, Questionnaires are distributed among samples size of 90 customers who bought resale housing. Statistics employed are frequency, percentage, mean, and regression analysis. The research revealed that target customer characteristics in Bangkok are mainly female with average salary 80,000 -100,000 baht, with 4-6 family members per household. These female target customers face problem of distant commuting between home and workplace, and inadequate space and function for utilization. Among variables of product, pricing and physical attributes of existing house, product has the highest influence upon customer's decision to buy. Thus, product strategy is described as: 1) Resale house should be well-equipped and ready to move in conveniently. Then, its advantage is easier to compare with new house 2) Space and function should be adjusted to be well-utilized and fit with customer needs 3) Types of resale house should provide varieties of choices to enjoy selection. 4) Resale house should be nicely and properly decorated to close sales easily. Pricing strategy is also described as: 1) Pricing of resale house should be lower than new house in the same vicinity; 2) Pricing should be affordable by customer's disposable income; 3) Pricing should be proper so that there will be some bank loan left for renovating the resale house.