



THESIS APPROVAL
GRADUATE SCHOOL, KASETSART UNIVERSITY

Master of Business Administration

DEGREE

Business Administration

FIELD

Business Administration

FACULTY

TITLE: Consumer Segmentation of a Second Home in Green Area by Demographic Factors and Buying Reasons: A Case of Khaoyai Area in Thailand

NAME: Miss Nattida Kosol

THIS THESIS HAS BEEN ACCEPTED BY

THESIS ADVISOR

(Mrs. Thirarut Worapishet, Ph.D.)

THESIS CO-ADVISOR

(Associate Professor Chuenjit Changchenkit, M.B.A.)

GRADUATE COMMITTEE
CHAIRMAN

(Mrs. Haruthai Numprasertchai, Ph.D.)

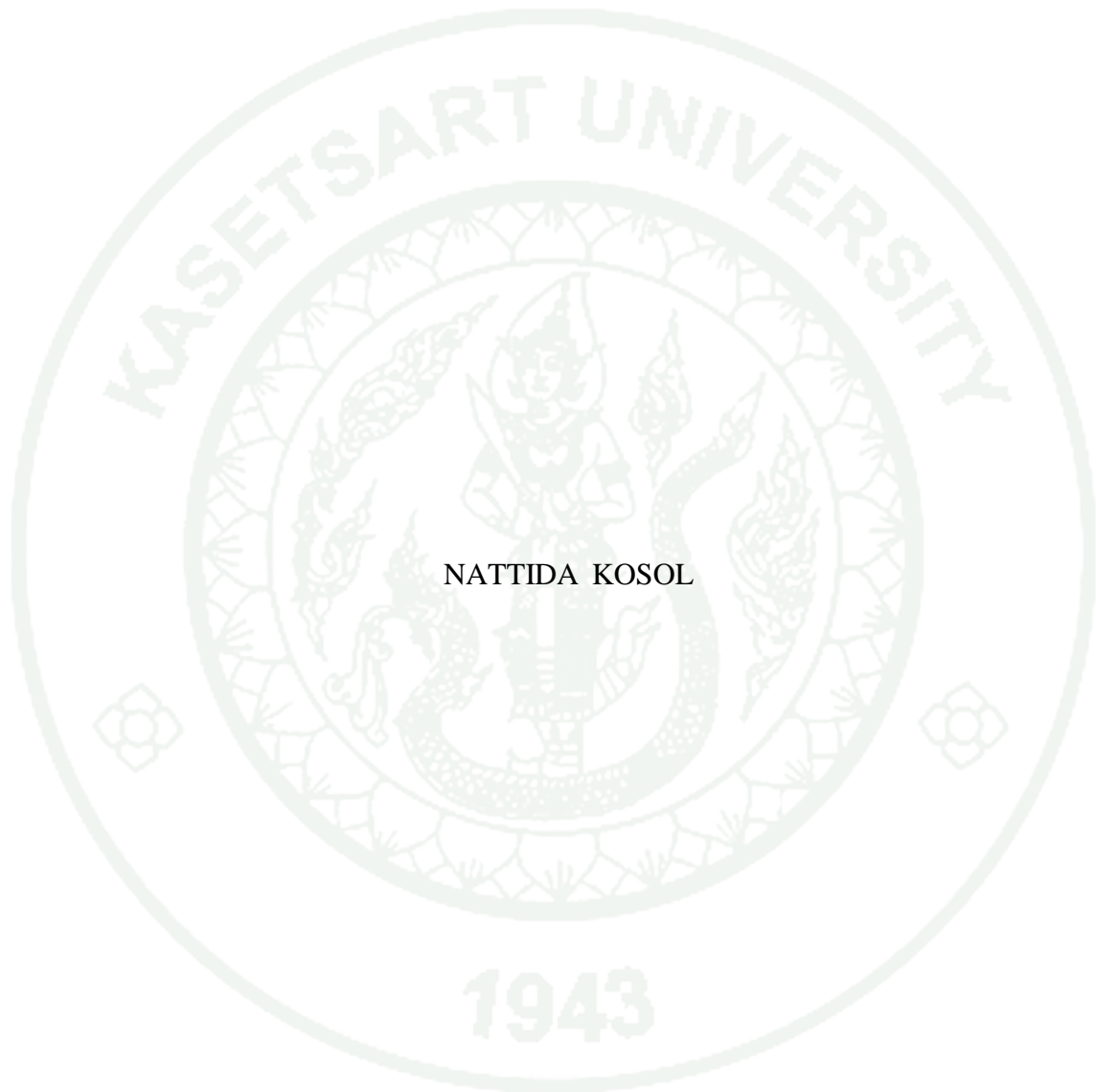
APPROVED BY THE GRADUATE SCHOOL ON _____

DEAN

(Associate Professor Gunjana Theeragool, D.Agr.)

THESIS

CONSUMER SEGMENTATION OF A SECOND HOME IN GREEN AREA BY
DEMOGRAPHIC FACTORS AND BUYING REASONS: A CASE OF KHAOYAI
AREA IN THAILAND



NATTIDA KOSOL

A Thesis Submitted in Partial Fulfillment of
the Requirements for the Degree of
Master of Business Administration
Graduate School, Kasetsart University

2014

Nattida Kosol 2014: Consumer Segmentation of a Second Home in Green Area by Demographic Factors and Buying Reasons: A Case of Khaoyai Area in Thailand. Master of Business Administration. Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Mrs. Thirarut Worapishet, Ph.D. 77 pages.

The purpose of this study was to classify the consumers of second homes in green areas by demographic factors and buying reasons. Khaoyai, Thailand, was used as the location for the case study. The results can help developers to understand consumer profiles and their buying reasons, which are associated with their marketing mix. This is in order to meet the needs of the target group, and also adjust marketing strategies to meet the modern day consumer needs. A questionnaire was used as the instrument to collect data from a sample of 385 second home consumers in the Khaoyai area. The questionnaire included a 4P marketing mix: product, price, place, and promotion, in order to measure consumer needs. The top ranked buying reason to have a second home was to use it as a weekend home, followed by its being a future place to live. The important levels of marketing mix rankings, respectively, are factors of: 1) promotion of after sales warranty, 2) product in surrounding the location of the second home, 3) price is a suitable price, in accordance to the surroundings and location, and 4) place that sales agent has a good reputation. These results are true, whether the purchaser chooses a villa, condominium, or both. Moreover, the study can separate consumers into 3 segments, and each segment of consumers has its own characteristics. Named by each cluster are valuable choice, product in my choice concerned, and being rare to buy. Finally, overall, there are five recommendations; select the best location, hire efficient architect and excellent sales person, have to have after sales warranty for consumers, and set reasonable price. However, consumers in each cluster are different, so an entrepreneur has to select the target group first and produce the second home that matches the needs of them.

Student's signature

Thesis Advisor's signature

___/___/___

ACKNOWLEDGEMENTS

The completion of this research was made possible by the contributions, encouragement, and support from many individuals. I would like to express my sincere gratitude to my wonderful advisor Dr. Thirarut Worapishet for the continuous support of my research, for her patience, motivation, enthusiasm, and immense knowledge. Her guidance helped me in all the time of research and writing of this thesis. Besides my advisor, I would like to thank my co-advisor, Assoc. Prof. Chuenjit Changchenkit, and my thesis committee members Dr. Haruthai Numprasertchai and Assist. Prof. Napawan Kananurak for their encouragement, insightful comments, and hard questions that helped me a lot to improve my thesis.

I would like to give my special thanks to all of the developers who allowed me to distribute my questionnaires in their sales offices: Sandao-Khaoyai, The Pluris Khaoyai, Baantiewkhao, Bonanza Vintage and Zen next. I would also like to thank all respondents who are so kind and willing to answer my questionnaire voluntarily.

Last but not least, I would like to dedicate this work to my family for their generous and undying support at all levels. Without their belief in my ability, the work on this dissertation project would never have happened.

Nattida Kosol

June 2014

TABLE OF CONTENTS

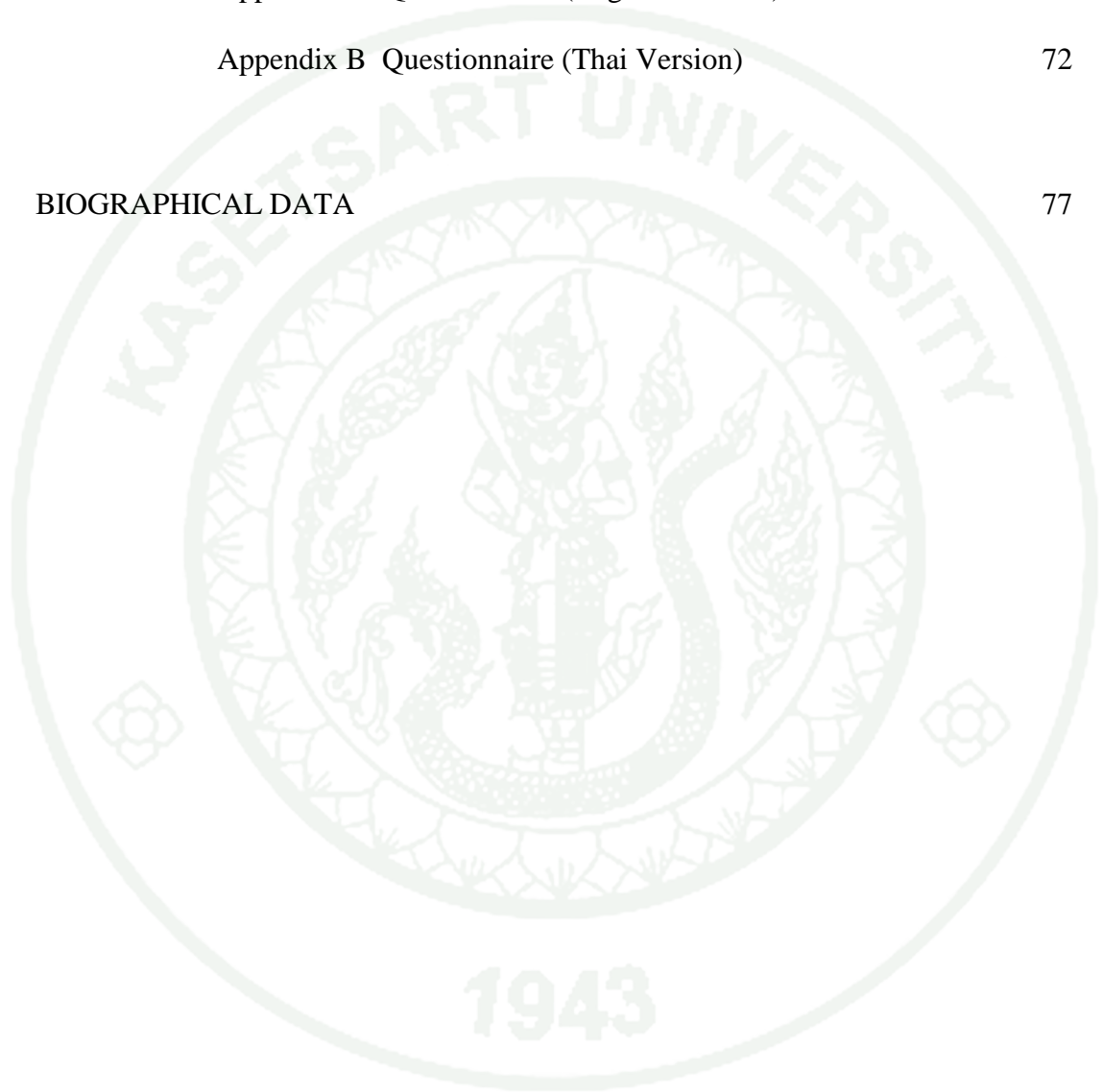
	Page
LIST OF TABLES	iv
LIST OF FIGURES	viii
GLOSSARY	ix
CHAPTER I INTRODUCTION	1
Statement of the Problem	1
Objectives	3
Hypotheses	3
Scope of the Study	3
Research Contribution	4
CHAPTER II REVIEW OF LITERATURE	6
Property Market in Khaoyai	6
Segmentation, Targeting and Positioning Process	7
Marketing Mix	9
Clustering Analysis	10
Related Research	11
Conceptual Framework	13

TABLE OF CONTENTS (CONTINUED)

	Page
CHAPTER III METHODOLOGY	14
Population and Sample	14
Tool for Data Collection	15
Testing Tool Used in Research	17
Data Collection	18
Data Analysis	20
CHAPTER IV RESULT AND DISCUSSION	21
General Information about the Consumers	22
Buying Reasons	31
Marketing Mix	34
Consumer Segmentation	39
Second Home Detail in Consumer View Point	54
CHAPTER V CONCLUSION AND RECOMMENDATIONS	62
Conclusion	62
Recommendations from this Research	63
Recommendation for further Research	65
REFERENCES	66
APPENDICES	67

TABLE OF CONTENTS (CONTINUED)

	Page
Appendix A Questionnaire (English Version)	68
Appendix B Questionnaire (Thai Version)	72
BIOGRAPHICAL DATA	77



LIST OF TABLES

Table		Page
1	Level of measurement for each variables in first part	15
2	An interpretation of likert scale	17
3	Detailed information about data collection	19
4	Demographic factors of respondents	22
5	Percentage and frequency of consumers who choose each kind of second home	25
6	Result of chi-square tests between demographic factor and kind of second home	26
7	Crosstab between ages and kind of second home	29
8	Crosstab between occupations and kind of second home	30
9	Frequency and percentage of buying reason	31

LIST OF TABLES (CONTINUED)

Table		Page
10	Comparison of buying reason of consumer between Khaoyai and Chiangmai	32
11	The levels of marketing mix, for each kind of second home, on average	34
12	Levels of marketing mix detail for each promotional, on average	35
13	Levels of marketing mix detail for each product, on average	36
14	Levels of marketing mix detail for each price, on average	37
15	Levels of marketing mix detail for each place, on average	38
16	Level of marketing mix of each cluster, on average	39
17	Interpretation of marketing mix level for each cluster, on average	41
18	Result of chi-square tests between demographic factors and cluster number that consumer are placed	42

LIST OF TABLES (CONTINUED)

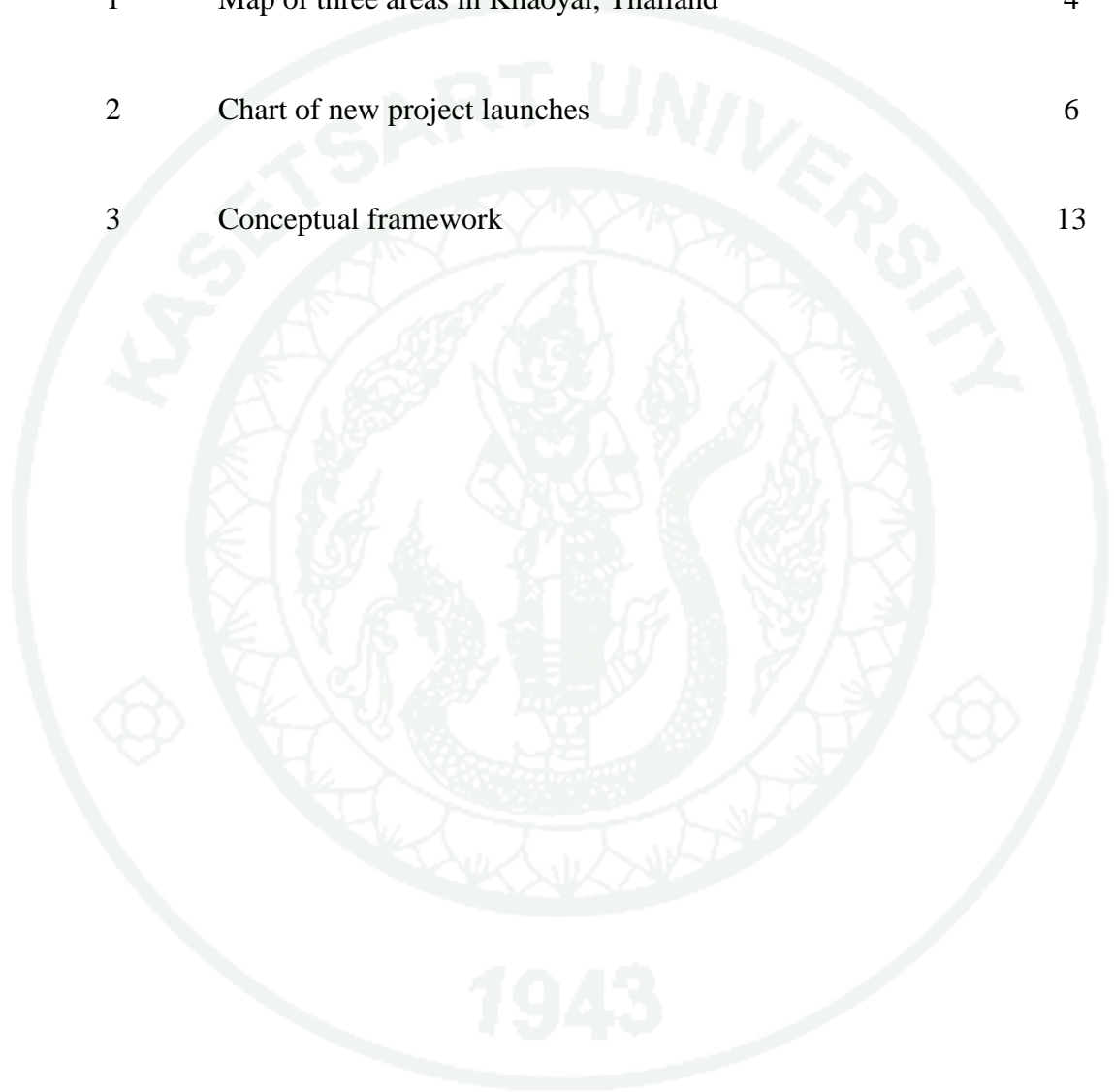
Table		Page
19	Crosstab between age and cluster number that consumer are placed	44
20	Crosstab between family income and cluster number that consumer are placed	45
21	Crosstab between occupation and cluster number that consumer are placed	46
22	Crosstab between status and cluster number that consumer are placed	47
23	Result of chi-square tests and cross tab between buying reasons and cluster number that consumer are placed	48
24	The significance of road for each consumer cluster in the form of frequencies and percentages	55
25	The significance of view and surrounding for each consumer cluster in the form of frequencies and percentages	55
26	The significance of each facility for each consumer cluster in the form of frequencies and percentages	56

LIST OF TABLES (CONTINUED)

Table		Page
27	The preference of style for each consumer cluster in the form of frequencies and percentages	58
28	The significance of each advertising for each consumer cluster in the form of frequencies and percentages	59
29	The interest in each special offer for each consumer cluster in the form of frequencies and percentages	61

LIST OF FIGURES

Figure		Page
1	Map of three areas in Khaoyai, Thailand	4
2	Chart of new project launches	6
3	Conceptual framework	13



GLOSSARY

- Consumer segmentation : The act of separating a group of customers into sets of similar individuals that are related from a marketing or demographic perspective. For example, a business that practices customer segmentation might group its current or potential customers according to their gender, buying tendencies, age group, and special interests.
- Green area : A green area is an area among forest and mountain or somewhere that has plants and grass and is mostly green because most nature plants are green.
- Second home : A second home is defined as a house which someone owns, but only lives in for short periods of time

CHAPTER I

INTRODUCTION

Statement of the Problem

In previous times, only the royal family or millionaires had a second home, but nowadays this is not so. Normal earners can also have a second home. A second home is defined as a house that someone owns, but only lives in for short periods of time. Examples of second homes include a holiday home, a house where someone works from away from the main household, but not used as a daily home. The location of a second home partly depends on buying reasons, whereby consumers may buy a second home to live in, when working away from home, because it is near their workplace, or it is simply a weekend house in a nature area. For nature areas, seashores and green areas are the most important factors concerning consumer interest. However, in order to succeed in the second home market, developers need to not only know which location is the most popular, but also what satisfies the consumer.

Nowadays, in Thailand, the demand for second homes has increased steadily, especially since 2011. One reason for this is a result of the vast floods at the end of that year. People became aware of the need for a second home, as a place to stay when unable to live in the first home. To go to flood shelters, centers, or agencies is inconvenient and lacks privacy, and to go to a relative's home brings similar problems. To rent a condominium can be an alternative choice, but rental costs are very high. For those reasons, the number of people who have begun to look for a second home has increased, in order to have a place to stay in times of trouble. Another reason is turbulence in towns. People who have purchasing power began to look for a second home that can be simply used as a place for families to relax. Moreover, the current growth of the rural economy has steadily increased. Shopping centers and facilities are another incentive for people to buy a second home upcountry. In addition, some people think about long-term investments, such as buying a home to let, or for future sale at profit.

From the research of Plus Property Company Limited (2012), the demand for second homes in scenic towns is increasing rapidly. People with purchasing power in the middle classes have begun to look for real estate in various provinces, and provinces that are popular for travel are the first that people are usually interested in. Consumers pay particular attention to areas such as Pattaya, Hua Hin, Phuket, Khaoyai and Chiang Mai, as these are considered to be the five main areas that consumers desire. Therefore, demand for fresh air areas in the places above are compelling developers to increase supply to those markets. Furthermore, as aforementioned, the event of flooding in late 2011 is the main reason that consumers have begun to focus upon shelter outside of town. For this reason, real estate in areas near Bangkok has become the main target of migration, not only because of the fresh air, but also because of the continued growth of shopping centers and available transportation. All of these reasons have encouraged areas not far from Bangkok to attract more interest.

From research in 2012 (Plus Property Company Limited), Khaoyai has become the first choice of the five areas, according to Thai people, in which to have a second home. The price of land in these areas has increased by approximately 20%, and continually increases. With regards to Khaoyai, this rate has increased in leaps and bounds over the last 2-3 years. Nowadays, consumer demand for second homes in Khaoyai is very high indeed. However, increased supply by developers has been continuous, although the demands of consumers are still somewhat limited. Competition between developers is also very high, and this may lead to oversupplying the market.

To succeed in business, developers must understand consumer needs. Therefore, the researcher is interested in studying the needs of consumers by using marketing mixes, in order to produce the information necessary to support investor decisions, in addition to the preparation of strategic plans, marketing plans and construction plans for further development projects.

Objectives

1. To study consumer reasons for buying a second home in a green area.
2. To study importance levels of marketing mix that affect buying a second home in a green area.
3. To separate second home consumer segments in green areas by using marketing mix.
4. To study the relationship between demographic factors, buying reasons, and the level of marketing mix in each segment.

Hypotheses

Hypothesis 1: Each demographic factor has a relationship with the kind of second home that consumers are interested in.

Hypothesis 2: Each demographic factor has a relationship with cluster number that consumer are placed.

Hypothesis 3: Each buying reason has a relationship with the cluster number that consumers are placed into.

Hypothesis 4: The kind of second home has a relationship with the cluster number that consumers are placed into.

Scope of the Study

This research study is about second homes in the Khaoyai area. Khaoyai mean "large mountain" in Thai language, and usually refers to an area in the Sankamphaeng mountain range, which is in Nakhon Ratchasima Province, Thailand.

The property market in the Khaoyai area can be separated into three areas, which are along Thanarat Road (central area), Pansuk-Kudkhla Road (western area), and Khaoyai-Wang Nam Khiao Road (eastern area). (NEXUS, 2013)

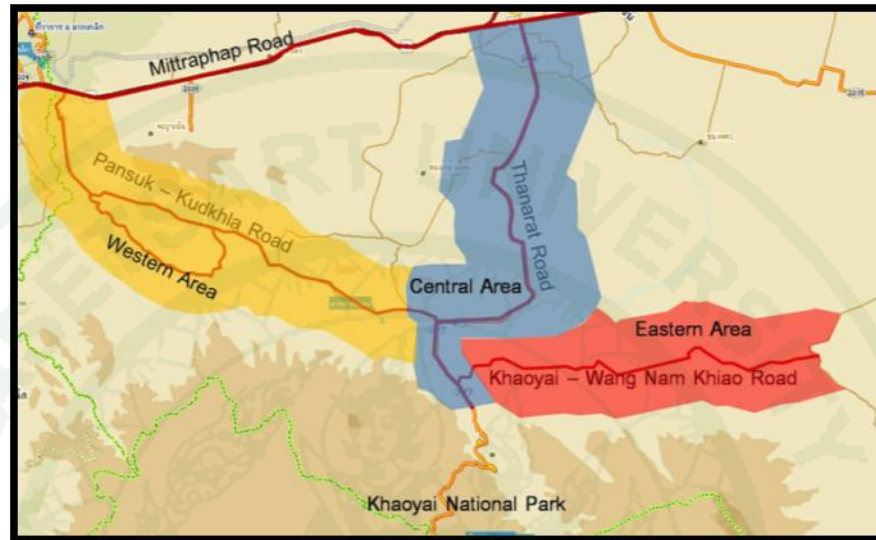


Figure 1 Map of three areas in Khaoyai, Thailand

Source: Colliers International (2012: 17)

In this research, the researcher focused on every area that is mentioned above. Second homes in this research study include only condominiums and housing developments, but do not include people buying a plot of land and building their house on it.

Research Contribution

1. Entrepreneurs can use the research result on marketing mix to design project and marketing strategies in order to meet modern consumer needs.

2. Entrepreneurs can see the gap in the market in which they can find opportunity.

3. Sales personnel can use the research result to understand consumers more clearly, and adapt it with their presentation in order to understand the most important factors, from a consumer's view point.



CHAPTER II

REVIEW OF LITERATURE

Property Market in Khaoyai

To analyze property market in Khaoyai, it can separate to three areas that are mentioned before. Price of each zone is different. The most popular zone is along Thanarat Road that is the major route in Khaoyai's property zone. The range of land prices are between 8-12 million baht per rai increase from less than 1 million baht per rai before 2005. The second one, Khudkhla-Phansuk Road, land prices are 4-5 million baht per rai and the price increase more than 30% every year. For Route to Wang Nam Khiao, land prices are around 2-3 million baht per rai. (NEXUS, 2013)

The property projects in Khaoyai grow more than 50 projects continuously. In addition, until now number of condominium units is equal to 2,483 units, and equal to 1,879 units for single house. It can see from below charts how property projects in Khaoyai grow up. (NEXUS, 2013)

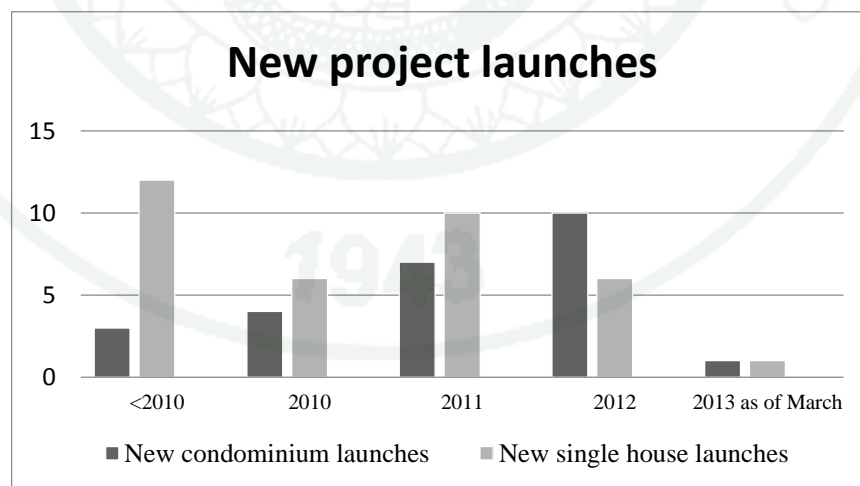


Figure 2 Chart of new project launches

It has many reasons that make Khaoyai is very popular. The main reason is Khaoyai is not far away from Bangkok. People can spend only 2 hour or less from Bangkok that is only 150 kilometers from Rangsit. Moreover, in the future, when the motorway no. 6 between Bang Pa-in and Nakhon Ratchasima is finished, travel is more convenient. People can down from motorway at K.M. 4 that is in Pak Chong area. This motorway will finish in year 2016. In addition, in the nearly future will has high speed train from Bangkok to Nakhon Ratchasima that one of six stops will be in Pak Chong as well. The next reason is Khaoyai has really fresh air that cannot find easily in Thailand and also in the world. Khaoyai has been ranked as the location where the ozone is ranked seventh in the world by UNESCO World Heritage Site in 2005. In the summer, the average temperature is only 25 degrees Celsius, while winter temperatures can drop to 10 degrees Celsius and the average annual temperature all year is 23 degrees Celsius (NEXUS, 2013). In addition, Khaoyai is also a place where people are sure that will not have flood. Moreover, there are many facilities such as golf courses nine centers, hospitals, restaurants and entertainment. Big property developers such as Sansiri, Magnolia, Kirimaya purchased the land and opened residential projects; whether it is a condominium or housing, and the individual also improved their land as well.

Segmentation, Targeting and Positioning Process

Segmentation, Targeting and Positioning (STP) is one of most important step of marketing process. STP refers to the three activities that should be undertaken. (Baines et al., 2008) The right STP can help an organization formulate an effective marketing strategy. In the same time, a wrong STP also cause of the improper marketing strategy for the organization. These three activities will be discussed in below.

Segmentation is breaking the mass of customers into groups which have similar sets of needs and wants. It is important for organization because enables the organization to be more focus in allocating its resources. By separating the market into segments, the organization will obtain a clear outlook in determining which segment

will be served, viewing the map of competition, and determining the current market position of the organization (Kotler et al.,2003)

In detail, according to Kotler (2003) market segments can be defined in many different ways, such as geographic, demographic, psychographic, and behavioral segmentation

To segment the market, an organization necessary to consider the effectiveness of the segmentation. Requirements of an effective segmentation (Kotler, 2003) are measurable, substantial, accessible, differentiable, and actionable.

Measurable means the market segment should help the organization in measuring the potential market, buying power of consumer, and the resources allocation of organization.

Substantial means the market segment should be large and profitable to be served.

Accessible means the market segment should be serviceable and reachable.

Differentiable means the market segment has to be exactly distinguishable.

Actionable means the market segment should be accessible and serviceable with the existing resources of organization.

In detail, according to Kotler (2003) market segments can be defined in many different ways, such as geographic, demographic, psychographic, and behavioral segmentation

Targeting is choosing the segment or segments that are most attractive for the organization and the organization would like to market to. After the segmentation process, the organization should evaluate those segments in order to decide which

segment will be the target (Kotler, 2003). Baines et al. (2008) pointed the several factors to select the appropriate target market, such as: market growth; segment profitability; segment size; competitive intensity within the segment; the cyclical nature of the industry (i.e. the seasonality of the industry).

Positioning is the third phase of the STP process (Baines et al., 2008). Positioning is the act of designing the organization's offering and image to occupy a distinctive place in the mind of the target market (Kotler, 2003).

Marketing Mix

Marketing mix is one of the key factors to success in the market. Marketing mix has two types; 4Ps for product and 7Ps for service. In this case, it will use marketing mix to analyze about house that is product. Therefore, this project use 4Ps to analyze that consists of product, price, place and promotion (The chartered institute of marketing, 2009).

Product means what a company going to produce. In case of condominium and housing development, consumer will focus on many things that are location (Rakwong, 1997; Suksin, 2008), surrounding, notability and reliability of developer, facilities (Rakwong; Kunlok, 2012; Suksin), utility space, convenient to travel (Kunlok; Suksin), quality of raw material (Chedsadawarangkul, Wareewanich& Saranrom, 2009; Kunlok; Suksin), design (Rakwong; Chedsadawarangkul, Wareewanich& Saranrom; Kunlok; Suksin), have improvement and developing continuously, can be expansion(Kunlok), strength and durability of structure, several type of house or condominium to choose, parking lots(Suksin), and kind of second home. The developer has to find out what consumers want or need, and produce the right things for them. The perfect products have to provide the value to customer.

Price means how much it is going to charge. Consumer will compare between price and value. That mean consumer will compare housing price with everything that is component of condominium or housing development that they interested in. In this

position price is not only housing price but also can separate to be cheap, low interest rate(Rakwong), cash discount(Rakwong; Kunlok), suitable deposits for electricity meter, water meter and other utility services, and term of payment(Kunlok). Moreover, for most consumers, products do not necessary to cheapest but have to have value more than price in consumer point of view or product has to have reasonable price (Chedsadawarangkul, Wareewanich& Saranrom; Kunlok).

Place means how it is going to deliver its products or services to the customer or where consumers can buy products or services. The developer must consider both location and channel. In case of house, channel includes not only estate agent office, but also includes booth (Kunlok) in event or shopping mall that use for present the project and contact with consumer. In many case, consumers would not like to waste their time to go to site, so they can reserve condominium or housing development in this booth. Location mean where developers locate the channel to sell their condominium or housing development. Some developer has only estate agent office at project site, but others have estate agent office in Bangkok also. Moreover, some developers locate their booth in event or shopping mall to increase convenient for their consumer.

Promotion means how is going to tell its customers about its products and services. It is the way of company to communicate with its consumers. It can be insurance, compete for prize or reward (Kunlok), advertising, special offer, and also include sell person in both estate agent office and booth (Rakwong; Kunlok).

All of above factors are very significant because they are the key of success. However, important of each factor is not equal and it also depends on many things such as demographic information and also purchasing decision of each consumer.

Clustering Analysis

Cluster analysis is a term that refers to group of techniques for grouping respondents based on similarity between each other. Each technique is different. It has

specific properties which typically lead to different segmentation solutions. Therefore, it is very important to select the algorithm carefully.

There are two interesting types of algorithms that are agglomerative hierarchical clustering and partitioning clustering. Each type of algorithms has many methods. Agglomerative hierarchical clustering has 7 methods that are single linkage, complete linkage, average linkage, nearest centroid sorting, ward, not stated and multiple methods. Partitioning clustering has 5 methods that are k-means, not stated, RELOC, Cooper-Lewis and neural networks methods. However, the popular methods that are used frequently are only k-means if the researchers choose partitioning techniques and Ward's if hierarchical clustering is used. Both of them are popular equally with almost equal usage proportions (Dolnicar, 2003).

K-means clustering is the method that simplicity and speed. Moreover, it is more appropriate for large datasets that are common in marketing, and it is also less sensitive to some consumers who are extremely different from others or outliers (Darden Business Publishing, 2007). On the other hand, hierarchical procedures might not be suitable for large data sets according to the high number of distance computations needed in every single step of merging (Dolnicar, 2003).

Related Research

Rakwong (1997) studied about buying behavior for second house in Chiang Mai province. Second house market in Chiang Mai is very popular at that time. Consumers need increase continuously. The research show the buying reason of consumer that are for weekend house, for living in the future, for living of family member or relatives, for speculation, for rental, for receive guests, for stay when working at Khaoyai, and for represent social status. Buying reason that got highest percentage is buying for living of family members or relatives (40.4%) followed by for living in the future (29.4%), for weekend house (8.3%), and for rental (7.3%).

This research also refers to S-R Theory that is a theory about stimulus and response. One type of stimulus is marketing stimulus and marketing mix is one part of it. Marketing mix is very important toward consumer decision. Product got highest average value (4.31) followed by price (3.54), promotion (3.34) and place (3.1) respectively. Moreover, economy, investment, and technology of housing can affect to purchasing decision towards second house of customers as well. However, from the result, others stimulus are less important than marketing stimulus.

Chedsadawarangkul, Wareewanich, and Saranrom (2010) studied about factors which affected the decision process making to buy townhouses of Wangthong group (public) company limited. They suggested that only age, highest education, and occupation are effect to decision process making, while gender, status, average income, and number of family member are not effect. In addition, when they focus on marketing mix, all of 7Ps are important. The most important marketing mix is product (3.89). The second one is price (3.85) and the third one is place (3.85). Promotion (3.12) is the last priority.

The research on behavior and marketing mix factors affecting consumer to buy housing estate in Thawi Watthana, Bangkok is also suggest that every P in marketing mix are important and effect to consumer decision making (Kunlok, 2012). In detail, the point that consumer focus on are reasonable price, insurance and after sell service, and also convenient of fixing after sell and willing to give consulting and helping of sell persons to their consumer. All of these got highest level of marketing mix. In this case, researcher used 7Ps to analyze product.

Suksin (2008) did research on the factors affecting consumers buying select behavior for condominium in Bangkok and referred that as follow: age, gender, status, highest education, occupation, annual income, number of family member, all are effect to buying select behavior of consumer. Moreover, all 4Ps are very important as well and place (4.53) is ranked number one. In deep detail, for product, the most significant point is damage insurance after sell (4.64). For price, fitting between prices and surrounding, and location (4.7) is ranked number one. For place, consumer focus the

house that near transportation (4.74). For promotion, the highest one is giving special discount (4.41).

Tsan-Wen (2001) studied about factors influencing the purchasing decisions of urban house buyers in Hong Kong, China, and Taiwan. The research suggest about significant of product, price, promotion, location, hedonic, physiological, intuitional and socialization. When focus on only marketing mix, in China, the most important factor is product (3.85). Follow by price (3.23), place (2.98); in this research mean location, and promotion (2.67). In Hong Kong, product (4.01) also the most important. Follow by price (3.98), place (3.42), and promotion (2.60) as well. In Taiwan, the result is so similar. Product (4.26) is ranked number one and also follow by price (4.02), place (3.50), and promotion (2.80).

Conceptual Framework

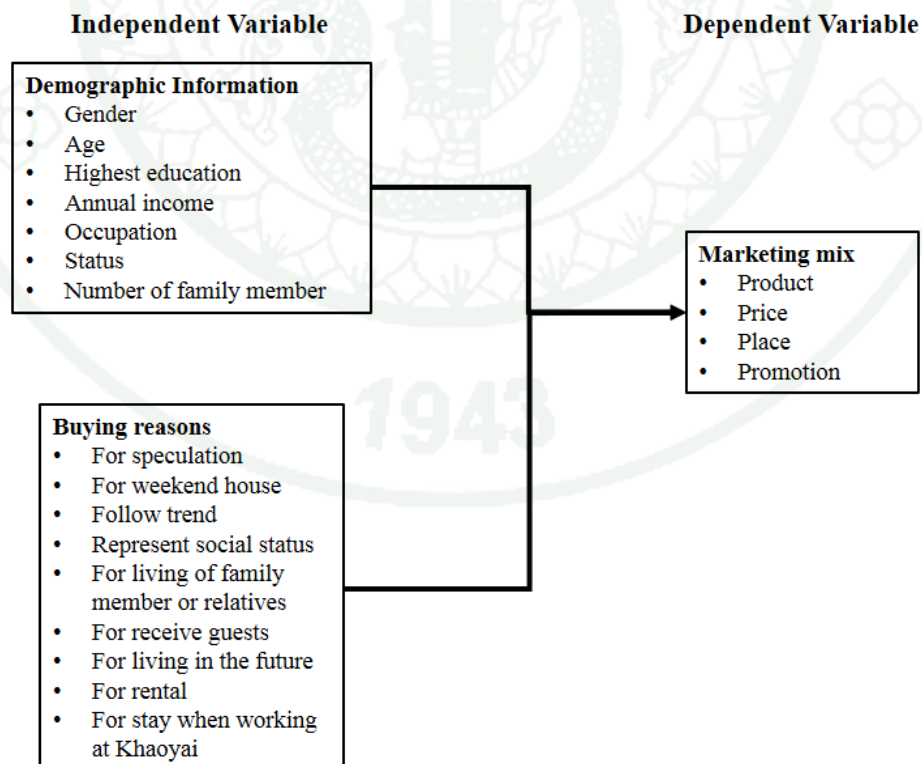


Figure 3 Conceptual framework

CHAPTER III

METHODOLOGY

Population and Sample

The purpose of this research was to classify the consumer of second home in green area by demographic factor and buying reason. Khaoyai, Thailand is used as a case study. The population will be used is consumers who already bought (not include who choose both for kind of second home) or who are intending to buy second home in Khaoyai area (for every kind of second home) that cannot identified the exact number. Therefore, to find the sample size have to calculate by using W.G. Cochran's formula that is

$$n = \frac{P(1-P)Z^2}{d^2}$$

Where n = Sample size,

Z = Z statistic for a level of confidence

The Z-values for confidence levels are:

1.645 = 90 percent confidence level

1.96 = 95 percent confidence level

2.576 = 99 percent confidence level

In this case use confidence level = 95%, so Z = 1.96,

P = Expected prevalence or proportion, and

d = Precision (In this case, precision is 5%, then d = 0.05)

$$n = \frac{0.5(1-0.5)1.96^2}{0.05^2} = 384.16 \sim n = 385$$

The type of sampling in this research is convenience sampling. The researcher used to way to distribute the questionnaire. Firstly, 90 percent of questionnaire, the researcher requested permission from Kasetsart University to owner of some real

estate project in Khaoyai area in order to give the questionnaires to their consumers and also give the questionnaires to general people who interested to buy second home in Khaoyai area by using person judgment to classify. Secondly, 10 percent of questionnaire, the researcher created the online questionnaire at www.surveycan.com and distributed it on web board that talk about real estate as well as post it on Facebook page. The duration was approximately 3 weeks from last week of December, 2013 to middle of January, 2014.

Tool for Data Collection

In this research will use questionnaires to collect data from sample group and also do depth interview with some developers to know more information from their perspective. The questionnaires consist of four parts.

First of all, research reviewed the information from related research in order to be guideline for building the questionnaire. After that, the researcher designed the questionnaire that consist 4 parts and all questions in the questionnaire are close-ended questions. Moreover, all of questions translated into Thai language in order to easier for respondents to answer the questions.

Part 1: Questions in this part are about demographics information from respondents that are gender, age, degree, family income, occupation, status, and family member. There are 7 multiple choice questions that respondents can choose only one answer. Each question has level of measurement as follows:

Table 1 Level of measurement for each variables in first part.

Variables	Level of measurement
Gender	Nominal Scale
Age	Ordinal Scale
Education	Ordinal Scale
Family income	Ordinal Scale

Table 1 (Continued)

Variables	Level of measurement
Occupation	Nominal Scale
Status	Nominal Scale
Family member	Ordinal Scale

Part 2: Questions in this part are about general information about second home and buying reason. There are 4 questions that are about kind of second home, budget, amounts of room, and buying reason of respondents.

Part 3: Questions in this part are about the marketing mix consists of product, price, place, and promotion toward a second home in Khaoyai area. The level of marketing mix measure by Likert Scale based on a five-point scale instead of seven-point scale because there are a lot of questions in this questionnaire and respondents might be annoyed for rating on too many question. The standard of giving point are shown in below.

Point	Level of point
5	Very important
4	Important
3	Moderately
2	Less important
1	Very less important

After correct the data and analyze by frequency, the researcher use the average of each factor in order to indicate consumer needs. Average is the sum of all data divide by the number of data. After that the researcher interpret the data as follows:

Table 2 An interpretation of likert scale

The average between	Interpretation of respondents' opinion
4.21-5.00	Very important
3.41-4.20	Important
2.61-3.40	Moderately
1.81-2.60	Less important
1.00-1.80	Very less important

Part 4: The last part of this questionnaire is about detail information about interesting second home in order to know in detail about each consumer needs in order to know more in detail what is consumer needs exactly.

Testing Tool used in Research

According to previous section, the tool that is used in this research is questionnaire and the good questionnaire have to be validate and reliable measure. Therefore, the researcher test validity and reliability of questionnaire by using the ways follow as:

I. Validity

To make questionnaire to be valid, the researcher presented the questionnaire to advisor in order to consider the accuracy of substance and also structure of questionnaire. Both of them have to relate with objective of this research.

II. Reliability

In order to reliability of questionnaire, the research distributed 30 copies of questionnaire firstly called pre-test. The pre-test questionnaires are distributed to the group of consumers that have same characteristic with the real population. After that test reliability by Cronbach's Alpha in second part of questionnaire. In this part all questions about marketing mix (4Ps) are displayed in the likert scale base on a five

point scale. The result of Cronbach's Alpha by statistical package for social sciences was 0.883. N of items = 29 are the total of P questions about detail of each P. The Cronbach's alpha = 0.883 that means all questions are acceptable level of reliability. Moreover, the researcher also asked respondents randomly about personal opinion toward questionnaire and suitability of questionnaire in order to adjust with real questionnaire.

Data Collection

Throughout this research, the researcher use two different types of data sources that are primary and secondary sources of data.

This research started with the secondary data as literatures in consumer segmentation, marketing mix, and property market in Khaoyai that already mentioned in chapter 2. The secondary data be used in this research is consisted of books, magazines, electronic database and the internet website including Thai website from reliable sources to acquire relevant information in our research.

After searching the secondary data, the next step is primary data that consist of questionnaire and interviewing from sale office personnel, owners, and consumers. To distributed 385 questionnaire, the researcher distribute them two ways; online 44 copies or accounted for 11.4% and direct to respondents for others.

For online questionnaires, the researcher created the questionnaire on website www.surveycan.com and posted it on real estate website in order to guarantee that the respondent who answer the questionnaire are real consumer of second home in Khaoyai area.

For direct questionnaires, the researcher distributed them to consumer in many sale office in Khaoyai area that are Sandao Khaoyai, Bonanza Vintage, The Pluris Khaoyai, Baan Tiewkhao, and Zen Next. And also distributed them beside real estate booth in Palio that is the famous tourist attraction in Khaoyai and in restaurant that has

a lot of consumer who already brought second home in this area. In detail, you can see in table 3.

Table 3 Detailed information about data collection

	Date (DD/MM/YY)	Number of questionnaire
Direct questionnaires		
Sandao Khaoyai	27,28,31 December 2013 and 1,3,5,7,8,10 January 2014	94
Bonanza Vintage	29 December 2013 and 1 January 2014	34
The Pluris Khaoyai	2,4,9 January 2014	36
Baan Tiewkhao	26,29 December 2013	18
Zen Next	30 December 2013 and 5 January 2014	7
Real estate booth at Palio restaurant	28 December 2013 and 4,11 January 2014	77
Neighbor in Khaoyai	27,29,31 December 2013 and 1,2,10 January 2014	34
	27 December 2013 to 15 January 2014	41
Total of direct questionnaires		341
Online questionnaires		
www.pantip.com	27 December 2013 to 15 January 2014	8
www.facebook.com	27 December 2013 to 15 January 2014	12
www.thinkofliving.com	27 December 2013 to 15 January 2014	7
www.surveycan.com	27 December 2013 to 15 January 2014	13
www.ilovecondo.net	27 December 2013 to 15 January 2014	4
Total of online questionnaires		44
Total		385

Data Analysis

For data analyzing purpose, after collect data from 385 respondents, both of Descriptive statistics and Interferential statistic will be used to analyze data. For descriptive statistics, researcher will use frequency, percentage, mean and standard deviation to analyze each element. For interferential statistic, researcher will use Chi-square and K-Means Cluster Analysis to analyze each hypothesis and find the relationship between each variable.

From the aforementioned, K-Means Cluster Analysis is one of all technique that is used to analyze in this research. This technique is used to separate group of consumer to be clusters. In order to find how many clusters is the best for this situation, the researcher separate consumers to be 2, 3, 4, 5 and 6 clusters and adjust which one is the most suitable for analysis.

CHAPTER IV

RESULT AND DISCUSSION

The purpose of this study was to classify the consumer of second home in green area by demographic factor and buying reason. In order to get the result, the researcher distributed 385 copies of questionnaire to 385 consumers who already bought or who are intending to buy second home in Khaoyai area. To present the result of data and discuss about it, the researcher separate information to 5 parts as follows:

Part 1: The first part is about general information of respondent that consist information about gender, age, education, family income, occupation, status and number of family member.

Part 2: The second part is the analyzing of buying reasons.

Part 3: The third part is the analyzing of marketing mix (4Ps) that consists product, price, place and promotion. This part also clarify in detail of each P for each kind of second home and compare result of marketing mix in this research with other related researches.

Part 4: The fourth part defined each segment or group of consumer that has its own characteristic and needs.

Part 5: The fifth part consist other information that useful for the entrepreneur in order to know more about their consumer needs.

General Information about the Consumers

Table 4 Demographic factors of respondents

Demographic Factors	Numbers	Percentage
Gender		
Male	235	61.0
Female	150	39.0
Age		
20-30 years old	97	25.2
31-40 years old	91	23.6
41-50 years old	104	27.0
51-60 years old	70	18.2
More than 60	23	6.0
Education		
Lower than bachelor	21	5.4
Bachelor	210	54.6
Master	146	37.9
More than master	8	2.1
Family income		
Less than or equal 50,000 Baht	72	18.7
50,001-80,000 Baht	68	17.7
80,001-100,000 Baht	48	12.5
100,001-200,000 Baht	66	17.1
200,001-500,000 Baht	70	18.2
More than 500,000 Baht	61	15.8
Occupation		
Government officer/State owned enterprise	39	10.1
Private company employee	137	35.6
Small business owner	59	15.3
Medium business owner	53	13.8
Large business owner	18	4.7

Table 4 (Continued)

Demographic Factors	Numbers	Percentage
Occupation (Continued)		
Freelance	43	11.2
Nonworking	16	4.2
Investor	8	2.1
Profession	12	3.1
Status		
Single	147	38.2
Married/Stay together	233	60.5
Divorce/Separated	5	1.3
Family members		
1-3 persons	160	41.6
4-6 persons	204	53.0
7-9 persons	21	5.4
Total	385	100.0

Table 4 indicate demographic factors of 385 respondents by numbers, percentage, and valid percentage. The data can clarify for each factor as following.

1. Gender. There are 235 respondents are male accounted for 61 percent of all respondents and 150 respondents are female accounted for 39 percent.

2. Age. Amount of respondents in each age group are almost equal. There are 97 respondents are in age group 20-30 years old accounted for 25.2 percent. There are 91 respondents are in age group 31-40 years old accounted for 23.6 percent. There are 104 respondents are in age group 41-50 years old accounted for 27.0 percent. There are 70 respondents are in age group 51-60 years old accounted for 18.2 percent. There are 23 respondents are more than 60 years old accounted for 6.0 percent. In other words, each age group has respondent numbers about one in four of all respondents.

3. Education. The majority of respondents are bachelor degree accounted for 54.6 percent or 210 respondents follow by 146 respondents are master degree accounted for 37.9 percent, 21 respondents are lower than bachelor degree accounted for 5.4 percent, and 8 respondents are more than master degree accounted for 2.1 percent respectively.

4. Family income. Amount of respondents in each range are almost equal except who have family income between 80,001 to 100,000 Baht. There are 72 respondents have family income less than or equal 50,000 Baht accounted for 18.7 percent. There are 68 respondents have family income between 50,001 to 80,000 Baht accounted for 17.7 percent. There are 48 respondents have family income between 80,001 to 100,000 Baht accounted for 12.5 percent. There are 66 respondents have family income between 100,001 to 200,000 Baht accounted for 17.1 percent. There are 70 respondents have family income between 200,001 to 500,000 Baht accounted for 18.2 percent. There are 61 respondents have family income more than 500,000 Baht accounted for 15.8 percent.

5. Occupation. The occupations of respondents are very various. Amount of respondents in each occupation can defined from highest to lowest as following. There are 137 respondents are private company employee accounted for 35.6 percent. There are 59 respondents are small business owner accounted for 15.3 percent. There are 53 respondents are medium business owner accounted for 13.8 percent. There are 43 respondents are freelance accounted for 11.2 percent. There are 39 respondents are government officer or state owned enterprise accounted for 10.1 percent. There are 18 respondents are large business owner accounted for 4.7 percent. There are 16 respondents are nonworking accounted for 4.2 percent. There are 12 respondents are profession accounted for 3.1 percent. There are 8 respondents are investor accounted for 2.1 percent. The result is indicated that most respondents are private company employee accounted for 35.6 percent and 33.8 percent of respondent are business owner.

6. Status. Status of respondents are classified into three group. There are 233 respondents are married or stay together with couple accounted for 60.5 percent. There are 147 respondents are single accounted for 38.2 percent. There are only 5 respondents are divorce or stay separated accounted for 1.3 percent.

7. Number of family members. Number of family members are classified into three group. There are 204 respondents have 4 to 6 members in family accounted for 53.0 percent or half of all respondents. There are 160 respondents have 1 to 3 members in family accounted for 41.6 percent. There are only 21 respondents have 7 to 9 members in family accounted for 5.4 percent.

In conclusion, most of consumers are male (61.0%), age 41-50 years old (26.8%), Bachelor degree (52.7%), have family income less than or equal 50,000 Baht (18.7%), private company employee (35.6%), married or stay together (60.5%) and have family member 4-6 persons (53.0%).

In addition, from the result, 27.5% of consumers prefer villa, 46% prefer condominium, and another 26.5% cannot choose. They look around for both villa and condominium. (Table 5)

Table 5 Percentage and frequency of consumers who choose each kind of second home

Kind of second home	Frequency	Percent
Villa	106	27.5
Condominium	177	46
Both	102	26.5
Total	385	100

In order to analyze the relationship between demographics factors and kind of second home, the researcher set up hypothesis 1 for each factor in chapter 1, the result of it is shown below.

For each factors tested the null hypothesis (H_0) and research hypothesis (H_1) are formed in the same pattern as follow;

H_0 : Demographic factor X has no relationship with kind of second home

H_1 : Demographic factor X has a relationship with kind of second home

If the Asymp. Sig. is over 0.05 then the null hypothesis is accepted which means demographic factor X has no relationship with kind of second home. In contrast, if the Asymp. Sig. is less 0.05 then the null hypothesis is rejected which means demographic factor X has a relationship with kind of second home. Table 6 show the Chi-square value of each hypothesis that analyze by SPSS. Each hypothesis can describe in detail below.

Table 6 Result of chi-square tests between demographic factor and kind of second home

Demographic factors	Chi-Square	Asymp. Sig. (2-sided)
Gender	3.527	0.171
Age	16.525	0.035 *
Education	9.965	0.126
Family income	8.383	0.591
Occupation	29.210	0.023 *
Status	5.382	0.250
Family members	5.761	0.218

Hypothesis 1: Each demographic factor has a relationship with the kind of second home that consumers are interested in.

Hypothesis 1.1: Gender has a relationship with kind the kind of second home that consumers are interested in.

H_0 : Gender has no relationship with kind of second home

H_1 : Gender has a relationship with kind of second home

For gender, the null hypothesis is accepted at $\chi^2 = 3.527$ and Asymp. Sig. = 0.171. Therefore, it has no relationship between gender and kind of second home.

Hypothesis 1.2: Age has a relationship with the kind of second home that consumers are interested in.

H_0 : Age has no relationship with kind of second home

H_1 : Age has a relationship with kind of second home

For age, the null hypothesis is rejected at $\chi^2 = 16.525$ and Asymp. Sig. = 0.035. Therefore, it has a relationship between age and kind of second home.

Hypothesis 1.3: Education has a relationship with the kind of second home that consumers are interested in.

H_0 : Education has no relationship with kind of second home

H_1 : Education has a relationship with kind of second home

For education, the null hypothesis is accepted at $\chi^2 = 9.965$ and Asymp. Sig. = 0.126. Therefore, it has no relationship between education and kind of second home.

Hypothesis 1.4: Family income has a relationship with the kind of second home that consumers are interested in.

H_0 : Family income has no relationship with kind of second home

H_1 : Family income has a relationship with kind of second home

For family income, the null hypothesis is accepted at $\chi^2 = 8.383$ and Asymp. Sig. = 0.591. Therefore, it has no relationship between family income and kind of second home.

Hypothesis 1.5: Occupation has a relationship with the kind of second home that consumers are interested in.

H_0 : Occupation has no relationship with kind of second home

H_1 : Occupation has a relationship with kind of second home

For occupation, the null hypothesis is rejected at $\chi^2 = 29.201$ and Asymp. Sig. = 0.023. Therefore, it has a relationship between occupation and kind of second home.

Hypothesis 1.6: Status has a relationship with the kind of second home that consumers are interested in.

H_0 : Status has no relationship with kind of second home

H_1 : Status has a relationship with kind of second home

For status, the null hypothesis is accepted at $\chi^2 = 5.382$ and Asymp. Sig. = 0.250. Therefore, it has no relationship between status and kind of second home.

Hypothesis 1.7: Number of family members has a relationship with the kind of second home that consumers are interested in.

H_0 : Number of family members has no relationship with kind of second home

H_1 : Number of family members has a relationship with kind of second home

For number of family members, the null hypothesis is accepted at $\chi^2 = 5.761$ and Asymp. Sig. = 0.218. Therefore, it has no relationship between number of family members and kind of second home.

Briefly, result from Chi-square tests indicate that only 2 demographic factors relate with choosing kind of second home. The first one is age and another is occupation. Other demographic factors are not relate. Table 7 and 8 going to make you see picture clearly about relationship of age and occupation with kind of second home respectively.

Table 7 Crosstab between ages and kind of second home

Ages	Kind of second home			Total
	Villa	Condominium	Both	
20-30 years old	36	38	23	97
31-40 years old	16	52	23	91
41-50 years old	29	50	25	104
51-60 years old	21	24	25	70
more than 60	4	13	6	23
Total	106	177	102	385

Chi-Square = 16.525 Asymp. Sig. (2-sided) = 0.035 *

Table 8 Crosstab between occupations and kind of second home

Occupations	Kind of second home			Total
	Villa	Condominium	Both	
Government officer/State owned enterprise	10	13	16	39
Private company employee	30	65	42	137
Small business owner	15	28	16	59
Medium business owner	20	25	8	53
Large business owner	8	9	1	18
Freelance	14	17	12	43
Nonworking	3	13	0	16
Investor	2	2	4	8
Profession	4	5	3	12
Total	106	177	102	385

Chi-Square = 29.210 Asymp. Sig. (2-sided) = 0.023 *

Two factors that related with choosing kind of second home are age and occupation. In case of villa, most consumers think of privacy and utility space. Villa can receive guests, relatives and friends for party or relaxation. Therefore, consumers who are about 20-30 years old usually prefer villa because of their life span. For occupation, medium and high business owner and also freelance usually prefer villa. This kind of occupation frequently have much income that enough to buy villa and villa can also represent social status. Moreover, some of them going to spend time at this second home equal or more than first home in order to work at home, relax, live in the future, or create inspiration.

In case of condominium, although consumers will get less privacy and utility space, it is easier to maintenance and cleanliness. This kind of second home has little space to receive guest and better to use for relax with family. Consumer who are about 31-50 years old that is age span of family. Moreover, consumers who buy second home for investment also prefer condominium because they do not have to look after it

too much and spend less money to invest and look after. Private company employee and small business owner are the group of occupation that prefer condominium than villa. They do not would like to waste their money and time to look after second home too much. Furthermore, for who buy for weekend home that is the most popular buying reason, they have not much time to spend at second home, so it is unnecessary to pay more for larger space.

Most consumers who are more than 50 years old are look around for both villa and condominium. They going to buy what they impress and what they think it is suitable. Most of them are not decide before what kind of second home they would like to buy. With high age most of them also have high purchasing power and do not care too much about money. In part of occupation, government officer/State owned enterprise and investor are choose both. Most of them said that they will buy what they think it is the best.

However, in order that demographic factors are not influence too much on kind of second home. Therefore, in some part, the researcher explain the result without separated kind of second home deeply.

Buying Reasons

The results in Table 9 display a summary of the buying reasons of consumers, in the Khaoyai area. The results indicate that ‘as a weekend house’ tops the poll (69.1%), followed by ‘a place to live in the future’ (30.4%), ‘use by family members or relatives’ (27.0%) and ‘speculation’ (24.2%), respectively; only few buy to display social status (2.3%).

Table 9 Frequency and percentage of buying reason

Buying Reason	n	Percent	Percent of Cases
For weekend house	266	37.50	69.10
For living in the future	117	16.50	30.40

Table 9 (Continued)

Buying Reason	n	Percent	Percent of Cases
For living of family member or relatives	104	14.70	27.00
For speculation	93	13.10	24.20
For rental	59	8.30	15.30
For receive guests	39	5.50	10.10
For stay when working at Khaoyai	22	3.10	5.70
Represent social status	9	1.30	2.30
Total	709	100.00%	184.20%

When compared with the experimental results of Ronnachai Rakwong (1997), who studied the buying behaviour concerning a second house in Chiang Mai province, in some parts the percentages are completely different. This is partly due to the fact that most consumers buying a second home in Chiang Mai are local people, whilst most consumers who buy a second home in Khaoyai are from Bangkok. The buying reason percentages which are completely different include: buying for speculation, as a weekend house, use by family members or relatives, and for future living (Table 10)

Table 10 Comparison of buying reason of consumer between Khaoyai and Chiangmai

Buying Reason	Percentage	
	Khaoyai	Chiangmai
For speculation	13.1	5.6
For weekend house	37.5	8.3
For living of family member or relatives	14.7	40.7
Represent social status	1.3	0.9
For receive guests	5.5	1.9
For living in the future	16.5	29.6

Table 10 (Continued)

Buying Reason	Percentage	
	Khaoyai	Chiangmai
For rental	8.3	7.4
For stay when working at Khaoyai	3.1	5.6

Consumers who buy a second home for speculation purposes in Khaoyai outnumber those of Chiang Mai. The main reason for this is that land prices in Khaoyai initially increased circa 20%, and this rate has increased continuously over the last 2-3 years. Moreover, the continued growth of tourism, shopping centers and transportation are also important factors. Therefore, for these reasons, some consumers (13.1%) decide to buy in order to speculate. However, in Chiang Mai land prices are not too costly, especially in green areas where the price of land is very low and tends to be increasing very slowly. That is why there are few consumers who take interest in buying a second home for speculation purposes in Chiang Mai.

In Khaoyai, consumers who buy a second home to be used as a weekend house outnumber those in Chiang Mai. From the aforementioned, most consumers who buy a second home in Chiang Mai are local, so it is unnecessary for them to obtain a second home there to be used as a weekend house. Only a small amount of consumers come from other provinces, in order to buy a weekend house in Chiang Mai. While being a weekend house ranks as the primary reason to buy in Khaoyai (37.5%), travelling to Khaoyai takes only 2 hours from Bangkok, and this makes for convenient travel, when considering either a short weekend or a longer break. Furthermore, when compared with Chiang Mai, the temperatures, weather, views and the surroundings are similar, for consumers who like green areas, although consumers take greater interest in Khaoyai.

In that most consumers buying a second home in Chiang Mai are locals, then Chiang Mai consumers find it more necessary to buy a second home for ‘use by family members or relatives’ (40.74%), followed by ‘for future living’ (29.63%). These two reasons are the primary and secondary reasons for purchasing in Chiang Mai, although

in Khaoyai some locals also have a desire to buy a second home for exactly the same two reasons. Moreover, some consumers from other provinces also require a second home, also for those two same reasons. The air in Khaoyai is very clean, and Khaoyai is a location where the ozone is ranked seventh in the world by UNESCO, plus Khaoyai is very peaceful. All of these advantages lead to many consumers having a tendency to wish to spend their life there, or have a liking for their loved ones to spend their life there, in order to maintain better physical and mental health in the long term.

Marketing Mix

House is set to be product, so marketing mix of second home consists of 4 Ps; Product, Price, Place, and Promotion. The results founded rank from the highest average value are promotion, product, price, and place respectively (Table 11). This result is true whether they are consumer who choose villa, condominium or choose both. Every factor has standard deviation less than 1.00 means there is not much difference in respondent's answer. However, in detail of each P, the results are different.

Table 11 The levels of marketing mix, for each kind of second home, on average

Marketing mix (4Ps)	Level of marketing mix						Rank
	Villa		Condominium		Both		
	\bar{X}	S.D.	\bar{X}	S.D.	\bar{X}	S.D.	
Promotion	4.08	0.72	4.08	0.65	4.13	0.63	1
Product	4.05	0.70	4.00	0.66	4.01	0.75	2
Price	3.98	0.82	3.88	0.80	3.98	0.83	3
Place	3.74	0.66	3.69	0.84	3.68	0.80	4

I. Promotion

In case of promotion, the ranks of all marketing mix detail are the same whether they are consumer who choose which kind of second home. The first rank

from the highest average value is having after sale warranty because it can guarantee that quality of products are in the certain level. Second is disposition of sale person and quality of presentation because they are providers who take care, help, and give the recommendation to consumers from first step until last. Third and fourth are special offer and advertising respectively. (Table 12)

Table 12 Levels of marketing mix detail for each promotional, on average

Detail of promotion	Kind of second home					
	Villa		Condominium		Both	
	\bar{X}	S.D.	\bar{X}	S.D.	\bar{X}	S.D.
1 Advertising	3.66	0.68	3.69	0.74	3.56	0.65
2 Special offer	3.99	0.78	4.00	0.72	4.02	0.70
3 Disposition of sale person and quality of presentation	4.16	0.68	4.18	0.58	4.25	0.67
4 Having after sale warranty	4.52	0.73	4.46	0.58	4.68	0.51

II. Product

In case of product, for consumers who prefer villa, the first thing that most of them concern is location (4.53). Second is suitable of home plan (4.42) follow by quality of construction materials (4.40). For consumers who prefer condominium, the first rank is still location (4.62). The second rank is view and surrounding (4.57), and the third one is suitable of room plan (4.34). For others who look around for both villa and condominium, the rank from highest level are location (4.53), suitable of home/room plan (4.49) and view and surrounding (4.42) respectively. The factor that most consumers of every kind of second home almost distinguish is can be renovated because they need product that perfect in itself without renovation. Moreover, they also do not want other neighbor renovate their house as well because if the renovation is not good enough, it will be effect to overall scenery. (Table 13)

Table 13 Levels of marketing mix detail for each product, on average

Detail of product	Kind of second home					
	Villa		Condominium		Both	
	\bar{X}	S.D.	\bar{X}	S.D.	\bar{X}	S.D.
1 Location	4.53	0.53	4.62	0.54	4.53	0.68
2 View and surrounding	4.34	0.62	4.57	0.56	4.42	0.70
3 Utility space	4.07	0.65	4.11	0.69	3.81	0.73
4 Project reputation	3.58	0.90	3.76	0.77	3.75	0.84
5 Variety of facilities	3.90	0.72	3.82	0.68	3.80	0.61
6 Quality of construction materials	4.40	0.60	4.27	0.63	4.28	0.64
7 Style	3.90	0.84	4.14	0.62	4.22	0.60
8 Have adaptation and improvement continuously	4.02	0.70	3.87	0.65	3.96	0.72
9 Can be renovated	3.57	0.90	2.84	0.82	2.95	1.07
10 Durable of structure	4.38	0.60	4.10	0.69	4.32	0.80
11 Variety of type	3.72	0.74	3.67	0.72	3.77	0.89
12 Having a lot of parking	3.87	0.72	3.89	0.62	3.89	0.82
13 Suitable home/room plan	4.42	0.57	4.34	0.64	4.49	0.64

III. Price

In case of price, the result of marketing mix detail are very similar. There are 5 ranks (1, 2, 3, 7 and 8) from 8 ranks that results are the same whether consumer choose which kind of second home. The first 3 ranks are suitable price with surrounding and location, worthy price and cost of utilities respectively. They do not need the cheap price, but they require the reasonable price. (Table 14)

Table 14 Levels of marketing mix detail for each price, on average

Detail of price	Kind of second home					
	Villa		Condominium		Both	
	\bar{X}	S.D.	\bar{X}	S.D.	\bar{X}	S.D.
1 Cheap price	3.50	0.89	3.19	0.92	3.17	1.00
2 Worthy price	4.29	0.72	4.42	0.67	4.47	0.52
3 Suitable price with surrounding and location	4.46	0.54	4.49	0.54	4.55	0.54
4 Cash discount	3.76	0.98	3.76	0.89	3.85	1.03
5 Interesting term of payment	3.94	0.87	3.70	0.85	3.78	0.97
6 Provide credit from various financial institution	3.73	0.88	3.55	0.92	3.69	1.00
7 Low interest rate	3.99	0.98	3.76	0.94	4.01	0.99
8 Cost of utilities	4.20	0.71	4.13	0.71	4.30	0.61

IV. Place

In case of place, the results are all different. For consumers who prefer villa, the first thing that most of them concern is sale agent reputation (3.85). Second is sale office location (3.69) follow by design and decoration of sale office (3.68). For consumers who prefer condominium, the first rank is sale agent reputation as well (3.82). The second rank is design and decoration of sale office (3.64), and the third one is sale office location (3.62). For others who look around for both, the rank from highest level are sale office location (3.75), sale agent reputation (3.73) and design and decoration of sale office (3.57) respectively. However, all factors in Place is not important too much for consumer when compare with other factors above. (Table 15)

Table 15 Levels of marketing mix detail for each place, on average

Detail of place	Kind of second home					
	Villa		Condominium		Both	
	\bar{X}	S.D.	\bar{X}	S.D.	\bar{X}	S.D.
1 Sale office location	3.69	0.62	3.62	0.87	3.75	0.74
2 Design and decoration of sale office	3.68	0.67	3.64	0.76	3.57	0.85
3 Sale agent reputation	3.85	0.70	3.82	0.88	3.73	0.80

From the result, it obviously seen that level of marketing mix is completely different with condominium consumers in Bangkok (Suksin, 2008). For condominium in Bangkok, the results founded rank from the highest average value are place, price, product, and promotion respectively. Partly because buying reason is different and it may be first home, not second home for some of them.

The result of each marketing mix detail for consumer who select each kind of second home are concluded below.

From the interpretation, the marketing mix detailed that very important for consumer whether they choose which kind of second home are location, view and surrounding, quality of construction materials, suitable home/room plan, worthy price, and suitable price with surrounding and location. Only some marketing mix detailed that the interpretation is different.

For consumer who prefer villa, the marketing mix detailed that very important and different from other group of consumers is durable of structure. For consumer who prefer condominium, all of the marketing mix detailed that very important are the same with other consumers who prefer villa and both. For consumer who interesting in both condominium and villa, the marketing mix detailed that very important and different from other group of consumers are durable of structure, and cost of utilities.

From the interpretation, only 6 point that the result is not the same for each kind of second home and the different is not too much. This result can guarantee that whether they are consumer who choose villa, condominium or choose both, they have similar needs.

Consumer Segmentation

By using K-mean cluster to analyze the data, the best result show that consumers should be separated to be 3 clusters. (Table 16)

Table 16 Level of marketing mix of each cluster, on average

Marketing Mix	Cluster Number		
	1	2	3
Product	4.26	4.05	3.79
Location	4.74	4.66	4.39
View and surrounding	4.60	4.79	4.22
Utility space	4.24	4.24	3.73
Project reputation	4.08	3.62	3.42
Variety of facilities	4.18	3.62	3.63
Quality of construction materials	4.55	4.31	4.10
Style	4.23	4.41	3.85
Adaptation and improvement continuously	4.18	4.00	3.70
Can be renovated	3.47	2.66	2.89
Durable of structure	4.47	4.14	4.07
Variety of type	4.01	3.62	3.49
Having a lot of parking	4.14	3.96	3.63
Suitable home/room plan	4.58	4.63	4.16

Table 16 (Continued)

Marketing Mix	Cluster Number		
	1	2	3
Price	4.40	3.23	3.82
Cheap price	3.77	2.41	3.20
Worthy price	4.59	4.52	4.18
Suitable price with surrounding and location	4.67	4.59	4.30
Cash discount	4.37	3.06	3.59
Interesting term of payment	4.34	2.61	3.82
Provide credit from various financial institution	4.32	2.38	3.58
Low interest rate	4.56	2.55	3.87
Cost of utilities.	4.57	3.73	4.07
Place	4.20	3.14	3.50
Sale office location	4.16	3.01	3.51
Design and decoration of sale office	4.05	3.21	3.45
Sale agent reputation	4.38	3.21	3.54
Promotion	4.46	3.8	3.89
Advertising	4.13	3.14	3.44
Special offer	4.57	3.44	3.75
Disposition of sale person and quality of Presentation	4.49	4.07	3.98
Having after sale warranty	4.67	4.55	4.39

In order to see picture more clearly, the research interpret table 16 to table 17. From the interpretation in table 16, only 9 point that the result is the same for each kind of second home. For others, the results are different that means each group of consumer has their own needs.

Table 17 Interpretation of marketing mix level for each cluster, on average

Detail of each marketing mix	Cluster		
	1	2	3
Product			
1 location	Very important	Very important	Very important
2 view and surrounding	Very important	Very important	Very important
3 utility space	Very important	Very important	Important
4 project reputation	Important	Important	Important
5 variety of facilities	Important	Important	Important
6 quality of construction materials	Very important	Very important	Important
7 Style	Very important	Very important	Important
8 have adaptation and improvement continuously	Important	Important	Important
9 can be renovated	Important	Moderately	Moderately
10 durable of structure	Very important	Important	Important
11 variety of type	Important	Important	Important
12 having a lot of parking	Important	Important	Important
13 suitable home/room plan	Very important	Very important	Important
Price			
1 cheap price	Important	Less important	Moderately
2 worthy price	Very important	Very important	Important
3 suitable price with surrounding and location	Very important	Very important	Very important
4 cash discount	Very important	Moderately	Important
5 interesting term of payment	Very important	Moderately	Important
6 provide credit from various financial institution	Very important	Less important	Important
7 low interest rate	Very important	Less important	Important
8 cost of utilities	Very important	Important	Important

Table 17 (Continued)

Detail of each marketing mix	Cluster		
	1	2	3
Place			
1 sale office location	Important	Average	Important
2 design and decoration of sale office	Important	Average	Important
3 sale agent reputation	Very important	Average	Important
Promotion			
1 Advertising	Important	Average	Important
2 special offer	Very important	Important	Important
3 disposition of sale person and quality of presentation	Very important	Important	Important
4 having after sale warranty	Very important	Very important	Very important

In order to analyze the relationship between demographics factors and cluster number that consumer are placed, the researcher set up hypothesis 2 for each factor in chapter 1. Table 18 show the chi-square value of each hypothesis. Each hypothesis can describe in detail below.

Table 18 Result of chi-square tests between demographic factors and cluster number that consumer are placed

Demographic factors	Chi-Square	Asymp. Sig. (2-sided)
Gender	5.449	0.066
Age	58.102	0.000 *
Education	12.401	0.054
Family income	84.255	0.000 *
Occupation	54.481	0.000 *
Status	14.670	0.005 *
Family members	9.270	0.055

Hypothesis 2: Each demographic factor has a relationship with cluster number that consumer are placed.

Hypothesis 2.1: Gender has a relationship with cluster number that consumer are placed.

H_0 : Gender has no relationship with cluster number that consumer are placed

H_1 : Gender has a relationship with cluster number that consumer are placed

For gender, the null hypothesis is accepted at $\chi^2 = 5.449$ and Asymp. Sig. = 0.066. Therefore, it has no relationship between gender and cluster number that consumer are placed.

Hypothesis 2.2: Age has a relationship with cluster number that consumer are placed.

H_0 : Age has no relationship with cluster number that consumer are placed

H_1 : Age has a relationship with cluster number that consumer are placed

For age, the null hypothesis is accepted at $\chi^2 = 58.102$ and Asymp. Sig. = 0.000. Therefore, it has a relationship between age and cluster number that consumer are placed. Detail information between age and cluster number that consumer are placed are shown in table 19.

Table 19 Crosstab between age and cluster number that consumer are placed

Ages	Cluster Number			Total
	1	2	3	
20-30 years old	27	10	60	97
31-40 years old	39	10	42	91
41-50 years old	41	19	44	104
51-60 years old	33	20	17	70
more than 60	6	2	15	23
Total	146	71	168	385

Chi-Square = 58.102 Asymp. Sig. (2-sided) = 0.000 *

Hypothesis 2.3: Education has a relationship with cluster number that consumer are placed.

H_0 : Education has no relationship with cluster number that consumer are placed

H_1 : Education has a relationship with cluster number that consumer are placed

For education, the null hypothesis is accepted at $\chi^2 = 12.401$ and Asymp. Sig. = 0.054. Therefore, it has no relationship between education and cluster number that consumer are placed.

Hypothesis 2.4: Family income has a relationship with cluster number that consumer are placed.

H_0 : Family income has no relationship with cluster number that consumer are placed

H_1 : Family income has a relationship with cluster number that consumer are placed

For family income, the null hypothesis is accepted at $\chi^2 = 84.255$ and Asymp. Sig. = 0.000. Therefore, it has a relationship between family income and cluster number that consumer are placed. Detail information between family income and cluster number that consumer are placed are shown in table 20.

Table 20 Crosstab between family income and cluster number that consumer are placed

Family income	Cluster Number			Total
	1	2	3	
Less than or equal 50,000 Baht	25	1	46	72
50,001-80,000 Baht	26	5	37	68
80,001-100,000 Baht	26	11	11	48
100,001-200,000 Baht	18	12	36	66
200,001-500,000	35	11	24	70
More than 500,000	16	31	14	61
Total	146	71	168	385

Chi-Square = 84.255 Asymp. Sig. (2-sided) = 0.000 *

Hypothesis 2.5: Occupation has a relationship with cluster number that consumer are placed.

H_0 : Occupation has no relationship with cluster number that consumer are placed

H_1 : Occupation has a relationship with cluster number that consumer are placed

For occupation, the null hypothesis is accepted at $\chi^2 = 54.481$ and Asymp. Sig. = 0.000. Therefore, it has a relationship between gender and cluster number that consumer are placed. Detail information between occupation and cluster number that consumer are placed are shown in table 21.

Table 21 Crosstab between occupation and cluster number that consumer are placed

Occupation	Cluster Number			Total
	1	2	3	
Government officer/State owned enterprise	16	3	20	39
Private company employee	51	13	73	137
Small business owner	22	13	24	59
Medium business owner	18	18	17	53
Large business owner	8	7	3	18
Freelance	22	7	14	43
Nonworking	7	3	6	16
Investor	0	6	2	8
Profession	2	1	9	12
Total	146	71	168	385

Chi-Square = 54.481 Asymp. Sig. (2-sided) = 0.000 *

Hypothesis 2.6: Status has a relationship with cluster number that consumer are placed.

H_0 : Status has no relationship with cluster number that consumer are placed

H_1 : Status has a relationship with cluster number that consumer are placed

For status, the null hypothesis is accepted at $\chi^2 = 14.670$ and Asymp. Sig. = 0.005. Therefore, it has a relationship between gender and cluster number that consumer are placed. Detail information between status and cluster number that consumer are placed are shown in table 22.

Table 22 Crosstab between status and cluster number that consumer are placed

Status	Cluster Number			Total
	1	2	3	
Single	43	23	81	147
Married/Stay together	101	48	84	233
Divorce/Seperated	2	0	3	5
Total	146	71	168	385

Chi-Square = 58.102 Asymp. Sig. (2-sided) = 0.000 *

Hypothesis 2.7: Number of family members has a relationship with cluster number that consumer are placed.

H_0 : Number of family members has no relationship with cluster number that consumer are placed

H_1 : Number of family members has a relationship with cluster number that consumer are placed

For number of family members, the null hypothesis is accepted at $\chi^2 = 9.270$ and Asymp. Sig. = 0.055. Therefore, it has no relationship between gender and cluster number that consumer are placed.

In conclusion, result from Chi-square tests indicate that age, family income, occupation and status have a relationship with cluster number that consumer are

placed. In contrast, gender, education and family members have no relationship between cluster number that consumer are placed.

Moreover, in order to analyze the relationship between each buying reason and cluster number that consumer are placed, the researcher also set up hypothesis 3 for each factor in chapter 1. Table 23 show the chi-square value of each hypothesis that analyze by SPSS. Each hypothesis can describe in detail below.

Table 23 Result of chi-square tests and cross tab between buying reasons and cluster number that consumer are placed

Buying Reasons	Cluster Number			Chi-Square	Asymp. Sig. (2-sided)
	1	2	3		
For speculation	32	12	49	4.741	0.093
For weekend house	98	59	109	8.183	0.017 *
For living of family member or relatives	48	10	46	8.577	0.014 *
For represent social status	7	0	2	6.528	0.038 *
For receive guests	13	15	11	12.041	0.002 *
For living in the future	30	22	65	12.169	0.002 *
For rental	11	8	40	17.050	0.000 *
For stay when working at Khaoyai	6	2	14	3.943	0.139
Total = 385	146	71	168		

Hypothesis 3: Each buying reason has a relationship with the cluster number that consumers are placed into.

Hypothesis 3.1: Buying for speculation has a relationship with cluster number that consumer are placed into.

H_0 : Buying for speculation has no relationship with cluster number that consumer are placed

H_1 : Buying for speculation has a relationship with cluster number that consumer are placed

For buying for speculation, the null hypothesis is accepted at $\chi^2 = 4.741$ and Asymp. Sig. = 0.093. Therefore, it has no relationship between buying for speculation and cluster number that consumer are placed.

Hypothesis 3.2: Buying for weekend house has a relationship with cluster number that consumer are placed into.

H_0 : Buying for weekend house has no relationship with cluster number that consumer are placed

H_1 : Buying for weekend house has a relationship with cluster number that consumer are placed

For buying for weekend house, the null hypothesis is accepted at $\chi^2 = 8.183$ and Asymp. Sig. = 0.017. Therefore, it has a relationship between buying for weekend house and cluster number that consumer are placed.

Hypothesis 3.3: Buying for living of family member or relatives has a relationship with cluster number that consumer are placed into.

H_0 : Buying for living of family member or relatives has no relationship with cluster number that consumer are placed

H_1 : Buying for living of family member or relatives has a relationship with cluster number that consumer are placed

For buying for living of family member or relatives, the null hypothesis is accepted at $\chi^2 = 8.577$ and Asymp. Sig. = 0.014. Therefore, it has a relationship

between buying for living of family member or relatives and cluster number that consumer are placed.

Hypothesis 3.4: Buying for represent social status has a relationship with cluster number that consumer are placed into.

H_0 : Buying for represent social status has no relationship with cluster number that consumer are placed

H_1 : Buying for represent social status has a relationship with cluster number that consumer are placed

For buying for represent social status, the null hypothesis is accepted at $\chi^2 = 6.528$ and Asymp. Sig. = 0.038. Therefore, it has a relationship between buying for represent social status and cluster number that consumer are placed.

Hypothesis 3.5: Buying for receive guests has a relationship with cluster number that consumer are placed into.

H_0 : Buying for receive guests has no relationship with cluster number that consumer are placed

H_1 : Buying for receive guests has a relationship with cluster number that consumer are placed

For buying for receive guests, the null hypothesis is accepted at $\chi^2 = 12.041$ and Asymp. Sig. = 0.002. Therefore, it has a relationship between buying for receive guests and cluster number that consumer are placed.

Hypothesis 3.6: Buying for living in the future has a relationship with cluster number that consumer are placed into.

H_0 : Buying for living in the future has no relationship with cluster number that consumer are placed

H_1 : Buying for living in the future has a relationship with cluster number that consumer are placed

For buying for living in the future, the null hypothesis is accepted at $\chi^2 = 12.169$ and Asymp. Sig. = 0.002. Therefore, it has a relationship between buying for living in the future and cluster number that consumer are placed.

Hypothesis 3.7: Buying for rental has a relationship with cluster number that consumer are placed into.

H_0 : Buying for rental has no relationship with cluster number that consumer are placed

H_1 : Buying for rental has a relationship with cluster number that consumer are placed

For buying for rental, the null hypothesis is accepted at $\chi^2 = 17.050$ and Asymp. Sig. = 0.000. Therefore, it has a relationship between buying for rental and cluster number that consumer are placed.

Hypothesis 3.8: Buying for stay when working at Khaoyai has a relationship with cluster number that consumer are placed into.

H_0 : Buying for stay when working at Khaoyai has no relationship with cluster number that consumer are placed

H_1 : Buying for stay when working at Khaoyai has a relationship with cluster number that consumer are placed

For buying for stay when working at Khaoyai, the null hypothesis is accepted at $\chi^2 = 3.943$ and Asymp. Sig. = 0.139. Therefore, it has no relationship between buying for stay when working at Khaoyai and cluster number that consumer are placed.

In conclusion, result from Chi-square tests indicate that almost all buying reasons have a relationship with cluster number that consumer are placed. Only 2 reasons that have no relationship between cluster number that consumer are placed that are for speculation, and for stay when working at Khaoyai.

Finally, in order to analyze the relationship between kind of second home and cluster number that consumer are placed, the researcher set up hypothesis 4 in chapter 1.

Hypothesis 4: The kind of second home has a relationship with the cluster number that consumers are placed into.

H_0 : Kind of second home has no relationship with cluster number that consumer are placed

H_1 : Kind of second home has a relationship with cluster number that consumer are placed

For kind of second home, the null hypothesis is accepted at $\chi^2 = 9.167$ and Asymp. Sig. = 0.057. Therefore, it has no relationship between kind of second home and cluster number that consumer are placed.

From all information about consumer segmentation, the researcher can conclude that they are 3 clusters of consumer that are called valuable choice, product in my choice concerned, and be rare to buy.

I. Valuable choice

Consumers in first cluster accounted for 38 percent of all consumers. They give precedence to every factors. The result founded that the factor that they give lowest important is can be renovated (3.47), but the point of it still high. Demographic factors and buying reasons of consumers in this clusters is quiet diverse. It is very difficult to specific.

II. Product in my choice concerned

Consumers in second cluster accounted for only 18 percent that has the lowest members when compare with other clusters. However, consumers in this cluster has highest purchasing power. Consumers in this cluster give precedence to product more than other factor. They give less important for everything about finance, special offer, advertise and also sale office. They give important to some point that about product or really related to product only. Most of them have family income more than 500,000 Baht and 24 percent of them have infinite budget for second home. They usually buy second home for weekend house or living in the future. Only few of them buy for investment in both long term and short term. Moreover, Age of consumers in this cluster mostly more than 40 years old especially, 65 percent of consumers who are more than 60 year are divided in this cluster.

III. Be rare to buy

The third cluster has highest members that is approximate 44 percent of all consumers. Consumers of this cluster give precedence to some specific point. They are stay between first and second group. They are interesting on special offer, advertising, sale office and especially finance more than consumer in second cluster. Moreover, they give important to some specific point about similar as consumers in second cluster. However, the important of each factor is lower in order to exchange with lower price. Budget of consumers 80 percent not exceed than 5 million Baht and almost 50 percent of consumers have family income up to 80,000 Baht per month.

Most of them are private company employee. Age of them is not too high. 35 percent are not more than 30 years old and only 13 percent more than 40 years old. The consumers who interested to buy for investment in both speculation and rental mostly are separated to this cluster.

Second Home Detail in Consumer View Point

In order to understand deeply, what is consumer needs exactly, this part describe in detail what consumer needs. From questionnaire and depth interview, something that consumer need in detail can explain as following.

I. Location, view and surrounding

The results of the survey showed that, for buying second home in green area, location, view and surrounding are the most important point for consumer mostly. Table 19 are indicated that consumer give precedence to these factor in range very important whatever consumer are separated with kind of second home or cluster. Therefore, whatever you would like to do villa or condominium project, or who is your target group, as the entrepreneur or manager, you must pay attention on these firstly.

For Khaoyai area, it can separated to three areas; along Thanarat Road or central area, Pansuk-Kudkhla Road or western area, and Khaoyai-Wang Nam Khiao Road or eastern area. The results showed that consumer viewpoints are look the same in overall, but in detail, it is different a little bit. Consumers in cluster 1 and 3 prefer Thanarat Road that is more convenient to travel while consumers in cluster 2 prefers Pansuk-Kudkhla Road follow by Khaoyai-Wang Nam Khiao Road that is more peaceful and natural. In detail, the information is shown in Table 24.

Table 24 The significance of road for each consumer cluster in the form of frequencies and percentages

Road	Cluster Number of Case			Total (%)
	1 (%)	2 (%)	3 (%)	
Thanarat Road	39 (26.70)	12 (16.90)	47 (28.00)	98 (25.50)
Pansuk-Kudkhla Road	36 (24.70)	28 (39.40)	43 (25.60)	107 (27.80)
Khaoyai-Wang Nam Khiao	35 (24.00)	25 (35.20)	35 (20.80)	95 (24.70)
Unidentified	36 (24.70)	6 (8.50)	43 (25.60)	85 (22.10)

In case of views, the most popular view in consumer point of view is panorama view follow by mountain view and Khaoyai mountain range respectively whatever they are in which cluster of consumer. While closing restaurant, tourist attraction, and hospital are not important for consumer, especially for cluster 2, all of these are not necessary for them. In detail, the information is shown in below (Table 25).

Table 25 The significance of view and surrounding for each consumer cluster in the form of frequencies and percentages

View and surrounding	Cluster Number of Case			Total (%)
	1 (%)	2 (%)	3 (%)	
See Khaoyai mountain range	39 (26.70)	20 (28.20)	48 (28.60)	107 (27.79)
See mountain view	53 (36.30)	43 (60.60)	54 (32.10)	150 (38.96)

Table 25 (Continued)

View and surrounding	Cluster Number of Case			Total (%)
	1 (%)	2 (%)	3 (%)	
See panorama view	69 (47.30)	56 (78.90)	71 (42.30)	196 (50.91)
Near restaurant	35 (24.00)	3 (4.20)	31 (18.50)	69 (17.92)
Near tourist attraction	12 (8.20)	0 (0.00)	12 (7.10)	24 (6.23)
Near hospital	20 (13.70)	1 (1.40)	19 (11.30)	40 (10.39)

II. Facilities

In case of facilities, consumer in every cluster give precedence for it in range important whatever consumer are separated with kind of second home or cluster. The facilities that every project cannot miss are security system 24 hour and Wi-Fi because needs of them is about 77.2% and 62.14% respectively. CCTV, private car park, garden and swimming pool are also interesting to invest because need of them also high. Other facilities can be choice for consumer, but it do not effect to consumer too much. In detail, the significance of each facility is shown in Table 26.

Table 26 The significance of each facility for each consumer cluster in the form of frequencies and percentages

Facilities	Cluster Number of Case			Total (%)
	1 (%)	2 (%)	3 (%)	
Swimming pool	72 (49.30)	44 (63.80)	90 (53.60)	206 (53.79)

Table 26 (Continued)

Facilities	Cluster Number of Case			Total (%)
	1 (%)	2 (%)	3 (%)	
Garden	66 (45.20)	51 (73.90)	93 (55.40)	210 (54.83)
BBQ pit	15 (10.30)	16 (23.20)	20 (11.90)	51 (13.32)
Jogging track	18 (12.30)	11 (15.90)	10 (6.00)	39 (10.18)
CCTV 24 hr.	88 (60.30)	32 (46.40)	85 (50.60)	205 (53.52)
Private car park	77 (52.70)	44 (63.80)	86 (51.20)	207 (54.05)
Wi-Fi	83 (56.80)	40 (58.00)	115 (68.50)	238 (62.14)
Fitness	52 (35.60)	32 (46.40)	72 (42.90)	156 (40.73)
Security system 24 hr.	115 (78.80)	58 (84.10)	122 (72.60)	295 (77.02)
Library	16 (11.00)	16 (23.20)	22 (13.10)	54 (14.10)
Sauna	24 (16.40)	16 (23.20)	12 (7.10)	52 (13.58)
Children playground	18 (12.30)	4 (5.80)	16 (9.50)	38 (9.92)
Clubhouse	48 (32.90)	18 (26.10)	41 (24.40)	107 (27.94)
Others	2 (1.40)	0 (0.00)	2 (1.20)	4 (1.04)

III. Style

Most of consumer in every cluster prefer modern style (36.90%) than others. This is partly due to modern style is simple and up to date all the time. The second amount are consumer who cannot identify what style they prefer (22.90%). Most of them said that they choose what they see and like without identify the style before. Contemporary, European and Tuscany style are popular for few of consumer, but it is continue to be exist popular while Japanese style is hardly get the attention from the customer at all. In detail, the information is shown in Table 27.

Table 27 The preference of style for each consumer cluster in the form of frequencies and percentages

Style	Cluster Number of Case			Total (%)
	1 (%)	2 (%)	3 (%)	
European style	12 (8.20)	11 (15.50)	22 (13.10)	45 (11.70)
Japanese style	2 (1.40)	1 (1.40)	4 (2.40)	7 (1.80)
Tuscany style	16 (11.00)	10 (14.10)	9 (5.40)	35 (9.10)
Modern style	46 (31.50)	22 (31.00)	74 (44.00)	142 (36.90)
Contemporary style	25 (17.10)	12 (16.90)	20 (11.90)	57 (14.80)
Unidentified	38 (26.00)	13 (18.30)	37 (22.00)	88 (22.90)
Others	7 (4.80)	2 (2.80)	2 (1.20)	11 (2.90)

IV. Advertising

Although advertising is the less important when compare with other promotion factors, advertising is still important because advertising is intermediate that make people know your project. The most effective advertising in consumer viewpoint is billboard on roadside (59.53%). The second is website (42.82%). The first and second ranked are consentaneous in every consumer cluster, but the third ranked is different. Booth is the third ranked for consumer in cluster 1 (37.70%), direct mail and product launched is for consumer in cluster 2 equally (24.60%), and product launched is for consumer in cluster 3 (28.60%). Therefore, before invest in which advertising, the entrepreneur should know which advertising going to direct with your target group. In detail, the significance of each advertising is shown in Table 28.

Table 28 The significance of each advertising for each consumer cluster in the form of frequencies and percentages

Advertising	Cluster Number of Case			Total (%)
	1 (%)	2 (%)	3 (%)	
SMS	24 (16.40)	10 (14.50)	15 (8.90)	49 (12.79)
Direct mail	14 (9.60)	17 (24.60)	27 (16.10)	58 (15.14)
Booth	55 (37.70)	15 (21.70)	44 (26.20)	114 (29.77)
Billboard on roadside	86 (58.90)	49 (71.00)	93 (55.40)	228 (59.53)
Billborad in tourist attraction	42 (28.80)	8 (11.60)	42 (25.00)	92 (24.02)
Brochure	12 (8.20)	11 (15.90)	12 (7.10)	35 (9.14)

Advertising	Cluster Number of Case			Total (%)
	1 (%)	2 (%)	3 (%)	
Social network	40 (27.40)	5 (7.20)	39 (23.20)	84 (21.93)
Product launched	51 (34.90)	17 (24.60)	48 (28.60)	116 (30.29)
Website	75 (51.40)	22 (31.90)	67 (39.90)	164 (42.82)
Newspaper	18 (12.30)	18 (26.10)	31 (18.50)	67 (17.49)

V. Special offer

The last one is special offer that each consumer cluster has different interest. The most interesting special offer for consumer in cluster 1 are both cash discount (50.70%) and fully furnished (50.70%). For other special offers are not attract them too much. For consumer in cluster 2, 38 percent of them are not interesting in any special offer. This result support that consumer in this cluster interested on products critically. In case of consumer in this group who interest in some special offer fully furnished be ranked number one (38.00%) and cash discount (33.80%) be ranked number two. Other special offers are very less attract for them. Consumers in the last cluster are interesting in cash discount (58.30%) firstly and fully furnished (48.20%) secondly. From all data, we can see clearly that free appliances, car, smart phone, tablet or gift voucher is hardly in the interest of the consumer at all. Furthermore, all of these are not the worth investment. In detail, the interest in each special offer is shown in Table 29.

Table 29 The interest in each special offer for each consumer cluster in the form of frequencies and percentages

Special offer	Cluster Number of Case			Total (%)
	1 (%)	2 (%)	3 (%)	
Cash discount	74 (50.70)	24 (33.80)	98 (58.30)	196 (50.91)
Free appliances	15 (10.30)	5 (7.00)	23 (13.70)	43 (11.17)
Fully furnished	74 (50.70)	27 (38.00)	81 (48.20)	182 (47.27)
Free smart phone/tablet	8 (5.50)	0 (0.00)	6 (3.60)	14 (3.64)
Buy 1 get 1 car	8 (5.50)	2 (2.80)	21 (12.50)	31 (8.05)
Free loose furniture	9 (6.20)	3 (4.20)	24 (14.30)	36 (9.35)
Guarantee return 5% within 5 years	28 (19.20)	4 (5.60)	37 (22.00)	69 (17.92)
Presales price	33 (22.60)	13 (18.30)	33 (19.60)	79 (20.52)
Gift voucher more than 50,000 Baht	15 (10.30)	4 (5.60)	17 (10.10)	36 (9.35)
Do not interested	14 (9.60)	27 (38.00)	7 (4.20)	48 (12.47)

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

This chapter presents the conclusion according to the empirical findings and analysis in Chapter 4. The research questions are answered, and the recommendations for developers and for further research is given in this part as well.

Conclusion

In green areas, most of the consumers bought second homes for use as a weekend house. The study indicated that consumers who are interested in a villa, condominium, or both have similar needs. Promotion is the most important factor. The second rank is product, followed by price, and place respectively. Demographic information that affects choosing the kind of second home includes only age and occupation. Others demographic factors do not affect this. Furthermore, the study separated consumers into 3 segments, and each segment of consumers has its own characteristics. The first group name is “valuable choice;” it has medium purchasing power and considers every factor, and also almost every detail of each factor. The second group is “product in my choice concerned.” They focus on product and are willing to pay for whatever satisfies them. The last group is “be rare to buy.” Consumers in this group have low to medium purchasing power, but they need a good second home. They focus on a specific point, but according to their lower purchasing power, they cannot expect too much from each factor. They give less importance to product when compared with the second group in order to exchange with lower price and also promotion. Developers should start projects by choosing who the target group is so they can produce the second home that matches that group’s needs.

When entrepreneurs would like to do some project, they have to look at each factor in detail. For promotion, what consumers need most in this factor is after sales warranty. The second thing that is also important is the sales person. The disposition of the sales person and the quality of the presentation is very important for a consumer’s decision. The least important part of this factor is advertising, but in fact,

advertising is very important because advertising is an intermediate that allows people to know about a project.

For product, the most significant factor that entrepreneurs must focus on is location. In this case, location is not only where a project is located, but also the view and surroundings. After choosing the best location, the quality of material, layout, and utility space comprise the next most important thing for consumers.

For price, what consumers need is a reasonable price. Prices of villas and condominiums have to be worthy and suitable with the location, which was mentioned in the first recommendation. In regards to financial considerations, it is not very important for consumers overall.

For place, this factor is the least significant for consumers. However, it is still important for some number of consumers.

Finally, in Khaoyai, the second home market still has the potential to grow more, but there is a lack of projects that meet consumer needs. Therefore, this can be the opportunity for developers to get inside and succeed in this market. Hopefully, by looking over this complete research, managers and developers can formulate effective second home projects and marketing strategies to succeed in their businesses.

Recommendations from This Research

The first recommendation is the most significant factor that entrepreneurs must focus upon; this is location. Entrepreneurs must select the best location for their projects. In this case, location is not only where the project is located, but it also includes the views and surroundings, especially when concerning condominium projects.

Secondly, developers should hire efficient architects, in order to design optimized layouts and utility space, especially for villa projects. The project must be completed disregarding any need for future renovation, or additional changes.

Thirdly, developers must hire excellent sales personnel. The disposition of the sales persons and the quality of representation is very important for affecting the decisions of consumers.

Fourthly, the project must have an after sales warranty for its consumers.

Finally, a reasonable price must be offered. The product does not necessarily have to be cheap, but it must be trustworthy. Basically, the price depends upon the location. If the location is carefully selected then the product will sell at a higher price.

All of above are recommendations in an overall picture to succeed in this market. However, Chapter 4 already mentioned in detail that consumers in each segment are quite different. They have their own characteristics, which developers need to understand. Developers need to identify their target group and produce second homes that match that group's needs.

For the first cluster, these consumers are better suited to the prominent entrepreneur, because they give precedence to brand reputation more than any other factor. Entrepreneurs must pay attention to every detail, in order to meet the needs of this type of consumer.

For the second cluster, they choose a second home by considering the product first. Brand reputation is not very important to these consumers, so lesser known brands can penetrate this market. The most important aspect is project location, emphasizing scenery as a major factor. The better location has then the greater advantage one gets. Local facilities are not particularly significant for consumers in this segment, as they are really only interested in a villa or condominium. Other factors include price and place, with promotions being less important. If a reasonable price is found, then this type of consumer is willing to pay for whatever satisfies them.

For the last cluster, the real market has a large amount of them, but the market does not have enough suitable products on offer. For the entrepreneur who takes interest in this group, branding is unnecessary. There are two things necessary to match the needs of consumers in this cluster. Firstly, a good location away from main roads is necessary, in order to reduce land costs. Secondly, attractive styles and good design plans of the villa or condominium are necessary also, but with a reduced materials cost from not using premium grade products, as are necessary for Group 2 above. This means producing a product similar in appearance to a premium product, but using cheaper materials.

Hopefully, in doing this, managers and entrepreneurs can create new projects and formulate effective marketing strategies, in order to succeed in the business of second homes in green areas.

Recommendations for Further Research

1. Further research should use other green areas to be a case study in order to compare which points are different or the same with this research.
2. Further research should segment consumers by using other factors such as geographic, psychographic, and behavioral factors.
3. Further research should study deeply about location, view, and surroundings. What are the kinds of location, view, and surroundings do consumers want? Developers can use it in order to select the best location.
4. Further research should study consumer segmentation of a second home in seashore areas in order to compare the results with this research. Developers will see the overall picture clearly and can adapt it to use in their business.

REFERENCES

- Baines, P., et al. 2008. **Marketing**. Oxford: Oxford University Press.
- Chedsadawarangkul, S., T.Wareewanich, and D.Saranrom. 2009. **The Factors which Affected the Decision Process Making to Buy Townhouses of Wangthong Group (Public) Company Limited**. Valaya Alongkorn Rajabhat University, 3(3).
- Cochran, W.G. 1953. Sampling Techniques. **Experimental Designs**, New York.
- Colliers International. 2012. Khao Yai Residential Market. **Khao Yai Residential Report**, May 2012, 17.
- Venkatesan, R. 2007. Cluster Analysis for Segmentation. **Darden Business Publishing**, 1-8, Product Number: UV0745.
- Dolnicar, S. 2003. Using Cluster Analysis for Market Segmentation. **Australasian Journal of Market Research**, 11(2), 5-12.
- Kotler, P. 2003. **Marketing Management**, 11th Edition, New Jersey.
- Kotler, P., et al. 2003. **Rethinking Marketing**, Indeks, Jakarta.
- Kunlok, P. 2010. **Behavior and Marketing Mix Factors Affecting Consumer to Buy Housing Estate in Thawi Watthana**, Bangkok. Master's thesis.
- Nexus Property Marketing. 2013. Khao Yai Property Market Analysis. **Khao Yai Property Market, A special publication of the Bangkok Post**, 8-15.
- Plus Property Company Limited. 2012. พลัส โฉว์ผลวิจัยล่าสุด “กระแสบ้านพักตากอากาศหรือบ้านหลังที่ 2” บูม (Online). www.ryt9.com/s/prg/1466802., March 13, 2013.
- Rakwong, R. 1997. **Buying Behavior for Second House in Chiang Mai Province**. Master's independent study, Chiang Mai University, Thailand.
- Suksin, A. 2008. **The Factors Affecting Consumers Buying Select Behavior for Condominium in Bangkok**. Master's thesis, Srinakharinwirot University, Thailand.
- The Chartered Institute of Marketing. 2009. **Marketing and the 7Ps** (Online). www.cim.co.uk/merketingresources., March 13, 2013.
- Tsan-Wen, T. 2001. **Factors influencing the purchasing decisions of urban house buyers in Hong kong, China, and Taiwan**. United States International University, ProQuest, UMI Dissertations Publishing.





APPENDIX A

Questionnaire (English Version)



QUESTIONNAIRE

Title: Consumer Segmentation of a Second Home in Green Area by Demographic Factors and Buying Reasons: A Case of Khaoyai Area in Thailand

Instruction This survey is conducted as a part of master of business administration thesis at Kasetsart University in Thailand. The researcher create this questionnaire in order to separate consumer group of a second home in Khaoyai area, Thailand. The respondent have to be more than 20 years old and be the consumer who already bought or who are intending to buy second home in Khaoyai area. This questionnaire include **4 part as following**.

Part 1: Demographics information of respondents

Instruction Please place a check mark (✓) at your answers.

1. Gender
 - Male Female
2. Age
 - 20-30 years old 31-40 years old 41-50 years old
 - 51-60 years old more than 60 years old
3. Education
 - Lower than bachelor Bachelor Master More than master
4. Family income
 - Less than or equal 50,000 Baht 50,001-80,000 Baht 80,001-100,000 Baht
 - 100,001-200,000 Baht 200,001-500,000 Baht More than 500,000 Baht
5. Occupation
 - Government officer/State owned enterprise Private company employee
 - Small business owner (≤ 50 employees) Medium business owner (51-200 employees)
 - Large business owner (> 201 employees) Freelance
 - House wife Investor
 - Others.....
6. Status
 - Single Married/Stay together Divorce/Separated
7. Family members
 - 1-3 persons 4-6 persons 7-9 persons more than 9 persons

Part 2: General information about second home and buying reason

Instruction Please mark ✓ in the box in front of your answer

1. Which kind of second home you are interested in?
 - Housing development (or Villa) Condominium Both
2. How many budget for your second home?
 - < 2 million Baht 2-3 million Baht 3-5 million Baht 5-10 million Baht
 - 10-15 million Baht more than 20 million Baht unidentified/infinite

3. How many bedroom that you need for your second home?
 1 bedroom 2 bedrooms 3 or more bedrooms
4. What is the main reason for buying second home in Khaoyai area? (Can choose more than 1 choice)
 For weekend house For living in the future For living of family member or relatives
 For speculation For rental For stay when working at Khaoyai
 For receive guests Represent social status

Part 3: The levels of marketing mix consists of product, price, place, and promotion toward a second home in Khaoyai area

Instruction Please indicate your answers that best describe the important level of each issue.

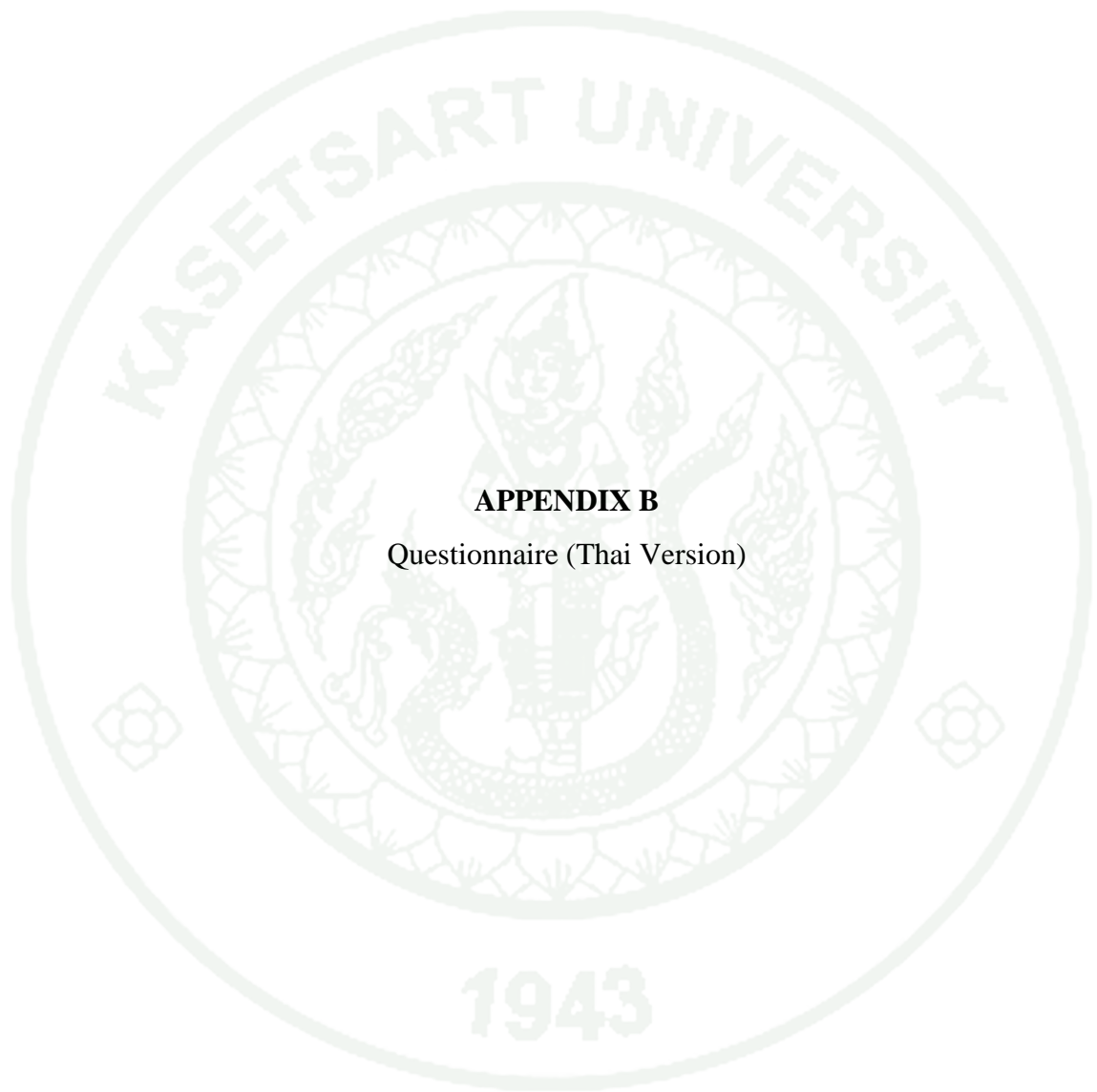
What the important level of each issue for choosing second home in Khaoyai area?		The important level				
		Very important 5	Important 4	Average 3	Less important 2	Very less important 1
	Product					
1	location					
2	view and surrounding					
3	utility space					
4	project reputation					
5	variety of facilities					
6	quality of construction materials					
7	style					
8	have adaptation and improvement continuously					
9	can be renovated					
10	durable of structure					
11	variety of type					
12	having a lot of parking					
13	suitable home/room plan					
	Price					
1	cheap price					
2	worthy price					
3	suitable price with surrounding and location					
4	cash discount					
5	interesting term of payment					
6	provide credit from various financial institution					
7	low interest rate					
8	cost of utilities					

What the important level of each issue for choosing second home in Khaoyai area?		The important level				
		Very important 5	Important 4	Average 3	Less important 2	Very less important 1
1	Place sale office location					
2	design and decoration of sale office					
3	sale agent reputation					
	Promotion					
1	Advertising					
2	special offer					
3	disposition of sale person and quality of presentation					
4	having after sale warranty					

Part 4: Detail information about interesting in second home

Instruction Please mark \surd in the box in front of your answer

- Which road are you interesting most? (choose only 1 choice)
 - Thanarat Road Pansuk-Kudkhla Road Khaoyai-Wang Nam Khiao Road unidentified
- Which factors are important for you to choose second home in Khaoyai area? (cannot choose more than 3 choices)
 - Have to see Khaoyai mountain range
 - Unnecessary to see Khaoyai mountain range, but mountain view is necessary See panorama view
 - not located in stuffy place located on high place Convenient to travel
 - Near restaurant Near tourist attraction Near hospital
- Which facilities are necessary in your viewpoint? (Can choose more than 1 choice)
 - Swimming pool Garden BBQ pit jogging track
 - CCTV 24 hr. Private car park Wi-Fi Fitness
 - Security system 24 hr. Library Sauna Children playground
 - Clubhouse Others.....
- Which style of second that you are interested most? (choose only 1 choice)
 - Europe Japanese Tuscany Modern
 - Contemporary Unidentified Others.....
- Which special offer are attract you most? (Can choose more than 1 choice)
 - Cash discount free appliances fully furnished free smart phone or tablet
 - buy 1 get 1 car (ex. BMW X1) free loose furniture Guarantee return 5% within 5 years
 - presales price Gift voucher more than 50,000 Baht Do not interested
- Which are the most attractive advertising for you? (cannot choose more than 3 choices)
 - SMS Direct mail Booth Billboard on roadside
 - Billborad in tourist attraction of Khaoyai Brochure Social network
 - Product launched Website Newspaper



APPENDIX B
Questionnaire (Thai Version)



แบบสอบถามเพื่อการวิจัย

เรื่อง: การจัดกลุ่มลูกค้าของบ้านหลังที่สองในเขาใหญ่โดยใช้ปัจจัยส่วนบุคคลและเหตุผลในการเลือกซื้อในการจำแนก

คำชี้แจง แบบสอบถามนี้จัดทำขึ้นเพื่อเป็นส่วนประกอบหนึ่งของวิทยานิพนธ์ ของนิสิตปริญญาโท คณะบริหารธุรกิจ มหาวิทยาลัยเกษตรศาสตร์ วัตถุประสงค์ เพื่อศึกษาจัดกลุ่มลูกค้าของบ้านหลังที่สองในเขาใหญ่ แบบสอบถามนี้สำหรับผู้ที่มิอายุตั้งแต่ 20 ปีขึ้นไป ที่ซื้อหรือมีความสนใจที่จะซื้อบ้านหลังที่สองประเภทบ้านจัดสรรหรือคอนโดมิเนียมในเขาใหญ่ จึงใคร่ขอความร่วมมือในการตอบแบบสอบถามต่อไปนี้ โดย แบบสอบถามประกอบด้วย 4 ส่วน กรุณาตอบให้ครบทุกส่วน ดังนี้

ตอนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

คำชี้แจง ผู้ตอบแบบสอบถาม โปรดทำเครื่องหมาย ✓ หน้าข้อความที่ท่านเลือก

1. เพศ
 - ชาย หญิง
2. อายุ
 - 20-30 ปี 31-40 ปี 41-50 ปี 51-60 ปี 60 ปีขึ้นไป
3. ระดับการศึกษา
 - ต่ำกว่าปริญญาตรี ปริญญาตรี ปริญญาโท สูงกว่าปริญญาโท
4. รายได้ต่อเดือนของครอบครัว
 - น้อยกว่า/เท่ากับ 50,000 บาท 50,001-80,000 บาท 80,001-100,000 บาท
 - 100,001-200,000 บาท 200,001-500,000 บาท 500,001 บาทขึ้นไป
5. อาชีพ
 - ข้าราชการ/รัฐวิสาหกิจ พนักงานบริษัทเอกชน/ห้างร้าน
 - เจ้าของธุรกิจขนาดเล็ก (พนักงานไม่เกิน 50 คน) เจ้าของธุรกิจขนาดกลาง (พนักงาน 51-200 คน)
 - เจ้าของธุรกิจขนาดใหญ่ (พนักงาน 201 คนขึ้นไป) อาชีพอิสระ
 - พ่อบ้าน/แม่บ้าน นักลงทุน อื่นๆ โปรดระบุ

.....
6. สถานะ
 - โสด สมรส/อยู่ด้วยกัน หย่าร้าง/หม้าย/แยกกันอยู่
7. จำนวนสมาชิกในครอบครัว
 - 1-3 คน 4-6 คน 7-9 คน มากกว่า 9 คน

ตอนที่ 2 ข้อมูลทั่วไปของบ้านหลังที่สองที่สนใจและเหตุผลในการเลือกซื้อ

คำชี้แจง ผู้ตอบแบบสอบถามโปรดทำเครื่องหมาย ✓ หน้าข้อความที่ท่านเลือก

- ประเภทของบ้านหลังที่สองที่ท่านเลือกซื้อหรือสนใจเลือกซื้อ
 บ้านจัดสรร คอนโดมิเนียม ทั้งสองอย่าง
- งบประมาณของบ้านหลังที่สองที่ท่านเลือกซื้อ/สนใจ
 ไม่เกิน 2 ล้านบาท 2-3 ล้านบาท 3-5 ล้านบาท 5-10 ล้านบาท
 10-15 ล้านบาท 20 ล้านบาทขึ้นไป ไม่กำหนด
- จำนวนห้องนอนของบ้านหลังที่สองที่ท่านเลือกซื้อ/ต้องการ
 1 ห้องนอน 2 ห้องนอน 3 ห้องนอนขึ้นไป
- เหตุผลหลักในการซื้อบ้านหลังที่สอง (เลือกได้มากกว่า 1 ข้อ)
 เพื่อเก็งกำไร เพื่อเป็นบ้านพักตากอากาศ เพื่อให้สมาชิกในครอบครัว/ญาติพี่น้องพักอาศัย

นื่องพักอาศัย

- เพื่อแสดงฐานะทางสังคม เพื่อรับรองแขก เพื่ออยู่อาศัยในอนาคต
 เพื่อให้เช่า เพื่ออยู่อาศัยเมื่อไปทำงานที่เขาใหญ่

ตอนที่ 3 ปัจจัยส่วนประสมการตลาดที่มีผลต่อการเลือกซื้อบ้านหลังที่สองที่เขาใหญ่

คำชี้แจง ผู้ตอบแบบสอบถามโปรดทำเครื่องหมาย ✓ ลงในช่องว่างที่ตรงกับระดับความสำคัญต่อประเด็นต่างๆ ในแต่ในการเลือกซื้อบ้านหลังที่สองของท่าน

ประเด็นเหล่านี้มีความสำคัญต่อท่าน ในการเลือกซื้อบ้านหลังที่สอง มากน้อยเพียงใด?	ระดับความสำคัญ				
	มากที่สุด 5	มาก 4	ปานกลาง 3	น้อย 2	น้อยที่สุด 1
ด้านผลิตภัณฑ์					
1. ทำเลที่ตั้ง					
2. วิวทิวทัศน์และสภาพแวดล้อมใกล้เคียง					
3. ขนาดพื้นที่ใช้สอย					
4. ความมีชื่อเสียงของโครงการ					
5. ความหลากหลายของสิ่งอำนวยความสะดวก					
6. คุณภาพของวัสดุที่ใช้ในการก่อสร้าง					
7. สไตล์/รูปแบบสวยงามทันสมัย					
8. มีการปรับปรุงและพัฒนาโครงการอย่างต่อเนื่อง					
9. สามารถต่อเติมได้					
10. ความแข็งแรงคงทนของโครงสร้าง					
11. มีรูปแบบให้เลือกหลากหลาย					
12. มีที่จอดรถกว้างขวาง					
13. การจัดวางแปลนภายในมีความเหมาะสม					

ประเด็นเหล่านี้มีความสำคัญต่อท่าน ในการเลือกซื้อบ้านหลังที่สอง มากน้อยเพียงใด?	ระดับความสำคัญ				
	มากที่สุด 5	มาก 4	ปานกลาง 3	น้อย 2	น้อยที่สุด 1
ด้านราคา					
1. ราคาถูก					
2. ราคาขายมีความคุ้มค่า					
3. ราคาเหมาะสมกับสภาพแวดล้อมและทำเลที่ตั้ง					
4. มีส่วนลดเงินสด					
5. เงื่อนไขการผ่อนชำระของโครงการมีความจูงใจ					
6. มีการจัดหาสินเชื่อจากสถาบันการเงินที่หลากหลาย					
7. อัตราดอกเบี้ยต่ำ					
8. ค่าสาธารณูปโภคสมเหตุสมผล					
ด้านช่องทางการจัดจำหน่าย					
1. ทำเลที่ตั้งของสำนักงานขาย					
2. การออกแบบตกแต่งสำนักงานขาย					
3. ชื่อเสียงของตัวแทนจัดจำหน่าย					
ด้านการส่งเสริมการตลาด					
1. การได้รับโฆษณาประชาสัมพันธ์ผ่านสื่อต่างๆ					
2. มีข้อเสนอพิเศษที่น่าสนใจ					
3. พนักงานขายมีอริยาศัยที่ดี มีคุณภาพในการนำเสนอ					
4. มีการรับประกันการซ่อมหลังการขาย					

ตอนที่ 4 รายละเอียดเกี่ยวกับบ้านหลังที่สองที่ท่านสนใจ

คำชี้แจง ผู้ตอบแบบสอบถาม โปรดทำเครื่องหมาย ✓ หน้าข้อความที่ท่านเลือก

- ถนนเส้นใดเป็นทำเลที่ตั้งที่ท่านสนใจมากที่สุด (เลือกได้เพียง 1 ข้อ)

<input type="checkbox"/> ถนนธนบุรี	<input type="checkbox"/> ถนนผ่านศึก-กุศลคำ	<input type="checkbox"/> ถนนเขาใหญ่-วังน้ำเขียว	<input type="checkbox"/> ไม่ระบุ
------------------------------------	--	---	----------------------------------
- ปัจจัยใดเป็นสิ่งสำคัญในการเลือกซื้อบ้านหลังที่สองของท่าน (เลือกได้ไม่เกิน 3 ข้อ)

<input type="checkbox"/> ต้องเห็นเทือกเขาใหญ่	<input type="checkbox"/> ไม่จำเป็นต้องเห็นเทือกเขาใหญ่ แต่ต้องเห็นวิวเขา		
<input type="checkbox"/> ต้องไม่อยู่ในมุมอับ	<input type="checkbox"/> เห็นวิวแบบพาโนรามา	<input type="checkbox"/> ตั้งอยู่ในที่สูง	<input type="checkbox"/> สะดวกในการเดินทาง
<input type="checkbox"/> ใกล้ร้านอาหาร	<input type="checkbox"/> ใกล้สถานที่ท่องเที่ยว	<input type="checkbox"/> ใกล้โรงพยาบาล	
- สิ่งอำนวยความสะดวกที่จำเป็นในความคิดของท่าน (เลือกได้มากกว่า 1 ข้อ)

<input type="checkbox"/> สระว่ายน้ำ	<input type="checkbox"/> สวนส่วนกลาง	<input type="checkbox"/> เตาบบิควิ (BBQ Pit)	<input type="checkbox"/> jogging track
<input type="checkbox"/> กล้องวงจรปิด 24 ชั่วโมง	<input type="checkbox"/> ที่จอดรถส่วนตัว	<input type="checkbox"/> อินเทอร์เน็ตไร้สาย	<input type="checkbox"/> ห้องออกกำลังกาย
<input type="checkbox"/> ระบบรักษาความปลอดภัย 24 ชั่วโมง	<input type="checkbox"/> ห้องสมุด	<input type="checkbox"/> ชานน้ำ	
<input type="checkbox"/> สนามเด็กเล่น	<input type="checkbox"/> คลับเฮาส์/สโมสร	<input type="checkbox"/> อื่นๆ โปรดระบุ.....	
- สไตล์/รูปแบบบ้านแบบใดที่ท่านสนใจมากที่สุด (เลือกได้เพียง 1 ข้อ)

<input type="checkbox"/> ยุโรป	<input type="checkbox"/> ญี่ปุ่น	<input type="checkbox"/> ทอศธานี	<input type="checkbox"/> โมเดิร์น
<input type="checkbox"/> คอนเทมโพรารี	<input type="checkbox"/> ไม่เจาะจง	<input type="checkbox"/> อื่นๆ โปรดระบุ.....	

5. ข้อเสนอพิเศษใดที่ดึงดูดท่านในการเลือกซื้อบ้านหลังที่สองมากที่สุด (เลือกได้มากกว่า 1 ข้อ)
- ส่วนลดเงินสด free appliances fully furnished free smart phone or tablet
- buy 1 get 1 car (ex. BMW X1) free loose furniture ยื่นชั้นผลกำไร 5% ภายใน 5 ปี
- presales price เชื้อของขวัญ 50,000 ขึ้นไป ไม่สนใจ
6. สื่อโฆษณาใดที่ดึงดูดความสนใจของท่านได้ดีที่สุด (เลือกได้ไม่เกิน 3 ข้อ)
- SMS Direct mail การออกบูธตามห้องสรรพสินค้า
- ป้ายโฆษณาข้างถนน ป้ายโฆษณาตามสถานที่ท่องเที่ยวในเขาใหญ่
- แผ่นพับ โฆษณาใน Social network งานเปิดตัวโครงการ
- Website หนังสือพิมพ์

BIOGRAPHICAL DATA

NAME: Miss Nattida Kosol
DATE OF BIRTH: July 2, 1989
PLACE OF BIRTH: Bangkok
GRADUATION: Bachelor of Engineering
(Electrical Engineering),
Kasetsart University since 2011

