

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

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