

Abstract

The objectives of this research are to examine the factors, which determine marketing possibilities to apply innovation in renewable energy management solution for ecological housing development, and to analyze relationship between these factors and real estate management principles. The research was conducted through quantitative analysis of 383 customers' attitude using telephone survey; as well as, qualitative analysis of 7 academics' opinions by focus group discussion and 2 developers' perspective through in-depth interview.

The result shows that the factors determining marketing feasibilities are 1) macro environment: political (political situation, laws & regulations and mega projects), economic (GDP growth, interest rate, and consumer confidence), sociocultural (consumer attitudes and environmental issues) and technological (innovation in renewable energy management solution); 2) micro environment: demand, supply or competitors, bankers and suppliers; 3) STP: segmentation, targeting and positioning; 4) SWOT: strength, weakness, opportunity and threat; 5) unique selling point and; 6) marketing mix or 4ps: product (location and building with innovation), price, place and promotion. In addition, developers can analyze the relationship between the factors determining feasibility and real estate management principles to define as marketing strategies and practices such as product launching, defining target group, defining unique selling point, new product development, setting price, defining distribution channels, marketing communication and sale promotion that result in successful housing projects.