

Abstract

The real estate industry and property development is an important business sector, which impacts both micro and macroeconomics. Due to the high competition especially in urban areas, the real estate business contributes to both the economy as a whole and the well-being of people. This paper posits that the cause of high competition is a result of developers' attempt to persuade and to attract their target customers. This quantitative study investigates the relationship between personal and social factors and preferences in the marketing mixes of single-detached house buying decisions with an aim of understanding customers' drives and demands in the single-detached house market. Quantitative surveys were conducted on 403 customers of single-detached house projects in Bangkok and other metropolitan areas. Factor analysis demonstrates four variables of the marketing mixes in single-detached house market. The hypotheses were tested by using the Spearman's rank correlation coefficient and multiple regression analysis. The analysis reveals the significant statistical impacts level at 0.01 of personal factors and social factors in the group of parents and specialists on marketing mixes, which are product, physical evidence, promotion, and process, as well as affecting the impacts of personal factors. Meanwhile, groups of relatives and close-friends, and friends with house buying experience have significant statistical impacts level at 0.01 and 0.05 respectively on the promotion variable of the marketing mixes.