

List of Tables

Table Number		Page
3.1	Proportion of Samples Amount in Each Province from	22
	Number of Housing Transferred in 2008-2009	
3.2	Amount of Samples in Each District Proportionate by	23
	Population Density	
3.3	Strength and Weakness of Four Non-Experimental Methods	27
4.1	Principal Component Analysis with Varimax Rotation of	31
	Marketing Mixes Variables	
4.2	Spearman's Rank Correlation Coefficient Matrix of Independent ...	33
	Variables	
4.3	Multiple Regression of Personal Factors and Parent Social Factor ..	38
	Variable on Marketing Mixes	
4.4	Multiple Regression of Personal Factors and Relatives and.....	39
	Close-Friends Social Factor Variable on Marketing Mixes	
4.5	Multiple Regression of Personal Factors and Experienced-Friends .	40
	Social Factor Variable on Marketing Mixes	
4.6	Multiple Regression of Personal Factors and Specialist.....	41
	Social Factor Variable on Marketing Mixes	