

Title : The Marketing Strategy of Golf Course Business.
By : Mr.Kawee Vitthayaroengchai
Degree : Master Degree of Business Administration.

Major Field: Marketing

Thesis Advisor : W. Sage
(Wirat Sanguanwongwan)

January 3,1993.

At the present time, the golf course business in Thailand is very popular for Thai and foreigner investors. The increasing of the demand and supply lead the market to be more competitive. Nowaday, the consumer has more alternatives to buy the better project that giving him full-satisfaction in any field such as, location, price and value.

Since the consumer behavior is an interesting data to study for planning the market strategy of golf course business,so it is useful for study.

The objective of this thesis is for study how the golf course investors should manage their market strategy. The study start by using 200 questionnaires to interview the

golf players expected to be the target consumer group in any golf course services in Thailand.

The benefit of this study is provided in two section. One is for supplying the investor data to planning their marketing strategy and another is for giving the consumer consideration factors to buy the golf course project.

Summary of this thesis, The consumer consider, for decision making, the member subscription rate much more than location, facilities, utilities and the reputation golf course designer respectively. The advertisement media by newspaper is the most powerful for this business. The result can be applied for planning the marketing strategy efficiently.