

Thesis Title: Behaviors and Marketing Factors Affecting Home Buying Decision of Consumers in Mueang District, Phetchaburi Province **Researcher:** Mr.Thatree Wichienrat **Major:** General Management **Year:** 2011

Abstract

This research with an aim to 1) study behaviors towards home buying decision of consumers in Muang District, Phetchaburi Province, 2) study marketing factors towards home buying decision of consumers in Muang District, Phetchaburi Province, and 3) study factors that influence the responses towards home buying decision of consumers in Muang District, Phetchaburi Province. The sample group obtained from a random sample of 24 sub-quota areas in the district of the city. Phetchaburi Province were 400 samples who bought houses in Muang District in year 2010. The statistics employed in testing this study included percentage, mean and standard deviation.

The results show that:

1. Customers' behaviors for deciding to buy the housing in downtown of Phetchaburi province is to find that most customers' behaviors are concerned with the problem of incomes. Searching information for adequate budgets for purchasing. Evaluating the proper options of purchasers. Deciding on the quality. Also, behaviors after living introduces the housing to the others respectively.

2. Marketing factors of purchasers' housing in downtown of Phetchaburi province reveals that the efficient holistically is to define many factors. The factors are marketing promotion, distributing the goods, and the costing respectively.

3. The responsive customers' decision in downtown of Phetchaburi province is found that the efficient holistically is concerned with each factor; timing in consumption, selecting on brands and suppliers, and selecting on the products respectively.

The result of this research is important for controlling sale directions on housing. As a result, directions should relate to the customers' behaviors. Using the marketing factors, customers are promoted to response decision on purchasing for the housing as sale directions proficiently.