# Marketing Strategies Influencing People's Decision Making to Purchase Condominiums in Bang Saen Beach Area, Chonburi Province

Amnad Saleenukul

*DBA., Doctor of Marketing,*
*College of Commerce, Burapha University,*
*E-Mail: amnadsaleenukul@gmail.com*

## Abstract

The purpose of this quantitative research is to investigate the marketing strategies which influence people's decision making to purchase condominiums in Bang Saen Beach area, Chonburi province. The samples for the study were 400 condominiums selected by multi-level sampling and a simple random sampling from 10 condominium projects, namely: 1) At East Condominium, 2) The Pulse Condo Bang Saen, 3) Burapha Bizz Condominium, 4) The Beach Bang Sean Condo, 5) The Sand Bang Saen, 6) The Living Condo Bang Saen, 7) The Patio Bang Saen, 8) The Pulse Condo Bang Saen, 9) The Hug Condo Bang Saen, and 10) Sa-Bai-Dee Condo.  The statistics used for data analysis were mean, standard deviation, and multiple regression analysis.

The research findings were as follows:

1. The marketing strategies which influence people's decision making to purchase condominiums in Bang Saen Beach area, Chonburi province had the correlation coefficient of .72 with five predictive variables, namely: 1) Place 2) product 3) Physical Evidence 4) Price and 5) Promotion. The predictive value of the regression coefficient of the raw scores and the correlation coefficient of each variable had predictive power on decision making to purchase the condominiums in Bang Saen Beach area, Chonburi province at the critical level .01.

2. The marketing strategies on people's purchasing condominiums in Bang Saen Beach area, Chonburi province could be arranged in order of the average of opinions as follows; 1) Place- the area located near the beach with convenient transportation and with the additional area for relaxation, 2) Product- having beautiful room, variety of services and image of the project, 3) Physical Evidence- having a club or area for central service like a Sport Club and beautiful and clean atmosphere, 4) Price- appropriate to the quality, interest rate and duration of paying installment, and 5) Promotion- having a beautiful sample room, advertisement through billboards and through online media.

**Keywords**: Marketing Strategies, Decision Making, Condominium, Bang Saen Beach, Chonburi

## Introduction

The tendency of economy in the year 2021 is likely to take risk since the COVID-19 pandemic may come back for the second round. At the end of 2020, there were political conflicts, and the world fluctuating economy resulting in a slowdown in business recovery, real estate markets and the entrepreneurs who develop residential projects have adjusted themselves by delaying their new projects all over the country since 2019 before the economic crisis because of the COVID-19. The sales of the residences have slowed down due to the impact of the measures to prevent speculation on real estates business or the measure LTV in April 2019. When there was a knockdown at the beginning of 2020, sales of residences were much decreased, especially condominium (later condo) markets which were affected by the knockdown as foreigners could not travel to Thailand, sales of condo were almost completely gone. Entrepreneurs who develop condo projects had to adjust themselves not to start a new project. It was expected that in 2020 new supply units (not including second-hand houses) would be decreased by 46.6% (from 148,639 units in 2019 remaining 79,408 units in 2020). It was predicted that sales of new condo would increased by 8.4%. The tendency of the residence market as a whole in 2021 is that the remaining units would increase 6.2% and the values would increase 4.8% since there were more new projects than the number of sold units. It is also expected that the remaining condo units would increase by 16.5% because purchasing power from foreigners is slowdown until mid 2021. (Prachachat Dhuraki, 2020).

Bang Saen Beach, Mueang district, Chonburi province has been popular and well-known among tourists for a long period of time since it is close to Bangkok and it takes only an hour and some more by car. It is 2.5 km long located in Saen Sook municipality area. Currently, the beach has been developed to be cleaner and have beautiful and shady landscape. The beach condition in the past was full of garbage but now it has been vanished. So it has become a place worthy of visiting once again. Along the beach there is a concrete road with rows of coconut trees on both sides making a beautiful view where people can stroll or ride bicycles along the beach. Restaurants selling sea food with reasonable prices are around where visitors can order the food to eat at the beach trampolines along the edge of the beach. Also available are marine activities such as riding banana boats and water scooters, to name a few, enabling the beach to be in flavor of Thai and foreign tourists alike.

With regards to the afore mentioned, there is an increase of residence business in the beach area for Thai people and foreigners. Those who dominate the residence market expand their projects and new entrepreneurs come to invest continuously though some projects are under operation even if they have not sold out every condo unit. This results in having serious competition on marketing whether in sales promotions, modern condo designs and advertisements in order to interest customers.

Accordingly, the researcher wishes to investigate the marketing strategies that influence people's decision making to purchase the condo in the beach area of Bang Saen Beach, Chonburi so as to have the data for promoting and attracting customers for condo business as well as helping condo entrepreneurs to understand the real needs of the customers and how they wnt to purchase the condo. As such the entrepreneurs would be able to build the condo in respond to the customers' needs in the long run, resulting in sustainable economic development in the area. This would be an important factor to catalyze the country's economy and tourism.

## Objective

The objective of this research is to investigate the marketing strategies influencing people's decision making to purchase the condominium in Bang Saen Beach area, Chonbui province.

## Literature Review

### Marketing Strategies

The researcher presented some ideas on the factors of marketing strategies consisting of seven components defined by scholars and experts as the details below.

Sudaporn Kunthonbutra (2014: 134) has defined product as merchandise or service directly related to marketing of business such as Mitr Phon sugar company has sugar as the product, Chulabhorn Hospital has medical treatment as the product, and Chinese noodle shop has Chinese noodles and drinks as the products.

Nopparat Phumwuttisan (2013: 166) defines the word 'price' meaning the amount of money for the merchandises and services the customers pay for the merchandises and services. The prices would have relation with the quality of the products the customer received.

Nopparat Phumwuttisan (2013: 193) explains that the sales channel refers to a marketing system to move merchandises and services together with ownership from the producer to consumer markets or business markets.

Suwimon Maenching (2009: 306) states that 'marketing promotion' refers to communication of the producer to the targeted market with the aim to provide information, news to persuade, remind including changing of attitude of the customer in order to have purchasing behavior.

Chaisompon Chaoprasert (2009: 74) states that the personnel or staff consist of all the people in an organization who give services from the owners, administrators, employees at all levels, all of whom have some impact on the service quality.

Preecha Chonwattanapong (2026: 175) has defined process as designing a service system, production system, process of delivery services that emphasize the customer's satisfaction or following each customer's order. If that can be done effectively, the customer will certainly have satisfaction.

Chaisompon Chaoprasert (2009: 79) states that physical surrounding, namely, the building for service business, instrument and equipment such as computers, ATM, service counters, decoration, lobby, parking lots, gardens, toilets, decoration of billboards, and various forms. All of which the customer use as symbols of quality of the service. That is the customer uses physical environment as a factor for choosing the services. Accordingly, if the physical environment is more elegant and more beautiful, the services are likely to have better quality.

Purchasing Decision Process

Wittawat Rungrueangphon (2010: 44) has defined the process of decision making to purchase as making understanding of the decision making process of the customer which will enable the marketer to specify suitable stimulus for him to make decision to purchase products and services effectively. For instance promoting sales by giving some discount may enable some groups of customers to increasingly purchase more products and services.

In conclusion, the process of decision making to purchase consists of five steps, namely: perception of problems, searching for information, evaluate choices, decide to purchase, and behavior after purchasing. These enable the marketer know the order and steps when the

customer purchases the product and makes the marketer set marketing mix to enable the customer to make decision faster.

## Research Methodology

The population for the study were 1,154 customers who purchase the condo in 10 projects in Bang Saen Beach area, namely: 1) At East Condominium, 2) The Pulse Condo Bang Saen, 3) Burapha Bizz Condominium, 4) The Beach Bang Sean Condo, 5) The Sand Bang Saen, 6) The Living Condo Bang Saen, 7) The Patio Bang Saen, 8) The Pulse Condo Bang Saen, 9) The Hug Condo Bang Saen, and 10) Sa-Bai-Dee Condo (An interview on Condominium Projects, 2008).

The samples of the study based on Taro Yamane (1970:866) were 400 customers who purchased the condominiums in Bang Saen Beach area selected through multiple-stage sampling starting from dividing the samples of customers of 10 projects through promotional to size followed by systematic random sampling based on Kanlaya Vanich Buncha (2008).

The total of 40 samples were selected from each project making a total of 400 samples. That is one condominium for one sample.

The instrument for data collection is a questionnaire consisting of four parts:

Part 1 is closed questions asking for personal factors and customers' behaviours in purchasing the condominium.

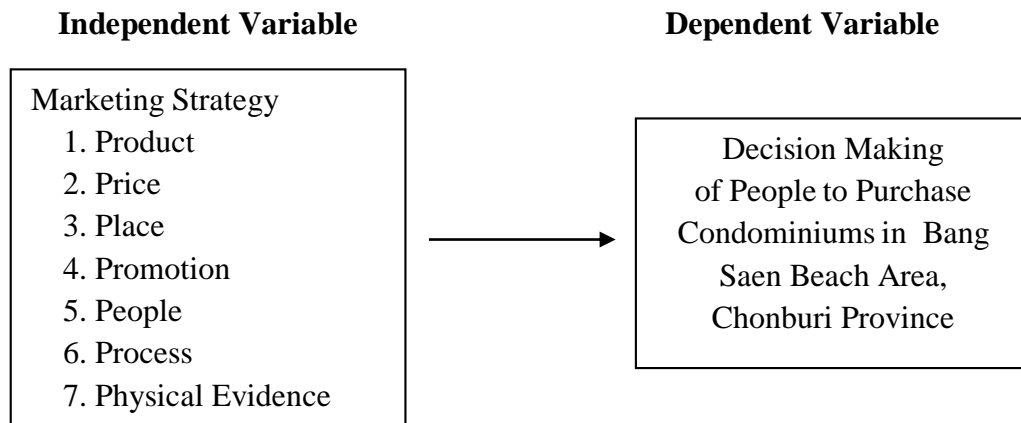Part 2 is a rating scale consisting 26 items asking about the marketing strategies.

Part 3 is a rating scale consisting of 15 items asking about decision making to purchase the condominium.

Part 4 is an open-ended question asking for the customer's opinions and suggestions on the marketing strategies influencing decision making to buy the condominium.

The questionnaire has been examined using OIC (Index of item-objective congruence) to find index of consistency between the question and key points of the content (Suntronsamai V., 2009). That is each question must have IOC equal to or higher than 0.60 in order to be accepted. The over all IOC received was 0.92 which means that the questionnaire has appropriate index of item congruence. To examine reliability of the questionnaire, the researcher tried it out, after having improved, with 30 similar samples who purchased type condominiums in Si Racha district. The reliability of the questionnaire was examined using Cronbach's alpha coefficient and it must be 0.80 and above so that it can be used for collecting true data (Tanin Siljaru, 2009). According to Cronbach's alpha coefficient, it was found that the reliability of the questionnaire was .942.

### Conceptual Framework

Based on the related literature, the researcher has presented the conceptual framework of the research as follows:

**Independent Variable**                                **Dependent Variable**

Marketing Strategy
   1. Product
   2. Price
   3. Place
   4. Promotion
   5. People
   6. Process
   7. Physical Evidence

Decision Making
of People to Purchase
Condominiums in Bang
Saen Beach Area,
Chonburi Province

**Figure 1**: Conceptual Framework of the Research

## Research Findings

1. Result of an analysis of marketing strategies and people's decision making to purchase condominium in Bang Saen Beach area, Chonburi province through using.

A study of marketing strategies influencing people's decision making to purchase condominium in Bang Saen Beach area, Chonburi province using mean and standard deviation to analyze the independent variables and dependent variable has the details as presented in Table 1.

**Table 1** A summary of the average and standard deviation of the marketing factors (independent variable) and people's decision making to purchase the condominiums in Bang Saen Beach area, Chonburi province (dependent variable)

| **Independent Variable** | **Level of Influence on Decision Making** | | |
|---|---|---|---|
| | $\overline{X}$ | **S.D.** | **Interpretation** |
| Product | 4.75 | .72 | Highest |
| Price | 4.65 | .74 | Highest |
| Place | 4.85 | .69 | Highest |
| Promotion | 4.55 | .79 | Highest |
| People | 4.21 | .84 | High |
| Process | 4.33 | .80 | High |
| Physical Evidence | 4.53 | .79 | Highest |
| **Dependent Variable** | **Level of Influence on Decision Making** | | |
| | $\overline{X}$ | **S.D.** | **Interpretation** |
| Decision making to purchase Condominium in Mueang district, Chonburi province | 4.57 | .77 | Highest |

Table 1 shows that when considering individual marketing factors by ordering the average scores from highest to low, it was found as follows: Place ($\overline{X}$ = 4.85), Product ($\overline{X}$ = 4.75), Price ($\overline{X}$ = 4.65), Promotion ($\overline{X}$ = 4.55), and Physical Evidence ($\overline{X}$ = 4.53). The level of influence that affected decision making was at the highest level, namely: Process ($\overline{X}$ = 4.33), and People ($\overline{X}$ = 4.21) with average at a high level. Considering the level of decision to purchase the condominium, it was at the highest level ($\overline{X}$ = 4.57).

2. The result of Multiple Regression analysis given the factors of marketing influencing people's decision making to purchase the condominium consisted of Production Place, Promotion, People, Process and Physical Evidence which were predictive variables, and decision making to purchase the condominium as dependent variable using Stepwise regression (n = 400). It was found as the results in Table 2.

**Table 2** The result of an analysis by Multiple Stepwise Regression

| Predictive Variable | VIF | B | Beta | t | p-value |
|---|---|---|---|---|---|
| Place ($x_5$) | 1.82 | .75 | .68 | 12.15** | .00 |
| Product ($x_1$) | 1.79 | .72 | .65 | 11.19** | .00 |
| Physical Environment($x_7$) | 1.74 | .69 | .58 | 10.44** | .00 |
| Price ($x_2$) | 1.72 | .61 | .55 | 9.53** | .00 |
| Promotion ($x_4$) | 1.68 | .58 | .53 | 9.19** | .00 |
| F = 132.10   Constant = .47   df = 28   SE = .59 | | | | | |
| R = .72        $R^2$adj = .74        Sig F = .00 | | | | | |

** Statistical significance at critical level .01

In Table 2 it was found that a Stepwise regression analysis (n = 400) predicting decision making to purchase the condominium in Bang Saen Beach area based on 7 independent variables, namely: Product, Price, Promotion, People, Process and Physical Evidence and the dependent variable, that is decision making to purchase the condominium showed that 5 variables together, namely: Place, Product, Physical Evidence, Price and Promotion could predict decision making to purchase the condominium 74% (R72$R^2$adj = .74) at the critical level .01 and with Multiple Correlation Coefficient .72 (R = .72).

## Discussion/Conclusion

### Discussion
The study showed the predictive variables were 5 independent variables, namely: 1) Place, Product, 3) Physical Evidence, 4) Price, and 5) Promotion as discussed below.
1. Place is the factor that influences decision making decision making to purchase the condominium. Place refers to the location of the condominium which is near the beach, having convenient transportation, and there is space for relaxation. This finding is in line with a study of Charoenjit Pajongviriyathorn (2016) who found that decision making to purchase a condominium in Bangkok had the highest average in choosing the Place factor, and it is also consistent with Suparat Khambutr and Chakrit Singthong (2019) in that the customer who bought the condominium gave most importance to price, physical evidence and process respectively. It is also in line with Warunchalee Sae-lim and Mongkol Ussawavadilokrit (2017)

who found that customers gave most significance on appropriateness in arranging the space in the room for utility purposes.

2. Product is the factor that influences decision making to purchase the condominium. This refers to that the room is beautiful with variety of services and the image of the project as well. This finding is in line with Narit-on Srikongkaew and Benjawan Suchaarit (2015) who found that marketing factor in decision making to buy the condominium emphasizing product at a high average which is in line with Choosun, T. (2004) who found that the important factor on marketing mix with the highest average in purchasing the condominium is reputation and image of the business.

3. Physical Evidence is a factor influencing decision making to buy the condominium, namely: having a club or a central service such as a sports club, having beautiful and clean atmosphere. This is in line with a study by Suparat Khambutr and Chakrit Sithong (2019). The customer who bought a condominium put the most importance on price factorm physical evidence, and the process respectively. This is also consistent with Punyarat Dentrirat and Thirawat Chantuk (2017) who found that the customer emphasized on physical evidence the most.

4. Price factor influences customers' decision making to purchase the condominium in case the price is suitable and quality of the bank interest rate and the duration of paying installment. This is consistent with Charoenjit Pajongviriyathorn (2016) who claimed that marketing mix factor which influences the decision to purchase the condominium in Bangkok had the highest average, namely: price factor, and place factor. This is in line with Narit-on Srikongkaew and Benjawan Sucharit (2015) who found that the price factor was at a very high level.

5. Promotion factor influences decision making to buy the condominium, namely: beautiful sample room, advertisement on the billboard and advertisement through online media which is consistent with Amornpan Intasueb (2014) who found that the customer who bought the condominium placed importance on advertisements, public relations, sales made by sales representatives, and sales promotion.

**Conclusion**

1. A summary of data analysis on marketing strategies in purchasing the condominium in the area of Bang Saen Beach is presented below.

The customers who purchased the condominium had some opinions on marketing strategies in purchasing the condominium in order of the average scores from high to low, namely: 1) Place, 2) Product 3) Price, 4) Promotion, 5) Physical Evidence, 6) Process and 7) People as summarized below.

1) Place has the first three highest average scores, namely: location near the beach ($\overline{X} = 4.77$), convenient transportation ($\overline{X} = 4.43$), and arranging additional area for relaxation ($\overline{X} = 4.13$).

2) Product has the first three highest average namely: beautiful room ($\overline{X} = 4.47$), variety of services ($\overline{X} = 4.68$) and image of the project ($\overline{X} = 4.65$).

3) Price has the first three highest average namely: price is appropriate to the quality ($\overline{X} = 4.74$) bank interest rate ($\overline{X} = 4.63$) and duration of paying installments ($\overline{X} = 4.52$).

4) Promotion has the first highest average, namely: beauty of the sample room ($\overline{X}$ = 4.63), advertisement on the billboard ($\overline{X}$ = 4.60), and advertisement through online media ($\overline{X}$ = 4.43).

5) Physical Evidence has the first three highest average score, namely: having a club or a place for central services ($\overline{X}$ = 4.58), having Sports Club ($\overline{X}$ = 4.54), and beautiful and clean atmosphere ($\overline{X}$ = 4.43).

6) Process has the first three highest average score, namely: providing convenience in giving credit from the bank ($\overline{X}$ = 4.41), forms of services in the condominium ($\overline{X}$ =4.39), and providing convenience in submitting a alone document to the bank ($\overline{X}$ = 4.30).

7) People have the first three highest average scores, namely: staff paying attention to giving services ($\overline{X}$ = 4.32), staff understanding in product data ($\overline{X}$ = 4.22), and staff understanding in the process of trading ($\overline{X}$ = 4.14).

2. A summary of data analysis on people's decision making to purchase the condominium is presented in details below.

A stepwise analysis showed that there are predictive variables which are independent variables consisting of marketing strategy factors: 1) Product, 2) Price, 3) Place, 4) Promotion, 5) People, 6) Process and 7) Physical Evidence, all of which are highly related to the influence in decision to buy the condo in the Bang Saen Beach area at the critical level .01 and multiple correlation coefficient .72 and five predictive variables which influence explanation of variance on decision to purchase the condominium by 74%. The five variables are: 1) Place, 2) Product, 3) Physical Evidence, 4) Price and 5) Promotion. Considering the value of multiple regression correlation coefficient, regression correlation and standard correlation coefficient of the raw scores, they are able to predict the influences on decision to purchase the condominium at the critical level. 01.

## Suggestions

Suggestions for application of the research
The findings of this study could be applied in the private sector, especially entrepreneurs who construct the condominium as well as other related agencies because customers have placed emphasis at a highest level.

1. Place: the sector or people concerned and interested persons should develop three aspects: location close to the sea, convenient transportation, and providing an area for relaxation.

2. Product: the sector or the people concerned and interested persons should realize the importance of three aspects: beautiful rooms, variety of services, and image of the project.

Suggestions for future study/research
The suggestions for future study are as follows:

1. A study or research on the marketing strategy with focus on Place for condominium business in the area of Bang Saen Beach because people are interested in the Place aspect.

2. A study or research on marketing strategy with focus on Product because purchasers place emphasis on Product as the second strategy.

# References

An interview on Condominium Projects, *Information for residents of condominiums in Bangsaen beach area*, Interview 18 March 2008.

Amornpan Intasueb. (2014). *Decision making to purchase condominium that affects integrated marketing communication and marketing mix.* Lampang: Nation university.

Chaisompon Chaoprasert. (2009). *Service marketing.* Bangkok: Se-Ed.

Charoenjit Pajongviriyathorn. (2016) . *Factors affecting consumer purchase of condominiums in bangkok.* Bangkok: Thammasat University.

Choosun, T. (2014). *Factors affecting condominium buying decisions of consumers.* Bangkok: Bangkok University.

Kanlaya Vanichbuncha. (2008). *Advanced statistical analysis with SPSS for window.* Bangkok: Chulalongkorn University Book Center.

Narit-on Srikongkaew and Benjawan Sucharit. (2015). *Marketing factors affecting condominiums buying Decisions in Bangkok.* Nakhon Sawan: Nakhon Sawan Rajabhat University

Nopparat Phumwuttisan. (2013). *Marketing management.* Bangkok: Chulalongkorn University Printing House.

Prachachat Dhurakit. (2020). *Broker looks at real estate in positive trend in '21- housing and condo still going on almost 12%.* Retrieved March 15, 2021, from https://www.prachachat.net/property/news-583797

Preecha Chonwattanapong. (2006). *Principles of marketing.* Bangkok: HN Group

Punyarat Dentrirat and Thirawat Chantuk. (2017). *Factors influencing consumers to buy low-rise condominiums in phasi charoen district.* Bangkok: Silpakorn Universit.

Sudaporn Kunthonbutr. (2014). *Principles of Modern marketing.* (5th ed.). Bangkok: Chulalongkorn University Printing House

Suparat Khambutr and Chakrit Srithong. (2019). Factors influencing decision making on purchasing condominiums along the MRT purple lineamong the consumers in nonthaburi district. *Journal of Management Science Review*, *21*(1), 7-16.

Suwimon Maenching. (2009). *Marketing management.* (3rd ed.). Bangkok: Se-Ed.

Suntronsamai, V. (2009). *Marketing research and marketing information system.* Bangkok: Technology Promotion Association.

Tanin Siljaru. (2009). *Research and statistical analysis with SPSS.* Bangkok: SE-education.

Taro Yamane. (1970). *Statistics: An introductory analysis.* (3rd ed.). New York: Harper and Row Publications.

Warunchalee Sae-lim and Mongkol Ussavadilokrit. (2017). The study of factors affecting consumer's decision to purchase condominium at asoke intersection in Bangkok. *The 54th Kasetsart University Annual Conference.*

Wittawat Rungruengphon (2110 ). *Principles of marketing.* Bangkok: Thammasat University.