

Showcasing Procedures that Impact the Obtaining Choice Handle of Buyer A Case Think about Condominium Bangkok Region

Chanpen Wisunyakhajorndej¹

¹ Faculty of Business Administration
Program in Management,
Bangkokthonburi University, Thailand.

Natee Padchimma²

² Faculty of Business Administration
Program in Trading Management,
Bangkokthonburi University, Thailand.

Abstract:- Foundation and Aims: This inquire about looks at the promoting techniques that impact consumers' acquiring choices, employing a case consider of condominium units in Bangkok. The goals of this consider are (1) to examine the individual components of buyers that relate to their acquiring choices of condominium units in Bangkok, (2) to think about how consumers' individual components influence the showcasing techniques of condominium units in Bangkok, and (3) to look at the showcasing methodologies that influence consumers' acquiring choices within the case consider of condominium units in Bangkok. **Strategy:** Graphic factual examination is utilized in this ponder. The insights connected incorporate recurrence, rate, cruel, and standard deviation. **Inferential measurements** incorporate Autonomous Tests t-test, One-Way Examination of Fluctuation (ANOVA), relationship investigation, and stepwise different relapse investigation **Results:** The consider of the relationship between promoting procedures that impact the acquiring choice prepare for condominium units in Bangkok (Y1) appeared that buyers of condominium units, in terms of promoting and open relations (X1), had a P-value of 0.001, which is less than 0.05 ($0.000 < 0.05$). Also, in terms of deals advancement (X3), the P-value was 0.001, too less than 0.05 ($0.000 < 0.05$). The relapse examination condition can be composed as takes after: $Y = 181.516 + 1.344 (X1) + 2.312 (X3)$

Keywords:- Marketing Strategy, Purchasing Decision Process, Trang Province, Condominium Units, Bangkok

I. INTRODUCTION

Housing is a crucial basic factor for daily life, especially as the population continues to grow, leading to an increasing demand for housing. Bangkok, as the capital and a key center driving the country's economy, is a hub of technological advancement, education, and job opportunities. This has caused people to flock to the city for work, education, and better living conditions, resulting in a continually rising population in Bangkok. It is evident that the influx of people into Bangkok has increased the demand for housing. Therefore, Bangkok has become a significant source of demand in the real estate business. However, due to the rapidly increasing population density in Bangkok and land-

use limitations, which signify a lack of land or potential space for residential construction, new housing development patterns have emerged. This shift has moved land use from horizontal areas to vertical high-rise developments. The scarcity of land has led developers to create high-rise residential projects in business centers, such as condominiums, apartments, or flats, instead of low-rise housing options like single-family homes, duplexes, and townhouses, in order to maximize land utilization.

The history of condominiums in Thailand dates back to the past when the development of residential housing was not as prioritized as it is today. Thai families traditionally preferred to live together in large families, but over time, Thai attitudes began to shift. After marriage, there was an increasing preference for separate households. In 1970, the first condominium business initiative was started with a project on Ratchadamri Road, but it was abandoned due to a lack of interest from potential buyers and the general unfamiliarity of the public with this type of housing, coupled with relatively high prices. In 1973, a group of real estate developers from Singapore and Hong Kong partnered with Fame Property Co., Ltd. to launch a condominium project on South Sathorn Road, offering units for about 500,000 baht under a long-term lease purchase agreement, with a stipulation that ownership would be transferred once condominium laws were established. However, this project faced issues due to the oil crisis and economic recession, resulting in its suspension. In 1977, a similar project was successfully completed by Stramit Board Co., Ltd. in Pattaya, offering joint ownership through a limited company structure, whereby a buyer of a single unit would purchase one share in the company. In the same year, the National Housing Authority, which provides housing for low-income individuals, implemented a policy to sell multi-story flats to the public. However, due to legal issues surrounding ownership, efforts were made to establish condominium laws. Additionally, the government, through the Housing Authority and Urban Planning Office, attended a housing conference in Hawaii, USA, which led to the idea of introducing a condominium system in Thailand. This resulted in the Condominium Act being enacted in 1979. Currently, the area in Bangkok is relatively limited for the development of residential projects. Therefore, most residential projects in Bangkok today are high-rise condominiums, as they effectively meet the daily lifestyle needs of Bangkok's

residents in terms of convenience, amenities, building design, and budget considerations compared to single-family homes. Many research studies have been conducted on condominiums in Bangkok, but in several studies, discrepancies and inconsistencies in the data can be observed. For example. Regarding the first residential condominium, Wilaiwan Intapan (1982) found that the first residential condominium emerged in 1979, namely the Housing Cooperative 7, while Thanunpong Suksomsak (2004) stated that the first condominium in Bangkok was built in 1981, known as the Grand Ville House, located in Khlong Toei. In terms of the number of buildings registered each year, Santia Ekkakra noted in her research that in 2005 there were 79 registered condominiums, while Buppha Tewaphak stated that there were 36 registered condominiums that year. In contrast, Sitthi Yunan and Sawaruj Boonant indicated that there were 81 registered condominiums in 2005, and in 1993, Bunyarit Ojalarnont claimed there were 270 registered condominiums in Bangkok, whereas Santia Ekkakra stated the number was 278. Regarding the number of registered condominium units, Santia Ekkakra reported that in 2005 there were 9,939 units, while Sitthi Yunan and Sawaruj Boonant stated there were 10,234 units. During the period from 1995 to 2005, Phimra Senapitsak reported a total of 216,631 registered units, but Santia Ekkakra wrote that there were 225,061 units. As consumer behavior shifts toward new standards, brands must create methods and communication strategies that can make intrigued, show esteem, draw in consideration, and successfully communicate objectives and one of a kind characters that adjust with the modern behavioral benchmarks of buyers. This is the key to success that we will share perspectives on in this content. “Content is King” is a familiar phrase. Some sources attribute the first use of this phrase to Bill Gates, who used it as a heading in an article published on Microsoft’s website in 1996. Some sources contest that it was not original to him, as the phrase had been used earlier in a different context. The important point is the meaning behind this phrase as used by Bill Gates and others. Before the internet developed and grew as it has today, the main media consisted only of radio, television, and print, and each medium was limited. Production was restricted to professional media producers due to expensive tools and complex production processes. Consequently, content was limited and not as diverse as it is today. When the internet rapidly expanded, along with the decreasing cost of digital production tools, many foresaw a future with a vast quantity of content being created, along with many new communication channels. With the power of the internet, in the vast sea of content, “Content is King” means that “only engaging and interesting content will be the heart of success,” which is true and has become a reality today. If we observe, we can see that outstanding and interesting content can be produced by anyone, no longer limited to high-standard professional producers. Even a smartphone can create content. This engaging content is rapidly shared online, and even traditional media such as television stations increasingly present this

content, making it a normal occurrence. The example of “Content is King” is shared to illustrate the importance of content in today’s context. Creating attractive and engaging content may not be difficult, but when looking at the broader picture of creating content for brand communication, integrating business objectives into the content while maintaining its interest has become more challenging and complex. This leads to the increasingly common phrase “Communication is King,” meaning that “effective communication is the heart of success.” While “Content is King” remains true, it is no longer sufficient. With the continuous release of vast amounts of content, each piece vying for attention, establishing techniques and methods for communication becomes a critical tool for driving content to reach target audiences and achieve desired outcomes. Therefore, “Communication is King” is becoming increasingly important and is as vital as the importance of content. In terms of brand development, this phrase means “effective brand communication,” which entails developing techniques and methods for brand communication that can make intrigued, pull in consideration, and successfully communicate objectives and the special personality of the brand, adjusting fittingly with the unused behavioral benchmarks of buyers. This is the key to the success of business brand communication. How does brand communication differ from advertising, marketing communication, public relations, etc.? To enable brands and businesses, especially SMEs, to accurately understand and apply it themselves, we can compare brand communication with other forms of communication based on the communication goals, information topics, duration, and size of target audiences. Advertising aims to create recognition, instill confidence, and encourage purchases, hence the content requires additional flair to be engaging and is not continuous over long periods. The target audience is clearly defined based on product or service characteristics. In contrast, public relations aim to disseminate information to relevant stakeholders without requiring a clear response. It focuses on concise, accurate information and is briefly published to a wide audience and relevant target groups. Brand communication aims to create recognition and understanding of the value of products or services, fostering confidence in the business’s identity. The information used consists of factual aspects that are screened and summarized for effective communication with the target audience, maintaining consistent and ongoing content presentation to the target audience of the products or services. This is a broader view of brand communication, commonly referred to as “Brand Awareness,” highlighting its differences from other types of communication.

Due to these reasons, the analyst is fascinated by considering the showcasing procedures that impact buyer obtaining choices, focusing on the case of condominiums within the Bangkok range.



Fig.1 Marketing Strategies.

Marketing strategies that can be effective in influencing consumer purchasing decisions, particularly in the context of the condominium market in Bangkok:

- **Content Marketing Blogging and Articles:** Create informative content related to living in condominiums, the benefits of urban living, and the investment potential of real estate in Bangkok. **Video Marketing:** Produce virtual tours of condominiums, testimonials from residents, or informational videos about the local area.
- **Social Media Showcasing Stages:** Utilize stages like Facebook, Instagram, and TikTok to grandstand properties, share victory stories, and lock in with potential buyers. **Influencer Collaborations:** Accomplish with nearby influencers or genuine bequest specialists to reach a more extensive group of onlookers.
- **Look Motor Optimization (SEO) Keyword Focusing on:** Optimize site substance to rank higher in look motor comes about for important watchwords like "Bangkok condominiums" or "venture properties in Bangkok. **Nearby SEO:** Center on nearby looks to pull in potential buyers in Bangkok.
- **E-mail Promoting Pamphlets:** Send normal overhauls around modern properties, showcase patterns, and select offers to endorsers. **Personalized Offers:** Make portioned mail campaigns based on client inclinations and behaviors.
- **Advanced Promoting Pay-Per-Click (PPC):** Utilize Google Advertisements and social media advertisements

to target particular socioeconomics trying to find properties in Bangkok. **Retargeting:** Actualize retargeting advertisements to remind potential buyers of properties they seen already.

- **Client Relationship Administration (CRM) Lead Administration:** Utilize a CRM framework to track intuitive with potential buyers and oversee follow-ups. **Feedback Collection:** Frequently collect and analyze criticism from past buyers to make strides administrations and promoting endeavors.
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- **Workshops and Seminars:** Offer informative sessions on real estate investment, home buying processes, or living in a condominium.
- **Referral Programs Incentivize Referrals:** Energize past buyers to allude companions and family by advertising motivations such as rebates or endowments.
- **Open Relations (PR) Press Discharges:** Issue press discharges for unused property dispatches, organizations, or critical milestones. **Community Engagement:** Take an interest in nearby occasions or support community ventures to upgrade brand perceivability and notoriety.

- **Traditional Marketing Print Advertising:** Utilize brochures, flyers, and real estate magazines to reach potential buyers who may not be online .**Billboards:** Advertise in strategic locations around Bangkok where potential buyers frequently travel.**Conclusion**

Combining these strategies can create a comprehensive marketing plan that not only showcases the properties effectively but also builds brand awareness and fosters trust among potential buyers in the competitive Bangkok real estate market. Tailoring these techniques to meet the particular needs and inclinations of the target gathering of people is pivotal for victory.

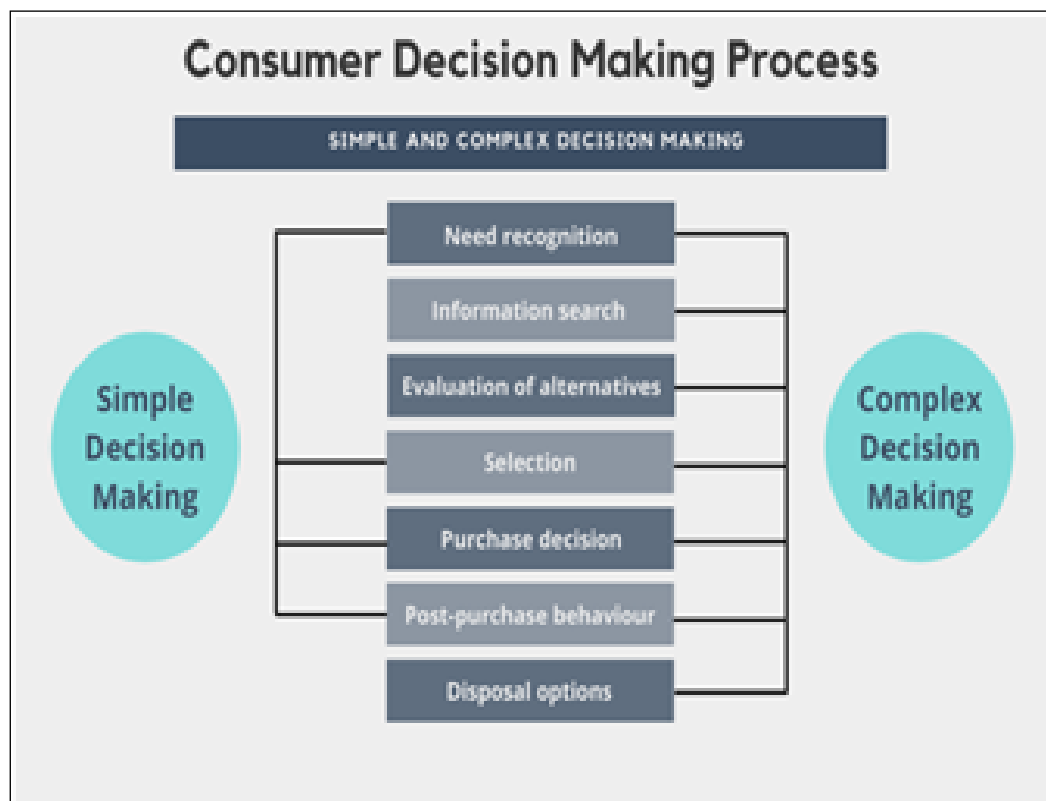


Fig.2. Consumer Decision Making Process.

II. RESEARCH OBJECTIVES

Research the marketing strategies that influence consumers' purchasing decisions, using a case study of condominium units in Bangkok. The objectives of this study are

1. to examine the individual components of buyers that relate to their acquiring choices of condominium units in Bangkok,
2. to think about how consumers' individual components influence the showcasing techniques of condominium units in Bangkok, and
3. to look at the showcasing methodologies that influence consumers' acquiring choices within the case consider of condominium units in Bangkok.

III. RESEARCH METHODOLOGY

➤ The Research Study on Marketing Strategies
Influencing the Decision-Making Process of
Condominium Purchases in Bangkok: Research Procedures

- Population and Sample Data was collected from 500 individuals who purchased condominiums in Bangkok.

- **Research Tools and Data Collection Methods.** The primary research tool was a questionnaire. After data collection was completed, the following steps were conducted: Descriptive statistics were analyzed using statistical software. This included percentage to measure respondents' personal attributes, as well as mean and standard deviation (SD). The quality of the research tool was assessed by testing its reliability using Cronbach's Alpha, which yielded values between 0.705 – 0.861, indicating that the questionnaire was reliable (Kanlaya & Thita Vanichbuncha, 2015). The following steps were taken to ensure the validity and reliability of the questionnaire is Validity Check: The questionnaire's content validity was reviewed by the advisor to ensure the accuracy of each question. Adjustments were made based on the feedback to ensure the questionnaire accurately measured the intended content. The Index of Consistency (IOC) values ranged from 0.67 to 1.00. Try-Out Test. The revised questionnaire was tested with a sample group of 30 individuals with similar characteristics to the main sample, also in Bangkok. The reliability of the questionnaire was then calculated using Cronbach's Alpha Coefficient (Teerasak Unarmyuen, 2006: 86). The 4 elements of the marketing mix yielded reliability scores

around 0.97. The 4 dimensions of perceived value had scores around 0.96. These results indicate that the questionnaire had a high level of reliability. Focus Group Question Design: The focus group discussion guide was developed based on **theoretical frameworks, related research, and conceptual frameworks** relevant to the

study. Adjustments were made to ensure alignment with the research objectives.

IV. RESULTS

Showcasing procedures that impact the obtaining choice Handle of buyer A case think about Condominium Bangkok region. The presentation of tables and images is as follows:

Table 1: Descriptive Statistics for Multiple Regression Analysis using the Stepwise Method

Model	SS	df	MS	F	P-value
Regression	27806.427	1	27806.427	33.464	.000 ^b
Residual	23266.240	28	830.937		
Total	51072.667	29			
Regression	35248.341	2	17624.171	30.071	.000 ^c
Residual	15824.325	27	586.086		
Total	51072.667	29			
Multiple R	0.738a				
RSquare	0.544				
Adjusted RSquare	0.528				
Standard Error	28.826				

Significance of level 0.005

The comes about of the consider on showcasing techniques affecting the acquiring choice handle for condominium buildings within the Bangkok zone (Y1) appear that for those obtaining condominiums, publicizing and open relations (X1) have a P-value of 0.001, which is less than 0.05 (0.000 < 0.05). In terms of deals promotion (X3), the P-value is additionally 0.001, which is less than 0.05 (0.000 < 0.05). This could be communicated within the relapse investigation condition as takes after:

$$Y = 181.516 + 1.344 (X_1) + 2.312 (X_3)$$

V. DISCUSSION

The results were discovered in this study.

1. The Research Study on Marketing Strategies Influencing the Decision-Making Process of Condominium Purchases in Bangkok: Research Procedures (Y1) appear that for those obtaining condominiums, publicizing and open relations (X1) have a P-value of 0.001, which is less than 0.05 (0.000 < 0.05). In terms of deals promotion (X3), the P-value is additionally 0.001, which is less than 0.05 (0.000 < 0.05). This could be communicated within the relapse investigation condition as takes after:

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- Mail Showcasing Bulletins: Send customary overhauls almost unused properties, advertise patterns, and elite offers to endorsers. Personalized Offers: Make fragmented mail campaigns based on client inclinations and behaviors.

- **Advanced Publicizing Pay-Per-Click (PPC):** Utilize Google Advertisements and social media advertisements to target particular socioeconomics seeking out for properties in Bangkok. **Retargeting:** Execute retargeting advertisements to remind potential buyers of properties they seen already.
- **6. Client Relationship Administration (CRM) Lead Administration:** Utilize a CRM framework to track intuitive with potential buyers and oversee follow-ups. **Feedback Collection:** Frequently collect and analyze input from past buyers to progress administrations and promoting endeavors.
- **Experiential Promoting Open Houses:** Have open house occasions where potential buyers can visit properties and encounter the community air.
- **Workshops and Courses:** Offer enlightening sessions on genuine bequest venture, domestic buying forms, or living in a condominium.
- **Referral Programs Incentivize Referrals:** Energize past buyers to allude companions and family by advertising motivations such as rebates or endowments.
- **Open Relations (PR) Press Discharges:** Issue press discharges for unused property dispatches, associations, or critical milestones. **Community Engagement:** Take part in neighborhood occasions or support community ventures to upgrade brand perceivability and notoriety.
- **Traditional Marketing Print Advertising:** Utilize brochures, flyers, and real estate magazines to reach potential buyers who may not be online. **Billboards:** Advertise in strategic locations around Bangkok where potential buyers frequently travel.

Combining these strategies can create a comprehensive marketing plan that not only showcases the properties effectively but also builds brand awareness and fosters trust among potential buyers in the competitive Bangkok real estate market. Fitting these procedures to meet the particular needs and inclinations of the target group of onlookers is vital for victory.

- **Pricing Strategy for Condominiums is Establishing a pricing strategy for condominiums is crucial for attracting target buyers and competing in a highly competitive market like Bangkok.** Some pricing strategies that can be implemented include: **Segmented Pricing:** Setting different prices based on target groups, such as pricing for professionals seeking convenience in commuting or investors looking for rental returns. Each group may accept different price levels.
- **Showcasing Procedures to begin with is Advanced and Social Media Publicizing Utilizing stages like Facebook, Instagram, YouTube, and TikTok to form publicizing campaigns focusing on your advertise.** For instance, targeting working professionals aged 25-40 who are interested in urban housing. **Content Marketing:** Creating valuable content such as project review videos, articles on room design, or tips for purchasing condos, helping consumers recognize the benefits and value of the condominiums. **Using Influencers and Key Opinion Leaders (KOL):** Collaborating with influencers or opinion

leaders in real estate or lifestyle to promote the project. Influencers can enhance credibility and effectively reach target audiences. Choose KOLs relevant to the target market, such as home decor experts or lifestyle influencers in major cities. **Creating Virtual Experiences:** Organizing Virtual Tours of the condominiums through websites or applications, allowing customers to view the room layouts and facilities from anywhere, making the purchasing decision easier without needing to visit the actual site. **Using Augmented Reality (AR):** Implementing AR technology to enable customers to customize and visualize room decor with various furniture options to see what fits best. **Public Relations:** Collaborating with media outlets such as home and condo magazines, real estate news websites, or TV programs related to investment and residential transactions to disseminate project news. **Press Releases:** Issuing press releases to publicize new projects, such as special promotions, groundbreaking events, or the launch of new amenities, which helps generate interest and spread the news quickly.

VII. CONCLUSION

From the study of 500 individuals who purchased condominium buildings in the Bangkok area regarding Marketing Strategies Influencing the Decision-Making Process of Condominium Purchases in Bangkok: Research Procedures (Y1) appear that for those obtaining condominiums, publicizing and open relations (X1) have a P-value of 0.001, which is less than 0.05 ($0.000 < 0.05$). In terms of deals promotion (X3), the P-value is additionally 0.001, which is less than 0.05 ($0.000 < 0.05$). This could be communicated within the relapse investigation condition as takes after: $Y = 181.516 + 1.344 (X_1) + 2.312 (X_3)$

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