



**Marketing Strategies for Real Estate Developers Targeting Long Stay Tourists
and Expatriates in Phuket**

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**A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of
Master of Business Administration in Hospitality and Tourism Management
(International Program)**

Prince of Songkla University

2007

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ชื่อวิทยานิพนธ์	กลยุทธ์การตลาดอสังหาริมทรัพย์สำหรับนักท่องเที่ยวพำนักระยะยาวและชาวต่างประเทศที่ทำงานในจังหวัดภูเก็ต
ผู้เขียน	นางสาวอรพรรณ ตั้งสมบุญ
สาขาวิชา	การจัดการการบริการและการท่องเที่ยว (หลักสูตรนานาชาติ)
ปีการศึกษา	2550

บทคัดย่อ

จังหวัดภูเก็ตมีจำนวนนักท่องเที่ยวเพิ่มมากขึ้นเรื่อยๆ ทำให้มีนักลงทุนชาวต่างชาติจำนวนมากสนใจที่จะลงทุนเกี่ยวกับการท่องเที่ยวในด้านต่างๆ ดังจะเห็นได้จาก เมื่อไม่กี่ปีมานี้จังหวัดภูเก็ตได้กลายเป็นมากกว่าสถานที่พักผ่อนที่ได้รับความนิยมอย่างสูง และในขณะนี้ยังเป็นถิ่นที่อยู่อาศัยของชาวต่างชาติที่เข้ามาทำงานในจังหวัดภูเก็ตกว่าหนึ่งหมื่นคนและนักท่องเที่ยวพำนักระยะยาวที่ชื่นชอบสภาพภูมิอากาศ ทิวทัศน์อันสวยงามและสิ่งอำนวยความสะดวกสบายมาตรฐานระดับสากลต่างๆ ดังนั้นกลยุทธ์ทางการตลาดจึงมีความสำคัญสำหรับผู้ประกอบการธุรกิจอสังหาริมทรัพย์ งานวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาถึงปัจจัยที่มีผลต่อการตัดสินใจของนักท่องเที่ยวพำนักระยะยาวและชาวต่างชาติที่ทำงานในจังหวัดภูเก็ตในการเลือกซื้ออสังหาริมทรัพย์ นอกจากนี้ยังศึกษากลยุทธ์ทางการตลาดที่มีประสิทธิภาพสำหรับนักท่องเที่ยวพำนักระยะยาวและชาวต่างประเทศที่ทำงานในจังหวัดภูเก็ต งานวิจัยนี้ยังได้กล่าวถึงธุรกิจอสังหาริมทรัพย์ในประเทศต่างๆ ตลาดอสังหาริมทรัพย์ในประเทศไทย กลยุทธ์ทางการตลาดสำหรับธุรกิจอสังหาริมทรัพย์ และทฤษฎีเกี่ยวกับพฤติกรรมผู้บริโภคต่างๆ ข้อมูลในงานวิจัยนี้มาจากการใช้แบบสอบถามจำนวน 392 ชุด กับกลุ่มตัวอย่างนักท่องเที่ยวพำนักระยะยาวและชาวต่างชาติที่ทำงานในจังหวัดภูเก็ต ณ ด่านตรวจคนเข้าเมือง จังหวัดภูเก็ต ระหว่างวันที่ 12 มีนาคม ถึงวันที่ 16 เมษายน 2550 นอกจากนั้นยังได้เก็บข้อมูลจากแบบสอบถามจำนวน 44 ชุด จากบริษัทอสังหาริมทรัพย์ในจังหวัดภูเก็ต โดยใช้โปรแกรม SPSS ในการวิเคราะห์ข้อมูลเชิงปริมาณ

ผลการศึกษาชี้ให้เห็นว่า ปัจจัยด้านสถานที่ ปัจจัยด้านราคาและปัจจัยด้านผลิตภัณฑ์เป็นปัจจัยทางการตลาดที่สำคัญที่สุดต่อการตัดสินใจเลือกซื้ออสังหาริมทรัพย์ในจังหวัดภูเก็ตของนักท่องเที่ยวพำนักระยะยาวและชาวต่างชาติที่ทำงานในจังหวัดภูเก็ต ในขณะที่ปัจจัยด้านการส่งเสริมการตลาดได้รับความสำคัญน้อยที่สุด ผู้ประกอบการธุรกิจอสังหาริมทรัพย์ได้ให้ความสำคัญกับปัจจัยด้านผลิตภัณฑ์ ปัจจัยด้านสถานที่และปัจจัยด้านราคามากที่สุด และให้

ความสำคัญกับปัจจัยด้านกระบวนการน้อยที่สุด นอกจากนี้การบอกกล่าวปากต่อปากได้รับความนิยมสูงสุดในกลุ่มผู้บริโภครายนี้ ข้อเสนอแนะจากการศึกษาคือ นักท่องเที่ยวพำนักระยะยาวและชาวต่างชาติที่มาทำงานในจังหวัดภูเก็ตเป็นกลุ่มลูกค้าเป้าหมายกลุ่มหนึ่งที่แตกต่างจากกลุ่มลูกค้ากลุ่มอื่น ดังนั้นผู้ประกอบการธุรกิจอสังหาริมทรัพย์ควรนำเสนอกลยุทธ์ทางการตลาดที่เหมาะสมกับกลุ่มลูกค้าเป้าหมายแต่ละกลุ่มที่แตกต่างกัน

คำสำคัญ: อสังหาริมทรัพย์ กลยุทธ์ทางการตลาด นักท่องเที่ยวพำนักระยะยาว ชาวต่างชาติที่ทำงานในจังหวัดภูเก็ต จังหวัดภูเก็ต ประเทศไทย

Thesis Title Marketing Strategies for Real Estate Developers Targeting
Long Stay Tourists and Expatriates in Phuket

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Major Program Hospitality and Tourism Management (International Program)

Academic Year 2007

ABSTRACT

Phuket has a growing number of tourist arrivals, which attract significant new foreign investment in tourism-related projects. In recent years, Phuket has become more than just a popular holiday destination; it is now home to tens of thousands of expatriates and long stay tourists attracted by the tropical climate, stunning vistas and international standard facilities. Therefore, the real estate marketing strategies became essential to every developer nowadays. The study was designed to analyze the factors influencing the decision making process of long stay tourists and expatriates in Phuket when choosing real estate. Moreover, to gain the information of what makes for effective real estate marketing strategies for long stay tourists and expatriates. The study has reviewed key international real estate markets, the domestic real estate market in Thailand, marketing strategies employed by real estate companies as well as ideas and theories related to consumer behavior. The data were gathered through self-administered questionnaires. Three hundred and ninety two questionnaires for long stay tourists and expatriates were apportioned at the Phuket Immigration Office during March 12th to April 16th, 2007. Moreover, forty-three questionnaires were distributed to qualified real estate developments. The SPSS (Statistical Package for the Social Science) was employed to evaluate the final result of quantitative method.

The findings show that Place, Price and Product were the most important factors respectively for long stay tourists and expatriates in choosing the real estate in Phuket, whereas, promotion is the least important factors; the real estate developers assumed that Product, Place and Price were the most important factors, whereas process is the least important factor; and word of mouth advertising efforts were found to be the most successful among the respondents. The

study suggested that long stay tourists and expatriates are their own specific target group and react differently to the real estate developer marketing strategies. Therefore, real estate developers should implement more effective marketing strategies that are focused to a specific target population.

Key words: Real Estate, Marketing strategies, Long stay tourists, Expatriates, Phuket, Thailand

CONTENTS

	Page
Contents	viii
List of Tables	xi
List of Illustrations	xiii
List of Abbreviations and Symbols	xiv
Chapter	
1. Introduction	1
1.1 Background	1
1.2 Related Literature	5
1.2.1 Long stay market	6
1.2.2 Real estate market	7
1.2.3 Real estate market in Thailand	13
1.2.4 Marketing for real estate	24
1.2.5 Consumer markets and buyer behavior	31
1.2.6 Related Research	39
1.2.7 Conceptual research framework	41
1.3 Objectives of the study	42
1.4 Significance of the study	42
1.5 Data sources	42
1.6 Limitations of the study	43
1.7 Scope of the study	43
1.8 Definition of terms	43
1.9 Marketing mix for the study	45
2. Methodology	46
2.1 Target Population	46
2.2 Sample size	47
2.3 Sampling method	48

2.4 Instrument selection	48
2.5 Data collection	49
2.6 Data analysis	50
2.7 The level of important to be measured	51

CONTENTS (CONTINUED)

	Pag e
3. Results	52
3.1 Introduction	52
3.2 Research finding	52
3.2.1 Factor that influence long stay tourists and expatriate's Decision making in choosing real estate in Phuket	52
3.2.2 Real estate developer	74
3.2.3 The relation of marketing mix and personal factors	83
3.2.4 Respondents' comments from long stay tourists and expatriates	92
3.2.5 Respondents' comments from real estate developers	96
4. Summary	100
4.1 Introduction	100
4.2 Summary	100
4.2.1 Conclusion of the study result from long stay tourists and expatriates	100
4.2.2 Conclusion of the study result from real estate developers	104
4.3 Discussion	105
4.3.1 Objective 1	105
4.3.2 Objective 2	106
4.3.3 Objective 3	109
4.4 SWOT analysis of real estate in Phuket	112
4.4.5 Summary of SWOT analysis	116
4.5 Recommendation	117

4.5.1 Recommendation of Marketing Strategies for Real Estate Developers	117
4.5.2 Recommendation for the government and provincial	120
4.6 Recommendation for further study	121

CONTENTS (CONTINUED)

	Pag e
Bibliography	123
Appendices	129
A: General information of Phuket	130
B: Phuket tourist map	142
C: Real estate developers in Phuket	143
D: Questionnaires for Long Stay Tourist and Expatriates	146
E: Questionnaires for real estate developer	152
Vitae	160

LIST OF TABLES

Table		Page
	e	
1.1	International tourists arrival to Thailand from 1997 - 2005	2
2.1	Target population of real estate develop in Phuket	46
2.2	Sample size of long stay tourists and expatriates in Phuket	48
3.1	Social-demographic profiles of respondents	55
3.2	Tourism behaviors among long stay tourists and expatriates	57
3.3	Country of residence among long stay tourists and expatriates in Phuket	58
3.4	Area of residence among long stay tourists and expatriates in Phuket	59
3.5	Favorite styles of architecture and expense per month for accommodation	60
3.6	The access to information of the accommodation by long stay tourists and expatriates	61
3.7	Importance level of Product factors among Long stay tourists and expatriates respondents	64
3.8	Importance level of Price factors among Long stay tourists and expatriates respondents	65
3.9	Importance level of Place factors among Long stay tourists and expatriates respondents	66
3.10	Importance level of Promotion factors among Long stay tourists and expatriates respondents	67
3.11	Importance level of People factors among Long stay tourists and expatriates respondents	68
3.12	Importance level of Physical Evidence factors among Long stay tourists and expatriates respondents	69
3.13	Importance level of Process factors among Long stay tourists and expatriates respondents	70
3.14	Important level of each marketing mix factors among long stay tourists	72

	respondents in choosing real estate in Phuket	
3.15	Important level of each marketing mix factors among expatriates respondents in choosing real estate in Phuket	73
3.16	Data collection's areas of real estate development	74
3.17	Characteristics of qualified real estate development in Phuket	75

LIST OF TABLES (CONTINUED)

Table	Page	
3.18	The architecture style of the qualified real estate development in Phuket	76
3.19	The advertisement method employed by real estate development	77
3.20	Important level of product factors to real estate developer	78
3.21	Important level of price factors to real estate developer	79
3.22	Important level of place factors to real estate developer	79
3.23	Important level of promotion factors to real estate developer	80
3.24	Important level of person factors to real estate developer	81
3.25	Important level of physical evidence factors to real estate developer	81
3.26	Important level of process factors to real estate developer	82
3.27	Important level of each marketing mix factors among real estate developers	83
3.28	The relation of important level of marketing mix factors and gender of sample respondents	85
3.29	The relation of important level of marketing mix factors and age of sample respondents	86
3.30	The relation of important level of marketing mix factors and marital status of sample respondents	87
3.31	The relation of important level of marketing mix factors and education level of sample respondents	88
3.32	The relation of important level of marketing mix factors and occupation of sample respondents	89
3.33	The relation of important level of marketing mix factors and income per year of sample respondents	90

3.34	The relation of important level of marketing mix factors and nationality/hometown of sample respondents	91
3.35	Recommendation to real estate developer	92
3.36	Recommendation to the Thai government	95
3.37	The recommendation from real estate developer of real estate's problem	96
3.38	The opinion of real estate developers toward this market group in Phuket	98

LIST OF ILLUSTRATIONS

Figures	Page	
1.1	Number of visitors to Phuket from 2002 - 2005	2
1.2	The tourism revenue for Phuket from 2002 - 2005	3
1.3	Long stay model	6
1.4	Type of Phuket residents housing during 2003 - 2005	21
1.5	The number of land transfers, including land with existing buildings during 2005 - 2006	21
1.6	The number of high-end villa market and unit sold in Phuket	24
1.7	Model of buyer behavior	31
1.8	Maslow's hierarchy of needs	35
1.9	Model of buying decision process	38

LIST OF ABBREVIATIONS AND SYMBOLS

BOI:	Board of Investment
CRM:	Customer relationship management
CPF:	Central Provident Fund
E-mail:	Electronic Mail
REIC:	Real Estate Information Center
SPSS:	Statistical Package for Social Sciences
URL:	Universal Resource Locator
UK:	United Kingdom
US:	United States
US\$:	US Dollars
USA:	United States of America
WTO:	World Tourism Organization (currently UNWTO)
TAT:	Tourism Authority of Thailand
NSO:	National Statistic Office

CHAPTER 1

INTRODUCTION

1.1 Background

Tourism is an important part of the Thai economy contributing almost 6 percent of GDP in 2002 (Thailand Outlook, 2005) and is vital to the economy of many tourism provinces such as Phuket, Chiangmai, Bangkok. The hotel and restaurant sector alone accounts for 3.8 percent of Thailand's GDP, while on Phuket, this sector accounts for tourism accounts for 42 percent of the gross provincial product, a much higher share than any other province in southern Thailand.

The Tourism Authority of Thailand (TAT) has continued to make Thailand recognized globally as the "Tourism Capital of Asia." Emphasis will be placed on quality tourism services in its marketing drive in 2006. In order to achieve this aim, the TAT has set a target to increase the number of international tourists to 15.12 million in 2006, bringing in 533 billion baht in tourism income (see Figure 1.1). In 2006, Thais are expected to make 79 million domestic trips, generating 380 billion baht in local tourism revenue. As for 2007, it is estimated that Thai travelers will make 76 million domestic trips, distributing 340 billion baht throughout the country (TAT, 2005).

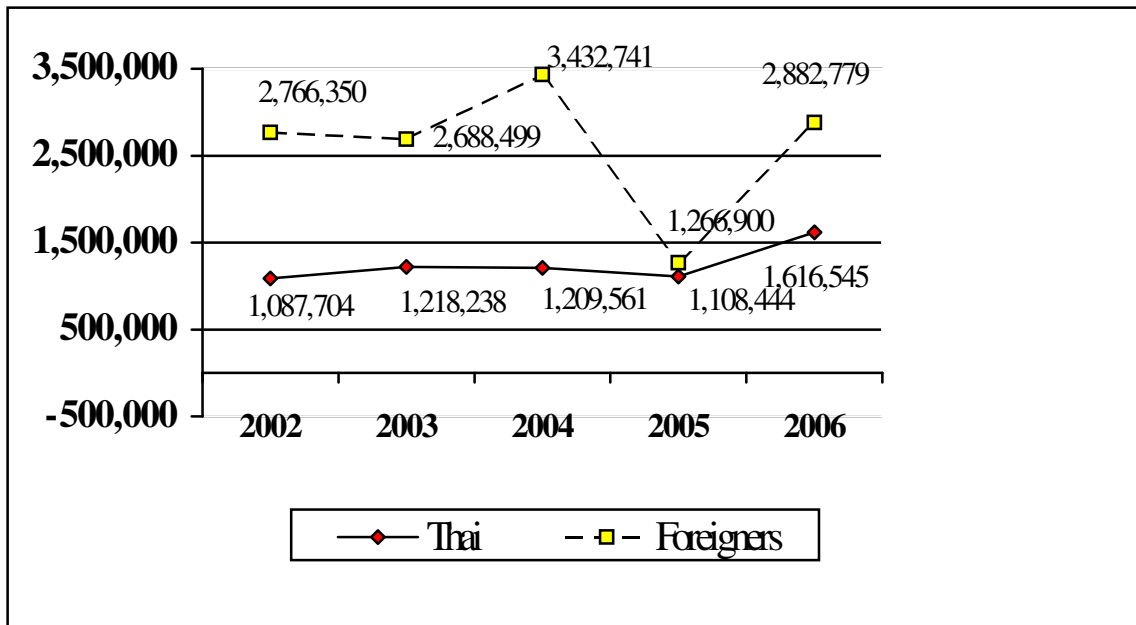
In the last two decades, the number of foreign tourist arrivals to Thailand rose significantly. In 2006, the total of 13,821,802 international tourists' arrivals at Bangkok International Airport, which was a 20.01% increased from 2005. This increase is higher than in 2005 and 2004 and is a sign that travel to Thailand is returning to normal growth after the country suffered through the after effects of the 2004 tsunami and other adverse circumstances. The top 5 countries coming into Thailand via the airport were Japan, Korea, China, the United Kingdom, and the United States. (TAT, 2006).

Table 1.1 International Tourists Arrival to Thailand From 1997-2005

Year	International						
	Tourist		Average	Average Expenditure		Revenue	
	Number	Change	Length of Stay	/person/day	Change	Million	Change
	(Million)	(%)	(Days)	(Baht)	(%)	(Baht)	(%)
1997	7.22	+0.41	8.33	3,671.87	-0.92	220,754	+0.63
1998	7.76	+7.53	8.40	3,712.93	+1.12	2421177	+9.70
1999	8.58	+10.50	7.96	3,704.54	-0.23	253,018	+4.48
2000	9.51	+10.82	7.77	3,861.19	+4.23	285,272	+12.75
2001	10.06	+5.82	7.93	3,748.00	-2.93	299,047	+4.83
2002	10.80	+7.33	7.98	3,753.74	+0.15	323,484	+8.17
2003	10.00	-7.36	8.19	3,774.50	+0.55	309,269	-4.39
2004	11.65	+16.46	8.13	4,057.85	+7.51	384,360	+24.28
2005	11.52	-1.15	8.20	3,890.13	-4.13	367,380	-4.42

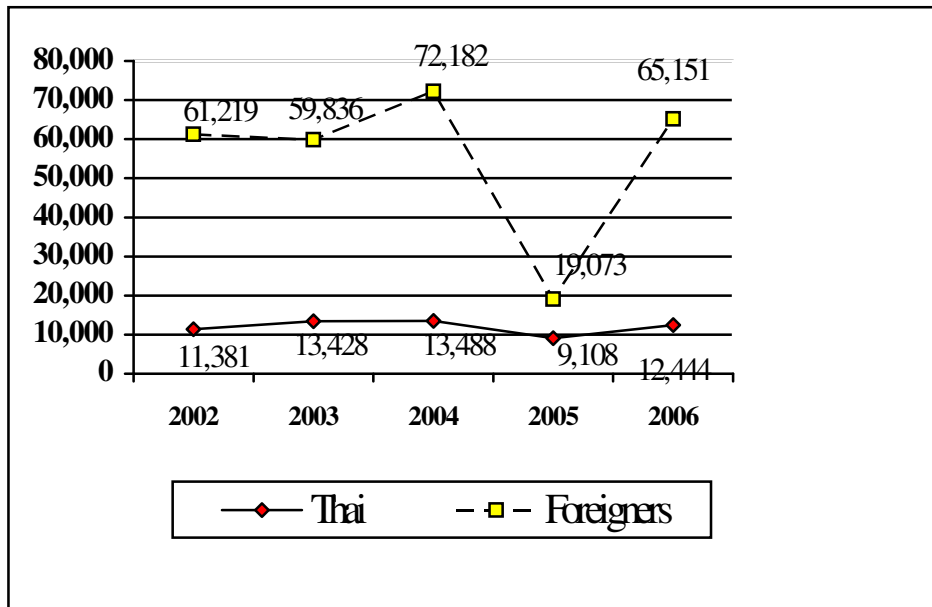
Source: Tourism Statistic 2005 from Tourism Authority Thailand (TAT)

Figure 1.1 Number of Visitors to Phuket From 2002 - 2006



Source: Internal Tourism in Phuket 2005 - 2006 from Tourism Authority Thailand (TAT)

Figure 1.2 The tourism revenue for Phuket from 2002 - 2006



Source: Annual Report 2006 from Tourism Authority Thailand (TAT)

Phuket has become a worldwide known first class tourist destination, attracting visitors from all over the world. Some of those people dream about living here and owning some property in Thailand. Development of property for international market has followed the path of tourism development. Thailand's growing economy has attracted a large number of foreign investor in various fields of professional life. Many of foreign investors are visited by their friends and relatives from abroad and use Bangkok as a staging point for traveling around the country and also visiting the neighboring states of the Greater Mekong Sub region.

The islands of Phuket have seen as the major growth of high-end home development in recent years. Phuket is one of the fastest growing property markets in the world. All independent indicators predict that 2 million Europeans will seek property in Southern Thailand during the next 10 years (Permpoolsab, 2006) As Thailand National Statistics Institute predicts that immigrant population of Thailand will rise by as much as 5.5 million people by 2010. Therefore, rising demand for property will continue to fuel the growth of the Phuket property market for many years to come.

Thailand has historically attracted long stay visitors from the industrialized countries of the 'North' as retirees and pensioners find it much more cost-effective to escape their cold winters by staying relatively inexpensively in Thailand. This trend has accelerated in recent years regarding to the strength of the Euro. Many retirement homes are coming up in parts of Thailand to cater to this growing market segment (TAT, 2004).

Long stay visitors to Thailand are steadily on the rise, regarding to retirees and visiting friends and relatives of the large expatriate community in the kingdom. According to Tourism Authority of Thailand statistics, in 2004, a total of 568,620 visitors stayed in Thailand for more than 30 days. This was up by 7.15% from 2003 and comprised 4.88% of total visitor arrivals. The top five markets for long stay were Japan, United Kingdom, the United State, Germany and China. Another major market is Sweden (TAT, 2004).

Phuket has high growing number of tourist arrivals, which attract significant new foreign investment in tourism-related projects. In recent years, Phuket has become more than just a spectacular holiday destination; it is now home to more than ten thousands of expatriates, attracted by the tropical climate, stunning vistas and international standard facilities. The

Germans make up the largest contingent of Phuket's community of 12,000 expatriates out of a total population of 292,245 (NSO, 2006).

There is a wealth of recent and new property development on the island, offering a wide range of choices, from 7,000 baht-a-month rentals to multi-million baht sea view mansions. Much of this development has taken particular care to blend in with the outstanding natural scenery, complimenting, rather than blighting, the environment.

The real estate's marketing strategies became essential to every developer nowadays as it is an important tool in creating and keeping customers by communicating to and giving the target market customers what they want, when they want it, where they want it, at a price they are willing and able to pay (Lewis and Chambers, 2000). A strong and consistent marketing message will help focus on the target market and highlights each real estate competitive advantages.

After, reviewing of current marketing concept and journal, it found that long stay tourists who comprised of tourists on holidays and expatriate are one of the major real estate markets. Wade (2006) discussed that the service apartment market in downtown Bangkok is expected to improve in the second half due to rising demand as reflected by the continued increase in number of expatriate. The rising number of expatriates in Thailand is boosting the demand for real estate. Moreover, according to the Alien Occupational Control Division of the Departments of Employment, the number of expatriates holding work permit in Bangkok totaled 64,352 as of May 2006, up 16.1% year on year. It also found that much of the research documented in tourism and hospitality journals have addressed issues of real estate and marketing strategies but it has yet been given attention to the real estate marketing strategies to long stay tourists and expatriates in Phuket. Wade also said that there is some problems that he see from real estate developer as there are already too many developments on Phuket that are not answering the demands of the buyer. Therefore, it creates the impression that real estate marketing strategies to long stay tourists and expatriates should be analyzed.

This research will study the marketing strategies that real estate developments in Phuket have been employed. Secondly, the researcher will investigate the preferable marketing mix for long stay tourists and expatriates. After that, the result and recommendation will be analyzed.

1.2 Related Literature

The study of real estate's marketing strategies to foreign investor in Phuket has 5 literature review topics as follows.

1.2.1 Long stay market

1.2.2 Real estate market

1.2.3 Real estate market in Thailand

1.2.3.1 Trends of real estate market

1.2.3.2 Factors influencing foreign investors' decision to purchase the real estate

1.2.3.3 Legal framework

1.2.3.4 Foreign ownership problems

1.2.3.5 How can a foreigner own real estate in Thailand

1.2.3.6 The Thai government supporting roles

1.2.3.7 Real estate market in Phuket

1.2.4 Marketing strategies for real estate

1.2.4.1 Product

1.2.4.2 Price

1.2.4.3 Place

1.2.4.4 Promotion

1.2.4.5 People

1.2.4.6 Physical evidence

1.2.4.7 Process

1.2.5 Ideas and theories related to consumer behavior

1.2.5.1 Stimuli factors

1.2.5.2 The factor influence buyer behavior

1.2.5.3 Buyer decision-making process

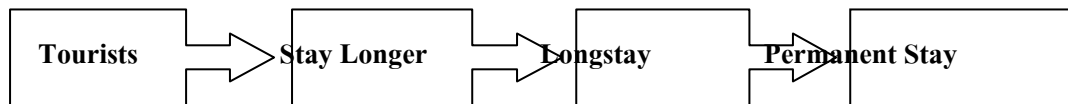
1.2.6 Related research

1.2.7 Conceptual research framework

1.2.1 Long stay market

The long stay tourism happened for many years ago. People from developed countries that have a high income would travel in their own countries or abroad for their pleasure. They take more time for staying. The long stay tourism has some unique requirement that different from general tourism. When the general tourists have a good pleasure with their first visiting, they will come back to visit again to stay longer. If they impress, they will come back and be the longstay tourists (Chantarasuwan, 2003).

Figure 1.3 Longstay model



Source: Thammasat University, 2002

There was a previous research, which summarized long stay model as below (Na Phairee, 2005).

a. Tourists: Tourists always spend the time for their pleasure between 7-10 days and operate the tour programs by tour operator. The main purpose of the trip is for leisure.

b. Stay Longer: This group is normally used to be the tourists. They are very impressed with that destination and are back to become the stay longer. They would spend 2-3 weeks longer. They may arrange their tour programs by themselves or by tour operator. Because

this kind of tourists spends their leisure time longer, therefore the tour operator may provide more interesting package tour or Package Holiday Add-Ons for getting new experiences, which may include Thai Cooking Class, Rural Area Tour Adventure, Flower Decoration Class etc.

c. Longstay: After become the stay longer, if the tourists are very impressed with that destination, they will come back again and be the longstayers. This time they may spend at least 1 month to 6 months. The characteristic of this group will change because they will arrange the tour programs by themselves. They always arrange and make their own decision in terms of their accommodation, meals, local transpirations etc.

d. Permanent Stay: If the tourists are very impressed with their previous longstay, they will become permanent stay. They may spend one year at that place. However, during their stay, they maybe back to their home country or travel to any other countries. The characteristic of this group is the same as longstay because they will arrange the tour program by themselves.

1.2.2 Real estate market

Real estate is defined as a piece of land, including the air above it and the ground below it, and any buildings or structures on it. In this study, real estate is also including residential home, apartment, villa etc. It is a dream now becoming reality for a growing number of international investors: a tropical home in the sun, sometimes a way off the radar. Property development has expanded exponentially over the past few years to include some of the world's most desirable locations, and ranking high on the list in Asia is Thailand, Bali, Hong Kong, China, India and Malaysia (Life Style and Travel, 2007)

Below is the real estate market in different countries in the world in comparison with Thailand real estate market.

Malaysia

The real estate market in Malaysia, Malaysia Institute of Estate Agents (2004) briefly describe as follows.

Popular buying areas: There are many high - end residential property in the affluent Klang Valley continues to dominate the residential market. Other popular residential areas are Bandar Utama, Kota Damansara, Sunway Damansara, Mutiara Damansara and Langwaki.

Price ranges: Vary as ever by quality and popularity of area but Malaysia offers a very wide spread of pricing bands. A 20% deposit of the house value is usually required.

Budgetary guide: Condominiums: from US\$ 66,000 to US\$ 250,000, Bungalow: from US\$ 66,000 to US\$ 225,000, Two Storey Bungalow (5 to 7 bedrooms): US\$ 396,000 to US\$ 1.3 million, Luxury Villas: average US\$ 925,000 upwards.

Overseas Investors: Foreign owners are permitted to buy up to two houses at a cost of not less than US\$ 66,000 each, which also entitles them to a housing loan from a local bank. If selling a property they are subject to 30% Capital Gains tax.

Service Fees: Stamp, Transfer, Agreement and Registration Duty 1.5% to 1.75%, Loan Agreement 1.5% to 1.75%, Estate Agents Fees 3% up to US\$ 132,000 2% thereafter. Bank loan processing fee US\$ 13 US\$ 53.

Mortgages: Loans of 60% of the purchase price are available to foreigners on the proviso that the property value is RM 250,000 and above. Current Base Lending Rate 6.8% per annum; loans are available up to a period of 20 years.

Singapore

The government of Singapore plays a strong interventionist role throughout the society, including all segments of the real estate market. Institute of Estate Agents (2006) has shown the situation of real estate in Singapore briefly as follows.

Popular Areas: Prime residential districts close to the Orchard Road shopping and entertainment belt including Orchard, Tanglin, Holland and River Valley. Other attractions are Bukit Timah and Hillview in the West and Tanjong Rhu on the East side. Price ranges: US\$ 90,000 rising to US\$ 1.5 million, dependent on location, inner city real estate in good areas is much more expensive. Annual Property Tax is 4% for wholly owner-occupied residential properties and 10% for other properties based on the annual estimated rental value.

Budgetary guide: Apartments 2/3 bedrooms: US\$ 90,000 to 220,000. Terraced houses: US\$ 140,000 to 250,000, Semi-Detached houses 3 to 5 bedrooms: US\$ 170,000 to 350,000. Bungalows 3 to 5 bedrooms: US\$ 170,000 to 470,000. Luxury Bungalows: US\$ 270,000 to 750,000.

Overseas Investors: Foreigners may purchase apartments in a building of any number of levels or designated condominium development. Prior approval from the Singapore Land Authority must be obtained to buy 'Restricted property', e.g. bungalows and houses with land.

Service Fees: Stamp duty and legal fees represent approximately 3% of the sale price. An 'Option to Purchase' demands a non-refundable payment of 1% of the purchase price for 'resale apartments' and 5% for 'off plan apartments' which instigates a 14-day review period but forms part of the mandatory 10% deposit if the sale proceeds.

Mortgages: A purchaser of a 'private residential property' can now secure a loan of up to 90% of the lower of the valuation or purchase price. The deposit of 10% can be paid as 5% in cash and if applicable 5% drawn from the Central Provident Fund (CPF). Interest rates average between 2 and 3.5 % per annum dependent on loan type.

Spain

The National of Realtors Association (2005) described the real estate situation in Spain briefly as follow.

Popular areas: Focus on beach resort/island based homes. The Costa's Del Sol, Dorada & Blanca; Majorca, Minorca and the Canaries are favourites. Barcelona and Madrid are beautiful city locations. Budget properties are normally found inland.

Price ranges: Varied dependent on location. Budget inland property will normally need refurbishing and it is wise to check the electricity supply before purchasing.

Budgetary guide: Villa's: Euro 350,000+, Town houses: Euro 240,000+, Apartments (Costa Del Sol + 15% and add for Canaries, Majorca etc) Euro 270,000 + Rural houses: Euro 120,000 to 200,000+, Finca's/renovation: from Euro 36,000.

Buying Property: As prices are agreed both parties should sign a Contrato privado de compraventa (preliminary contract), a 10% deposit pending finance is required. Deeds change

hands after signing an Escritura de compraventa, (definitive contract). Service Fees: Overall 10% of sale price: Stamp Duty 7% (Canary Islands 4.5%), Legal fees 1%, and registration documentation fees 0.5%. A location variable Local Authority services charge applies. Overall includes Notary fees.

Mortgages: Spanish mortgages can be arranged in Euro & Sterling either on a Repayment or Endowment basis. Minimum loan amount is E's 75,000 to be paid up by age 70 over a 5-25 year term. The mortgage is secured on the property in Spain.

United Kingdom

The National Association Estate Agents (2006) noted the real estate information in the United Kingdom as below.

Taxes: The favorable tax dispensations enjoyed by foreign investors and non-resident UK expatriates are designed to make the UK an attractive investment haven. Local Council tax is applicable on all property covering services.

Popular areas: London and the cities of Manchester, Bristol and Leeds are major markets. The more rural areas of the South Coast, West Country, Cotswold's, Lake District, Yorkshire Dales and Scotland & Wales are also very popular.

Price ranges: The national average increase in property prices in 2002 was 28% but has slowed. Prices vary significantly from North to South.

Budgetary guide: Detached houses (2 floors): GBP 130,000 - 600,000, Semi-Detached houses (2 floors): (South) starting GBP 112,000 (North) 65,000, Bungalows (1 floor): (South) starting GBP 85,000 (North), 65,000, Rural cottages (South) starting GBP 90,000 (North) 75,000. London Apartments: from GBP 200,00.

Buying Property: The buyer makes an offer subject to survey and contracts. As contracts are exchanged a 10% deposit becomes due, which will be held by the vendor's lawyer. At this point the buyer is legally bound to complete the purchase.

Service Fees: Overall 4% of sale price: Stamp Duty 1-2% from GBP 60k to 250k, 3% from GBP 250K legal fees, documentation fees included in overall.

Mortgages: Overseas buyers can obtain mortgages from 70 to 80%, (UK residents up to 95%) spread over a 25 years according to age on a Repayment or Endowment basis.

Australia

Real Estate Institute of Australia (2006) provides comprehensive real estate information as below.

Taxes: Capital gains tax applies to 100 per cent of the profit made on investment properties. Tax dispensations applicable to investors can be readily identified through a solicitor, however all maintenance, council and water rate charges can be offset against CGT.

Popular areas: Sydney and Melbourne accommodate a high percentage of the country population and are sought-after investment locations. The Gold Coast as a major tourism center is very popular in terms of property investment. However, in 2004 growth is apparent in many other areas.

Price ranges: Depend on style and location, but will accommodate most budgets. Real estate is relatively expensive in the larger cities, peaking in Sydney.

Budgetary guide: Detached houses range from AUS\$ 485,000 to AUS\$ 865,000, semi-detached or terraced houses from AUS\$ 300,000 to AUS\$ 675,000, townhouses between AUS\$ 200,000 and AUS\$ 550,000. Three-bedroom luxury apartments cost approximately AUS\$ 580,000. Equally property starts at AUS\$ 150,000 in some areas.

Overseas investors: May purchase land earmarked as residential, but building must commence within one year, and are also free to buy from new and work-in-progress developments (up to a maximum of 50 per cent foreign ownership of availability). Purchases of existing property require F.I.R.B. approval, which is not generally given, unless you already have permanent residence status.

Service fees: Stamp duty varies from state to state. In Victoria off-plan stamp duty is calculated based on the value of the land associated with the property, which can be as low as five per cent of the duty post construction. Conveyance charges are usually in the region AUS\$ 900. A body corporate fee applies to townhouses and apartments. Property management fees represent around six to seven per cent of the rental return.

Thailand

Thai Appraisal Foundation (2006) states that demand for new housing had dropped slightly in 2007, because homebuyers were delaying their buying decisions, since interest-rate hikes and rising oil prices had increased their cost of living. Moreover, it has shown the real estate situation in Thailand briefly as follows.

Capital Gains Tax: There is no capital gains tax for private investors and low ongoing costs.
 Popular buying areas: Phuket, Pattaya, Hua Hin, Koh Samui and Chiang Mai remain popular locations and a crop of new luxury developments are in progress aimed at foreigners. Bangkok is generally for expatriates who live and work in Thailand and high end business investment in prestigious projects.

Price ranges: Property prices are rising in line with the current economic outlook but range between U.S. \$ 80,000 and 5 million and are dictated by the standard of building and location. Condominium projects in central Bangkok and luxury resort developments in Phuket and Pattaya tend to be high value purchases.

Budgetary guide: Apartments: 2 bedroom from US\$ 160,000, 3 bedroom from US\$ 200,000, 4 bedroom deluxe villa US\$ 425,000, 5 bedroom deluxe villa US\$ 505,000, High Quality House: U.S. \$ 85,000 to US\$ 168,000. Basic apartments start from US\$ 34,000 to two bed houses at US\$ 85,000.

Overseas Investors: Despite legislation to the contrary, foreign owners can acquire property on a finite (50 years) or renewable (30 + 30 years + extension) leasehold basis or through a Thai company with a foreign joint venture partner.

Service Fees: Stamp Duty 0.5%, Special Business tax 0.11% (Vendor has owned property for under 5 years), "Income Tax" 1 to 3% (local version of VAT) & transfer fees 0.01% of sale price

Mortgages: Mortgages usually not available to foreigners, but developers often arrange local loans of up to 90% with the actual property as the loan guarantee.

1.2.3 Real estate market in Thailand

1.2.3.1 Trend of real estate market in Thailand

Andrew (2006) described that Thailand is gaining a reputation as a favorite location for luxury tropical homes. Property developments aimed at the region's upscale expatriate market are taking root at various sites around the country. Many of these buyers have been living in the region for a long time. They are an international group, hailing from America, Asia, Australia and Europe. Some are planning to live in paradise full-time, some are planning to use their property as a holiday villa and others are buying for investment purposes to make money from holiday rentals.

Thai Appraisal Foundation (2004) states that Real estate in Thailand can be categorized into 3 types, which are commercial, industrial and housing. Most demand is for housing, which makes up 70% of the industry. The real estate business has followed a fluctuating up and down cycle in tandem with fluctuations in the overall economic climate and the national financial situation, since land and buildings are basic need for all types of investment. The real estate business tends to follow a three - year boom and bust cycle as indicated below:

- | | |
|------|--|
| DOWN | 1985 Land Developers' Suffering
(Baht devalued, limited economic growth, credit limit of 18%,
high interest rate, MLR = 16.5%) |
| UP | 1998 Golden Year for Speculators
(High liquidity, easy credit for real estate low interest rate, MLR = 11.5%) |
| DOWN | 1991 Golf Courses and Offices Fail
(Impacts of Gulf War, falling Set Index and high interest rate, MLR=16.25%) |
| UP | 1994 Golden Year for Consumers, Set Index soars |

(Easy credit available for home buyers, low interest rate, MLR= 11.0%)

DOWN 1997 - 1998 Real Estate Crisis

(No new credits for real estate, shut down finance companies,
Baht float, MLR= 16.0%)

UP 2000-2005: Since the start of 21st century, the real estate business became significant as it pays more attention on foreign markets.

The real estate market in Thailand has suffered through a serious recession dating from 1996. In Bangkok alone, there were 330,000 empty residential housing units out of a total of 1.76 million surveyed by the Thai Government Housing Bank in 1999 - a 20% vacancy rate for the nation's political and economic capital. A major international real estate company active in Thailand has estimated that it could take 5-10 years for a recovery in property values to take place.

The government of Thailand is actively trying to support growth in the residential market by providing from 1999 long-term fixed rate mortgage financing through the Government Housing Bank and the Secondary Loan Mortgage Corporation. Alterations in rules regarding leases and changes in laws on foreign investment in property were also undertaken by the government in 1999 to stimulate investment and growth in both the residential and commercial real estate markets.

Until 2005, the demand for industrial property in Thailand grew significantly, according to international property consultants CB Richard Ellis. The total amount of industrial land sold in 2005 was 4,008 rai (1,603.2 acres), which is the highest record of industrial land sales since 1999. Since no new supply was added to the market after the second quarter, the vacancy rate dropped to 15.6 per cent.

The total number of projects that have started operations from the Board of Investment (BOI) in 2005 was 359 projects, a 28 per cent increase from the 281 projects the year before. The total value of investment in these projects increased by 23 per cent to 102 billion baht, compared to 83 billion baht in the same period last year. The industrial property market in 2005 continued to grow as a result of both international and national market starting a new investment cycle. The majority of foreign investment is still from Japanese companies. (Cripps, 2006)

1.2.2.2 Factors influencing foreign investors' decision to purchase the real estate

Many of foreigners enjoy living in Thailand. Some even describe it as "Heaven on Earth." Thai people, by nature, are pleasant and nice, and are able to get along easily with foreigners, which has resulted in Thailand becoming known as "The land of smiles." Thai people are service minded and are taught from young how to take good care of other people, especially the elderly. The pastimes that Thailand offers foreigners may include golfing, yachting, diving and massage. It is easy to find a great variety of cheap and delicious local foods as well as a wide range of international cuisine. People in Thailand can easily find human resources, from maids to do the housework to educated personnel to take senior roles in companies.

Moreover, domestic infrastructure, such as electricity, water supply and telecommunications are well established in the major cities. Whilst there can be no guarantee against natural disasters, Thailand is not susceptible to earthquakes or typhoons. Furthermore, At present, prices of properties in Thailand have dropped 25 - 50% depending on different products and locations. Prices for properties in high-rise buildings in Thailand are probably the lowest compared to equivalent properties of a similar location and quality in the big cities around the world (Asia-Pacific Tropical Homes, 2003).

Almost all of the new high-rise buildings in Thailand are built to an international standard including safety, facilities and quality. For example: The average selling prices of condominium units in central city of Bangkok are around 81,597 baht/sq.m. (Raimond Land, 2006) compared to 4 times higher prices in nearby countries such as Hong Kong or Singapore.

The era of globalization will bring unlimited opportunities into Thailand. Being the center of Southeast Asia and also being the center of the triangle among major developed countries: Europe, Australia, and Far-East Asia, Thailand is perfectly placed geographically, and has gradually become an established center for transportation, communications, trades and finance for South-East Asia. In recognition of this, we can see more and more international companies setting up their regional offices in Bangkok and manufacturing bases in Thailand (Asia- Pacific Tropical Homes, 2006).

1.2.3.2 Legal Framework

Political environment

Asia Land (2006) discussed that Thai law stipulates that foreigners may not personally own land in Thailand. That is to say in their name. However, they have the right of freehold ownership on their own name of building(s) only. If a foreigner wishes to purchase land or build a property in Thailand. There are 2 options as follows:

1. The land is purchase on 30 years leasehold, with an option to extend the lease for further 2 of the 30 year periods (90 year in total). Possession of the fact the property occupies of the land. The lessor cannot seize the property upon expiration of the lease, as the property is separate from the land.

2. If a foreigner is going to operate a business in Thailand then he may purchase the freehold of the land through his Limited Company. The land will be owned by the company, not the individual. The foreigner then exercises complete control and ownership.

Even recent amendments that allow a Thai spouse (male or female) of a foreigner to buy land require proof that the money used in the purchase of freehold land is a legally solely theirs with no foreigner claim to it

Legislative changes to promote foreign investment

To solve economic and financial problems, the Thai government decided to promote foreign investments through several measures: i.e. the proposed change of The Alien Business Act to allow foreigners to do many more variety of businesses, to promote permanent resident permit, to extend the length of the rent of properties, and to allow foreigners to own 100% of high - rise buildings in BOI promoted condominium projects which can encourage more foreign investment.

1.2.3.4 Foreign ownership problems

There is a law to limit foreign purchase of freehold land, but beyond that foreigners are only allowed to own land in Thailand under very restricted conditions and in very small amounts. The legislation of the Amending Land Code 1999 permits foreign investors who bring at least US\$1 million into the country to own one plot of land for their personal use. The plot cannot be larger than 17,000 square feet (1,600 square meters) and cannot be coastal land.

Foreigners are allowed to own condominiums. The 1999 Condominium Act increased the percentage of units in a condominium development that can be held by foreign ownership to 49%. All of the money used to purchase condominium(s) must be brought into the country, i.e. wired from a foreign bank to a Thai bank. The foreign purchaser must then make sure to obtain what is called a Tor Tor 3 certificate from the Thai bank as this proof of the international fund transfer must be presented to the land department as part of the transfer of title process (Prakunhangsit, 1999).

Previous to 1998, Thai women lost their right to own land upon marriage to a foreign national. This was changed in 1998 and Thai women retain legal right to land ownership regardless of the nationality of their marriage partner. Foreigners should remember though that marriage to a Thai national of either gender does not affect the restrictions on their personal ability to purchase and own land.

1.2.3.5 How can a foreigner own real estate

People not resident in Thailand who wishes to own a home, which for all intents and purpose is a land and house package, can do with the help of a legal and tax professional. Most company registrations can be done through a law firm at prices starting from around Bt 50,000.- for setup and Bt. 7,000 for each million in registered capital.

Under the strict interpretation of the law, a foreign individual is not entitled to own land, unless special approval has been granted by the Interior Ministry or other government body. (i.e. a privilege has been received from the Board of Investment of Thailand or the

Industrial Estate Authority of Thailand, which will not apply for most residential property transactions considered here)

A popular way to complete a house and land acquisition is to form a Thai Limited Company, which owns the property you wish to buy. A brief introduction about the procedure to set up a Thai Limited Company is detailed below.

Three basic procedures exist for setting up a Limited Thai Company:

1. Reservation of the name

Firstly the proposed name is required to be reserved for use as the Company's name with the Ministry of Commerce, in order to ensure that the proposed Company name is not identical or similar to the name of any other registered Company.

The name reservation application is required to be signed by any one of the promoters.

2. Filing the memorandum of association of the company

Once the Company's name has been approved by the registrar, during the validly period of 30 days, the promoters shall apply for the registration of the Memorandum of Association. At this stage at least 7 individuals are required as promoters, of which at least 4 must be Thai nationals.

The Memorandum of Association must contain the following information:

- Name and the location of the Company;
- The objectives of the Company;
- Registered Capital, number of securities and par value;
- Name, address, occupation, nationality, age, and signature of each promoter

and the number of shares subscribed to by each of the shareholders.

There is no minimum capital requirement. However the fee for registering the memorandum is set at Bt 50 per registered capital of Bt 100,000 subject to a minimum fee of Bt 500

3. Registration of incorporation of the company

Following the registration of the Memorandum of Association all shares must be subscribed to by shareholders and all promoters must hold at least 1 share. At least 25 % of the value of each share is required to be paid up.

The promoters shall then hold a general meeting of all subscribers, which is called the "Statutory Meeting".

The promoters are required to send to every subscriber a notice of the Statutory Meeting together with a statutory report at least 7 days before prior to the meeting-taking place. The notice of the Statutory Meeting shall contain the agenda of all business to be transacted. Normally the business to be transacted at the Statutory Meeting is as follows:

- Adoption of the Articles of Association of the Company;
- Ratification of the promoter's actions and expenses
- Consideration of the amount to be paid to the promoters;
- Appointment of the directors and authorized directors;
- Establishment of preferred Shares (if any);

Consideration of the number of shares to be allotted as fully or partially paid up other than money and the initial paid up capital for the shares payable in money; and appointment of Auditors and the determination of their consideration.

Following the Statutory Meeting, the directors shall run the business of the Company. The directors shall call for the payment for the shares to be made in money in the amount determined at the Statutory Meeting. After the payment for the shares have been made, the authorized director(s) must apply for the registration of the Articles of Association of the Company. In practice the Articles of Association can be submitted 10 days after the date of registration of the Memorandum of Association. It will normally take at least 3 - 5 working days for the Registrar to consider the Articles of Association and the list of shareholders. (The promoters are required to hold at least one share each). The completion of the incorporation of a Limited Company takes approximately 3 - 4 weeks.

1.2.3.6 The Thai government supporting role to real estate

The Thai government tries to support the real estate by providing various kinds of helps as following.

The Real Estate Information Center

One of the governments of the time's major initiatives following the unprecedented 1997 economic crisis was to establish institutions that would provide accurate information in a central location in order to mitigate the effects of any cyclical industry downturn, particularly in real estate. "The Real Estate Information Centre operates as a central repository for real-estate data and information," explained former REIC director Pongsak Chewcharat. "The REIC conducts field surveys and research to gather currently uncollected data that can be used to construct supply, demand and price indices that can be used to evaluate the current Thai real-estate environment"

Board of Investment (BOI)

The Board of Investment (BOI) is the Thai government agency responsible for attracting investment to Thailand by offering a wide range of tax and non-tax incentives to investors to engage in specific kinds of projects.

The following are the most common incentives granted by BOI.

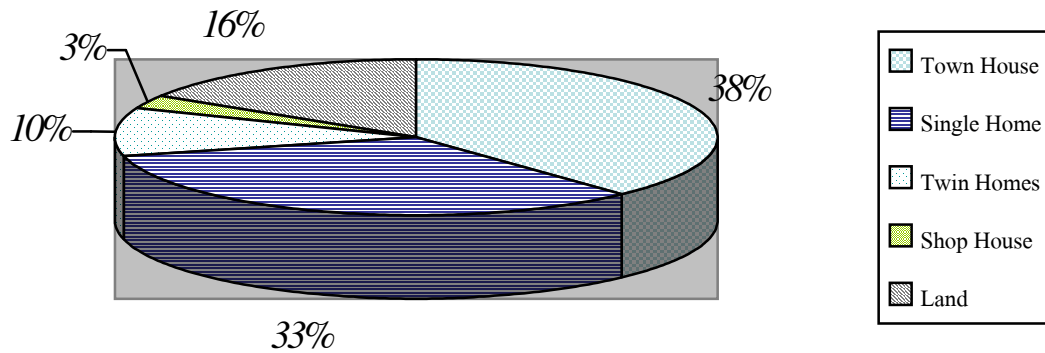
1. Corporate income tax exemption, reductions and special carry forward loss provision.
2. Custom duties reductions and exemptions for raw materials and machinery.
3. Permission for foreigners to own land in order to carry out.
4. Special rights with regard to the issuance of work permits and visas
5. Special rights with regard to operating as foreign held company.

1.2.3.7 Real estate market in Phuket

Phuket is Thailand's largest and most beautiful island, which connected by bridges to southern Thailand's Andaman seacoast. Because of its beautiful nature Phuket is also known as "The Pearl of the South". It is surrounded by 32 smaller islands. About 70 percent of Phuket is mountainous and the remaining 30 percent of the island. The island is divided into 3 districts, Talang in the north, Kathu in the west, and Muang in the south (Phuket Tourism, 2006). The area of the municipality is 15,640 squared Kilometers with a total population of more than 264,800 which comprised of who is registered as living in Phuket and thousand of expatriates. Phuket real estate market started showing the characteristics of a boom around mid 2003 and it had accelerated since then (Bangkok Post, 2006).

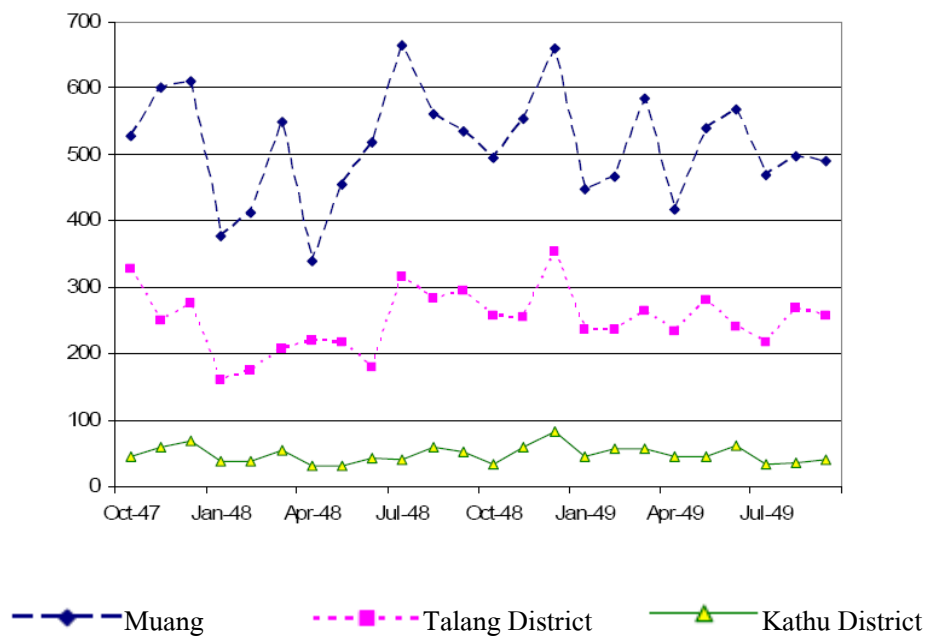
According to Kiatnakin housing survey, it showed that the majority of Phuket residents own town home and single home, which accounted for 38 percent and 33 percent respectively (Table 1.3). The survey also shows that the price ranges most in demand for Thais were between 500,000 - 3,000,000 baht. Table 1.4 shows the results of the number of land transfers, including land with existing buildings during 2005 - 2006 which can be explained that number of land transfers, including land with existing building in Kathu district was stable. Unlike, the numbers of land transfers, including land with existing building in Talang district as there have been many new real estate projects in Talang district during 2005 - 2006.

Figure 1.4 Type of Phuket residents housing during 2003 - 2005



Source: Hongyok, 2007

Figure 1.5 The number of land transfers, including land with existing buildings during 2005 - 2006



Source: Phuket Land Department, 2007

Although individuals have been constructing holiday homes in Phuket for many years, the first significant development targeting foreign purchasers was Allamanda condominium launched in Bang Tao Bay in 1991 and marketed overseas by CB Richard Ellis. The majority of purchasers were based in Hong Kong and Singapore. The financial crash in 1997 halted development in resorts, but activity resumed in 2000 and has been growing rapidly ever since (The Nation, 2006). However, Simister (2007) discussed that the market has changed since early days, with more first-time buyers from Europe and the UK.

According to Property Report (2007), there is growing demand for villas and condominium particularly for long stay tourists. There is also a growing demand from tourists to own their own resort properties in Thailand. Ellis (2007) revealed that resort property development is an extension of the tourist industry and is an important element in attracting high income short and long-term stay tourists.

There is a huge range of sizes, prices and qualities of properties in Phuket. The land price will almost certainly be the most significant part of the cost. Beachfront or ocean view properties command significant premiums, and one can expect to pay over 30 million baht for a quality beachfront house. But despite the high cost, these properties continue to be one of the best investments and are always the easiest to resell, even during periods of market weakness.

The cheapest properties to be found on the island, such as small 2 bedrooms homes, can be found for under 4 million baht and are found in the housing estates in the east and central part of the island. The low prices are achieved through a very small land plot size, simple construction and basic finishing. Phuket has a great deal to offer to the foreign investor looking to purchase property in Phuket. Its natural charm and beauty combined with a superior geographic location set in an enchanting island paradise, afford an enviable lifestyle. Moreover, there are many factors that influence the foreign investor to buy the real estate in Phuket as below (Tropical Living, 2006).

Yachting: There are three marinas in Phuket and more currently under construction. Moreover, the import and luxury taxes on foreign flagged vessels were reduced, greatly increasing the number of boats in Thai waters. A full range of services is available for

yachts and owners find Phuket much more affordable than elsewhere in the world with lower costs for labor, fuel and maintenance.

Golf: There are currently five golf courses on Phuket. Although Phuket's golf course clubhouses lack the luxury amenities to accommodate high-end players, most of Phuket's golfers are satisfied with the facilities available.

Other water sports: Diving, snorkeling, water-skiing and jet skiing all make for a great day's entertainment and Phuket's unique geographical position means year round diving and snorkeling are possible.

Spa: There are many luxurious spas that provide unrivalled pampering for women and men. Thailand's wealth of natural ingredients, holistically minded therapists, and tourism-focused capitalism has resulted in a boom for the spa industry

Natural Beauty: Phuket has beaches, islands, jungle and waterfalls. These entire make for a fantasy island and it is also the kind of beauty that Europe cannot offer.

The Thai people: Thailand is the land of smiles. Thailand serves its own brand of hospitality that is renowned worldwide.

Dining, Wine and gourmet foods: Phuket has a good range of international cuisine available. Wine stores, bakeries and imported foods can be found in many shops.

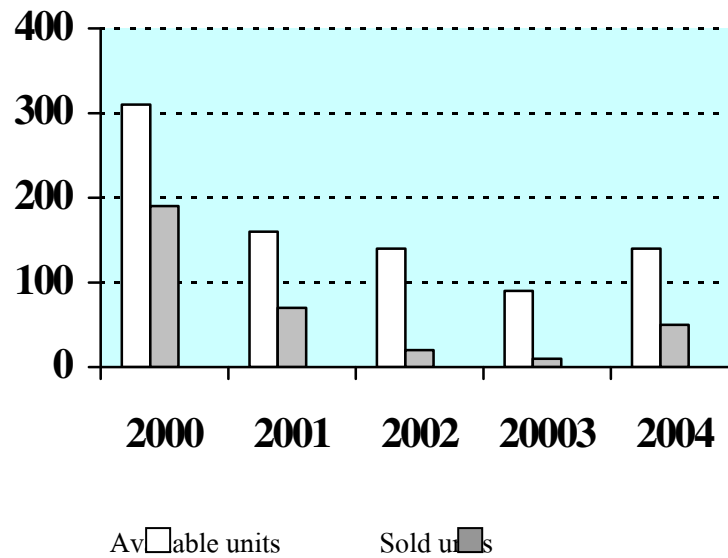
Service: Due to the increased demand in Phuket for home services for foreign home owners, there is growing availability of qualified people in home management. There are some human resources training which help Phuket's work force meet the challenge of catering to a more upscale and demanding market.

Health: Thailand has excellent medical services for a fraction of the costs of western institutions. In Phuket, cosmetic surgery, optometry and dentistry are widely available and extremely affordable when compared to Western prices.

Access: Phuket International Airport connects the island to Asia's biggest hub, Bangkok, by way of numerous daily flights and international connections are increasing.

In conclusion, Phuket has many attractive features for foreign investors to live here.

Figure 1.6 The number of high-end villa market and unit sold in Phuket



Source: Nexus Property Consultants, 2005

1.2.4 Marketing for Real Estate

Research that attempts to classify people's internal motives and behavior is called psychographic research (Chon & Sparrowe, 2000). Hospitality promoters use of psychographic research data to decide which market segments to target and what kinds of amenities to offer at a location. All psychological motives can be classified as either basic or secondary. Basic motives influence everyone and include unlearned needs such as thirst, hunger, sex, fear, and avoidance of pain. Secondary motives are learned needs and include achievement, desire for power, and other specialized needs. Secondary motives usually vary from person to person.

The marketing concept has been defined as a process of achieving organizational goals through determining in the needs and wants of target markets and delivering the desired satisfaction more effectively and efficiently than competitors do (Kotler, 2003). Marketing strategy serves two purposes: (1) it helps determine the nature of business the firm should engage

in now and future, and (2) It provides a plan to allocate resource to compete successfully in chosen market (Hawkins, Roger and Kenneth, 1983).

Allardyce (2003) identified that marketing strategies can help establish a business framework which can put the business to faster track to growth. Moreover, Sussman (2006) discussed some marketing strategies for real estate as bellows,

Marketing Strategy 1: Gain Customer Confidence. Customer indecisiveness, skepticism, indifference, or confusion is the obstacle in real estate sale. Therefore, the real estate firm should clearly communicated and add value to the target customers in order to win their confidence.

Marketing Strategy 2: Penetrate awareness of the target audience by using integrated marketing. In other words, the more ways the public hears about the real estate firm, the better chances are for achieving brand recognition, credibility, and greater market share.

Marketing Strategy 3: Sincere enthusiasm. If the real estate's marketers deeply believe in their products, services, company, and themselves, then their customer will pick up on that passionate attitude and feel confident and optimistic about doing business with them.

Marketing Strategy 4: Dispel distrust. Gain customer confidence and overcome potential feelings of distrust by offering written guarantees of satisfaction whenever possible, customer testimonials, references, and by joining respected and well-known professional organizations, such as Chambers of Commerce, and industry associations.

Marketing Strategy 5: Create a business marketing plan to identify and capitalize on the strengths and opportunities. The marketing plan should also take into account factors such as weaknesses, external threats, real estate firm's marketing mix strategy.

The marketing mix was originally developed by Professor Neil Borden of Harvard in what have come to known, through subsequent alteration, as the "Four Ps." Borden's six original elements are product planning, pricing, distribution, promotion, servicing and marketing research. It were later reduces to four elements by McCarthy (Chambers and Lewis, 2000). Nevertheless, the marketing mixes later were expanded to "Seven Ps" by Booms and Bitner (Gronroos, 2006). The 3 additional Ps to the original marketing mix are people, process and physical evidence. The marketing mix involves the developing and implementing of an appropriate mix of marketing activities direct toward market segments and target markets. This

activity includes the creation and presentation of products and services; the method used to get the customer through this products and services (or vice versa) for an appropriate price; and the various techniques employed to communicate with customers. Therefore, marketing mix is comprised of seven sub mixes as below:

1.2.4.1 Product mix

It is the combination of product and services, whether free or for sale, that are aimed at satisfying the needs of the target market. Kotler (2003) devised a very interesting concept of benefit building with a product. Kotler suggested that a product should be viewed in three levels.

Level 1: Core Product. What is the core benefit your product offers?. Customers who purchase a camera are buying more than just a camera they are purchasing memories.

Level 2 Actual Product: All cameras capture memories. The aim is to ensure that your potential customers purchase your one. The strategy at this level involves organizations branding, adding features and benefits to ensure that their product offers a differential advantage from their competitors.

Level 3: Augmented product: What additional non-tangible benefits can you offer? Competition at this level is based around after sales service, warranties, delivery and so on. John Lewis a retail departmental store offers free five year guarantee on purchases of their Television sets, this gives their customers the additional benefit of 'peace of mind' over the five years should their purchase develop a fault.

1.2.4.2 Price

Pricing is one of the most important elements of the marketing mix, as it is the only mix, which generates a turnover for the organization. It is difficult and must reflect supply

and demand relationship. Pricing a product too high or too low could mean a loss of sales for the organization.

An organization can adopt a number of pricing strategies. The pricing strategies are based much on what objectives the company has set itself to achieve (Keegan and Green, 2000).

1. Penetration pricing: Where the organization sets a low price to increase sales and market share.

2. Skimming pricing: The organization sets an initial high price and then slowly lowers the price to make the product available to a wider market. The objective is to skim profits of the market layer by layer.

3. Competition pricing: Setting a price in comparison with competitors.

4. Product Line Pricing: Pricing different products within the same product range at different price points. An example would be a video manufacturer offering different video recorders with different features at different prices. The greater the features and the benefit obtained the greater the consumer will pay. This form of price discrimination assists the company in maximizing turnover and profits.

5. Bundle Pricing: The organization bundles a group of products at a reduced price.

6. Psychological pricing: The seller here will consider the psychology of price and the positioning of price within the market place.

7. Premium pricing: The price set is high to reflect the exclusiveness of the product. An example of products using this strategy would be Harrods, first class airline services, Porsche etc.

8. Optional pricing: The organization sells optional extras along with the product to maximize its turnover. This strategy is used commonly within the car industry.

1.2.4.3 Place or distribution

Lowe and Doole (2001) refers place as how an organization will distribute the product or service they are offering to the end user. The organization must distribute the product to the user at the right place at the right time. Efficient and effective distribution is important if the organization is to meet its overall marketing objectives. If organization underestimates demand and customers cannot purchase products because of it profitability will be affected.

Distribution Strategies depend on the type of product being distributed there are three common distribution strategies available:

1. Intensive distribution: Used commonly to distribute low priced or impulse purchase products. For example, chocolates, soft drinks etc.

2. Exclusive distribution: Involves limiting distribution to a single outlet. The product is usually highly priced, and requires the intermediary to place much detail in its sell. An example of would be the sale of vehicles through exclusive dealers.

3. Selective Distribution: A small number of retail outlets are chosen to distribute the product. Selective distribution is common with products such as computers, televisions household appliances, where consumers are willing to shop around and where manufacturers want a large geographical spread.

1.2.4.4 Promotion

This includes advertising, sales promotion, publicity, and personal selling, and refers to the various methods of promoting the product, brand, or company

Palmer (2001) stated that an organizations promotional strategy consists of five different methods as belows:

1. Advertising: Any non-personal paid form of communication using any form of mass media. The advertising objective is a specific communication task to be accomplished with a specific target audience during a specific period of time.

2. Public relations: Involves developing positive relationships with the organization media public. The art of good public relations is not only to obtain favorable publicity within the media, but it is also involves being able to handle successfully negative attention.

3. Sales promotion: Sales promotion commonly used to obtain an increase in sales of short-term incentives. It could involve using money off coupons or special offers. Sellers may use consumer promotions to urge short-term customer buying or to enhance long-term customer relationships.

4. Personal selling: Personal selling is the most effective tool at certain stages of the buying process, particularly in building up buyer's preferences, convictions, and actions. It involves personal interactive between two or more people, so each person can observe the other's needs and characteristics and make quick adjustments.

5. Direct Mail: Direct mail is a direct marketing, which allows an organization to use their resources more effectively. This can be done by sending publicity material to a named person within their target segment by personalizing advertising, response rates increase thus increasing the chance of improving sales.

1.2.4.5 People

People is any person coming into contact with customers can have an impact overall satisfaction. It is the most important element of any service or experience. Services tend to be produced and consumed at the same moment, and aspects of the customer experience are altered to meet the 'individual needs' of the person consuming it. Most of us can think of a situation where the personal service offered by individuals has made or tainted a tour, vacation or restaurant meal.

1.2.4.6 Physical evidence

Unlike a product, a service cannot be experienced before it is delivered, which makes it intangible. This, therefore, means that potential customers could perceive greater risk when deciding whether or not to use a service. To reduce the feeling of risk, thus improving the chance for success, it is often vital to offer potential customers the chance to see what a service would be like. There are many examples of physical evidence, including packaging, Internet/web pages, paperwork (such as invoices, tickets and dispatch notes), brochures, furnishings, uniforms, business cards and the building itself (such as prestigious offices or scenic headquarters)

1.2.4.7 Process

Process is another element of the extended marketing mix, or 7P's. There are a number of perceptions of the concept of process within the business and marketing literature. Some see processes as a means to achieve an outcome, for example - to achieve a 30% market share a company implements a marketing planning process (Chambers and Lewis, 2000).

Another view is that marketing has a number of processes that integrate together to create an overall marketing process, for example - telemarketing and Internet marketing can be integrated. A further view is that marketing processes are used to control the marketing mix, i.e. processes that measure the achievement marketing objectives. All views are understandable, but not particularly customer focused.

For the purposes of the marketing mix, process is an element of service that sees the customer experiencing an organization's offering. It's best viewed as something that your customer participates in at different points in time. For example, booking a flight on the Internet - the process begins with the customer visiting an airline's website. Then the customer enters details of their flights and books them. The ticket/booking reference arrives by e-mail or post. Therefore,

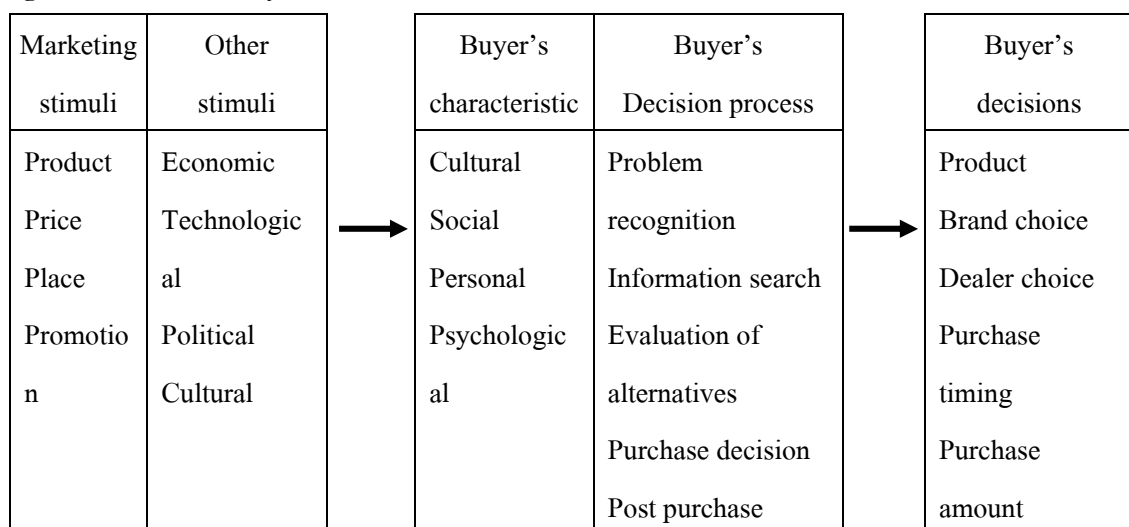
the customer catches their flight on time, and arrive refreshed at their destination. This is all part of the marketing process.

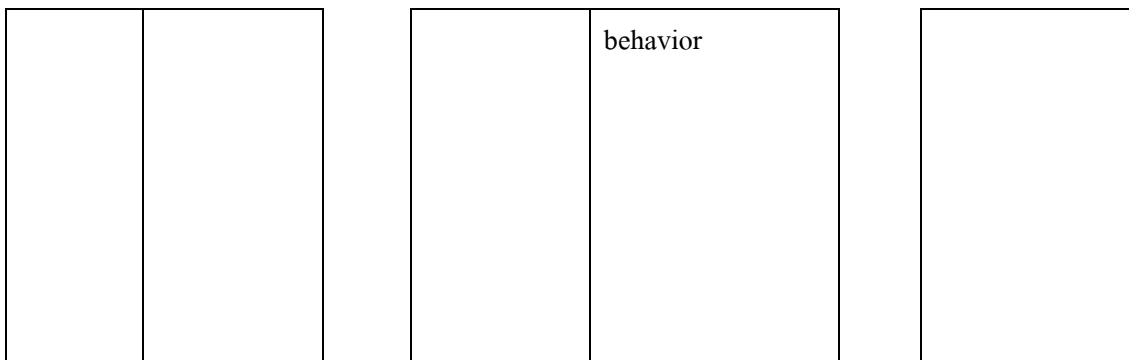
1.2.5 Consumer markets and buyer behavior

Successful marketing begins with understanding why and how consumers behave as they do. Berkowitz (1994) refers that consumer behavior is the actions a person takes in purchasing and using products and services, including the mental and social processes that precede and follow these actions. Wood (1994) said that “Behavior” is characteristic of each person influences and reflects a society’s values, beliefs and preferred ways of organizing social life based on the social significance of being male or female. As individuals are socialized into their culture, they learn to express their masculinity or femininity in social interactions.

The starting point for understanding consumer behavior is stimulus response model. Marketing and environmental stimuli enter the buyer’s consciousness. The buyer’s characteristics and decision processes lead to certain purchase decision. The marketer’s task is to understand what happens in the buyer’s consciousness between the arrival of outside stimuli and the purchase decisions.

Figure 1.7 Model of buyer behavior





Source: Kotler, (2003).

1.2.5.1 Stimuli factors

Jain (2003) stated that there are six major forces: demographic, economic, natural, technology, political-legal and social-cultural, which lead to certain purchasing decisions as below.

1. Demographic environment

The first macro environmental force that marketers monitor is population, because people make up markets. Marketers are keenly interested in the size and growth rate of population in cities, regions and nations; age distribution and ethnic mix; educational level; household patterns; and regional characteristics and movement.

2. Economic environment

Markets require purchasing power as well as people. The available purchasing power in an economy depends on current income, prices, saving, debt and credit availability. Marketers must pay close attention to major trends in income and consumer-spending patterns.

3. Natural environment

The deterioration of the natural environment is a major global concern. Therefore, marketers need to be aware of the threats and opportunities associated with four trends in the natural environment: the shortage of raw materials, especially water; the increased cost of energy; increased pollution levels and the changing role of government.

4. Technological environment

Every new technology is a force for creative destruction. The economy's growth rate is affected by how many major new technologies are discovered. New technology also creates major long run consequences. Therefore, the marketer should monitor the following trends in technology changed.

5. Political-legal environment

Marketing decisions are strong affected by developments in the political and legal environment. This environment is composed of laws, government agencies and pressure groups that influence and limit various organization and individuals. Sometimes these laws also create new opportunities for business

6. Social-cultural environment

Society shapes our beliefs, values and norms. People absorb almost unconsciously a worldview that defines their relationship to themselves to others, to organizations, to society, to nature and to universe.

1.2.5.2 The factor influence buyer behavior

Collins (1984) revealed that a consumer's buying behavior is influenced by cultural, social, personal, and psychological factors.

1. Cultural factors

Cultural is the fundamental determinant of a person's wants and behavior. Each culture consists of smaller subcultures that provide more specific identification and socialization for their member. Subcultures include nationalities, religions, racial groups and geographic region. When subcultures grow large and affluent enough, companies often design specialized marketing program to serve them.

2. Social factors

A consumer's behavior also influences by social factors as the reference groups, family and social roles and statuses. These factors have a large influence in consumer decision-making process (Reid, 2001).

a. Reference groups: These groups serve as direct (face to face) or indirect point of comparison or reference in the forming of a person's attitude and behaviors.

b. Family: Family members have a strong influence on buyer behavior. The family remains the most important consumer-buying organization. Marketers are interested in the roles and influence of the husband, wife, and children on the purchase of the different products and services.

c. Roles and Status: A person belongs to many groups: family, clubs, and organizations. An individual's position in each group can be defined in terms of role and status. A role consists of the activities that person is expected to perform according to the persons around him or her. Each role carries a status reflecting the general esteem given to it by society. People often choose products that show their status in society.

3. Personal factors

These include the buyers' age and stage in the life cycle, occupation, economic circumstances, lifestyle, personality and self-concept.

a. Age and life cycle stage: The type of good and service people buy change during their lifetime. As people grow older and mature, the products they desire change. The makeup of the family also affects purchasing behavior.

b. Occupation: A person's occupation affects the goods and services buying.

c. Economic situation: A person's economic situation greatly affects products choice and the decision to purchase a particular product.

d. Lifestyle: Lifestyles profile a person's whole pattern of acting and inter-acting the world. The lifestyle concept can help the marketer understand changing of consumer values and how they affect buying behavior.

e. Personality and self-concept: Each person's personality influences his or her buying decision. Therefore, many marketers use this concept to personalize its product to each individual.

4. Psychological factors

A person's buying choices are influenced by four major psychological factors, which are motivation, perception, learning and beliefs and attitudes

4.2.1 Motivation

People have many needs at any given time. Some needs are biogenic, which arises from physiological states of tension such as hunger, thirst or discomfort. Other needs are psychogenic which rise from psychological states of tension such as the need for recognition, esteem or belonging.

Psychologists have developed theories of human motivation, and three of the best known are those of Sigmund Freud, Abraham Maslow and Frederick Herzberg. Those theories carry quite different implications for consumer analysis and marketing strategy. Freud's Theory assumed that the psychological forces shaping people's behavior are largely unconscious and that a person cannot fully understand his or her own motivations. When a person examines specific brands, he or she will react not only their stated capabilities but also to other less conscious cues. Shape, size, weight, material, color, and brand name can all trigger certain association and emotions.

Customer needs is the main point of marketing. Maslow's hierarchy of needs is one important theory as described by Abraham Maslow that there are five levels of human needs (Chon and Sparrowe, 2000).

1) Physiological needs: Physiological needs are basic to survival and must be satisfied first included shelter, clothes, and foods.

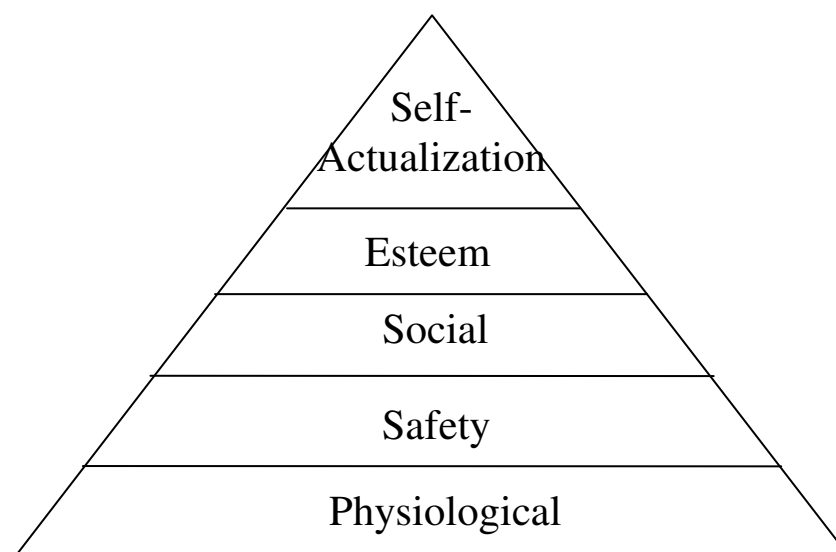
2) Safety needs: These second-level needs are concerned with protection and physical well-being.

3) Social needs: Once needs at the lower levels are satisfied, consumers look toward achieving social acceptance and association with others.

4) Esteem needs: It is represented by the need for achievement, ego, status, prestige and self-respect.

5) Self-actualization needs: The highest-level needs focus on realizing maximum potential and emotional well being. Maslow's level of needs move from basic motive to secondary motive (Berkowitz, 1994).

Figure 1.8 Maslow's hierarchy of needs



Source: Adapted from Chon and Sparrowe, (2000; p.85).

Sukhothaithammatirat University (1996) indicated that customer needs is the first point of persuasion process. Customer needs is divided by many levels and Maslow set hypothesis about customer needs as follow (Setkit, 2004):

1. Customer needs is infinite: when one need is responded already, the new one will occur endlessly.
2. Customer needs is still persuasive when it has not responded yet on the other hand, which has responded already will be persuasive anymore.
3. Customer needs line up in importance: when which need is responded already, higher one will occur continued.

4.2.2 Perception

Perception is the process by which an individual selects, organizes and interprets information input to create a meaningful picture of the world (Berelson and Steiner, 1964) Perception depends not only on the physical stimuli but also on the stimuli's relation to the surrounding field and on conditions within the individual. This is because 3 selective processes as below (McCarthy and Perreault, 2002).

a. Selective exposure: It occurs when people pay attention to message that is consistent with their attitudes and beliefs and ignores messages that are inconsistent.

b. Selective perception: It involves the consumer interpreting information or modifies ideas and messages that conflict with previously learned attitudes and beliefs so that it is consistent with their current attitudes and beliefs.

c. Selective retention: Selective retention mean that consumers do not remember all the information they see, read, or hear, even minutes after exposure to it (Berkowits, 1994). This affects the internal and external information search stage of the purchase decision process. This is why real estate developers often give consumers product brochures to take home after they leave the presentation.

4.2.3 Learning

When people act, they learn. Learning involves changes in an individual's behavior arising from experience. Most human behavior is learned. Learning theorists believe that learning is produced through the interplay of drives, stimuli, cues, responses and reinforcement. Learning process can be categorized into 3 groups as below (Berkoits, 1994).

a. Behavioral learning: Behavioral learning is the process of developing automatic responses to a situation built up through repeated exposure to it.

b. Cognitive learning: Cognitive learning involves making connections between two or more ideas or simply observing the outcomes of others' behaviors and adjusting according to individual.

c. Brand royalty: Brand royalty is a favorite attitude toward and consistent purchase of a single brand over time. Brand royalty results from the positive reinforcement of previous actions.

4.2.4 Beliefs and attitudes

Through doing and learning, people acquire beliefs and attitudes. These in turn influence buying behavior. Kotler (2006) stated that A belief is a descriptive thought that a person holds about something. Beliefs may be based on real knowledge, opinion, or faith and may or may not carry an emotional charge. People's beliefs about a product or brand influence their buying decision as it can make up product or brand image. Attitude describes a person's relatively consistent evaluations, feeling, and tendencies toward an objects or idea. Attitudes are difficult to change. A person's attitudes fit into a pattern, and to change one attitude may require difficult adjustment in many others. Thus, a company should usually try to fit its product into existing attitudes rather than attempt to change attitudes.

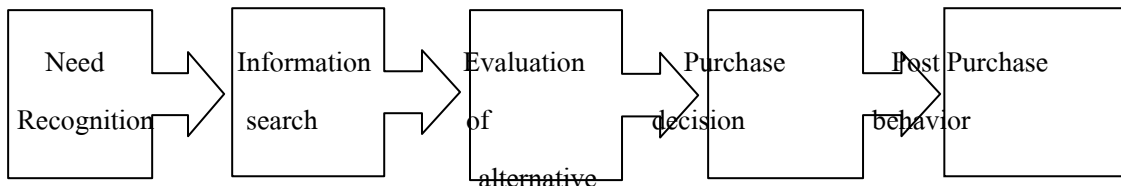
1.2.5.3 Buyer decision making's process

The biggest factor underlying the industry's growth, however, was the ability of the major competitors to understand and cater to the differing needs, desires and purchase criteria of different customer segments (Walker, 2005). The more marketers know about the factors affecting their customer's buying behavior, the greater their ability to design attractive product or

service offering, to define and target meaningful market segments, and to develop marketing programs to fit the concerns and desires of those segments.

When purchasing high involvement product or service, consumers go through a problem solving process involving five mental steps: problem identification, information search, evaluation of alternatives, purchase and post purchase evaluation.

Figure 1.9 Model of buying decision process



Source: Kotler et al (2003)

a. Need recognition: The buying process starts with need recognition. The buyer recognizes a problem or need. The need can be triggered by internal stimuli. Marketers must determine the factor and stimulations that trigger consumer problem and markets can identify the most often trigger interest in the product and develop marketing program that involve these stimuli.

b. Information search: An interested consumer may or may not search for more information. If the consumer's drive is strong then the consumer is likely to buy the product. If not, the consumer may store the need in memory or undertake an information search related to the need. The amount of searching will depend on the strength of one's drive, the amount of initial

information, the ease of obtaining more information, the value placed on additional information and the satisfaction one get from the searching.

c. Evaluation of alternative: It is how the consumer processes information to arrive at brand choices. Generally, the consumer use several evaluation processes in all buying decision, which depends on the individual consumer and the specific buying situation. Then the consumer ranks brands and forms purchase intentions.

d. Purchase decision: Generally, the consumer's purchase decision will be to buy the most preferred brand. Nevertheless, attitudes of others and unexpected situation factors may change the purchase intention. Thus, preferences and even purchase intentions do not always result in actual purchase choice.

e. Post purchase behavior: After purchasing the product, the consumer will be satisfied or dissatisfied and will engage in post purchase behavior of interest to the marketer. The determinant whether the buyer is satisfied or dissatisfied with a purchase lies in the relationship between the consumer's expectations and the product's perceived performance. If the product falls short of expectations, the consumer is disappointed; if it meets expectations, the consumer is satisfied; if it exceeds expectations, the consumer is delighted.

1.2.6 Related Research

Kasikorn Research Center (2006) housing market survey revealed that the housing market still has a room to grow in 2006-2008, since a survey found people's demand for houses remains high. Moreover, the survey also revealed the demand for houses continue to grow. However, the property business expansion and purchasing power of people depend on economic conditions. KRC projected the economy would pick up next year since negative factors to a decision on property buying including hefty interest and inflation rates, and political uncertainties, had eased.

However, should the economic growth in 2008 outpace that in 2007, more potential homebuyers such as those who are confident of their income stability in the future would enter the market. The survey showed most people, who want to have their own residences,

are aged between 25-30 and 31-40 years, representing 38.9 and 35.7 per cent respectively. The key factors to the purchasing decision include location of projects and prices. Single houses with a price range of 1-3 million baht remain in the greatest demand in the market (MCOT, 2006).

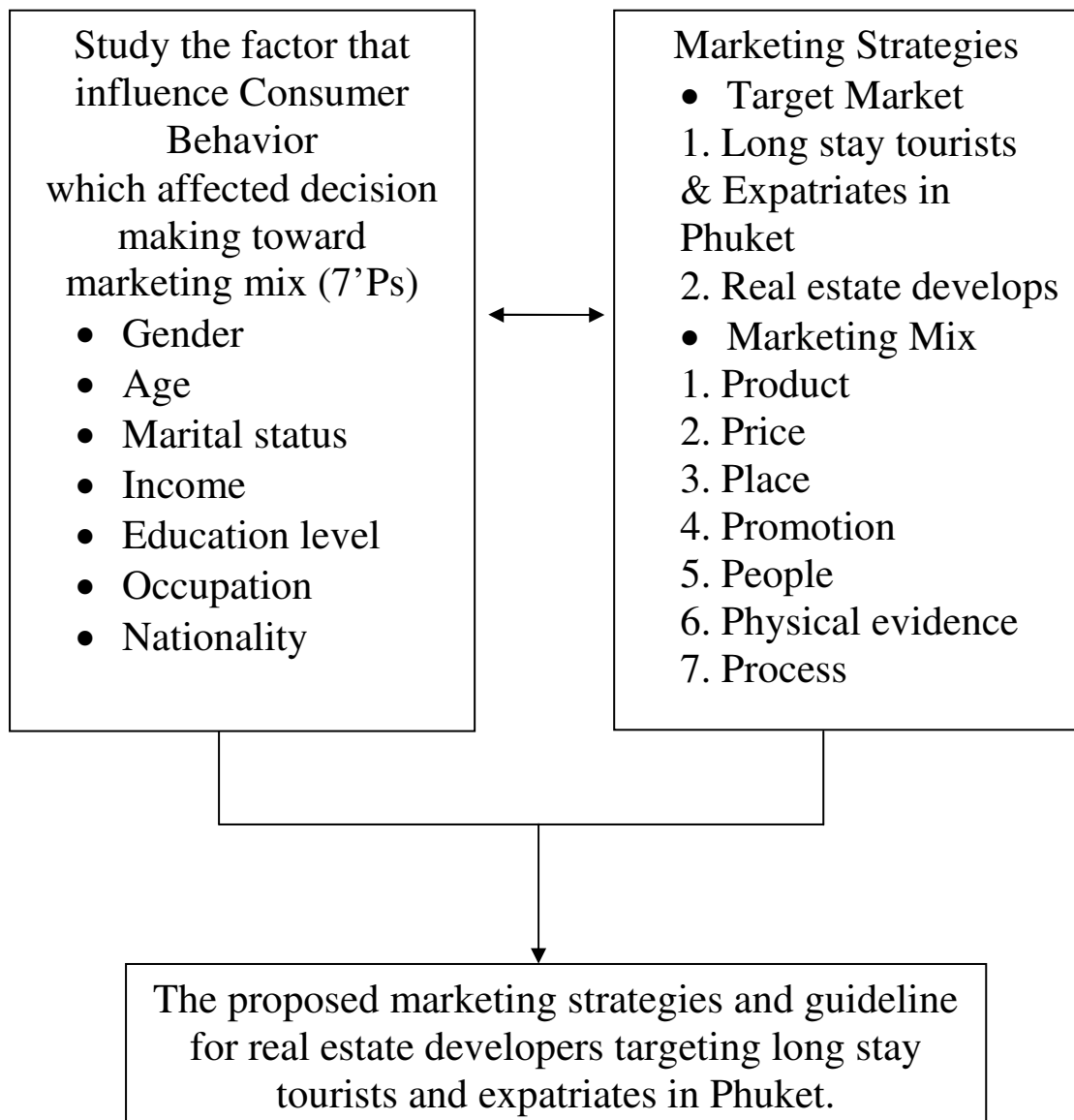
Property Report (2007) also revealed that Pattaya alone reported sales of more than US \$ 230 million (Bt7.95 billion) in beachside condominiums last year, many of them brought by foreigners. And properties are also selling briskly in many of the Kingdom's other beach resorts, such as Phuket, Samui and Hua Hin. More developers, as it happens, are targeting retirees who are considering staying in Thailand permanently or seasonally.

Furthermore, Black and Sirmans (2002) studied *Strategic Orientation and Marketing Strategy: An analysis of Residential Real Estate Brokerage Firms*. This thesis analyzes marketing strategy concepts as they apply to real estate brokerage firms. The researcher has examined the characteristics and performance of real estate firms, knowledge of the underlying marketing strategies used and the relationship of these strategies to market shared is limited. The study utilizes data for the residential real estate market in Baton Rouge, Louisiana. Information for sales of single family dwellings was obtained through the Multiple Listing Service (MLS) database.

It was found that the groups could be differentiated and firms classified by the relative amount of marketing effort they expanded on the various marketing mix elements. Second, it was demonstrated that the effectiveness of marketing strategy tools differed for firms which different strategies orientation. Result also suggest that for maximum market performance firms must make efforts across the range of marketing mix components and not concentrate on a limited set of activities.

1.2.7 Conceptual Research Framework

The conceptual research framework is designed after the researcher reviewed the literature, related concepts and theories. The concept of this study is shown as follows:



1.3 Objectives of the Study

1.3.1 To gain an insight in the market for real estate by long stay tourists and expatriates in Phuket

1.3.2 To identify the factors influencing the decision - making process of long stay tourists and expatriates

1.3.3 To propose effective marketing strategies for real estate develops targeting long stay tourists and expatriates in Phuket

1.4 Significance of the Study

1.4.1 To recommend successful marketing strategies aimed at increasing the value added to the real estate

1.4.2 To be a guideline for real estate developer in applying the effective marketing strategy as a sale tool

1.5 Data sources

Primary data:

1. Owner or marketing managers of real estate development
2. Long stay tourists in Phuket
3. Expatriates

Secondary data:

1. Tourism Authority of Thailand (T.A.T)
2. Provincial Government office
3. World Tourism Organization
4. Thailand Real Estate Association

5. National Association of Real Estate
6. Immigration Office
7. Department of Lands
8. Thai Appraisal Foundation
9. National Statistical Office

1.6 Limitations of the Study

1.6.1 The numbers of long stay tourists and expatriates in Phuket are not up to date and not systematic.

1.7 Scope of the Study

The study was tailored and designed by employing quantitative methods. The quantitative method for this study is two sets of questionnaires. The first one was collected from long stay tourists and expatriates. The second questionnaire was collected from the real estate developer or sales and marketing persons from qualified property projects. The data collection period was in March and April 2007.

1.8 Definitions

In order to understanding of specific terms that were used in this study, the following definitions are to be clarified.

1. Real estate: Land, including all inherent natural attributes and man-made improvements of a permanent nature placed thereon.

2. Freehold Title: This type of title gives you ownership of land or apartment of condominium, which you can lease or sell at your own discretion.

3. Property tax: There are two kinds of property tax in Thailand, namely, house and land tax, and local development tax. House and land tax is imposed on the owners of a house, building, structure or land, which is rented or otherwise put to commercial use. The tax rate is 12.5 per cent of actual or assessed annual rental value of the property.

A local development tax is imposed upon any person who either owns land or is in possession of land. The tax rates vary according to the appraised value of the property being determined by the local authorities. There is an allowance granted for land utilized for personal dwellings, the raising of livestock and the cultivation of crops by the owner. The extent of the allowance differs according to the location of the land.

4. Marketing strategy: specifies target market and a related marketing mix. It is a big picture of what a firm will do in some market. Two interrelated parts are needed which are target market and marketing mix (Perreault and Mcchathy, 1993)

5. Target market: A set of buyers sharing common needs or characteristics that the company decides to serve (Kotler and Armstrong, 2006)

6. Differentiated marketing: A market-coverage strategy in which a firm decides to target several market segments and designs separate offers for each (Kotler and Armstrong, 2006)

7. Competitive advantage: A firm has a marketing mix that the target market sees as better than a competitor's mix (Perreault and Mcchathy, 2002)

8. Segmented pricing: the company sells a product at two or more prices to accommodate the different customer, product forms, locations, or times (Kotlet, 2003)

9. Public relations: Communication with noncustomers- including labor, public interest groups, stakeholder, and the government (Perreault and Mcchathy, 2002).

10. Foreign investor: for the purposes of this study, this includes foreign citizens investing in real estate in Thailand for private or business purposes

11. Long stay tourists: Long stay tourists are mainly overseas visitors who come to Thailand to spend their leisure time in the country for over one month to six months in a year. They have no desire to make a living or to earn incomes in Thailand (TAT, 2007).

12. Expatriate: a person temporarily or permanently residing in a country and culture other than that of the person's upbringing or legal residence

(Wikipedia, 2007).

13. Place: The definition of place factor according to marketing concept, place represents channel of distribution. For this study, place factors indicate the location of property development.

14. Customer relationship management: A broad term that covers concepts used by companies to manage their relationships with customers, including the capture, storage and analysis of customer, vendor, partner, and internal process information.

15. High-end: Top of the line. It refers to the most sophisticated, and typically the most expensive, product in a line.

1.9 Marketing mix for the study

The study decided to use the 7Ps of marketing mix by Booms and Bitner concept (1981). It includes product, price, place, promotion, people, process and physical evidence to be the factors for purposing the important level that influence long stay tourists and expatriates decision making in choosing real estate in Phuket

CHAPTER 2

METHODOLOGY

The research methodology to be employed for this research project ought to be considered upon three essential issues. They are: (1) the specific objectives of this research, (2) the availability of data sources, and (3) the completeness of data sources with the reliability of final results and their respective analysis.

2.1 Target population

The populations of this survey study comprise of two distinct groups.

1. The population of real estate developer in Phuket was drawn from the availability of the data, which were found from Real Estate Club, Department of Land and World Wide Web. Therefore, the total population of real estate developer in Phuket is 76 projects.

Table 2.1 Target population of real estate developer in Phuket

Location	Target Population
Phuket town and Kathu	15
Patong and Kalim	7
Kata and Karon	6
Kamala, Chengtalay, Sunrin	19
Rawai, Naiharn, Chalong	17
Talang, Pa-kok, Ao-por	4
Naiyang and Maikao	6
Panwa and Ao Makam	2
Total real estate develop	76

Source: Phuket Real Estate Club (2006) and Department of Land (2006)

2. The foreigner stays in Phuket, which can categorize into 2 groups as long stay tourists and expatriates. The number of long stay tourists in Phuket from Phuket Immigration Office in Phuket Town is estimated to be around 7,227 people in 2006. Whereas, number of expatriates in Phuket is estimated to be around 12,000 people (Immigration Office, 2006).

46

2.2 Sample size

The sample size for real estate developers in Phuket as the representative for entire population is 44 projects. The researcher chooses the real estate project, which set their property's selling price of more than 10 million Thai baht per unit as the property target its market on long stay tourists and expatriates, who seek western standard with good quality finishing. The properties are defined by their ocean views and proximity to the water (Exclusive Homes, 2007).

Moreover, the researcher applies Taro Yamane's theory (1967) to calculate the sample sizes for long stay tourists and expatriates in Phuket with the confidence interval at 95%. Therefore, the population variable or (e) is 5 percent and the total number of long stay tourists and expatriates in Phuket is 19,227.

According to the formula:

$$n = \frac{N}{1 + N(e)^2}$$

e = Confidence interval at 95%, so e = 0.05

N = number of population = 19,227

n = sample size

Substituting the equation:

$$n = \frac{19,227}{1 + 19,227(0.05)^2}$$

$$n = 392$$

Therefore, the sample size for long stay tourists and expatriates is 392.

Table 2.2 Sample size of long stay tourists and expatriates in Phuket

Type of Population	No: of Population	No: of actual sample	Adjusted Number of Sample	Percentage (%)
1. Long stay tourists	7,227	147.35	147	37.59
2. Expatriates	12,000	244.65	245	62.41
Total	19,227	392	392	100.00

2.3 Sampling method

The judgment sampling was used as sampling method for real estate develop, which each sample respondents target its market on long stay tourists and expatriates in Phuket and also set their property's selling price of more than 10 million Thai baht per unit.

Moreover, the researcher selected convenience sampling method, which is convenient and inexpensive for the sample of 392 long stay tourists and expatriates in Phuket from 19,227 people.

2.4 Instrument Selection

Tools for data collecting processes were designed as the questionnaires for both long stay tourists and expatriates group and real estate developer and salesperson group. The questionnaires used in the study for long stay tourists and expatriates consisted of 4 parts as following.

1. The first part is closed - end question to categorize the respondents in

group and to measure the correspondent's behavior.

2. The second part is rating scale, which measured the influential factor on the customer's decision making in choosing real estate in Phuket.
3. The third part is opened - end question, which gather the respondent's recommendation to real estate developer and Thai government.
4. The fourth part is also closed - end question which gather the
4. respondent's social and demographic data pertaining to race, gender, age group, marital status, family size, occupation, educational qualification, and monthly household income range.

Whereas, the questionnaires used in the study for real estate developer and sale person consisted of 3 parts as following.

1. The first part is closed - end question to gather the information of each real estate project.
2. The second part is rating scale, which measured the important factor on the customer's decision making in choosing their real estate in Phuket.
3. The third part is opened - end question, which gather the respondent's recommendation or suggestions about the issue in real estate and their opinion toward the long stay tourists and expatriates market in Phuket.

2.5 Data Collection

Both primary and secondary data have been collected for this study

2.5.1 Primary data:

The research methodology is survey method by questionnaires. The questionnaire to real estate developer or sale person was given to 44 real estate projects in Phuket. The purpose of this questionnaire is to gain an inside knowledge of how real estate developer analyze their marketing mix and their project.

Moreover, the second questionnaires were distributed to the long stay tourists and expatriates in Phuket. The respondents were requested to fill in the questionnaires in accordance to their perception. The researcher collected the questionnaire from the Immigration Office from in Phuket Town from March 12 - April 16, 2007.

2.5.2 Secondary data:

The objective was to get the statistic information of the number of tourist arrival and revenue from tourism in Phuket from Tourism Authority of Thailand, as well as statistics of long stay tourists and expatriates in Phuket from Phuket Immigration at Phuket Town. The researcher also sought the information from websites, magazines and textbooks as to gain more information on the number of real estate, which have been developing and its trends.

2.6 Data Analysis

The analysis is based on quantitative features. The SPSS (Statistical Package for the Social Science) was employed to analyze the final result of quantitative method as following.

2.6.1 The questionnaire for long stay tourists and expatriates

1. Part 1 Analyzing the need for real estate of the sample population by analyzing the frequency and percentage
4. Part 2 Analyzing the factor that influence the buyer to purchase the real estate by mean and standard deviation
5. Part 3 Analyzing the demographic information of the sample population by analyzing the frequency and percentage
6. Part 4 Analyzing by T-test and one-way ANOVA testing at 0.05 as to comparing the demographic factor influence to the buyer decision making.

2.6.2 The questionnaire for real estate developer and sale person

1. Part 1 Analyzing the nature of real estate's sample population by

analyzing the frequency and percentage

2. Part 2 Analyzing the important factor that influence the buyer to purchase their real estate by mean and standard deviation
3. Part 3 Collecting the recommendation and suggestion from real estate develop and sale person regarding to real estate issues.

2.7 The level of importance to be measured

The searcher can range important factor in 5 levels with the interval of $5-(1/5) = 0.80$ as follows:

Score 1.00 - 1.80 points	very low important factor level
Score 1.81 - 2.60 points	low important factor level
Score 2.61 - 3.40 points	intermediate important factor level
Score 3.41 - 4.20 points	high important factor level
Score 4.21 - 5.00 points	very high important factor level

To compare the opinion of long stay tourists and expatriates relating to marketing mix, T-test at 0.05 significance level (95% significance level) was the tool to indicate the significance level among the groups.

CHAPTER 3

RESULTS

3.1 Introduction

This chapter focuses on the results obtained from the quantitative studies. The analysis of the quantitative data derived from two sets of questionnaires. The first one is for the long stay tourists and expatriates in Phuket for analyzing the factors influence their decision making in purchasing real estate. The second questionnaire is for the real estate developer, which was analyzed their customer's decision making in choosing their real estate. The result will be presented briefly as shown in tables and by figures. Data was analyzed using mainly descriptive statistics. Software SPSS was used to analyze and present the result.

3.2 Research findings

3.2.1 Factors that influence long stay tourists and expatriate' decision making in choosing real estate in Phuket

There were 147 questionnaires for long stay tourists and 245 questionnaires for expatriates who have been working in Phuket. The second set of questionnaires was given out to 44 real estate developers in Phuket. Therefore, the result was divided into two groups, which are long stay tourists and expatriates, and real estate developer.

Socio-demographic profile of long stay tourists and expatriates

52

The sample groups consisted of 147 long stay tourists and 245 expatriates, living or working in Phuket. The sample respondents were collected from Phuket immigration during 15 March - 16 April, 2007 belonged to these characteristics

(1) Individual factors

The primary purpose of these questionnaires were to examine the personal data of respondents in order to analyze the relation with marketing mix factors that influence long stay tourists and expatriates' decisions to choose the real estate project in Phuket. The survey showed that most of the samples were from the male gender for both long stay tourists and expatriates (Table 3.1).

In regard to the marital status of long stay tourist respondents, the result showed that single status respondents were the highest ratio at 45.58 percent whereas married 23.8 percent, and married with children 18.37 percent, and divorce or widow 12.24 percent respectively. Whereas, the marital status of expatriates respondents showed that single status was also the highest ratio at 40.00 percent, and married 34.29 percent, and married with children 13.88 percent, and divorce or widow 11.84 percent respectively

The age of long stay sample respondents were mostly over 60 years at 23.13 percent, and then 51 - 60 years at 22.45 percent, and 41 - 50 years at 20.41 percent, and 21-30 years at 19.73 percent respectively. Whereas, the age of expatriates sample respondents mostly were 31-40 years at 33.88 percent, and secondly 41-50 years at 22.45 percent, and 51-60 years at 21.22 percent, and 21-30 years at 17.14 percent respectively.

The majority of long stay tourists had an education level lower than bachelor degree at 36.05 percent, bachelor degree 33.33 percent and higher than bachelor degree 30.61 percent respectively. Whereas, the majority of expatriates had bachelor degree at 48.57 percent,

and lower than bachelor degree 26.53 percent and higher than bachelor degree 24.90 percent respectively

Moreover, most of long stay tourists' respondents were unemployed/retired at 41.50 percent, whereas self-employed at 25.17 percent, company employed at 11.56 percent and professional at 10.88 percent. Whereas, most of expatriates' respondents were company employee at 30.61 percent, self-employed at 23.27 percent, professional at 17.14 percent, company owner at 14.69 percent and unemployed at 12.65 percent.

Most of the long stay respondents had income per year between 30,001 - 40,000 US\$ at 27.21 percent, less than 30,000 US\$ per year at 21.09 percent, 40,001 - 50,000 at 20.41 percent, and more than 70,001 at 14.97 percent. Whereas, most of expatriates respondents had income per year between 40,001 - 50,000 US\$ at 24.90 percent, 30,001 - 40,000 US\$ per year at 24.08 percent, less than 30,000 us\$ at 21.22 percent and more than 70,001 at 13.06 percent.

Moreover, Table 3.2 shows respondents' behavior, the purpose of these questions is to examine the respondents' behavior. Most of long stay tourists spent more than 10-20 weeks in Thailand, accounted for 37.43 percent, less than 10 weeks at 26.52 percent, more than 20-30 weeks at 23.81 percent and more than 30 weeks for each visit at 12.24 percent.

The majority of expatriates have been working in Thailand for 1-5 years at 71.05 percent, 6-10 years at 17.96 percent, 11-15 years at 7.35 percent and more than 20 years at 1.63 percent.

Table 3.1 Social-demographic profiles of respondents

Variable	Long stay		Expatriate		Total	
	N	%	N	%	N	%
Gender						
Male	115	78.23	178	72.65	293	74.74
Female	32	21.77	67	27.35	99	25.26
Total	147	100.00	245	100.00	392	100.00
Marital status						
Single	67	45.58	98	40.00	165	42.09
Married	35	23.81	84	34.29	119	30.36
Married with child	27	18.37	34	13.88	61	15.56
Divorced/widowed	18	12.24	29	11.84	47	11.99
Total	147	100.00	245	100.00	392	100.00
Age						
20 - 30 years old	29	19.73	42	17.14	71	18.11
31 - 41 years old	21	14.29	83	33.88	104	26.53
41 - 50 years old	30	20.41	55	22.45	85	21.68
51 - 60 years old	33	22.45	52	21.22	85	21.68
Over 61 years old	34	23.13	13	5.31	47	11.99
Total	147	100.00	245	100.00	392	100.00

Table 3.1 (Continued)

Variable	Long stay		Expatriate		Total	
	N	%	N	%	N	%
Education level						
Lower than Bachelor degree	53	36.05	65	26.53	118	30.10
Bachelor degree	49	33.33	119	48.57	168	42.86
Higher than bachelor degree	45	30.61	61	24.90	106	27.04
Total	147	100.00	245	100.00	392	100.00
Occupation						
Self Employed	37	25.17	57	23.27	94	23.98
Unemployed/Retired	61	41.50	31	12.65	92	23.47
Company employee	17	11.56	75	30.61	92	23.47
Business Owner	12	8.16	36	14.69	48	12.24
Professional	16	10.88	42	17.14	58	14.80
Others	4	2.72	3	1.22	7	1.79
Volunteer	0	0.00	1	0.41	1	0.26
Total	147	100.00	245	100.00	392	100.00
Income per Year (US\$)						
Less than 30,000	31	21.09	52	21.22	83	21.17
30,001 - 40,000	40	27.21	59	24.08	99	25.26
40,001 - 50,000	30	20.41	61	24.90	91	23.21
50,001 - 60,000	12	8.16	21	8.57	33	8.42
60,001 - 70,000	12	8.16	20	8.16	32	8.16
More than 70,001	22	14.97	32	13.06	54	13.78
Total	147	100.00	245	100.00	392	100.00

Table 3.2 Tourism behaviors among long stay tourists and expatriates

Variable	Long stay	
	Frequency	(%)
Time spent each visit in Thailand		
Less than 10 weeks	38	26.52
10-20 weeks	56	37.43
20-30 weeks	34	23.81
More than 30 weeks	19	12.24
Total	147	100.00
Variable	Expatriates	
	Frequency	(%)
No: of Years working in Thailand		
1-5 years	174	71.02
6-10 years	44	17.96
11-15 years	18	7.35
16-20 years	5	2.04
More than 20 years	4	1.63
Total	245	100.00

From table 3.3, the results showed that most of long stay tourists come from Europe at 23.81 percent, USA and Canada at 16.33 percent, the same as from England at 16.33 percent. The third is from Scandinavia at 15.65 percent, Germany at 10.20 percent, Switzerland at 8.16 percent, Asia at 5.44 percent and from Australia and New Zealand at 4.08 percent. Whereas, the majority of expatriates come from UK at 26.12 percent, followed by from Asia at 15.92 percent, USA and Canada at 13.06 percent, Germany at 6.53 percent and Switzerland at 2.04 percent.

Table 3.3 Country of residence among long stay tourists and expatriates in Phuket

Variable	Long stay		Expatriate		Total	
	N	%	N	%	N	%
Country						
Asia	8	5.44	39	15.92	47	11.99
USA and Canada	24	16.33	32	13.06	56	14.29
UK	24	16.33	64	26.12	88	22.45
Switzerland	12	8.16	5	2.04	17	4.34
Germany	15	10.20	16	6.53	31	7.91
Scandinavian	23	15.65	8	3.27	31	7.91
Others in Europe	35	23.81	58	23.68	93	23.73
Australia and New Zealand	6	4.08	23	9.39	29	7.40
Total	147	100.00	245	100.00	392	100.00

Table 3.4 showed the result of the area, which area that long stay tourists and expatriates have been living. The result showed that the majority of long stay tourists stayed at Rawai and Chalong at 34.69 percent, followed by Kata and Karon at 15.65 percent matching Phuket town at 15.65 percent, Kamala and Surin at 14.29 percent and Patong and Kalim at 12.24 percent. Whereas, most of expatriates have been living in Phuket town at 25.71 percent, Rawai and Chalong at 22.04 percent, Kamala and Surin at 16.73 percent and Patong and Kalim at 12.65 percent.

Moreover, most of long stay tourists think that Rawai and Chalong is the most desire place to stay, accounted 36.05 percent, Kata and Karon at 23.13 percent, Naiyang and Maikao at 20.4 percent and Kamala and Surin at 17.01 percent. Expatriates think that the most desirable place to stay is Kamala and Surin at 28.98 percent, Rawai and Chalong at 24.08 percent, Kata and Karon at 13.47 percent and Phuket town 11.43 percent.

Table 3.4 Area of residence among long stay tourists and expatriates in Phuket

Variable	Long stay		Expatriate		Total	
	N	%	N	%	N	%
In which area of Phuket do you live currently						
Phuket town and Kathu	23	15.65	63	25.71	86	21.94
Patong and Kalim	18	12.24	31	12.65	49	12.50
Kata and Karon	23	15.65	25	10.20	48	12.24
Kamala and Surin	21	14.29	41	16.73	62	15.82
Rawai and Chalong	51	34.69	54	22.04	105	26.79
Talang	4	2.72	20	8.16	24	6.12
Naiyang	3	2.04	5	2.04	8	2.04
Panwa and Ao-Makam	2	1.36	6	2.45	8	2.04
Others	2	1.36	0	0.00	2	0.51
Total	147	100	245	100	392	100
In which area of Phuket would you consider most desire to stay						
Phuket town	13	8.84	28	11.43	41	10.46
Patong and Kalim	14	9.52	16	6.53	30	7.65
Kata and Karon	34	23.13	33	13.47	67	17.09
Kamala and Surin	25	17.01	71	28.98	96	24.49
Rawai and Chalong	53	36.05	59	24.08	112	28.57
Talang	2	1.36	12	4.90	14	3.57
Naiyang	3	2.04	12	4.90	15	3.83
Panwa and Ao-Makam	3	2.04	13	5.31	16	4.08
Others	0	0.00	1	0.41	1	0.26
Total	147	100	245	100	392	100

Table 3.5 shows that both long stay tourists and expatriates prefer the Thai style accommodation at 50.30 percent by long stay tourists and 39.18 percent by expatriates. Second is Modern for both long stay tourists and expatriates at 15.65 percent and 20.41 percent respectively. Third is Contemporary for both groups at 12.24 percent and 19.59 percent, followed by Balinese style at 8.84 percent by long stay tourists and 10.61 percent by expatriates.

Most of long stay tourists and expatriates spend less than 15,000 baht per month for their accommodation rental, accounted to 63.95 percent by long stay tourists and 40.00 percent by expatriates. Second is the 15,001 - 30,000 baht per month bracket at 27.89 percent by long stay tourists and 24.49 percent by expatriates and 30,001 - 45,000 baht at 5.44 percent by long stay tourists and 8.16 percent by expatriates. Moreover, 21.63 percent of expatriates do not have to spend for rental as they own their own house in Phuket.

Table 3.5 Favorite styles of architecture and expense per month for accommodation

Variable	Long stay		Expatriate		Total	
	N	%	N	%	N	%
Favorite style of architecture						
Thai style	74	50.34	96	39.18	170	43.37
Modern	23	15.65	50	20.41	73	18.62
Bali	13	8.84	26	10.61	39	9.95
European	12	8.16	16	6.53	28	7.14
Country	4	2.72	6	2.45	10	2.55
Contemporary	18	12.24	48	19.59	66	16.84
Others	3	2.04	3	1.22	6	1.53
Total	147	100.00	245	100.00	392	100.00
How much rent do you pay per month (Baht)						
None (Home Owners)			53	21.63	35	8.93
less than 15,000	94	63.95	98	40.00	199	50.77
15,0001 - 30,000	41	27.89	60	24.49	110	28.06
30,001 - 45,000	8	5.44	20	8.16	29	7.40

45,0001 - 60,000	1	0.68		6	2.45		7	1.79
More than 60,001	3	2.04		8	3.27		12	3.06
Total	147	100.00		245	100.00		392	100.00

1) The access to information for accommodation

The main purpose of these questions is to examine how long stay tourists and expatriates access information relating to real estate. From Table 3.6, the result showed that most long stay tourists and expatriates found out about their accommodation from family and friends at 64.63 percent and 49.39 percent by expatriates. The second is via the Internet at 11.56 percent for long stay tourist and by driving around at 13.88 percent for expatriates. The third for long stay tourists is by driving around at 5.44 percent and 11.02 percent by Internet for expatriates. The least media access is from advertising signs for both long stay tourists and expatriates.

Table 3.6 The access to information of the accommodation by long stay tourists and expatriates

Variable	Long stay		Expatriate		Total	
	N	%	N	%	N	%
How did you find out about your accommodation						
Friends and family	95	64.63	121	49.39	216	55.10
Internet	17	11.56	27	11.02	44	11.22
Drive around	8	5.44	34	13.88	42	10.71
Marketing staff or sale executive	6	4.08	15	6.12	21	5.36
Magazine	5	3.40	7	2.86	12	3.06
Brochure and poster	5	3.40	8	3.27	13	3.32
from work	4	2.72	3	1.22	7	1.79
Newspaper	3	2.04	15	6.12	18	4.59
others	3	2.04	10	4.08	13	3.32

Advertising sign	1	0.68	1	0.41	2	0.51
Property show	-	-	1	0.41	1	0.26
Total	147	100.00	245	100.00	392	100.00

2) The importance of marketing mix's factors that influence tourist's decision making in choosing the real estate

For product factor, The study of the long stay tourists sample shown high important level of product factors that influences long stay tourists' decision making in choosing real estate in Phuket were credibility of the developer, interior design, space in each room, telephone line, layout of the house, overall size of the house, enough parking space and own garden area (Table 3.7). In overall, the importance of product factors to long stay tourists' decision making in choosing the real estate in Phuket was high important level (Mean = 3.64) and very high important level for expatriates (Mean = 3.77). The result of independent samples T-test indicated that expatriates gave more level of important significantly difference regarding to credibility of the developer, interior design, overall size of the accommodation, space in each room and own garden area.

For price factor, the study shown that very high importance level of price factors that influence both long stay tourists and expatriates decision making in choosing real estate in Phuket was valuable for money (Table 3.8). The average importance of price factors to long stay tourists and expatriates' decision making in choosing the real estate in Phuket was high important level. The result of independent samples T-test also indicated that expatriates gave more level of important significantly difference regarding to value for money factor.

For place factor, the study of the both long stay tourists and expatriates sample showed high important level of place factors that influences their decision making in choosing real estate in Phuket was location by sea (Table 3.9). The average important of place factors to long stay tourists and expatriates' decision making in choosing the real estate in Phuket was intermediate important level. The mean scores were at 3.04 and 3.10 respectively. The result of independent samples T-test indicated that expatriates gave more level of important significantly difference regarding to location of the property near by the working place.

For promotion factor, the study showed that promotion factors which are advertising sign, knowledge and presentation of sale representative, advertising on newspaper and website promotion were the intermediate important level for both long stay tourist and expatriates' decision making in choosing real estate in Phuket (Table 3.10). Moreover, the average important of overall promotion factors to long stay tourists' decision making in choosing the real estate in Phuket was intermediate important level (Mean = 2.82) as well as expatriates (Mean = 2.79).

For people, the study showed that people factors, which are efficient/courteous of service staffs, convenience in contacting staffs and easy communication with staffs were high important level for both long stay tourist and expatriates' decision making in choosing real estate in Phuket (Table 3.11). Moreover, the important of overall people factors to long stay tourists' decision making in choosing the real estate in Phuket was also high important level (Mean = 3.79).as well as expatriates (Mean = 4.06). The result of independent samples T-test also indicated that expatriates gave more level of important significantly difference regarding to efficient/courteous of service staffs, convenience in contacting staffs and easy communication with staffs.

For physical evidence, the study showed that physical evidence factors which are atmosphere around the property and surrounding and general appearance of the property were high important level for long stay tourist and very high important level for expatriates' decision making in choosing real estate in Phuket (Table 3.12). The important of overall physical evidence factors to long stay tourists' decision making in choosing the real estate in Phuket was high important level (Mean = 4.01) and very high important level for expatriates (Mean = 4.31). The result of independent samples T-test also indicated that expatriates gave more level of important significantly difference regarding atmosphere around the property and surrounding and general appearance of the property

For process, the study showed that security service was the high important level for both long stay tourist and expatriates' decision making in choosing real estate in Phuket. Moreover, the important of overall process factors to long stay tourists' decision making in choosing the real estate in Phuket was intermediate important level (Mean = 3.25) as well as expatriates (Mean = 3.33) (Table 3.13).

Table 3.7 Importance level of Product factors among Long stay tourists and expatriates respondents

	Long Stay Tourist			Expatriate			Total			
	Mean	S.D.	Level of Importance	Mean	S.D.	Level of Importance	Mean	S.D.	Level of Importance	Sig.
Product										
Creditability of the developer	4.07	0.88	High	4.34	0.93	Very High	4.24	0.92	Very High	0.00*
Interior design	3.74	0.85	High	3.96	0.85	High	3.88	0.85	High	0.02*
Overall size of the accommodation	3.63	0.89	High	3.90	0.77	High	3.80	0.82	High	0.00*
Space in each room	3.70	0.83	High	3.98	0.76	High	3.87	0.80	High	0.00*
Telephone line connected to high speed internet	3.89	1.08	High	3.79	1.07	High	3.83	1.07	High	0.38
Enough parking	3.58	0.94	High	3.64	0.94	High	3.62	0.94	High	0.52
House included pool	3.01	1.15	Intermediate	2.92	1.18	Intermediate	2.95	1.17	Intermediate	0.47
Own garden area	3.45	0.98	High	3.65	0.96	High	3.58	0.97	High	0.04*
Layout of the house	3.73	0.92	High	3.84	0.82	High	3.80	0.86	High	0.22
Total	3.64		High	3.77		High	3.73		High	

Remark: 1. T-test was performed to identify statistically significant differences between groups.

2. * indicates statistically significant differences between groups ($p \leq 0.05$).

Table 3.8 Important level of Price factors among Long stay tourists and expatriates respondents

	Long Stay Tourist			Expatriate			Total			
	Mean	S.D.	Level of Importance	Mean	S.D.	Level of Importance	Mean	S.D.	Level of Important	Sig.
Price										
Value for money	4.14	0.84	Very High	4.42	0.80	Very High	4.32	0.83	Very High	0.00*
Availability of finance	3.33	1.12	Intermediate	3.51	1.15	High	3.44	1.14	High	0.12
Favorable payment term	3.29	1.08	Intermediate	3.44	1.10	High	3.39	1.09	Intermediate	0.18
Electric and water rate	3.57	1.03	High	3.46	1.06	High	3.50	1.05	High	0.31
Total	3.58		High	3.71		High	3.66		High	

Remark: 1. T-test was performed to identify statistically significant differences between groups.

2. * indicates statistically significant differences between groups ($p \leq 0.05$).

Table 3.9 Important level of Place factors among Long stay tourists and expatriates respondents

	Long Stay Tourist			Expatriate			Total			
	Mean	S.D.	Level of Importance	Mean	S.D.	Level of Importance	Mean	S.D.	Level of Importance	Sig
Place										
Its location by the sea or nearby	3.76	0.99	High	3.63	1.03	High	3.68	1.01	High	0.25
Its location in the golf course or nearby	2.36	1.16	Low	2.36	1.14	Low	2.36	1.14	Low	0.98
Near by working place	2.69	1.16	Intermediate	3.26	1.04	Intermediate	3.05	1.12	Intermediate	0.00*
Near by community and shopping mall	3.11	1.01	Intermediate	3.10	0.95	Intermediate	3.10	0.97	Intermediate	0.95
The convenience of transportation	3.29	1.11	Intermediate	3.16	1.06	Intermediate	3.21	1.08	Intermediate	0.28
Total	3.04		Intermediate	3.10		Intermediate	3.08		Intermediate	

Remark: 1. T-test was performed to identify statistically significant differences between groups.

2. * indicates statistically significant differences between groups ($p \leq 0.05$).

Table 3.10 Important level of Promotion factors among long stay tourists and expatriates respondents

	Long Stay Tourist			Expatriate			Total			
	Mean	S.D.	Level of Importance	Mean	S.D.	Level of Importance	Mean	S.D.	Level of Importance	Sig
Promotion										
Sale promotion ex: discount, gift voucher etc	2.52	1.15	Low	2.58	1.05	Low	2.56	1.09	Low	0.60
Advertising sign	2.61	1.05	Intermediate	2.46	1.00	Intermediate	2.51	1.02	Intermediate	0.16
Knowledge and presentation from sale representative	3.20	1.12	Intermediate	3.34	1.16	Intermediate	3.29	1.15	Intermediate	0.25
Advertising on newspaper	2.74	1.08	Intermediate	2.66	0.99	Intermediate	2.69	1.03	Intermediate	0.45
Website promotion	3.04	1.10	Intermediate	2.93	1.06	Intermediate	2.97	1.07	Intermediate	0.33
Total	2.82		Intermediate	2.79		Intermediate	2.80		Intermediate	

Remark: 1. T-test was performed to identify statistically significant differences between groups.

2. * indicates statistically significant differences between groups ($p \leq 0.05$).

Table 3.11 Important level of People factors among long stay tourists and expatriates respondents

	Long Stay Tourist			Expatriate			Total			
	Mean	S.D.	Level of Importance	Mean	S.D.	Level of Importance	Mean	S.D.	Level of Importance	Sig
People										
Efficient/courteous service staff	3.71	0.98	High	4.03	0.84	High	3.91	0.91	High	0.00
Convenience in contacting staff	3.78	0.94	High	4.00	0.86	High	3.91	0.90	High	0.02
Easy communication with staff	3.87	0.88	High	4.15	0.86	High	4.05	0.87	High	0.00
Total	3.79		High	4.06		High	3.96		High	

Remark: 1. T-test was performed to identify statistically significant differences between groups.

2. * indicates statistically significant differences between groups ($p \leq 0.05$).

Table 3.12 Important level of Physical evidence factors among long stay tourists and expatriates respondents

	Long Stay Tourist			Expatriate			Total			
	Mean	S.D.	Level of Importance	Mean	S.D.	Level of Importance	Mean	S.D.	Level of Importance	Sig.
Evidence Physical										
Atmosphere around the property and surrounding	4.10	0.81	High	4.35	0.76	Very High	4.25	0.78	Very High	0.00*
General appearance of the property	3.99	0.79	High	4.26	0.76	Very High	4.16	0.78	High	0.00*
Total	4.01		High	4.31		Very High	4.21		Very High	

Remark: 1. T-test was performed to identify statistically significant differences between groups.

2. * indicates statistically significant differences between groups ($p \leq 0.05$).

Table 3.13 Important level of Process factors among long stay tourists and expatriates respondents

	Long Stay Tourist			Expatriate			Total			
	Mean	S.D.	Level of Importance	Mean	S.D.	Level of Importance	Mean	S.D.	Level of Importance	Sig.
Process										
Cleaning service provided	3.19	1.13	Intermediate	3.20	1.15	Intermediate	3.19	1.14	Intermediate	0.96
Security service provided	3.60	0.99	High	3.61	1.06	High	3.61	1.03	High	0.90
Availability of service/maintenance	3.39	0.99	Intermediate	3.57	1.00	High	3.50	1.00	High	0.08
Spaces common area	3.11	0.97	Intermediate	3.22	0.99	Intermediate	3.18	0.99	Intermediate	0.30
Additional service	2.94	1.15	Intermediate	3.03	1.13	Intermediate	3.00	1.14	Intermediate	0.43
Total	3.25		Intermediate	3.33		Intermediate	3.30		Intermediate	

Remark: 1. T-test was performed to identify statistically significant differences between groups.

2. * indicates statistically significant differences between groups ($p \leq 0.05$).

From table 3.14, the long stay tourists were asked to range the marketing mix factors in order of what are the most important criteria effecting their decision in buying or renting the property in Phuket from 1 = most important to 7 = least important. The result showed that the first important marketing mix factor is place. Second is price factor. Third is product factor. Fourth is Physical factor. Fifth is person factor. Sixth is process factor and seventh is promotion factor.

From table 3.15, the expatriates were asked to range the marketing mix factors in order of what are the most important criteria effecting their decision in buying or renting the property in Phuket from 1 = most important to 7 = least important. The result showed that the first important marketing mix factor is place. Second is price factor. Third is product factor. Fourth is physical evidence factor. Fifth is person factor. Sixth is process factor and seventh is promotion factor. In conclusion, both groups are ranking the marketing mix factors in the same order.

Table 3.14 Important level of each marketing mix factors among long stay tourists respondents in choosing real estate in Phuket

Factors		1	2	3	4	5	6	7	Total	Mean	Ranking
Product	N	33	37	52	16	5	4	0	147	2.56	3
	%	22.45	25.17	35.37	10.88	3.40	2.72	-	100		
Price	N	39	53	37	16	0	0	2	147	2.27	2
	%	26.53	36.05	25.17	10.88	-	-	1.36	100		
Place	N	70	43	25	7	0	1	1	147	1.85	1
	%	47.62	29.25	17.01	4.76	-	0.68	0.68	100		
Promotion	N	0	2	4	14	23	34	70	147	5.99	7
	%	-	1.36	2.72	9.52	15.65	23.13	47.62	100		
Person	N	2	6	7	21	42	43	26	147	5.23	5
	%	1.36	4.08	4.76	14.29	28.57	29.25	17.69	100		
Physical	N	6	11	18	51	27	25	9	147	4.31	4
	%	4.08	7.48	12.24	34.69	18.37	17.01	6.12	100		
Process	N	1	4	5	20	47	35	35	147	5.40	6
	%	0.68	2.72	3.40	13.61	31.97	23.81	23.81	100		

Remark: 1. Likert scale of 1 to 7 was used to rank the level of importance
(1 = most important and 7 = least important)

Table 3.15 Important level of each marketing mix factors among expatriates respondents in choosing real estate in Phuket

Factors		1	2	3	4	5	6	7	Total	Mean	Ranking
Product	N	59	65	75	25	14	5	2	245	2.56	3
	%	24.08	26.53	30.61	10.20	5.71	2.04	0.82	100		
Price	N	66	89	59	25	3	2	1	245	2.27	2
	%	26.94	36.33	24.08	10.20	1.22	0.82	0.41	100		
Place	N	106	74	51	10	1	2	1	245	1.92	1
	%	43.27	30.20	20.82	4.08	0.41	0.82	0.41	100		
Promotion	N	2	1	1	22	36	51	132	245	6.14	7
	%	0.82	0.41	0.41	8.98	14.69	20.82	53.88	100		
Person	N	3	2	9	42	75	76	38	245	5.30	5
	%	1.22	0.82	3.67	17.14	30.61	31.02	15.51	100		
Physical	N	5	13	41	81	45	37	23	245	4.43	4
	%	2.04	5.31	16.73	33.06	18.37	15.10	9.39	100		
Process	N	4	1	10	40	71	71	48	245	5.36	6
	%	1.63	0.41	4.08	16.33	28.98	28.98	19.59	100		

Remark: 1. Likert scale of 1 to 7 was used to rank the level of importance

(1 = most important and 7 = least important)

3.2.2 Real Estate Developer

The sample group consists of 44 qualified real estate developments in Phuket which provide the accommodation per unit of more than 10 millions baht. The questionnaires were collected from each qualified real estate development during May 1 - May 14, 2007 belonged to these characteristics (Table 3.16).

1) Characteristic factors and motive factors

The result showed that the majority of the qualified real estate developments are located at Kamala, Surin and Chengtalay area at 22.73 percent, and Phuket town and Kathu at 20.45 percent, and Rawai, Niharn and Chalong area as well as Patong and Kalim at 13.64 percent. Panwa and Ao Makam area has least qualified real estate development which was accounted only 2 projects at 4.55 percent (Table 3.16).

Table 3.16 Data collection's areas of real estate development

Variable	Number	Percent
In which area of Phuket is your project located		
Kamala, Chengtalay and Surin	10	22.73
Phuket town and Kathu	9	20.45
Patong and Kalim	6	13.64
Rawai, Niharn and Chalong	6	13.64
Naiyang and Mai kao	5	11.36
Kata and Karon	4	9.09
Talang, Pakok and Ao-por	2	4.55
Panwa and Ao Makam	2	4.55
Total	44	100.00

Table 3.17 shows the result that the majority type of property was single house at 43.18 percent, followed by villa at 34.09 percent, and apartment or condominium at 22.73 percent, and twin house at 9.10 percent, and town house at 6.82 percent and time share at 2.27 percent. Whereas, the majority of property price was ranged between 10.1 - 15 millions baht, and 15.1 - 20 millions baht and 20.1 - 30 millions baht were 25.00 percent each, and 30.1 - 40 million baht at 11.36 percent and more than 40 million baht per unit at 6.82 percent.

Table 3.17 Characteristics of qualified real estate development in Phuket

Variable	Frequency	Percent
Type of Property		
Single house	19	43.18
Villa	15	34.09
Apartment or condominium	10	22.73
Twin house	4	9.10
Town house	3	6.82
Time share	1	2.27
Total	44	100.00
Variable		
Your property price per unit		
10.1 - 15 millions	14	31.82
15.1 - 20 millions	11	25.00
20.1 - 30 millions	11	25.00
30.1 - 40 millions	5	11.36
More than 40.1 millions	3	6.82
Total	44	100.00

Table 3.18 shows the result that the majority of architecture style of real estate project were modern style as well as contemporary style at 31.82 percent each. Second is Thai style at 15.91 percent, and Bali style at 18.18 percent, and European style at 2.27 percent.

Table 3.18 The architecture style of the qualified real estate development in Phuket

Variable	Frequency	Percent
Architecture style		
Modern	14	31.82
Contemporary	14	31.82
Bali	8	18.18
Thai style	7	15.91
European	1	2.27
Total	44	100.00

2) The advertisement methods employed by real estate companies

The main purposes of this set of questions are to examine how each real estate companies advertise their project. Table 3.19 shows the result that most of the real estate projects advertised their projects by Internet at 93.18 percent, and property show at 88.64 percent, and brochure at 70.45 percent, and magazine at 65.91 percent, and friends and family at 59.09 percent, and newspaper at 45.45 percent, and radio at 22.73 percent, and marketing staffs at 15.91 percent and television at 4.55 percent respectively.

Table 3.19 The advertisement method employed by real estate development

Variable	Frequency	Percent
Sources of Advertising		
Internet	41	93.18
Property Show	39	88.64
Poster and Brochure	31	70.45
Poster and Brochure	31	70.45
Magazine	29	65.91
Friends and family	26	59.09
Newspaper	20	45.45
Radio	10	22.73
Marketing staff or sale executive	7	15.91
Television	2	4.55

3) The importance of marketing mix's factors that influences the customer decision making when choosing the real estate project

Product

The result showed that the very high importance level of product factors that real estate developer thought influenced their customer decision making in choosing real estate in Phuket were **credibility of the developer** (Table 3.20). And high important level of product factors were **layout of the house, interior design, space in each room, enough parking, overall**

size of the house, own garden area, telephone line and house including swimming pool.

Moreover, the average important of product factors to customer decision making in choosing the real estate in Phuket was high important level

(Mean = 3.87).

Table 3.20 Important level of product factors to real estate developer

Variable	Real Estate Developer		
	Mean	Std.	Level of Importance
Product			
Credibility of the developer	4.59	0.62	Very High
Layout of the house	4.02	0.79	High
Interior design	3.98	1.00	High
Space in each room	3.89	0.75	High
Enough parking	3.86	0.90	High
Overall size of the house	3.80	0.76	High
Own garden area	3.64	1.06	High
Telephone line	3.59	0.79	High
House inc. swimming pool	3.48	1.30	High
Average	3.87		High

Price

The study showed that very high important level of price factors that influence real estate project's customer decision making in choosing real estate in Phuket were valuable for money. Whereas, high important levels was favorable payment term and availability of finance (Table 3.21).

In the consideration of importance levels of the real estate project's customer, price factors was high important level (Mean = 3.89) which influence their decision making in choosing real estate in Phuket.

Table 3.21 Important level of price factors to real estate developer

Variable	Real Estate Developer		
	Mean	Std.	Level of Importance
Price			
Value for money	4.68	0.56	Very High
Favorable payment term	3.80	0.82	High
Availability of finance	3.77	1.01	High
Electric and water rate	3.30	0.79	Intermediate
Average	3.89		High

Place

The study of the real estate developer respondents showed high important level of place factors that influences their customer decision making in choosing real estate in Phuket were the convenience of transportation, its location by sea and nearby community, shopping area and nearby working place (Table 3.22). Moreover, the average important of place factors to real estate's customer decision making in choosing the real estate in Phuket was high important level (Mean = 3.59).

Table 3.22 Important level of place factors to real estate developer

Variable	Real Estate Developer		
	Mean	Std.	Level of Importance
Place			
The convenience of transportation	4.02	0.93	High
Its location by the sea or nearby	3.93	0.95	High
Near by community and shopping mall	3.57	0.93	High

Near by working place	3.43	0.85	High
Its location in the golf course or nearby	2.98	1.05	Intermediate
Average	3.59		High

Promotion

From Table 3.23 the study showed that very high important level of promotion factors were **knowledge and presentation of sale representative**. Whereas, high important level were website promotion, advertising signs and sale promotion. Moreover, the importance of overall promotion factors to real estate's customer decision making in choosing the real estate in Phuket was high important level (Mean = 3.70).

Table 3.23 Important level of promotion factors to real estate developer

Variable	Real Estate Developer		
	Mean	Std.	Level of Importance
Promotion			
Knowledge and presentation from sale representative	4.23	0.74	Very High
Website promotion	3.89	1.02	High
Advertising sign	3.64	0.94	High
Sale promotion	3.50	1.05	High
Advertising on newspaper	3.23	1.05	Intermediate
Average	3.70		High

People

The study showed that people factors which are **efficient/courteous of service staffs, convenience in contacting staffs and easy communication with staffs** were very high important level for real estate's customer decision making in choosing real estate in Phuket (Table

3.24). Moreover, the important of overall people factors was also very high important level (Mean = 4.40).

Table 3.24 Important level of person factors to real estate developer

Variable	Real Estate Developer		
	Mean	Std.	Level of Importance
Person			
Efficient/courteous service staff	4.48	0.63	Very High
Convenience in contacting staff	4.39	0.72	Very High
Foreign language speaking staff	4.32	0.71	Very High
Average	4.40		Very High

Physical evidence

The study showed that physical evidence factors which are general appearance of the property and atmosphere around the property and surrounding were very high important level for real estate's customer decision making in choosing real estate in Phuket (Table 3.25). Moreover, the important of overall physical evidence was also very high important level (Mean = 4.50).

Table 3.25 Important level of physical evidence factors to real estate developer

Variable	Real Estate Developer		
	Mean	Std.	Level of Importance
Physical Evidence			
General appearance of the property	4.61	0.54	Very High
Atmosphere around the property	4.39	0.69	Very High
Average	4.50		Very High

Process

The study showed that very high important level of process factors were security service provided. Whereas, high important level were cleaning service provided, availability of service/maintenance, space common areas and additional service such as restaurants, spa, fitness. Moreover, the importance of overall process factors to real estate's customer decision making in choosing the real estate in Phuket was high important level (Mean = 4.11).

Table 3.26 Important level of process factors to real estate developer

Variable	Real Estate Developer		
	Mean	Std.	Level of Importance
Process			
Security service provided	4.45	0.66	Very High
Additional service	4.09	0.96	High
Spaces common area	4.09	0.77	High
Availability of service/maintenance	4.05	0.83	High
Cleaning service provided	3.89	1.02	High
Average	4.11		High

The real estate developers were asked to range the marketing mix factors in order of what they considered the most important criteria effecting their customer decision in buying or renting the property in Phuket from 1 = most important to 7 = least important. The result showed that the first important marketing mix factor is place factor. Second is product factor. Third is price factor. Fourth is physical evidence factor. Fifth is process factor. Sixth is promotion factor and seventh is person factor (Table 3.27).

Table 3.27 Important level of each marketing mix factors among real estate developer respondents toward long stay tourists and expatriates regarding choosing the real estate in Phuket

Factors		1	2	3	4	5	6	7	Total	Mean	Ranking
Product	N	18	6	8	4	4	1	3	44	2.66	2
	%	40.91	13.64	18.18	9.09	9.09	2.27	6.82	100		
Price	N	7	14	7	11	2	1	2	44	2.95	3
	%	15.91	31.82	15.91	25.00	4.55	2.27	4.55	100		
Place	N	14	15	9	3	1	1	1	44	2.30	1
	%	31.82	34.09	20.45	6.82	2.27	2.27	2.27	100		
Promotion	N	-	2	6	6	8	10	12	44	5.23	6
	%	0.00	4.55	13.64	13.64	18.18	22.73	27.27	100		
Person	N	-	-	3	9	13	12	7	44	5.25	7
	%	0.00	0.00	6.82	20.45	29.55	27.27	15.91	100		
Physical	N	1	5	10	3	9	10	6	44	4.55	4
	%	2.27	11.36	22.73	6.82	20.45	22.73	13.64	100		
Process	N	4	2	2	8	8	7	13	44	4.98	5
	%	9.09	4.55	4.55	18.18	18.18	15.91	29.55	100		

Remark: 1. Likert scale of 1 to 7 was used to rank the level of importance

(1 = most important and 7 = least important)

5. The relation of marketing mix factors and personal factors

To find the relationship of demographic variables (personal factors) with marketing mix, T-test and One-Way Anova were applied at 0.05 significance level.

The result from T-test showed that female long stay tourists gave high important level to place more than male long stay tourists, significantly difference at 0.00. At the same time, expatriates female gave high important level more than male to price, place, person and physical evidence factors. Moreover, both groups are most interested in physical evidence factors and promotion was least interesting marketing mix factor (Table 3.28).

For age (Table 3.29), from one way Anova testing, it found that the result of relationship between importance level of marketing mix factors and age both long stay tourists and expatriates indicated that age of long stay tourists has relationship with place factor. Long stay tourists age 31-41 years old gave high important level to place more than other age groups. Age of expatriates has relationship with product and price factor. Expatriate age 51-60 years old gave high important level to product more than other age groups and 41-50 years old age group gave high important level to price (mean = 4.19) than other age groups.

For marital status (Table 3.30), there was only significantly difference with marketing mix, that is married long stay tourists were gave high important level to price (mean=4.06) more than other marital status groups.

For education level (Table 3.31), from one way Anova testing, there was no relationship between education level with marketing mix at 0.05 significant level.

For occupation (Table 3.32), from one way Anova testing, there was no relationship between occupation level with marketing mix at 0.05 significant level.

For income per year (Table 3.33), from one way Anova testing, it found that there was one significantly difference with marketing mix, that is long stay tourists who earn more than 70,001 US\$ per year gave high important level to product factor (mean = 4.43) more than other income groups. While income per year of expatriates has relationship with product, physical evidence and process factors. Expatriates who earn more than 70,001 US\$ per year gave

high important level to product, physical evidence and process factors more than other income groups.

For country group (Table 3.34), the result of relationship between importance level of marketing mix factors and nationality/hometown both long stay tourists and expatriates indicated that nationality/hometown of expatriates has relationship with product and physical evidence factor. Expatriates who come from Oceania gave high important level to product factor (mean=4.48) and physical evidence factors (mean=4.54) more than other countries groups.

Table 3.28 The relation of important level of marketing mix factors and gender

	Gender				Total		
	Male		Female		Mean	Std.	Sig.
	Mean	Std.	Mean	Std.			
Long Stay							
Product	3.92	0.81	3.84	0.71	3.90	0.79	0.64
Price	3.84	0.76	3.91	0.76	3.86	0.76	0.68
Place	3.42	0.75	3.89	0.81	3.52	0.78	0.00
Promotion	2.78	0.96	2.80	0.79	2.78	0.93	0.92
Person	3.78	0.86	3.83	0.84	3.79	0.86	0.77
Physical	4.06	0.72	3.97	0.76	4.04	0.73	0.53
Process	3.03	0.93	3.17	0.93	3.06	0.93	0.46
Total	3.55	0.83	3.63	0.80	3.57	0.82	
Expatriate							
Product	4.08	0.70	4.11	0.70	4.0918	0.70	0.78
Price	3.83	0.67	4.23	0.76	3.9408	0.72	0.00
Place	3.33	0.76	3.58	0.81	3.398	0.78	0.02
Promotion	2.78	0.84	2.71	0.89	2.7571	0.85	0.59
Person	4.01	0.79	4.31	0.82	4.0918	0.81	0.01
Physical	4.24	0.70	4.47	0.67	4.3041	0.70	0.02
Process	3.09	0.94	3.17	0.97	3.1143	0.94	0.56
Total	3.62	0.77	3.80	0.80	3.67	0.78	

Remark: 1. T-test were performed to identify statistically significant differences between group.

2. * indicates statistically significant differences between groups ($p \leq 0.05$).

Table 3.29 The relation of important level of marketing mix factors and age of sample respondents

Marketing Mix	Age										Total		
	20 - 30 years old		31 - 41 years old		41 - 50 years old		51 - 60 years old		over 61 years old		Mean	Std.	Sig.
	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.			
Long Stay													
Product	3.74	0.86	4.26	0.60	3.90	0.87	3.89	0.74	3.82	0.78	3.90	0.79	0.21
Price	3.91	0.70	4.19	0.77	3.92	0.70	3.70	0.78	3.71	0.80	3.86	0.76	0.12
Place	3.60	0.69	3.83	0.66	3.53	0.78	3.61	0.92	3.16	0.71	3.52	0.78	0.02*
Promotion	2.97	0.82	2.95	0.95	2.82	0.96	2.73	0.99	2.54	0.89	2.78	0.93	0.38
Person	3.93	0.85	4.05	0.80	3.70	0.82	3.88	0.86	3.50	0.88	3.79	0.86	0.12
Physical	3.98	0.74	4.21	0.56	4.03	0.66	4.12	0.82	3.91	0.77	4.04	0.73	0.58
Process	3.12	0.99	3.48	0.98	2.83	1.02	3.12	0.68	2.91	0.91	3.06	0.93	0.13
Total	3.61	0.81	3.85	0.76	3.53	0.83	3.58	0.83	3.37	0.82	3.57	0.82	
Expatriate													
Product	3.83	0.65	4.02	0.67	4.16	0.73	4.31	0.69	4.19	0.69	4.09	0.70	0.01*
Price	3.99	0.81	3.80	0.65	4.19	0.66	3.88	0.73	3.88	0.79	3.94	0.72	0.03*
Place	3.44	0.76	3.39	0.77	3.53	0.79	3.31	0.74	3.15	0.99	3.40	0.78	0.46
Promotion	2.88	0.83	2.80	0.87	2.85	0.76	2.56	0.88	2.50	0.94	2.76	0.85	0.22
Person	4.15	0.73	4.15	0.79	4.17	0.79	3.88	0.91	4.04	0.72	4.09	0.81	0.28

Physical	4.29	0.65	4.28	0.72	4.36	0.74	4.28	0.68	4.35	0.72	4.30	0.70	0.95
Process	3.24	0.76	3.07	0.96	3.21	0.98	3.02	0.99	3.00	1.15	3.11	0.94	0.07
Total	3.69	0.74	3.64	0.78	3.78	0.78	3.60	0.80	3.59	0.86	3.67	0.78	

Remark: 1. Anova test were performed to identify statistically significant differences between group

2. * indicates statistically significant differences between groups ($p \leq 0.05$).

Table 3.30 The relation of important level of marketing mix factors and marital status of sample respondents

Marketing Mix	Marital status								Total			
	Single		Married		Married with children		Divorced/widowed/separated		Mean	Std.	Sig.	
	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.				
Long Stay												
Product	3.86	0.86	4.00	0.75	3.72	0.74	4.14	0.64	3.90	0.79	0.29	
Price	3.89	0.77	4.06	0.76	3.46	0.57	3.94	0.80	3.86	0.76	0.02*	
Place	3.60	0.77	3.46	0.86	3.37	0.56	3.56	0.98	3.52	0.78	0.57	
Promotion	2.84	1.01	2.86	0.79	2.59	0.87	2.72	0.97	2.78	0.93	0.65	
Person	3.78	0.94	3.96	0.75	3.54	0.65	3.86	0.95	3.79	0.86	0.28	
Physical	4.08	0.70	4.16	0.68	3.72	0.79	4.14	0.70	4.04	0.73	0.08	
Process	3.13	1.01	3.13	0.85	2.98	0.71	2.83	1.04	3.06	0.93	0.62	
Total	3.60	0.86	3.66	0.78	3.34	0.70	3.60	0.87	3.57	0.82		
Expatriate												

Product	4.06	0.72	4.11	0.69	4.00	0.70	4.24	0.65	4.09	0.70	0.54
Price	3.95	0.76	3.89	0.73	3.99	0.62	4.00	0.65	3.94	0.72	0.37
Place	3.42	0.79	3.36	0.83	3.44	0.64	3.40	0.76	3.40	0.78	0.94
Promotion	2.73	0.86	2.79	0.81	2.62	0.95	2.90	0.81	2.76	0.85	0.59
Person	4.21	0.77	4.00	0.84	3.93	0.93	4.16	0.64	4.09	0.81	0.19
Physical	4.35	0.64	4.27	0.75	4.22	0.75	4.33	0.70	4.30	0.70	0.77
Process	3.10	0.97	3.07	1.00	3.19	0.84	3.21	0.83	3.11	0.94	
Total	3.69	0.79	3.64	0.81	3.63	0.78	3.75	0.72	3.67	0.78	

Remark: 1. Anova test were performed to identify statistically significant differences between group

2. * indicates statistically significant differences between groups ($p \leq 0.05$).

Table 3.31 The relation of important level of marketing mix factors and education level of sample respondents

Marketing Mix	Education level						Total		
	Lower than Bachelor degree		Bachelor degree		Higher than bachelor degree		Mean	Std.	Sig.
	Mean	Std.	Mean	Std.	Mean	Std.			
Long Stay									
Product	3.78	0.81	3.89	0.81	4.06	0.74	3.90	0.79	0.23
Price	3.77	0.87	3.93	0.64	3.88	0.74	3.86	0.76	0.58
Place	3.46	0.78	3.64	0.79	3.46	0.79	3.52	0.78	0.41
Promotion	2.95	0.94	2.61	0.91	2.77	0.90	2.78	0.93	0.18

Person	3.66	0.97	3.94	0.82	3.78	0.73	3.79	0.86	0.26
Physical	3.91	0.82	4.13	0.68	4.10	0.64	4.04	0.73	0.23
Process	3.10	0.94	2.99	0.99	3.10	0.85	3.06	0.93	0.79
Total	3.52	0.88	3.59	0.81	3.59	0.77	3.57	0.82	
Expatriate									
Product	4.01	0.74	4.07	0.68	4.22	0.67	4.09	0.70	0.21
Price	3.98	0.73	3.94	0.75	3.89	0.64	3.94	0.72	0.78
Place	3.43	0.75	3.44	0.74	3.28	0.88	3.40	0.78	0.39
Promotion	2.83	0.84	2.79	0.84	2.61	0.86	2.76	0.85	0.27
Person	4.04	0.87	4.10	0.79	4.13	0.78	4.09	0.81	0.30
Physical	4.20	0.73	4.28	0.74	4.46	0.56	4.30	0.70	0.10
Process	3.15	0.92	3.12	0.92	3.07	1.03	3.11	0.94	0.37
Total	3.66	0.80	3.68	0.78	3.67	0.78	3.67	0.78	

Remark: 1. Anova test were performed to identify statistically significant differences between group

2. * indicates statistically significant differences between groups ($p \leq 0.05$).

Table 3.32 The relation of important level of marketing mix factors and occupation of sample respondents

Marketing Mix	Occupation														Total			
	Self Employed		Retired		Employee		Owner		Professional		Others,		Volunteer		Total			
	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Sig.	

Long Stay																	
Product	4.05	0.86	3.85	0.73	3.88	0.76	3.54	0.89	3.94	0.77	4.25	0.87			3.90	0.79	0.43
Price	3.89	0.85	3.72	0.71	4.09	0.67	3.71	0.58	4.00	0.80	4.50	1.00			3.86	0.76	0.18
Place	3.59	0.85	3.36	0.76	3.85	0.58	3.50	0.64	3.47	0.90	4.13	0.85			3.52	0.78	0.14
Promotion	2.85	0.96	2.61	0.98	3.06	0.85	2.88	0.64	2.75	0.73	3.50	1.22			2.78	0.93	0.26
Person	3.80	1.04	3.67	0.80	3.76	0.79	3.96	0.69	4.03	0.76	4.13	1.03			3.79	0.86	0.63
Physical	4.24	0.69	3.96	0.79	4.00	0.68	3.88	0.53	4.00	0.66	4.25	0.96			4.04	0.73	0.46
Process	3.12	1.16	2.99	0.79	3.18	0.75	3.04	0.92	3.00	1.06	3.50	1.00			3.06	0.93	0.89
Total	3.65	0.92	3.45	0.79	3.69	0.73	3.50	0.70	3.60	0.81	4.04	0.99			3.57	0.82	
Expatriate																	
Product	4.05	0.69	4.15	0.78	4.09	0.67	4.15	0.72	4.10	0.71	3.50	0.50	4.50	.	4.09	0.70	0.79
Price	3.88	0.73	4.03	0.81	3.97	0.68	3.83	0.73	4.01	0.69	3.67	1.04	4.00	.	3.94	0.72	0.84
Place	3.41	0.79	3.47	0.81	3.35	0.81	3.39	0.74	3.43	0.69	3.00	1.50	4.50	.	3.40	0.78	0.75
Promotion	2.70	0.86	2.92	0.78	2.86	0.82	2.82	0.90	2.49	0.84	2.33	1.15	3.50	.	2.76	0.85	0.21
Person	3.96	0.84	3.97	0.80	4.19	0.72	4.03	0.88	4.25	0.81	3.50	1.32	5.00	.	4.09	0.81	0.24
Physical	4.36	0.72	4.23	0.75	4.32	0.68	4.26	0.68	4.32	0.67	3.67	1.26	5.00	.	4.30	0.70	0.63
Process	3.13	1.01	3.08	1.12	3.11	0.93	3.19	0.87	3.05	0.88	3.17	0.29	3.00	.	3.11	0.94	1.00
Total	3.64	0.81	3.69	0.83	3.70	0.76	3.67	0.79	3.66	0.76	3.26	1.01	4.21		3.67	0.78	

Remark: 1. Anova test were performed to identify statistically significant differences between group

2. * indicates statistically significant differences between groups ($p \leq 0.05$).

Table 3.33 The relation of important level of marketing mix factors and income per year of sample respondents

Marketing Mix	Income per year (US\$)												Total		
	Less than 30,000		30,001 - 40,000		40,001 - 50,000		50,001 - 60,000		60,001 - 70,000		More than 70,001				
	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Mean	Std.	Sig.
Long Stay															
Product	3.77	0.73	3.69	0.78	3.97	0.73	3.71	0.84	4.00	1.02	4.43	0.58	3.90	0.79	0.01*
Price	3.90	0.81	3.90	0.81	3.77	0.67	3.63	0.88	3.79	0.84	4.00	0.62	3.86	0.76	0.76
Place	3.48	0.80	3.53	0.71	3.37	0.83	3.71	0.69	3.42	0.95	3.73	0.81	3.52	0.78	0.61
Promotion	2.90	0.81	2.83	0.81	2.72	1.00	2.50	1.15	3.04	0.94	2.64	1.06	2.78	0.93	0.65
Person	3.68	0.81	3.70	0.83	3.85	0.87	3.71	1.21	4.08	0.79	3.91	0.78	3.79	0.86	0.70
Physical	3.82	0.71	3.99	0.74	4.10	0.72	4.08	0.87	4.25	0.72	4.23	0.61	4.04	0.73	0.34
Process	3.03	1.01	3.10	0.83	2.97	0.79	2.96	0.94	3.50	1.02	3.00	1.11	3.06	0.93	0.65
Total	3.51	0.81	3.53	0.79	3.53	0.80	3.47	0.94	3.73	0.90	3.70	0.80	3.57	0.82	
Expatriate															
Product	3.96	0.75	3.96	0.70	4.17	0.69	4.07	0.66	4.13	0.72	4.39	0.52	4.09	0.70	0.05*
Price	4.04	0.77	4.01	0.70	3.90	0.67	3.76	0.78	3.78	0.77	3.95	0.66	3.94	0.72	0.54
Place	3.26	0.84	3.52	0.65	3.52	0.71	3.17	0.90	3.43	0.59	3.30	0.99	3.40	0.78	0.22
Promotion	2.64	0.96	2.74	0.89	2.85	0.69	2.69	0.81	2.70	0.70	2.88	0.98	2.76	0.85	0.77

Person	4.02	0.86	4.02	0.89	4.20	0.70	4.05	0.76	4.13	0.63	4.16	0.91	4.09	0.81	0.32
Physical	4.20	0.74	4.13	0.71	4.48	0.64	4.26	0.78	4.20	0.86	4.55	0.43	4.30	0.70	0.02*
Process	2.74	1.00	3.21	0.97	3.04	0.87	3.17	0.87	3.38	0.79	3.48	0.91	3.11	0.94	0.
Total	3.55	0.84	3.64	0.79	3.71	0.72	3.58	0.81	3.68	0.75	3.80	0.78	3.66	0.79	

Remark: 1. Anova test were performed to identify statistically significant differences between group

2. * indicates statistically significant differences between groups ($p \leq 0.05$).

Table 3.34 The relation of important level of marketing mix factors and nationality/hometown of sample respondents

Marketi ng Mix	Country Group																Total			
	Asia		USA Canada		UK		Switzerlan d		Germany		Scan		Others Europe		Ocenia					
	Mea n	Std. .	Mea n	Std. .	Mea n	Std. .	Mea n	Std. .	Mea n	Std. .	Mea n	Std. .	Mea n	Std. .	Mea n	Std. .	Mea n	Std. .	Sig.	
Long Stay																				
Product	3.83	0.76	3.91	0.64	4.38	0.62	4.29	0.58	4.00	0.71	3.75	0.80	3.56	0.73	4.48	0.63	3.90	0.79	0.48	
Price	4.06	0.71	3.87	0.69	3.88	0.70	3.99	0.74	4.20	0.76	3.72	0.71	3.69	0.84	4.04	0.72	3.86	0.76	0.25	
Place	3.32	0.77	3.43	0.76	3.44	0.76	3.42	0.83	2.80	0.76	3.34	0.79	3.56	0.56	3.43	0.84	3.52	0.78	0.29	
Promotio n	3.00	0.70	2.91	0.75	2.41	0.85	2.76	0.93	2.70	1.30	2.50	0.89	2.94	0.62	2.59	0.87	2.78	0.93	0.89	

Person	4.03	0.83	4.07	0.81	4.09	0.77	4.16	0.83	3.80	1.30	3.81	0.79	3.75	0.76	4.46	0.60	3.79	0.86	0.97
Physical	4.19	0.83	4.18	0.72	4.45	0.59	4.44	0.62	4.30	0.84	4.13	0.74	3.75	0.93	4.54	0.47	4.04	0.73	0.31
Process	3.45	0.75	2.97	0.88	2.98	1.07	3.14	0.99	2.60	0.96	2.78	0.84	3.69	0.88	3.17	1.03	3.06	0.93	0.31
Total	3.70	0.76	3.62	0.75	3.66	0.76	3.74	0.79	3.49	0.95	3.43	0.79	3.56	0.76	3.82	0.74	3.57	0.82	
Expatriate																			
Product	3.83	0.76	4.38	0.62	4.29	0.58	4.00	0.71	3.75	0.80	3.56	0.73	3.91	0.64	4.48	0.63	4.09	0.70	0.00*
Price	4.06	0.71	3.88	0.70	3.99	0.74	4.20	0.76	3.72	0.71	3.69	0.84	3.87	0.69	4.04	0.72	3.94	0.72	0.55
Place	3.32	0.77	3.44	0.76	3.42	0.83	2.80	0.76	3.34	0.79	3.56	0.56	3.43	0.76	3.43	0.84	3.40	0.78	0.78
Promotion	3.00	0.70	2.41	0.85	2.76	0.93	2.70	1.30	2.50	0.89	2.94	0.62	2.91	0.75	2.59	0.87	2.76	0.85	0.06
Person	4.03	0.83	4.09	0.77	4.16	0.83	3.80	1.30	3.81	0.79	3.75	0.76	4.07	0.81	4.46	0.60	4.09	0.81	0.22
Physical	4.19	0.83	4.45	0.59	4.44	0.62	4.30	0.84	4.13	0.74	3.75	0.93	4.18	0.72	4.54	0.47	4.30	0.70	0.03*
Process	3.45	0.75	2.98	1.07	3.14	0.99	2.60	0.96	2.78	0.84	3.69	0.88	2.97	0.88	3.17	1.03	3.11	0.94	0.06
Total	3.70	0.76	3.66	0.76	3.74	0.79	3.49	0.95	3.43	0.79	3.56	0.76	3.62	0.75	3.82	0.74	3.67	0.78	

Remark: 1. Anova test were performed to identify statistically significant differences between group

2. * indicates statistically significant differences between groups ($p \leq 0.05$).

6. Respondents' comments from long stay tourists and expatriates

The respondents were also asked in two open-ended questions regarding to their recommendation to real estate developer and the Thai government. The high levels of recommendation are home and garden should be spacious at 10.74 percent, followed by quality of construction at 9.73 percent, accurate detailed knowledge of sale representative at 9.06 percent and sustainable development at 8.72 percent (Table 3.35).

Table 3.35 Recommendation to real estate developer

Factor	Frequency	Percentage
Home and garden should be spacious	32	10.74
Quality of construction	29	9.73
Accurate detailed knowledge of sale representative	27	9.06
Sustainable development and Eco friendly housing	26	8.72
Be honest and straight forward	25	8.39
Sales representative should speak fluency English	24	8.05
Designed should be modern and various designs	18	6.04
Efficient service and available for contact	17	5.70
Installed electrical to international standard	17	5.70
Maintained price and one price for foreigners and Thais	13	4.36
Have a clear rented agreements	12	4.03
Not over build space between house area and green area	12	4.03
Lower running costs	8	2.68
Should not develop areas along the coastline	8	2.68
Less billboard advertising	6	2.01
More magazines advertising	6	2.01
Needed professional agents	5	1.68
Response time to customer	5	1.68
Do not clear property plots of all foliage	4	1.34
Streamline communication process	4	1.34
Total	298	

Other comments included:

“Minimize noise and dirt from nearby construction site.”

“Longer warranty on construction”

“Quite different which culture or nations to whom you are targeting. For example, Koreans are accustomed to live in modernized house so they need a minimum facilities such as Internet, car parking and interiors.”

“More objects in the north side of Phuket. More Thai/Bali style objects.”

“Silent air conditioning.”

“Think about upper and middle class instead of targeting only upper class of people.”

“They should try to make more inspections and maintain good relation between the customers and other real estates companies.”

“Some agents should work harder to meet clients wish.”

“More single floor house with larger rooms, area of greenery around house.”

“Stop producing glossy brochures with pretty pictures and little information and always no location map.”

“Phuket needs housing that is affordable to Thais as well as farang”

Some comments from long stay tourists and expatriates in Phuket to real estate developer showed the environmental awareness of the respondents toward real estate development.

“If developers does his research and know his market, all the needs to do is to act responsibly with regard to the environment and water supply.”

“Take care of the natural environment, reduce use of cemented areas. Do not cut down local trees.

“Think about the future of Phuket (many projects do not take a good care of environmental and people around the area), respect tradition (Phuket is not Bali).”

Some of the comments also showed the important of efficiency staffs in real estate business.

“Accept that when a customer gives a maximum price, this is their maximum price and not try to show/sell houses at a higher price.”

“Make sure the staff understand all aspects of the property and the law so they can explain to the customer. This also needs a high level of English language skills.”

“I think there are already a lot of advertisings. Having a good staffs who explains everything is also very important.”

The result of the recommendation from long stay tourists and expatriates in Phuket to Thai government shows that the recommendation was high on developing clarity regarding legal ownerships rules for property at 21.72 percent, followed by providing every related document to English version at 17.60 percent, maintained a consistent policy at 14.60 and offering loans to foreigner at 12.73 percent (Table 3.36).

Table 3.36 Recommendation to the Thai government

Factor	Frequency	Percentage
Developed clarity regarding legal ownerships rules	58	21.72
Provided government document in English	47	17.60
Maintained a consistent policy	39	14.60
Offered house loan to foreigners	34	12.73
Allowed foreigners to own land for residential purpose	27	10.11
Allowed foreigners to own property without Thais	18	6.74
Increased land lease agreement to 90 years	17	6.37
Law enforcement regarding to development in protected areas	15	5.62
Extended visa for long stay tourists	12	4.49
Total	267	

Moreover, many of the comments showed dissatisfaction with the present laws in Thailand regarding the real estate in Phuket.

“With the current Foreign Business Act, it is very difficult for foreigners to feel secure making a large investment in property. If foreigners have lived in Thailand for long time, they should be allowed to own their properties/land.”

“Guarantee of protection from bad/corrupt business practices.”

“Make the situation clear. Better still allow foreign ownership rather than create a confusing situation where the foreigner has to lie to own.”

“Need for proper planning, avoid incompatible developments or uncontrolled development, infrastructure needs to keep pace with development ie. Roads, electricity, telecommunications.”

Respondents' comments from real estate developer

The respondent was asked three open-end questions regarding to areas that require improvement, the recommendation to the Thai government regarding real estate issues and the respondents' opinion toward long stay tourists and expatriates market in Phuket. Table 3.37 shows the recommendation from real estate developer regarding to the real estates' issue that require improvement.

The recommendations' result was high on land ownership and illegal proprietary at 30.14 percent, set a clear policy in real estate business at 16.44 percent, following by housing loans available for foreigner at 10.96 percent, and allow long lease hold and lack of enforcement of building regulation at 9.59 percent.

Table 3.37 The recommendation from real estate developer of real estate's problem

Factor	Frequency	Percentage
Land ownership and illegal proprietary right	22	30.14
Set a clear policy in real estate business	12	16.44
Housing loans available for foreigners	8	10.96
Allows long lease hold	7	9.59
Lack of enforcement of building regulations	7	9.59
Helped in maintaining the land price	6	8.22
The difficulty in ownership transferring	5	6.85
The cost of housing materials in Phuket	3	4.11
High competition for real estate markets	3	4.11
Total	73	

Some of other comments that are concerned with the real estate issues in Phuket are as below.

“The foreigner feels insecure owning the property in Thailand.”

“The government policies and laws are unstable. Moreover, the exchange rate is unpredictably.”

“The policy of 30% money assure for the foreigner is delayed their decision in buying the real estate in Thailand.”

“The bank checks the source of income too much.”

“The government should promote more oversea marketing.”

“The government should promote Thailand as the center of real estate development in Asia and promote on advertising.”

“The government should make a clear understand of the situation in Thailand to other countries and build a positive image.”

“The government should give more confidence to the investor in purchasing and investing in Thailand.”

“TAT should actively promote Thailand as an ex-pat friendly place.”

The result of table 3.38 showed the developer opinion toward how important of long stay tourists and expatriates supported the real estate market in Phuket. The result showed both positive and negative sides. The highest result was on the positive side as long stay tourists market and expatriates helps booth up the economic at 30.67 percent, followed by the negative side of this market as it increased the real estate price at 22.67 percent, next positive side was to create more career to local at 18.67 percent, and customers have more choices at 17.33 percents, and Thais cannot effort to purchase the land at 10.67 percent was the other negative sides.

Table 3.38 The opinion of real estate developer toward long stay tourists and expatriates to real estate market in Phuket

Factor	Frequency	Percentage
Boost up the economic	23	30.67
Increased in real estate price	17	22.67
Created more career to local	14	18.67
Customers have more choices	13	17.33
Thais cannot effort to purchase the land	8	10.67
Total	75	

Moreover, many developers revealed that long stay tourists and expatriates are their potential market as below.

“The long stay markets and expatriates is a good market in Phuket as they are also our main target market too.”

“This market is good for real estate development as the market has a chance to expand more.”

“More than 80% of our customer is foreigners. Therefore, the long stay market and expatriates is our important target market. We can see that this market give many benefits to the real estate market in Phuket.”

“Real estate market in Phuket is opened for the foreigner as Phuket has a good location which attracts many investors.”

Furthermore, some of the comments showed the negative outcome of long stay tourists market and expatriates market toward the real estate in Phuket as below.

“The price of real estate has incredibly increasing which effects to Thais as

they could not afford to purchase the land.”

“We do not want the foreigner to hold the land right as it will effect to Thais in the future .”

“We should sell land to the foreigner in a good proportion as if all belong to the foreigner then Thais cannot afford the land later on. The government should set a clear policy. Although, freehold policy is good for the real estate developer but there are both good and bad foreigner. Some of them might just want to come to Thailand for illegal business.”

“Thai government needs to think much of what is the most important products of Thailand itself, why Thailand is attractive for the foreigners from developed country, and better to keep them all unspoiled so they can keep Thailand as one of the most attractive destination in the world as well.”

CHAPTER 4

SUMMARY

4.1 Introduction

The aim of this chapter is to illustrate conclusion, discussion, and recommendation derived from the research findings. A total of 392 usable surveys were collected comprising 147 long stay tourists who were traveling in Phuket and 245 expatriates who have worked in Phuket. From the study, can be discussed the result of the research purpose with 3 objectives: firstly, to gain an insight in the market for real estate by long stay tourists and expatriates in Phuket. Secondly, to identify the factor influencing the decision making process of long stay tourists and expatriates, and thirdly, to gain the information of effective real estate marketing strategies for long stay tourists and expatriates. Lastly, recommendations for marketing strategies guideline and further study on relevant topics are also mentioned.

4.2 Summary

In this study, the researcher collected data from 2 population groups, which are long stay tourists and expatriates, and real estate developer. The result can conclude as follows:

4.2.1 Conclusion of the study result from long stays tourists and expatriates in Phuket group

The data that collected from long stay tourists and expatriates are demographics, behavior, access to the information of real estate, and factors that influence long stay tourists and expatriates on choosing the real estate project.

From 147 long stay tourists sample, more than half of the samples were from the male gender with age mostly over 51 years old and come from Europe. Mostly were single, with lower than bachelor degree, unemployed/retired, earned 30,001 - 40,000 US\$ per year. While from 245 expatriates, more than half of the samples were male with age mostly from 31 - over 40 years old and come from United Kingdom. Mostly 100 single, with bachelor degree, company employee, earned 40,000 - 50,000 US\$ per year.

In consideration of tourism behavior, most of long stay tourists spent time in Thailand more than 10 - 20 weeks a year. The majority of long stay tourists live in Chalong and Rawai area, as it is quieter than any other places. They also prefer to live in this area in the future. Moreover, most of expatriates have been working in Thailand 1-5 years. The majority of them currently live in Chalong and Rawai areas. They prefer to live in Kamala and Surin areas more than Chalong and Rawai area, as it is closer to their working places. Both groups of sample like Thai style architecture and pay less than 15,000 baht per month for their rental accommodation. Whereas, many expatriates have already own the house in Phuket.

The access to the information of real estate, most of long stay tourists and expatriates got the information from friends and family, and Internet. Moreover, many expatriates also prefer to drive around to look for the property project. Below is the result of the important of marketing mixes.

Product: The overall importance level of product factors to long stay tourists' decision making in choosing the real estate in Phuket was at moderate importance level. Credibility of the developer was the highest importance level of product factors that influences long stay tourists and expatriates' decision making in choosing real estate in Phuket. While the overall importance level of product factors to expatriates' decision making in choosing real estate in Phuket was high importance level.

Price: Value for money was the highest importance level of price factors among long stay tourists and expatriates. And the average importance level of price factors for long stay tourists was at moderate, and the average importance level of price factors for expatriates was at high level.

Place: Its location by the sea or nearby was at high important level in both long stay tourists and expatriates for choosing the real estate in Phuket. And the average importance level of place factors for both groups was moderate.

Promotion: Knowledge and presentation from the sale representative was the highest importance level of promotion factors for both groups. And the average importance level of promotion factors was at moderate level.

People: In consideration of people factors, easy communication with the staff was the highest important level of people factors for both long stay tourists and expatriates. Moreover, the average importance level of people factors for both groups was at high level.

Physical evidence: For physical evidence factors, the highest importance factor in both long stay tourists and expatriates was atmosphere around the property and surrounding. And the average importance level of this factor was at high importance level.

Process: The highest importance level of process factors in both long stay tourists and expatriates was security service provided. And the average important level of this factor was at moderate important level.

The relationship between important level of marketing mix factors (7Ps) and personal factors

By using Chi-Square test and one way Anova at 5% (0.05) significance level as a tool for analyzing the relationship between important levels of marketing mix factors that are product, price, place, promotion, people, process, physical evidence, and personal factors from 147 long stay tourists respondents and 245 expatriates respondents in Phuket which included gender, marital status, age, education level, income per year, occupation and nationality/hometown. The results found that there are 15 cases of statistically significant differences at 0.05 significance level and are summarized as follows:

1. Female long stay tourists gave high important level (mean=3.89) to place than male at moderate level (mean=3.42)

2. Female expatriates rated price at high importance level (mean=4.23) than male (mean=3.83).
3. Female expatriates rated place at high importance level (mean=3.58) than male (mean=3.33).
4. Female expatriates rated person at high importance level (mean=4.31) than male (mean=4.01).
5. Female expatriates rated physical evidence at high importance level (mean=4.47) than male (mean=4.24).
6. Long stay tourists who are between 31-41 years old rated place at high importance level (mean=3.83) more than other age groups.
7. Expatriates who are between 51-60 years old rated product at high importance level (mean=4.31) more than other age groups.
8. Expatriates who are between 41-50 years old rated price at high importance level (mean=4.19) more than other age groups.
9. Married long stay tourists gave high importance level (mean=4.06) to price more than other marital status groups.
10. Long stay tourists who earn income per year more than 70,001 US\$ gave high importance level (mean=4.43) to product factors more than other income groups.
11. Expatriates who earn income per year more than 70,001 US\$ gave high importance level (mean=4.39) to product factors more than other income groups.
12. Expatriates who earn income per year more than 70,001 US\$ gave high importance level (mean=4.55) to physical evidence factors more than other income groups.
13. Expatriates who earn income per year more than 70,001 US\$ gave high importance level (mean=3.48) to process factors significantly difference more than other income groups.
14. Expatriate from Oceania rated product at high importance level (mean=4.45) more than other nationalities.
15. Expatriate from Oceania also rated physical evidence at high importance level (mean=4.54) significantly difference more than other nationalities.

4.2.2 Conclusion of the study result from real estate developer

The researcher collected 44 questionnaires from each real estate developers, which have its target market as long stay tourists and expatriates, and provide the accommodation per unit of more than 10 millions baht. The data that collected are the development type, advertisement method, and factors that influence long stay tourists and expatriates on choosing the real estate project.

From 44 real estate developers, many real estate projects are located at Kamala, Chengtalay and Surin, and Phuket town and Kathu areas. The majority type of property are single house and Villa (72.27%) with the price of 10.1 - 30 millions (81.82%). More than half of the qualified real estate developments have modern architecture style. Most of the development employed their advertisement method by property show and Internet.

For the product factor, credibility of the developer was at the highest importance level (mean=4.59) of product factors that real estate developers' thought influenced their customer decision making in choosing real estate in Phuket. And the average importance level of product factors to real estate developers in Phuket was at high importance level.

Furthermore, value for money was at the highest importance level (mean=4.68) of price factors among real estate developers. And the overall importance level of price factors for real estate developer was at high importance level. For place factors, the convenience of transportation and its location by the sea or nearby were rate at a high important level that real estate developers' thought influenced their customer decision making in choosing real estate in Phuket. And the overall importance level of place factors for real estate developer was at moderate importance level.

In promotion factors, knowledge and presentation from the sale representative was rated at high importance level (mean=4.23) of promotion factors for real estate developers. And the overall importance level of promotion factors was high level. In consideration of people factors, efficient/courteous service staff was at the highest important level of people factors for real estate developers. Moreover, the overall importance level of people factors was at high level.

For physical evidence factors, the highest importance factor was general appearance of the property. And the overall importance level of this factor was at high importance level (mean=4.50). Finally, the highest importance level of process factors for real estate developers was security service provided. And the overall important level of this factor was at high importance level (mean=4.11).

In conclusion, the real estate developers' thought most important factors influenced their customer decision making in choosing real estate in Phuket were place, product and price in order.

4.3 Discussion

4.3.1 Objective 1 To gain an insight in the market for real estate by long stay tourists and expatriates in Phuket

Phuket Island is one of Asia's most desirable dream home destinations, with magnificent scenery, stunning beaches, diving reefs, as well as some of the world's most exclusive recreational facilities including spas, world class golf courses, marinas and a wealth of fine restaurants and shops. Phuket has established itself as a world class tourist destination and has been renowned as one of the fastest growing property market in Asia but it now faces the possibility of falling behind as other destinations open up their resort property markets. Hence, the real estate developers need to develop new products and services to match the expectations of their purchasers. From the finding, many long stay tourists and expatriates want beachfront property, of either condominium or villa types, which are provided high standard property management. One solution to resolve this concern is to develop residential units for sale in conjunction with a hotel operator so that property owners can leverage on the marketing and management skills of the hotel operator while entitled to the full range of hotel services.

It found that Hong Kong buyers account for about half of all luxury property sales in Phuket, with the rest mainly coming from Europe. But since it's much more difficult and expensive to hold road shows or advertise in Europe, Hong Kong is the obvious place to launch a

project. Hong Kong residents are also looking for an escape as more pollution seeps across from industrial zones in Southern China. For those who can afford it, a direct flight to Phuket's clean air, beautiful sea and laid-back lifestyle is an appealing way to flee the hectic urban center (Kate, 2007). Moreover, potential future demand in Phuket property market will likely come from within the region such as China, Singapore and Hong Kong. The real estate market in Phuket will become more competitive as a growing number of countries start to target this market, such as Vietnam where developers such as Banyan Tree and Laguna are developing residential products targeting foreigners looking for retirement and/ or second homes.

Land prices have been increasing in Phuket during past few years. The buyer expects to pay around 2 million baht per rai in south coast Phuket and around 3-4 million baht in west coast of Phuket. Nevertheless, land price along the coastline can be very expensive above 10 million baht per rai. There are a lot of properties for sale around the island. The price starts from 1.5 million baht up to high end market at 50-150 million baht. The research found that there were 608 units of luxury resorts in Phuket launched in 2004-2005, 431 units were sold prior to the tsunami, 61 units were sold during January-April, 2006 and 110 units were sold during May-December, 2006. An average property price was 15,749,038 baht, making the total value of the development during 2004-2005 9.254 billion baht (Pornchokchai, 2006).

As the global competition of real estate for long stay tourists and expatriates are getting competitive, Thai governments should examine ways to lower the bar on foreign property ownership, provide financing for foreign property purchasers and offer new visa rules, which are directly linked with property investment. The key to Thailand maintaining its position as Asia's leading resort property market will be a combination of thoughtful environmental control and less restrictive ownership regulations with greater foreign quota available for the sale of condominiums, provision of leasehold terms with lengths of up to 90 years and permission granted to foreign purchasers to finance property acquisitions.

4.3.2 Objective 2 To identify the factors influencing the decision-making process of long stay tourists and expatriates

From the literature review, young and old people had more free time for traveling (Mill&Morrison, 1992) is supported the findings that the majority of long stay tourists in Phuket are people mostly over 51 years old and partly below 30 years old as well as unemployed/retired accounted for 41.50% of long stay tourists. The reason is that young people would like to explore and go to new places, whereas, old people who are normally already retired would like to take a long vacation and learn something new during their annual vacation (Natthakan, 2005)

The majority of long stay tourists and expatriates live at Rawai and Chalong areas as it is quiet than other parts of Phuket and also near by the beach. The most preferable place to stay for long stay tourists is still Rawai and Chalong areas, whereas, expatriates thought that the most desire place to stay nowadays is Kamala and Surin. From the literature review, Kasikorn Research Center survey (2006) showed that the key factor to the purchasing decision is location of projects. As we can see that people will choose the location of the property to satisfy their need. Long stay tourists will want to relax and stay close to the beach, whereas, expatriates will want the accommodation where is nearby their working place and out of traffic problem.

The favorite style of architecture for long stay tourists and expatriates is Thai style. Therefore, the developer should emphasize on Thai style as to satisfy the need of the customer. The majority of long stay tourists and expatriates pay less than 15,000 baht per month for their rental accommodation. Most of them stay in the apartment or rental house. Whereas, 53 percents of expatriates have already purchased the house in Phuket. Most of them are the company owner who has their income of 70,000 US\$ per year. This can be explained by Maslow's hierarchy of needs as people firstly wants the physiological need which are shelter, cloths and food. Then their purchasing behavior will be persuaded by secondary motive of safety needs, social needs as to associated with others and esteem needs for fulfillment of ego and status (Chon and Sparrowe, 2000). That is one of the reasons why the real estate developer should target their market to the business owner who has high income.

From the theory of consumer's buying behavior by Kotler (2003), it stated that consumer's buying behavior also influences by social factors as the reference groups, family and social roles and statuses. These have supported the finding of how long stay tourists and expatriates found real estate information in Phuket. Most of them found the information by word of mouth as from their friends and relative and driving around. Therefore, the real estate developer should emphasize more on customer after sale service by making the present customer happy with their product.

From the findings, we found that the important factor that effect long stay tourists and expatriates in choosing real estate in Phuket are the same. The most important factor for both groups is place, price, product, physical evidence, person, process and promotion respectively which conforms with the finding of Patcha (2005) that the factor influencing on apartment selection in Kathu district of Phuket are place, price and product. The finding is also agreed with the Tanom (2004) that the factor influencing high class and medium class income in choosing the apartment in Bangkok are place, price and product.

The study also showed that the most important product factors for long stay tourists and expatriates in choosing the real estate in Phuket is credibility of developer. Most of them thought that the project with high credibility is more reliable and secure their investment. These have supported the beliefs and attitudes from Frederick Herzberg model that a belief is a descriptive thought that a person holds about something. People's beliefs about a product or brand influence their buying decision (William, 1966). From the literature review, Kotler and Gertner (2002) stated that all successful brands have social, emotional and identity value to users: they have personalities and enhance the perceived utility, desirability and quality of a product.

The most important price factor is value for money. Whereas, expatriates emphasizes in this factor more than long stay tourists. Besides, married or female are also interested in price factors. The most important place factor is its location by the sea or nearby. Moreover, long stay tourists are more interested this factor than expatriates. Natthakan (2005) stated that sea, sun and sand have always been popular with the international tourists, especially snowbirds group who come from cold countries during their winter season. One of the latest major growth markets are the USA and northern Europe who were inspired by climatic motivation which normally are dominated by older people.

The most important promotion factor is knowledge and presentation from sale representative. Expatriates and female are more interested this factor than long stay tourists and male. Therefore, the real estate company should make sure that their sale staffs fully understand the project, well presented as well as can speak foreign language fluently. This is because easy communication with the staff is the most important person factor. Therefore, if the real estate companies hire the staff, who can speak several foreign languages, it will be benefit to the company later on. The result also showed that long stay tourists thought that easy communication with the staff is highly important than expatriate. As we can see that the majority of long stay tourists have their education level lower than bachelor degree, therefore, they might not all speak fluently in English and prefer someone to talk in his or her own language.

The most important physical evidence factor is atmosphere around the property and surrounding. Furthermore, the result showed that female expatriates with income of more than 70,000 US\$ are more interested in physical evidence factor than male expatriates as well as expatriates who come from Australia and New Zealands. Finally, the most important process factor is safety and security for both long stay tourists and expatriates groups. Moreover, safety is the second needs of human needs (from Maslow's theory "hierarchy of needs). People want to satisfy their needs and safety is the second important of basic need. Even the property looks very beautiful and is situated in a stunning location, but it is not worthwhile to purchase if it is not safe enough to stay. Expatriates with family emphasize in safety than others.

Furthermore, the factor influencing long stay tourists and expatriates in choosing the real estate in Phuket is also different by personal factor, which are people who has high education level and high income are interested in overall marketing mix factors than people who have low education level and low income. This is because people with high education and high income highly expect the quality of product and services, as they want to satisfy their need. Moreover, the accommodation can also express their status.

4.3.3 Objective 3 To propose effective marketing strategies for real estate developer targeting long stay tourists and expatriates.

The findings showed that the majority of real estate projects are located at Kamala, Surin and Chergtalay area. The real estate developer choose try to attract expatriate as their target market as the result from long stay tourists and expatriates revealed that Kamala, Surin and Chergtalay is the preferable area for them to purchase the real estate. Moreover, the development in Chalong and Rawai areas should attract long stay tourists market to purchase their second homes in this area as this specific group prefer quiet, sea, sun and sand with affordable price.

The real estate product is intangible so that consumer cannot experience it and try it before they decide to buy. Therefore, the real estate developer will need to encourage their target market to purchase the product on the basis of an image and information. According to this study, most of real estate developer employed its advertising methods by Internet and property show. In contrast, majority of long stay tourists and expatriates found the real estate information from their friends and family, Internet and driving around by themselves.

Therefore, the real estate developer might reconsider about their advertising methods by property show as it is costly and less effective. The Internet is one of the most effective way but it should be easy to access, various information and interactive possibly. Moreover, the developer should always create a pleasant look in and around the developing area as both long stay tourists and expatriates also prefers to drive around and get their feeling with the property before making the decision. Hence, the marketer should consider the advantage, limitation and cost before choosing the advertising methods.

From the findings, the result showed that the important factor for real estate developer is place, product, price, physical evidence, process, promotion and person respectively. Whereas, the important factor that effect long stay tourists and expatriates in choosing real estate in Phuket is place, price, product, physical evidence, person, process and promotion respectively.

From this study, we can see that real estate developer underestimates the value of price and person factors. In this case, the real estate developer should concentrate more on price factor. The groups of market, which are interested in price factor, are expatriates, female, married and with age 41-50 years old. Moreover, the group of market that they should be regarded for person factors are female expatriates.

From the study of important level of marketing mix factors (7Ps) for real estate developer and comparing to the long stay tourists and expatriates, the result showed as below.

Product factors: Credibility of the developer was the highest importance level of product factors that real estate developers' thought influenced their customer decision making in choosing real estate in Phuket which is same result from long stay tourists and expatriates in Phuket.

Price factors: Value for money was the highest importance level of price factors among real estate developers, which is also the same result from long stay tourists and expatriates in Phuket.

Place factors: The convenience of transportation was the highest importance level of place factors for real estate developer, whereas, the long stay tourists and expatriates thought that its location nearby sea was the highest important. In this case, we can see that both long stay tourists and expatriates prefer to live nearby the seaside, especially, long stay tourists group. Any development nearby seaside or lake would sell its property better than the development where far from the seaside. Therefore, the property location is one of the most important marketing strategies for each develops.

Promotion factors: In promotion factors, knowledge and presentation from the sale representative was the highest importance level of promotion factors for real estate developers the same as the result from long stay tourists and expatriates.

Person factors: In consideration of person factors, efficient/courteous service staff was the highest important level of people factors for real estate developers. In contrast, foreign language speaking staff was the highest important level of people factors for long stay tourists and expatriates. Johan (2007) noticed that many developers have been focusing on Hong Kong, Singapore and UK customers and also that although most Scandinavians speak great English they prefer to buy from fellow Scandinavian agents. Therefore, the real estate company should make sure that their sale representatives know their product well, understand legal matters and communicate well.

Physical evidence factors: For physical evidence factors, the highest importance factor was general appearance of the property, which is the same result of long stay tourists and expatriates in Phuket.

Process factors: The highest importance level of process factors for real estate developers was security service provided, which is the same result of long stay tourists and expatriates in Phuket.

Therefore, the more marketers know about the factors affecting their customer's buying behavior, the greater their ability to design attractive product and service offering, to define and target meaningful market segments, and to develop marketing programs to fit the concerns and desires of those segments (Walker, 2005).

4.4 SWOT Analysis of Real Estate in Phuket

4.4.1 Strengths

Location within the region: Phuket is Thailand's largest and most beautiful island (Phuket Tourism, 2006). It is surrounded by 32 smaller islands. Its natural charm and beauty combined with a superior geographic location has attracted many foreign investors to own the property in this beautiful island.

Economic resilience: Even Thailand had the difficulty with economic failed in 1997 and Tsunami in 2004 but the real estate market throughout the island has seen prices in respect of land and properties increase over the last five years.

Cash market: Most property sales are transacted in cash. Some developers offer their clients lines of credit from financial institutions outside Thailand.

Domestic infrastructure: The domestic infrastructure, such as electricity, water supply and telecommunications are well established in Phuket. Moreover, the transportation network is easy and has been expanding many new domestic routes, which allow Phuket easy to access to the whole island.

Variety of consumer choices: There is a huge range of size, price, design, architecture, qualities and location of properties in Phuket.

Quality construction: The vast majority of their developments have been carefully planned with designs that equal and often surpass similar projects anywhere in the world, comparing the cost of luxury accommodation in Phuket with similar location.

Established developers: At the present, there are about 63 international-grade developments already in place, which buyers can see other projects completed by developers.

Lifestyle: Phuket is offering a luxurious tropical lifestyle at very affordable prices. There are white sand beaches, aquamarine seas, jungle, waterfalls and marinas.

Pricing: People can holiday or retire in a villa with private pool, cook, housekeeper and driver at an average cost of living about a third of the UK prices. From an THB 8 million condominium, minutes away from the beach to an exclusive seaside villa. Phuket's properties sell at a fraction of Mediterranean prices on a direct property-for-property comparison.

4.4.2 Weaknesses

Zoning: Zoning laws pertaining to density, elevation and roof height have only been introduced over the past 5 years. While buyers cherish these laws, there is little information available as to how they are implemented and penalties for evasion are not clearly defined.

Monsoon: Heavy downpours during the months of August - November may slow down construction to some extent. There also power cuts in some areas during the wet months.

No freehold for foreigners: Under Thai law, foreigners cannot own land but the foreigners can establish a company with 51% Thai ownership, by investing US\$1 million in Thai securities like stocks or companies or by getting specific approval from the Thailand Board of Investment (BOI).

No financing for foreigners: The Bank of Thailand has always maintained a specific directive: no loans to foreigners without work permits. However, some local banks issue loan to foreigners through his/her established company or foreigners, who have Thai partner. Moreover, the Bangkok Bank has announced an initiative available from its Singapore branch, which will enable foreigners to attain financing for leasehold landed property.

Phuket International Airport: It needs to expand its runway in order to take advantage of the emerging European market. The runway cannot support the amount or size of crafts that fly direct from Europe.

Traffic: Traffic is becoming more congested in certain areas of the island. However, many main roads and arteries are currently being widened but some commercial districts like Phuket Town and Patong seems difficult to handle the traffic problem as the space is limited.

4.4.3 Opportunities

Low Cost Airline: The growth of low cost airline carriers such as AirAsia, Tiger, Nok Air and Jetstar, has helped to revitalize tourism in Phuket. Direct flights to Phuket from Australia are already operating, Dragon Air is resuming service with direct daily flights to Hong Kong and there are plans underway for direct flights to the Middle East in 2007.

World standard medical services: Phuket offers excellent medical services for a fraction of the costs of western institutions such as Bangkok Phuket Hospital and Phuket International Hospital. Furthermore, Thailand's largest international hospital Bungrumrad Hospital in Bangkok claims that in 2004 it treated 350,000 foreigners, mainly European and Middle-Eastern patients.

Location: Phuket's location in the South-East Asian region is convenient for its major buyer group. Phuket lies within five hours flying time of 32% of the world's population. It is also connected to Asia's biggest hub, Bangkok by way of numerous domestic flights daily.

Rental yield: Phuket enjoys significant yields from the short-term rental market during the peak tourist seasons. Rental yields are high and instant but confined to certain times of the year. A property with sea views can yield up to 8%; without sea views, 4-5%. Many developments offer rental management as part of the after-sales service package; they market the properties to holiday makers, handle all the reservations, pick-ups, concierge services etc.

Retiring baby boomers: The number of retiring baby boomers has positive impact to tourism and real estate market in Phuket as those people have been looking for second homes or retirement home, where they can enjoy their lifestyle and provides cheaper cost of living than their own country.

4.4.4 Threats

Uncertainty and political instability: There are concerns and uncertainties in Thailand property market today such as the Foreign Business Act, the reserve requirement on short-term capital flow, property rights for foreigners, and quasi-legal buying of hilly land in resort destination.

Currency / Economy: The threats to the Phuket property market are similar to those in any country. The main threats to any market are currency and economy.

Over zealous development

There is some fear among property experts that it is all happening too fast and that the development of infrastructure cannot maintain the pace.

High competitions: Bali and Malaysia are re-emerging as a formidable opponent, providing lifestyle and investment opportunities of equal proportions to Phuket.

Natural disasters: The Asian tsunami was the biggest disaster on the island. While there was no significant physical damage reported to residential developments, events like these send ripples of concern through the investment market, which is heavily reliant upon tourism.

Risk of terrorist attacks: There is also a danger of negative impacts of terrorist attacks in the region to property market and tourist industry in Phuket. Especially, the conflict between religious adherer in the southernmost part of Thailand could lead negative impact toward Phuket tourism and expatriate and long stay tourists' decision making in order to purchase the property in Phuket. Therefore, the government and real estate developer should have continuity plan regarding this issue.

4.4.5 Summary of SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ● Location within the region ● Economic resilience ● Cash market ● Domestic infrastructure ● Variety of consumer choices ● Quality construction ● Established developer ● Lifestyles ● Pricing 	<ul style="list-style-type: none"> ● Zoning ● Monsoon ● No freehold for foreigners ● No financing for foreigners ● Phuket International Airport ● Traffic
Opportunities	Threats
<ul style="list-style-type: none"> ● Low cost airline ● World standard medical services ● Location ● Rental yield ● Retiring baby boomers 	<ul style="list-style-type: none"> ● Uncertainty/Political instability ● Currency/Economy ● Over zealous development ● High competitors ● Natural disasters ● Risk of terrorist attacks

4.5 Recommendations

4.5.1 Recommendation of Marketing Strategies for real estate developers

In accordance to the result of the study, the researcher would like to recommend suitable marketing guideline for real estate developers in Phuket. The recommendations are presented in regards to each of the seven marketing mix factors as follows.

1. Product: The real estate developer should target its marketing strategies targeting for long stay tourists and expatriates by market segmentation as different groups of buyers have different needs, characteristic, or behavior that might require different marketing mix. This will help the real estate developer build the right relationship and provide the right product to each target customer. The researcher suggested that the real estate developers could group its market by geographic segmentation as the result of the study found that most long stay tourists and expatriates come from Europe, USA & Canada and Asia. The other effective way to segment the target group is by demographic segmentation. This divides the market into groups based on variables such as age, gender, family size, income, education and nationality etc. This will help the real estate developer to understand its target customer better and deliver more customer value. For example, the respondent recommends that Koreans are accustomed to living in modernized homes so they have a basic requirement for such as Internet, car parking and modern interior design.

Moreover, the real estate developer should differentiate and position itself as providing superior value. This will help the real estate developer gain a competitive advantage over its competitors. The researcher suggests that the real estate developer should emphasize its position on quality and differentiate its product on sustainable development. The study found that many long stay tourists and expatriates are seeking quality and sustainable development. For example, the respondent commented that the real estate developer should take care of the natural environment, reduce use of cemented areas and do not cut down local trees.

Furthermore, the result of the study also showed 4 cases of statistically significant differences at 0.05 significance level on product factors for expatriates who are between 51-60 years old, long stay tourists and expatriates who earn income per year more than

70,001 US\$ and expatriates from Oceania. Therefore, the real estate developer should maintain its credibility and make sure that these groups of product factors which are good interior design and house layout, size and space of accommodation, telephone line connected to high speed internet, enough parking, swimming pool and garden area are provided to 4 groups of customer. Therefore, understanding the demand and expectation of long stay tourists and expatriates will aid the success of the real estate developers business in Phuket.

2. Price: The study found that most respondents concentrated on value for money. Therefore, the real estate developer should set up a reasonable price by relying on the demand of target market and value-added services as the main factors. For example, the additional charges like maintenance of common areas, gardening, water, electricity, housekeeper, and additional services should not be overpriced. Moreover, the result of the study also showed 3 cases of statistically significant differences at 0.05 significance level on price factors for female expatriates, expatriates who are between 41-50 years old and married long stay tourists. Therefore, the real estate developer should set the reasonable price and provide favorable payment term and finance if possible to this group of customer.

The researcher also likes to recommend segmented pricing strategy by location where real estate developer can charge different prices for a different location. This will help the real estate developer increase profitability and accommodate the need of long stay tourists and expatriates. For example, a property with sea views is more expensive than one with garden view. Furthermore, the real estate developer should not use a discount price strategy like general products and the setting price should be same for both Thais and foreigners customers.

3. Place: The study found that most of respondents preferred to stay in Rawai, Chalong, Kamala and Surin areas. Therefore, this area would be a good investment for both Thais and foreigners. As foreigners are not able to legally own land in Thailand themselves, therefore, Thais could consider building rental homes for long stay tourists and expatriates around these areas, as they also prefer to live by the sea or nearby. Moreover, the result of the study also showed 3 cases of statistically significant differences at 0.05 significance level on place factors for female expatriates, female long stay tourists and long stay tourists who are between 31-41 years old. Therefore, the real estate developer should emphasize on basic location factors such as

the convenience of transportation, the location near by the community, shopping mall and customer's working place to these specific group.

4. Promotion: The real estate developer should decide how much to spend for promotion. The most popular approaches are to spend what the company can afford, to use a percentage of sales or to base promotion on competitors' spending. Then the real estate developer can divide its budget to several powerful promotional tools, which are suitable for their project. The survey showed that most luxury real estate developers in Phuket use property shows to communicate to the target market, but the study of respondent's behavior found that many long stay tourists and expatriates found the information about their accommodation from family and friends, Internet and driving around. Therefore, the real estate developer should emphasize more on maintaining their good reputation, creating customer loyalty, visible advertising or branding property and building a good atmosphere around and inside the property at all times as many long stay tourists and expatriates prefer to drive around themselves.

Moreover, it should have an effective website which is fast, accurate, a good search facility and provides enough information about the project and services provided, and at the same time have the sales pitch to sell the product. Furthermore, the researcher would like to suggest that the real estate developer should concentrate more on public relations which can be very effective and economical. It can also reach many prospects who avoid salespeople and advertisements. For example, the respondents commented that there should be less billboard advertising and stop producing glossy brochures with pretty pictures and little information.

5. Person: The result of statistically significant differences at 0.05 significance level showed that female expatriates rated people at high importance level. Therefore, the real estate developer should make sure that their staff are professional speak foreign languages and be polite and courteous. It should be convenient for the customer to contact the company staff. One of the expatriate females commented that the real estate developer needs to make sure that the staff understands all aspects of the property and the law so they can explain this to the customer clearly. This also requires a high level of English language skills.

Moreover, the staff should be well-trained professionals who work to build and maintain long-term customer relationships. Therefore, the company should also provide various

training programs to their staff such as language skills, selling techniques, interpersonal skills, updated real estate information regarding property, laws and regulations. Furthermore, the staff should have good service minded and be honest.

6. Physical evidence: The study showed that physical evidence factors which are, atmosphere around the property and surroundings and general appearance of the property, is very important to long stay tourists and expatriates in choosing the real estate in project. Moreover, the result of the study also showed 3 cases of statistically significant differences at 0.05 significance level on physical evidence factors for female expatriates, expatriates who earn income per year more than 70,001 US\$ and expatriates from Oceania. Therefore, the real estate developer should maintain attractiveness of its project design, decoration and surroundings at all times so to gain attention from these specific groups.

7. Process: The study found that security service provided is the most important process factors for long stay tourists and expatriates in choosing the real estate in Phuket. Therefore, the property developer should consider security when designing housing and provide good safety locks. The properties should also provide 24 hour security guard service and CCTV cameras through the property site.

Moreover, the result of statistically significant differences at 0.05 significance level showed that expatriates who earn income per year more than 70,001 US\$ rated process at very high importance level. Therefore, the real estate developer should ensure that their property provide security services, cleaning services, maintenance services, and additional services such as access to a fitness center, spa, restaurants etc.

4.5.2 Recommendations for the government and provincial

Tourism Thailand has been promoting long stay tourists as it is linked to the health and holidays concept. Both long stay tourists and expatriates are a high level niche market, which brings increased revenue to many different tourism activities. Therefore, the government should actively support long stay tourists and expatriates in regards to ownership of real estate

issues. The researcher would like to offer these recommendations based on the result of the study as follows:

1. The government should develop and promote the good image of Phuket by conducting advertising and public relation campaigns to increase good consumer perception in Phuket's image as a friendly and safe city for long stay tourists and expatriates.

2. The government should make a clear understanding of the situation in Thailand to other countries and give more confidence to the investor in purchasing and investing in Thailand.

3. The local government should increase the efficiency of infrastructure, expand the transportation capability throughout the island and increase supporting services for long stay tourists and expatriate such as developing a real estate center, which is a partnership between government and real estate developers in order to facilitate the real estate news to long stay tourists, expatriates, real estate develops and local people. Moreover, it should create a Phuket real estate official website to respond to any enquiries regarding to real estate matters.

4. The local government should educate local people about the tourism, foreign language skills and increase their awareness of being a good host.

5. The local government should shorten and simplify the process for transferring land and provide visa support for long stay tourists and expatriates.

6. The local government could create special events for repeat tourists and to increase expatriate's life style such as Asia's Expat Golf Tournament.

7. The tourism related organizations should produce a brochure and tourism manual, which provides information to long stay tourists and expatriates who own property in Phuket.

4.6 Recommendation for Further study

The result of this study provided the general facts and information on broad marketing strategies for real estate developers targeting long stay tourists and expatriates in

Phuket. To make it more accurate, the researcher would like to recommend for further study as below:

1. It is recommended that each type of property such as house, townhouse, condominium, serviced apartment etc. should be studied in more detail and specifically for what factors contribute to the decision of long stay tourists and expatriates to purchase or to rent each type of property. This is because each type of property is different in nature and style.

2. It should study the impact of foreign real estate market towards the local community.

3. Laws and limitations in real estate ownership for foreign investors should be studied. Foreign investment needs to be encouraged and a solution must be a well-planned policy that specifically dissuades speculation but allows genuine inflows of capital for trading and asset-based investment that includes property investment (Philips, 2006)

4. From the questionnaire of this thesis, the promotion should be divided into advertising, sales promotion, public relations, personal selling and direct marketing. This will help the researcher collect more accurate results for the study.

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Appendix A: General information of Phuket

(Source: Tourism information from Tourism Authority of Thailand, Phuket)

Phuket is Located approximately 862 kilometers south of Bangkok is Phuket, Thailand's largest island, which is often dubbed as the pearl of the Andaman, or the pearl of the south. Its natural resources- rocky peninsular, limestone cliffs, white powdery beaches, tranquil broad bays and tropical in-land forests contribute to making it the South's wealthiest, busiest, most visited and most popular island and province.

Nestled in the tropical zone off the west coast of the southern part of Thailand in the Andaman Sea and the Indian Ocean, the province covers an area of approximately 543 square kilometers (excluding small islets). It is estimated that Phuket Province covers an area of approximately 590 square kilometers if its 39 other small islands are included. The islands total length, from north to south, is estimated at 48.7 kilometers and approximately 21.3 kilometers wide. Phuket is divided into 3 administrative counties namely Amphoe Muang, Amphoe Thalang and Amphoe Kathu

Boundary

Phuket borders on Phang-nga Province to the north. The other 3 sides are encircled by the Andaman Sea the place where many of the best diving sites are located. The island is connected to Phang-nga Province by Sarasin Bridge and Thep Krasattri Bridge.

Climate

Staying on the island is easy, as there are only two seasons in a year - the rainy season (May to October) and the hot season (November to April). The low season of phuket is between September and October as they are the wettest months. The best period for a visit, is from November to February, when it is possible to see the clear blue sky, feel the fresh sea breeze

and marvel at the crystal clear water while lying on powdery, palm-fringed beaches. Average temperatures ranges between 23°C and 33°C.

Phuket's topology is exceptional with 70 percent of its area covered with mountains which stretch from north to south and the remaining 30 percent being plains located in the central and eastern parts of the island. The island does not have any major rivers except for a total of 9 brooks and creeks.

Historical background of Phuket

Most geologists believe that the area known as Phuket today was once a cape that extended into the Andaman Sea. Geographical formations gradually changed the capes location, finally detaching it from the mainland. A famous Greek philosopher, Claudius Ptolemy, was the first person who mentioned the cape in his book written in the year 157. The cape was locally referred to as Jung Ceylon, which was located between latitudes 6 N and 8 N (the present site of Phuket Island).

During the 16th century, the island was a popular trading port for tin with Chinese, Portuguese, Dutch, English and French traders flocking to the island. Apart from serving as a meeting point for traders from Europe, Central Asia and China, Phuket also attracted ambitious immigrants, especially those from Portugal and China, to work in the tin mines. With its colorful history, visitors admire the Sino-Portuguese style architecture in the city especially those buildings located along the Thalang and Yaowarat Roads.

Thalang town was surrounded by Burmese troops who invaded the coastal area in 1785. It was under the leadership of Chan, the widow of the governor, and her sister, Muk, who united local residents and successfully fought and drove the invaders out of Phuket. It took over 30 days for the defending troops of Phuket, under the command of Chan and Muk, to claim their victory. As a result of such heroic deeds, noble titles were granted to Chan and Muk as Thao Thep Krasattri and Thao Si Sunthon respectively. To honor them, a monument was established at Tha Ruea Intersection, 12 kilometers to the north of Phuket City in 1966. They are still highly respected by Phuket residents even today.

When Phuket was elevated to a town in 1850, it attracted more immigrants from Thalang and nearby communities. In 1894, Phuket was promoted to be a Monthon administrative unit under the supervision of the central administrative body (located in Bangkok). In 1902,

Phraya Ratsada Korsimbi, a Sino-Thai businessman who contributed to developing the modern city of Phuket was appointed Governor of Phuket. He also helped to improve the welfare of local residents and set up the market system in the countryside. In 1916, Phuket became a province.

The tin mining industry has gradually failed to generate economic growth in Phuket, especially after 1985 when the price of tin fell by half. However, with its natural resources, Phuket later emerged as a tourist destination with great potential. This polished pearl of the Andaman is truly a destination that provides visitors with memorable experiences. The islands long history has shaped the distinctive Phuket of the present with its diverse ethnic groups, culture, architectural influence, and fine cuisine. With approximately 35 percent of the population being comprised of Thai-Muslims, it is possible to see an equal number of Wats (Thai temples) located next to Mosques.

Tourist attractions

❖ Amphoe Krathu

Hat Kalim (Kalim Beach)

Located north of Patong Beach is a secluded beach dotted with rocks and coral reefs. Accommodations and restaurants are available. Another interesting stopover is Freedom Beach, which is located around the head of Laem Ka Sai Rot and is accessible by a chartered long-tailed boat.

Hat Kamala (Kamala beach)

Located approximately 26 kilometers from Phuket City, Hat Kamala is a relatively secluded 2-kilometer beach that is suitable for total relaxation. Accommodations are available.

Hat Patong (Patong Beach)

This Beach is the most developed, most vibrant, most visited beach of Phuket that never fails to impress visitors. Located approximately 15 kilometers from the city, the beach has a wide range of accommodations and shopping arcades, and provides magnificent leisure activities and energetic night-time entertainment. It is a picture perfect postcard view of a 3-

kilometer long white sandy beach that is perfect for swimming, lazing, and enjoying challenging water sports such as jet skiing, windsurfing snorkeling, sailing, and parasailing. In addition, Patong offers gastronomical delights for seafood lovers. There are plenty of good restaurants located along the beach.

Krathu Cultural Conservation Center

Located approximately 7 kilometers from Amphoe Kratu town, the center is located in the compound of Ban Kratu School. This is where a collection of ore, mining equipment, utilities, etc. are put on display. The center opens from 8.30 a.m. to 4.30 p.m. Call 076 321035 for more details.

Namtok Krathu

This relatively small waterfall with a simple view but unique atmosphere is located approximately 4 kilometers from Amphoe Krathu. The entrance to the waterfall is located next to the Log Palm Golf Club. Restaurants and basic tourist amenities are available.

Phuket Fantasea

Located on Kamala beach, Phuket Fantasea is dubbed as the ultimate nighttime cultural theme park of Phuket. It has won several awards from the TAT, among the distinctive ones are Best Attraction Thailand Tourism Award (for the years 2000 to 2003). This large-scale night time amusement center is spread out over an area of 140 acres near the village of Kamala Bay, or just 4 kilometers north of Patong. Attractions include the Culture-Illusion Stage Show, Fantasy of the Kingdom, a spectacular buffet restaurant Golden Kinnaree Restaurant, shopping village the enchanted Festive Village, Cultural Parade & Street Shows, Traditional Games and Carnivals, Handicraft Demonstrations & Live Performances (performed in Palace of the Elephants).

❖ Amphoe Mueang

Ao Chalong

This bay, which has the islands largest and most visited pier, is located 11 kilometers south of town. From this pier, holidaymakers can get chartered boats to some nearby islands south of Phuket. The bay area is dotted with dive shops, a few travel agencies and superb

seafood restaurants. Although the bay has a stunning setting and relaxing ambience, swimming is not recommended here. Accommodations are available at the Phuket Youth Hostel.

Hat Karon (Karon Beach)

Located south of Patong Beach, Hat Karon is a curving beach that lies beautifully in the sun with small sand dunes, casuarinas and palm trees. The crescent bay is the beach's signature that drawing travelers attention. From May to October, the beach may be affected by serious undertows, as the bay open. Watch out for those warning flags before going swimming or surfing at the southern end of the beach. During the high season, the beach is ideal for relaxation, swimming or sunbathing. A wide range of accommodations, from top-end to budget and mid-range, are available. Other facilities such as nightclubs, restaurants and other evening entertainment are located along the beachfront road.

The beach is located approximately 20 kilometers from the town and can be reached by taking either s or buses from Ranong Market in Phuket City. Transportation is available from 7.00 a.m. to 5.00 p.m. and costs approximately 20 baht / person / trip. Taking a taxi to the town is another option. It costs approximately 200 baht to Phuket City and 150 baht to Patong Beach.

Hat Kata (Kata Beach)

Located approximately 17 kilometers from Phuket City are Kata Noi (Small Kata) and Kata Yai (Big Kata) Beaches. Both are renowned for snorkeling to see the coral, tropical fishes and the seas eco-system. Also worth visiting is Ko Pu, a small uninhabited island located off Laem Sai. Most visitors find snorkeling along the islands rich coral reef enjoyable. Diverse beach activities are available on both beaches. Accommodations on Hat Kata are set amidst tropical and cliff settings. Visitors can choose to stay in budget to top end accommodations according to their preference. Well known hotels located here are Club Med and the Boathouse.

Had Nai Harn

Located a few kilometers from Kata Beach, next to Phromthep Cape, approximately 18 kilometers from town is Hat Nai Han, an extra-ordinary beach that has white powdery sand and crystal clear water. The beach borders on two charming landscaped lagoons surrounded by rubber trees and other tropical plants. As the beach has not yet been fully

developed to its full potential, it is less crowded, more peaceful, thus is ideal for people seeking solitude. Holidaymakers are not recommended to swim during the monsoon season from May to October. Watch out for the red flag! This beach can be reached by songthaeos, which leaves from the intersection of Ranong Road and the fountain circle. The fare is 25 baht / person / trip. In addition, visitors can also charter tuk-tuks which costs a lot more at 150 baht to 200 baht / trip.

Had Rawai

Located approximately 17 kilometers from town is the less crowded, more peaceful and less commercial beach with a second-to-none pristine beach. The Beach is home to a well-established community of Phuket's Chao Le people (sea gypsies). In addition, from this beach visitors can charter boats to explore other offshore islands. Hat Laem Kha, located to the northeast of the beach, is the departure point for those wishing to visit Ko Lon, and Ko He. Laem Phromthep, Phuket's landmark, is located at the southern end of the beach. This cape is an ideal spot for diving and snorkeling.

Khao Rang

A small hill located northeast of the town, Khao Rang offers a fascinating view of Phuket City. Inside the park is a fitness park, restaurants and souvenir shops. The statue of Phraya Ratsada Korsimbi, (Ratsada Korsimbi Na Ranong) the Governor of Phuket between 1890 and 1909 is also situated here.

Ko He

Located southwest of Cape Panwa, the island is famous for its white powdery beach and rich coral reefs which are ideal for swimming, snorkeling, scuba diving, fishing and other water sports. As the island is not affected very much by the monsoon, would be visitors can enjoy traveling to the place year round. Ko He has become a popular one-day tour from Phuket as it is only half an hour from the Chalong Pier. It is also dubbed the Coral Island by tourists. Accommodations and basic tourist facilities are available, contact the TAT Phuket Office for more up-to-date information.

Ko Kaeo

A small island located approximately 3 kilometers from Rawai Beach, south of Laem Phromthep where a replica of the Lord Buddha's Holy Footprint is enshrined. This quiet,

white, sandy beach complimented by rich coral reef is a major tourist attraction. The island can be reached by taking a 30-minute boat trip.

Ko Racha

The island consists of **Racha Yai** and **Racha Noi** islands located south of Phuket. Ko Racha Yai (Big Racha) has an enchanting beach located on the west between the valleys that resembles horseshoes. The area is known as Ao Bungalow which is famous for its white powdery beach and crystal clear water. Visitors can marvel at the delightful panoramic view of the whole island from the vantage point at the peak of the mountain located south of the bay.

Ko Racha Yai is the ultimate place to explore the wonders of the underwater world, especially at Ao Siam, Ao Tue and Khon Kae. Accommodations are available.

Ko Racha Noi (Small Racha) is located just 10 kilometers from Big Racha Island. Originating from the accumulation of coral stones, the island has more rocky hills than beaches, thus the island is more suitable for fishing. To get there, visitors can charter long-tailed or speed boats from Chalong Pier. Alternatively, they can buy a package tour from reliable travel agencies.

Ko Si-re

An interesting site to visit where visitors can explore the daily life of Chao Le as it is the oldest and biggest community of Phukets sea gypsies. With an area of approximately 20 square kilometers, the island is located approximately 4 kilometers southeast of Phuket and is separated from the main island only by the small Thachin Canal. The mountain-top temple on the island houses a big Buddha image in the reclining position. The island is not an ideal place for swimming, but is perfect for discovering the sea gypsies' way of life, especially at Laem Tukkae.

Laem Phromthep or Phromthep Cape

Literally translate as Brahmas Cape, Laem Phromthep is perhaps one of Phuket's most important landmarks. There is a saying that you haven't been to Phuket unless you visit Laem Phromthep. It is here that visitors soak up the sun and savor the breathtaking panoramic view of the Andaman Sea from the islands southern-most tip. The Cape is crowded especially in the evening, as it is a popular observation point at sunset. Laem Phromthep is located approximately 2 kilometers from Rawai Beach.

Phuket Butterfly Farm

Located approximately 3 kilometers from Phuket City via Yaowarat Road and the Sam Kong intersection, the farm proudly presents a unique collection of tropical creatures such as butterflies and insects. The farm opens daily from 9 a.m. to 5 p.m. The entrance fee is 150 baht for adults and 60 baht for children. Call tel. 0 7621 5616, or 0 7621 0861 for more information.

Phuket City and old buildings

Phuket City is a fascinating city that can be explored on foot or by traditional means of transportation, tuk-tuk or Sino-Portuguese architecture that is evident in the city's shop houses provides the town with a charming atmosphere and a late 19th century ambience. For visitors interested in strolling along the city, start the trip at the central post office and walk west along Thalang Road, then turn south at the Standard Chartered Bank building and walk towards Yaowarat Road. Continue the trip to Fountain Circle, then head west to Ranong Road and proceed to Patipat Road, which connects with the historic Krabi Road.

Phuket Cultural Center

Located in the compound of the Rajabhat Institute of Phuket, the Center features an exhibition of Phuket's intriguing history. Highlights of the daily lifestyles, traditional houses, household utilities and Thailand's history are exhibited. A library is located on the ground floor where books on the history, culture and arts of Phuket can be found. Call 076 211959 for more details.

Phuket Sea Shell Museum

Phuket Sea Shell Museum is located near Rawai Beach on the island's southwestern shores. On display are private collections of seashells from Thai waters (off Phuket Island itself). They are considered the most sought-after shells by collectors. In addition to such the collection, seashells from other parts of Thailand and other parts of the world are also on display. The main attractions at this Museum are the world's largest golden 140-karat pearl, the world's earliest known life form seen in sections of sedimentary rock containing shell fossils and a gigantic 250-kilogram shell. The museum is open daily from 8 a.m. to 7 p.m. Call tel. 0 7638 1266 or 0 7638 1274 for more information.

Phuket Submarine

Phuket Submarine operates 5 dives daily and carries forty eight passengers into the waters southeast of Phuket. The dives will be to a depth of the thirty meters. The submarine is fully air conditioned and boasts the latest technology available in tourist submarines. Large 72 centimeter viewing ports and LCD screens enhance the viewing experience for the passengers. Schools of tropical fish and soft coral formations are a highlight of the dive site.

Phuket Zoo

Located on the way to Chalong Bay, the Zoo features a collection of Asian and African mammals and birds. Elephant and crocodile shows are performed daily. The entrance fee is 400 baht for adult and 200 baht for children. Call 0 7638 1337, 0 7638 1227 for more details.

Saphan Hin

public park located by the sea at the end of Phuket Road, Saphan Hin is a recreational park for both locals and tourists. The Tin Mining Monument dedicated to the memory of Captain Edward Thomas Miles, the Australian who brought the first dredge to Phuket in 1909, is located inside the park. The Saphan Hin Sports Center is also located here.

Thai Village and Orchid Farm

Located on Thepkasattri Road, approximately 3 kilometers from Phuket City is an extraordinary place for culture lovers. The village provides stunning classical Thai dance performances, sword-fighting, Thai boxing, southern customs and elephant shows. Handicrafts and traditional mining techniques are also featured. The orchid farm outside is worth exploring. The performances are at 11.00 a.m., 2.00 p.m. and 5.30 p.m. The fees are 400 baht for adults and 200 baht for children. Call 076 214860 for more information.

The Viewpoint

The most famous observation point of the 3 beaches, Kata Not, Kata and Karon, is located on the road half-way between Nai Harn Beach and Kata Noi Beach. From this spot, an intriguing view of the 3 beaches and Ko Pu has constantly impresses visitors.

Wat Chalong

Phukets most popular and famous temple, Wat Chai Tararam, or Wat Chalong, was built in 1837. Located approximately 8 kilometers from the city, the temple houses the famous Luang Po Cham, a monk who helped the locals fight the Ang Yi rebellion during the

reign of King Rama V (in 1876). A recent addition to the temple is a 61.4-meter high chedi containing the Phra Borom Sareerikatat relic, a piece of the Lord Buddha's bones brought over from Sri Lanka. The chedi is a mixture of southern, central and northeastern architectural styles and is the first in this region to house the holy Buddha's relic

❖ **Amphoe Thalang**

Ao Bang Thao

A large open bay that is the location of one of Phuket's longest beaches, Ao Bang Thao has a long history related to the economy of the island. Previously a tin mining area the location has been transformed into an area where Phuket's luxurious resorts and golf courses, especially Laguna complex, are located. Additional accommodations outside Laguna at the bays south end are also available.

Ban Thao Thepkasattri

recent discovery has identified the house of Phuket's heroine, Thao Thepkasattri. The place is located at Ban Kien, Tambol Thepkasattri. To get there from the town, travel along Thepkasattri Road, at kilometer 19 marker, take the road that leads to Ban Riang and proceed for approximately 2 kilometers.

Hat Surin

Located approximately 24 kilometers from town and only in a short distance north of Laem Sing is an enchanting beach lined with casuarinas trees. Isolated and secluded, the beach is ideal for sunbathing and relaxing. The beach, however, is not suitable for swimming as it has a steep sloping beach and the weather fluctuates during the southwest monsoon. In addition, there is a golf course which was established in the reign of King Rama VII.

Several Muslim fishing communities are located nearby and Mosques are situated to the west of the beach. The local Mosque, Matsayit Mukaram, is worth visiting as it is an elegant whitewashed structure with lacquered wooden doors.

Laem Sing

Located just one kilometer from Surin Beach, Laem Sing is a relatively small quite beach perfect for a break from the crowd. Laem Sing has a white sandy beach that glitters in the sun and is dotted with uniquely shaped rocks.

Sirinath National Park

The park is located approximately 30 kilometers from Phuket City. Occupying an area of 90 square kilometers, the park has a 13-kilometer beach. Formerly known as Nai Yang National Park, it was declared a National Park on 13 July 1981.

Hat Nai Thon

Nestled on the rim of a secluded bay south of the park is another popular tourist attraction, especially for day trippers. Nai Thon Beach has a unique natural setting with both ends of the beach being protected by granite outcrops that serve as a natural shield making the bay a perfect nursery for both marine life and corals. The beach is suitable for swimming. For those seeking utmost solitude, it's not that far. Just walk a few hundred metres to Hin Kruai Bay to savor the moment.

Hat Nai Yang

Located to the south of Mai Khao Beach, Hat Nai Yang is a serene and isolated bay ideal for swimming and family picnics. The beach itself is impressive, as it is fringed by shady pine trees. Nearby coral reefs make explorations into the underwater world worthwhile. In addition, sea turtles are inhabitants in the area. The park's headquarters is located here.

Hat Mai Khao

Also known as the Airport Beach (Hat Sanambin), the beach is located at the northern end of Phuket Island. As Phuket's longest beach, Hat Mai Khao is famous for its tranquil beach set in a relaxing ambience. Camping grounds are provided. The beach is not recommended for swimming as it slopes steeply. Hat Mai Khao is home to wonderful creatures such as sea cicadas and turtles. In addition, it is an egg-laying ground for sea turtles.

The Beach can be reached by taking the Thepkasattri Road on to the Thao Thepkasattri Bridge, then taking a left turn at the directional sign pointing to Mai Khao Beach or follow the Thepkasattri Road that passes the Airport intersection. At the Sarasin Bridge, turn left and proceed for approximately 3.5 kilometers.

Hat Sai Kao

Located to the north, next to Mai Khao Beach, Hat Sai Kaeo is a long white powdery beach naturally decorated with groves of pines along the shore. Ideal for relaxation, the beach is Phuket's northernmost beach.

Mangrove Forest

Located in the area of Tha Chatchai, the mangrove forest covers an area of approximately 320 acres. Situated on the islands northern tip, the place offers interesting nature trails for those wishing to learn more about the forest that protects the land and nature's sea creatures.

Thalang National Museum

Located near the Two Heroines Monument, the museum features a permanent exhibition of life in old Phuket and ancient artifacts and remains discovered on the coast as well as materials used during war with Burma (Myanmar). It is open daily except national holidays from 8.30 a.m. to 4 p.m. For more information call 076 311426 or 076 311025. Admission fee is 30 baht / person.

The Khao Phra Thaeo Wildlife Sanctuary

Located in Thalang District, approximately 20 kilometers from Phuket City, the sanctuary covers an area of 13,925 rai (5,570 acres) of rich and fertile land which is home to several types of wild animals.

The compound was declared a wildlife sanctuary in July 1969. The special Palm called Chao Mueang Thalang Palm (Lang Khao Palm) can only be seen here. Major attractions in the sanctuary include:

Namtok Ton Sai

The waterfall is located approximately 22 kilometers from the town. A relatively small waterfall that looks its best in the rainy season, Namtok Ton Sai is shaded by big and small trees which make it ideal for relaxation. To get there from Thepkasattri Road, turn left at Amphoe Thalang intersection and proceed for approximately 3 kilometers. Call 076 311998 for more information.

Namtok Bang Pae

A relatively small cascade located amidst the dense woods, the waterfall is also home to the Gibbon Rehabilitation Center. To get there from the town, follow the route to the

Two Heroines Monument, then turn right to Tambon Pa Khlok and proceed for approximately 7 kilometers.

For nature enthusiasts, the sanctuary has mapped out some walking trails. Further information may be obtained from the Nature Study Center.

The Two Heroines Monument

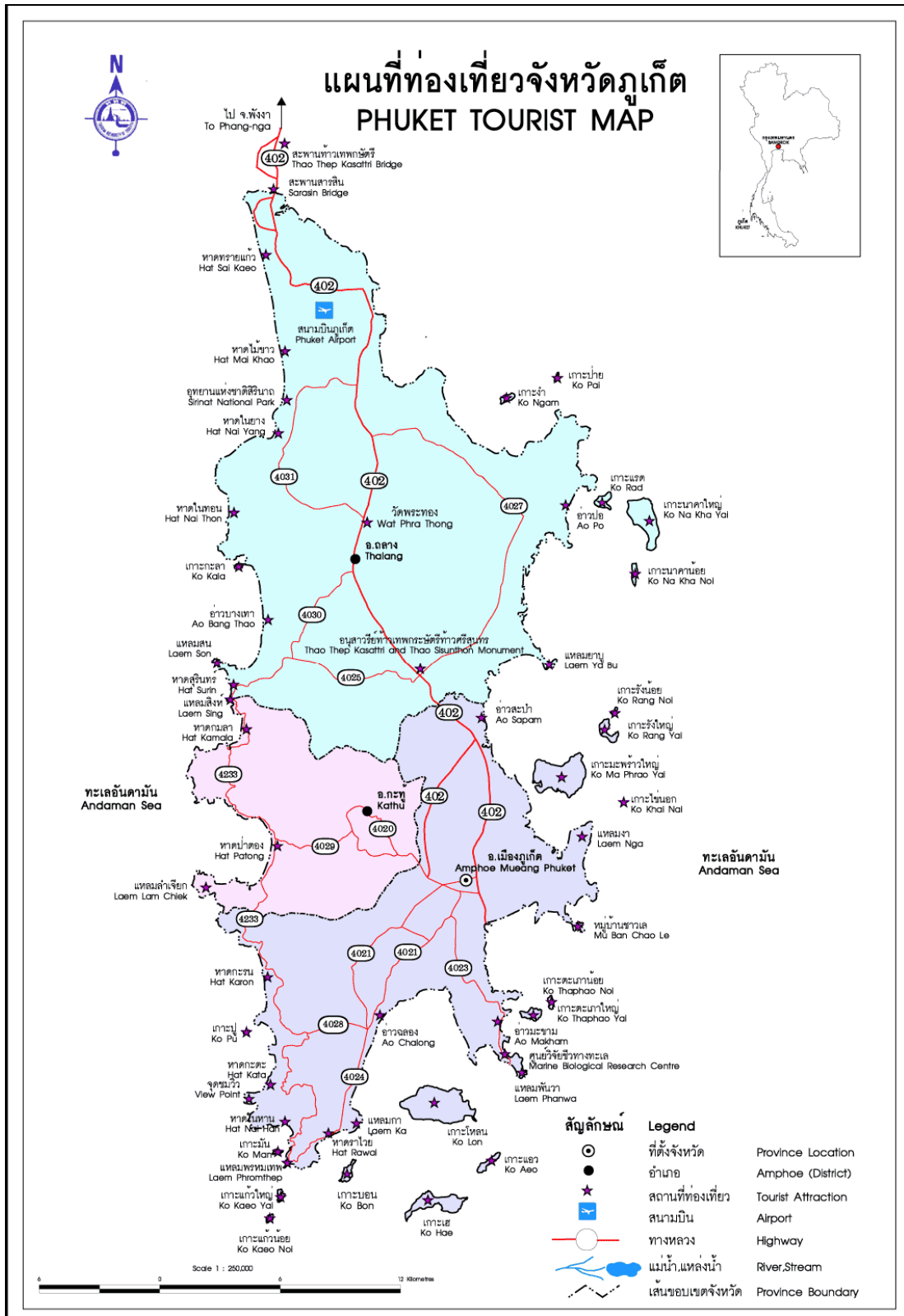
This monument was established by local residents in 1966 to honor the heroic deeds of Thao Thepkasattri and Thao Srisunthorn. It is located at the Tha Ruea intersection, Amphoe Thalang.

Wat Phra Thong

The temple is a popular attraction for both visitors and local residents. Located in the temple is the upper half of a large Buddha statue which seems to emerge from the ground. Legend has it that during the invasion of Thalang town in 1785, the Burmese made several attempts to excavate the statue in order to take it back to Burma. Each time they dug into the ground, swarms of hornets would swoop on them and they had to give up in the end. Later, the visible part of the statue was covered with gold by the villagers and has remained as such until today.

The temple is located approximately 20 kilometers from Phuket City. Travel along Thepkasattri Road, upon reaching the Thalang District Office, turn right and proceed directly to the temple.

Appendix B: Phuket Tourist Map



Appendix C: Real estate developer in Phuket

Source: phuket index, (2007)

Location	Name
Phuket town and Kratue	
	Ban Prangthong
	Baan Rommai Chailay
	Horisun Ville
	Chesterton Petty
	Royal Phuket marina
	The Boat Lagoon Park Residence
	The Woodlands (Nine Hills)
	Baan Suan Loch Palm
	The Heritage Suites
	Dalaburi
	Hole 7
	Sri Suchart Grand View
	Villa Daorung
	Villa California
	The Royal Place
Patong and Kalim	
	Aroonpat
	Patong Natural Home
	Patong View Talay
	L'orchidee'
	Piyalai Villa Phuket
	Villa Santi
	Patong Loft Condominium
Kata and Karon	

	Kata Gardens
	Katamanda
	The Breakers at Kata Beach
	The Heights
	Kata Gardens
	Mövenpick Residence
Kamala, Chengtalay and Surin	
	Laguna Phuket Property Sales
	Lakewood Hills
	Layan Estate
	Layan Gardens
	Kamala Beach Estate
	Orchard Springs
	Infinity Height
	Tamarind Hills
	Laguna Village
	The Park Villas
	Chom Tawan
	Lotus garden
	Luna Phuket
	The Chava
	Baan Talay
	Baan Wana
	Botanica Villas
	The Coolwater
	The Plantation
Rawai, Naiharn and Chalong	
	Baan Rom Yen
	Coral Tree Properties

	The Rawana
	East West Properties Co., Ltd.
	Land & Houses Park Phuket
	Kalita at Rawai Coast
	Dartmouth Villas
	Na Sai Yuan
	Patak Villa
	Phu Chao Fa Residence
	Phuket Nature Home
	Serenity Terraces
	Sun Palm Village Co., Ltd.
	The Pier
	Rawai Villas
	Tamarind Valley
	Wanphum Estate Co., Ltd.
Talang, Pa-kok and Ao-por	
	Tawan Views
	Panason
	Bann Suan Yoo Cha-Roen
	Krissana Parkland
Naiyang and Maikao	
	Turtle Cove
	The Estate
	Phuri Phimaan
	The Village Coconut Island
	West Sands
	Pearl of Naithon
Panwa and Ao Makan	
	Sri Panwa

	Tamarind Phuket

Appendix D: Questionnaires for Long Stay Tourist and Expatriates



Questionnaire

Topic : What are the main influences effecting the decision to purchase / rent a property in Phuket

I am doing research for my Master degree thesis in “Business Administration”. My thesis topic is “Real estate’s marketing strategies for long stay tourists and expatriates in Phuket.”

I would very much appreciate your co-operation in completing this short questionnaire. The answers that you give will be used for academic purposes only and will be kept confidential. The entire process should take less than 15 minutes. Thank-you.

—

Part 1

Please mark (X) next to the answers that are most applicable to you. Multiple responses are allowed.

1. How would you categorize yourself from the following?
 - () 1. Long Stay Tourist; *Non Resident of Thailand but a regular visitor to Phuket.*
 - () 2. Expatriate; *Living and working in Phuket; spending more than 180 days/year here.*

2. Are you a full time resident of Phuket?

() 1. If yes, How long have you lived in Phuket? _____ Years

() 2. If No, How many weeks per year do you visit Phuket? _____ weeks

3. In what type of accommodation do you stay in?

() 1. Own house

() 2. Rental house

() 3. Hotel room

() 4. Apartment or condominium

() 5. Time share

() 6. Guesthouse or bungalow

() 7. Others, please state, _____

4. If you are renting your property, how much do you pay per month?

() 1. less than 15,000 Baht

() 2. 15,0001 - 30,000 Baht

() 3. 30,001 - 45,000 Baht

() 4. 45,0001 - 60,000 Baht

() 5. More than 60,001 Baht

5. How many people stay in your accommodation including yourself?

() 1. 1

() 2. 2

() 3. 3

() 4. More than 4

6. In which area of Phuket do you live currently?

() 1. Phuket town and Kathu

() 2. Patong and Kalim

() 3. Kata and Karon

() 4. Kamala, Surin and Chengtalay

() 5. Rawai, Naihan and Chalong

() 6. Talang, Pakok and Ao-por

() 7. Naiyang and Mai kao

() 8. Panwa and Ao-Makam

() 9. Others, please state _____

7. Which area of Phuket would you consider most desirable for renting or owning a property?

() 1. Phuket town and Kathu

() 2. Patong and Kalim

() 3. Kata and Karon

() 4. Kamala, Surin and Chengtalay

- () 5. Rawai, Naihan and Chalong () 6. Talang, Pakok and Ao-por
 () 7. Naiyang and Mai kao () 8. Panwa and Ao-Makam
 () 9. Others, please state _____

8. What is your favorite style of architecture?

- () 1. Thai style () 2. Modern
 () 3. Bali () 4. European
 () 5. Country () 6. Contemporary
 () 7. Others, please state _____

9. How did you find out about your accommodation?

- () 1. Magazine () 2. Television
 () 3. Internet () 4. Newspaper
 () 5. Brochure and Poster () 6. Marketing staff or sale executive
 () 7. Friends and family () 8. Others, please state _____

Part 2 The influential factors on the customer's decision making in choosing a real estate.

Please rate from very important to least important in the table below.

No.	Factors	Degree of importance				
		Very important	Important	Medium	Less important	Least important
	Product					
2.1	Creditability of the developer					
2.2	Interior design					
2.3	Overall size of the accommodation					
2.4	Space in each room					

2.5	Telephone line connected to high speed internet					
2.6	Enough parking					
2.7	House included swimming pool					
2.8	Own garden area					
2.9	Layout of the house					
	Price					
2.10	Value for money					
2.11	Availability of finance					
2.12	Favorable payment term					
2.13	Electric and water rate					
	Place					
2.14	Its location by the sea or nearby					
2.15	Its location in the golf course or nearby					
2.16	Near by working place					
2.17	Near by community and shopping mall					
2.18	The convenience of transportation					
	Promotion					
2.19	Sale promotion ex: discount, gift voucher etc.					
2.20	Advertising sign					
2.21	Knowledge and presentation from sale representative					
2.22	Advertising on newspaper					
2.23	Website promotion					
	Person					

2.24	Efficient/courteous service staff					
2.25	Convenience in contacting staff					
2.26	Easy communication with staff					
	Physical					
2.27	Atmosphere around the property and surrounding					
2.28	General appearance of the property					
	Process					
2.29	Cleaning service provided					
2.30	Security service provided					
2.31	Availability of service/maintenance					
2.32	Spaces common area					
2.33	Additional service e.g. swimming pool, fitness center, spa and restaurant etc.					

2.34 What are the most important criteria effecting your decision in buying or renting property in Phuket? Please rank in order of importance from 1 = most important to 7 = least important.

- () 1. Product () 2. Price () 3. Place (location)
 () 4. Promotion () 5. Person () 6. Physical () 7. Process

Part 3 Comments/Suggestions (please, identify).

3.1 Could you make any suggestions or recommendations to real estate developers/real estate agents on elements that they should try to improve upon?

3.2 Could you make any suggestions or recommendations to the Thai government regarding this issue, on how they can help or improve the current situation?

Part 4 Personal Information

1. Gender Male Female
2. Marital status
- Single Married
- Married with children Divorced/widowed/separated
3. Age
- 20 -30 years old 31 - 41 years old
- 41-50 years old 51- 60 years old
- over 61 years old
4. Education level
- Lower than Bachelor degree Bachelor degree
- Higher than bachelor degree
5. Income per year Less than 30,000 30,001 - 40,000
- (US\$Dollar) 40,001 - 50,000 50,001 - 60,000
- 60,001 - 70,000 More than 70,001

6. Occupation

- Self Employed Unemployed/Retired
- Company employee Business Owner
- Freelance Professional (lawyer, doctor, teacher etc.)
- Others, please state.....

7. Which country are you from?.....

#####

Thank you very much for completing this questionnaire.

Your assistance is greatly appreciated.

Appendix E: Questionnaires for Real Estate Developers (English and Thai)



Questionnaire

Topic : What are the main influences effecting the decision to purchase / rent a property in Phuket

I am doing research for my Master degree thesis in “Business Administration”. My thesis topic is “Real estate’s marketing strategies for long stay tourists and expatriates in Phuket.”

I would very much appreciate your co-operation in completing this short questionnaire. The answers that you give will be used for academic purposes only and will be kept confidential. The entire process should take less than 15 minutes. Thank-you.

Part 1

Please mark **X** next to the answers that are most applicable to you. Multiple responses are allowed.

1. In which area of Phuket is your project located?

- | | |
|--|--|
| <input type="checkbox"/> 1. Phuket town and Kratue | <input type="checkbox"/> 2. Patong and Kalim |
| <input type="checkbox"/> 3. Kata and Karon | <input type="checkbox"/> 4. Kamala, Chengtalay and Surin |
| <input type="checkbox"/> 5. Rawai, Niharn and Chalong | <input type="checkbox"/> 6. Talang, Pakok and Ao-por |
| <input type="checkbox"/> 7. Naiyang and Mai kao | <input type="checkbox"/> 8. Panwa and Ao Makam |
| <input type="checkbox"/> 9. Others, please state _____ | |

2. In what type of real estate do you sell?

- | | |
|--|--|
| <input type="checkbox"/> 1. Single house | <input type="checkbox"/> 2. Twin house |
|--|--|

- () 3. Town house () 4. Apartment or condominium
 () 5. Time share () 6. Villa
 () 7. Others, please state _____

3. What is your property price per unit?

- () 1. Below 1 millions () 2. 1.1 - 5 millions
 () 3. 5.1-10 millions () 4. 10.1- 15 millions
 () 5. 15.1- 20 millions () 6. 20.1- 30 millions
 () 7. 30.1- 40 millions () 8. More than 40.1 millions

4. What is your architecture style?

- () 1. Thai style () 2. Modern
 () 3. Bali () 4. European
 () 5. Country () 6. Contemporary
 () 7. Others, please state _____

5. How do you advertise your accommodation?

- () 1. Magazine () 2. Television
 () 3. Internet () 4. Newspaper
 () 5. Brochure and Poster () 6. Marketing staff or sale executive
 () 7. Friends and family () 8. Others, please state _____

Part 2 Factors that most influence the customers decision making process when choosing a real estate project.

Please rate from very important to least important in the table below.

No.	Factors	Degree of importance				
		Very important	Important	Medium	Less important	Least important
	Product					
2.1	Creditability of the developer					

2.2	Interior design					
2.3	Overall size of the accommodation					
2.4	Space in each room					
2.5	Telephone line connected to high speed internet					
2.6	Enough parking					
2.7	House included swimming pool					
2.8	Own garden area					
2.9	Layout of the house					
	Price					
2.10	Value for money					
2.11	Availability of finance					
2.12	Favorable payment term					
2.13	Electric and water rate					
	Place					
2.14	Its location by the sea or nearby					
2.15	Its location in the golf course or nearby					
2.16	Near by working place					
2.17	Near by community and shopping mall					
2.18	The convenience of transportation					
	Promotion					
2.19	Sale promotion ex: discount, gift voucher etc.					
2.20	Advertising sign					
2.21	Knowledge and presentation					

	from sale representative					
2.22	Advertising on newspaper					
2.23	Website promotion					
	Person					
2.24	Efficient/courteous service staffs					
2.25	Convenience in contacting staffs					
2.26	Foreign language speaking staffs					
	Physical					
2.27	Atmosphere around the property and surrounding					
2.28	General appearance of the property					
	Process					
2.29	Cleaning service provided					
2.30	Security service provided					
2.31	Availability of service/maintenance					
2.32	Spaces common area					
2.33	Additional service e.g. swimming pool, fitness center, spa etc.					

2.34 What are the most important factors effecting customer's decision in buying or renting your property? Please rank in order of importance from 1 = most important to 7 = least important.

- () 1. Product () 2. Price () 3. Place (location)
 () 4. Promotion () 5. Person () 6. Physical () 7. Process

Part 3 Comments/Suggestions (please, identify).

3.1 What changes would you most like to see in the real estate industry, or identify areas that require improvement?

3.2 Could you make any suggestions or recommendations to the Thai government regarding this issue, on how they can help or improve the current situation?

3.3 What is your opinion about the real estate market to expatriates and long stay market in Phuket?

#####

Thank you very much for completing this questionnaire.

Your assistance is greatly appreciated.



แบบสอบถาม

เรื่อง พฤติกรรมการเลือกซื้อหรือเช่าอสังหาริมทรัพย์ในจังหวัดภูเก็ต

แบบสอบถามชุดนี้มีวัตถุประสงค์เพื่อรวบรวมข้อมูลเกี่ยวกับพฤติกรรมการเลือกซื้อหรือเช่าอสังหาริมทรัพย์ของนักท่องเที่ยวพำนักระยะยาวและชาวต่างชาติที่ทำงานในจังหวัดภูเก็ต เพื่อประกอบการเขียนวิทยานิพนธ์ หลักสูตรบริหารธุรกิจมหาบัณฑิต สาขาการจัดการบริการและการท่องเที่ยว (นานาชาติ) คณะอุตสาหกรรมบริการ มหาวิทยาลัยสงขลานครินทร์ ภูเก็ต เรื่อง กลยุทธ์การตลาดของธุรกิจอสังหาริมทรัพย์สำหรับนักท่องเที่ยวพำนักระยะยาวและชาวต่างชาติที่ทำงานในจังหวัดภูเก็ต จึงใคร่ขอความอนุเคราะห์จากท่าน ในการตอบแบบสอบถามนี้ ข้อมูลทั้งหมดจะเก็บเป็นความลับและใช้ในการศึกษาเท่านั้น ขอขอบคุณสำหรับความร่วมมือ

ตอนที่ 1

คำชี้แจง โปรดทำเครื่องหมาย X ลงในช่อง () และตอบคำถามตรงกับความเป็นจริง

1. ที่ตั้งของโครงการ

- | | |
|----------------------------|---------------------------------|
| () 1. เมืองภูเก็ตและกะทู้ | () 2. ป่าตองและกะหลิม |
| () 3. กะตะและกะรน | () 4. กมลา, สุรินทร์, เซิงทะเล |
| () 5. ราไวย์, ในหาน, ฉลอง | () 6. ถลาง, ป่าคลอก, อ่าวปอ |
| () 7. ในยาง, ไม้ขาว | () 8. พันวา, อ่าวมะขาม |
| () 9. อื่นๆ..... | () 9. |

2. ประเภทของอสังหาริมทรัพย์ที่ให้เช่าหรือซื้อ (ตอบได้มากกว่า 1 ข้อ)

- | | |
|------------------------------------|--------------------|
| () 1. บ้านเดี่ยว | () 2. บ้านแฝด |
| () 3. อาคารพาณิชย์ | () 4. ทาวน์เฮ้าส์ |
| () 5. คอนโดมิเนียมหรืออพาร์ทเมนท์ | () 6. อื่นๆ |

3. ราคาอสังหาริมทรัพย์ต่อหน่วย (บาท)

- () 1. ต่ำกว่า 1 ล้าน () 2. 1.1-5 ล้าน
 () 3. 5.1-10 ล้าน () 4. 10.1-15 ล้าน
 () 5. 15.1-20 ล้าน () 6. 20.1-30 ล้าน
 () 7. 30.1-50 ล้าน () 8. มากกว่า 50.1 ล้าน

4. รูปแบบการตกแต่งของอสังหาริมทรัพย์ในโครงการ

- () 1. ไทย () 2. สมัยใหม่
 () 3. บาห์ลี () 4. ยูโรป
 () 5. ชนบท () 6. ร่วมสมัย
 () 7. อื่นๆ

5. โครงการของท่านโฆษณาผ่านสื่ออะไร (ตอบได้มากกว่า 1 ข้อ)

- () 1. นิตยสาร () 2. ทีวี
 () 3. เว็บไซต์ () 4. หนังสือพิมพ์
 () 5. แผ่นพับโปสเตอร์ () 6. วิทยุ
 () 7. งานแสดงสินค้าบ้านและที่ดิน () 8. บอกต่อ
 () 9. อื่นๆ

ตอนที่ 2

ท่านคิดว่าโครงการของท่านมีปัจจัยเหล่านี้หรือให้ความสำคัญต่อปัจจัยต่อไปนี้มากน้อยเพียงใด โปรดทำเครื่องหมาย ✓ ตรงกับช่องระดับความเห็นของท่าน

ลำดับ	ปัจจัย	ระดับความสำคัญ				
		มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
	ปัจจัยด้านผลิตภัณฑ์					
2.1	ความน่าเชื่อถือของโครงการ					
2.2	การตกแต่งภายใน					
2.3	ขนาดของบ้านหรือห้อง					
2.4	พื้นที่ในแต่ละห้อง					
2.5	การมีโทรศัพท์ต่อกับอินเทอร์เน็ต ความเร็วสูง					

2.6	มีที่จอดรถเพียงพอ					
2.7	บ้านแต่ละหลังมีสระว่ายน้ำ					
2.8	มีส่วนส่วนตัว					
2.9	รูปแบบของบ้าน					
	ปัจจัยด้านราคา					
2.10	คุ้มค่ากับราคา					
2.11	บริการสินเชื่อจากสถาบันการเงิน					
2.12	อัตราดอกเบี้ย					
2.13	อัตราค่าน้ำ ค่าไฟ					
	ปัจจัยด้านสถานที่					
2.14	โครงการอยู่ใกล้ทะเล					
2.15	โครงการอยู่ใกล้สนามกอล์ฟ					
2.16	โครงการใกล้ที่ทำงานของลูกค้า					
2.17	โครงการอยู่ใกล้แหล่งชุมชนและศูนย์การค้า					
2.18	ความสะดวกในการเดินทาง					
	ปัจจัยด้านการส่งเสริมการตลาด					
2.19	ส่วนลดพิเศษและของขวัญต่างๆ					
2.20	ป้ายโฆษณาตามสถานที่ต่างๆ					
2.21	ความรู้และการนำเสนอของพนักงานฝ่ายขาย					
2.22	การโฆษณาในหนังสือพิมพ์					
2.23	การโฆษณาในอินเทอร์เน็ต					
	ปัจจัยด้านบุคคล					
2.24	อริยาศัยไมตรีของพนักงาน					
2.25	ความสะดวกสบายในการติดต่อกับพนักงาน					
2.26	พนักงานมีทักษะในการสื่อสารดี					
	ปัจจัยด้านลักษณะทางกายภาพ					

2.27	สภาพโดยรวมของโครงการ					
2.28	ความน่าอยู่ของโครงการ					
	ปัจจัยด้านการบริการ					
2.29	มีบริการทำความสะอาดห้องพัก/ ที่อยู่อาศัย					
2.30	การดูแลรักษาความปลอดภัย					
2.31	มีบริการซ่อมแซมที่พักอาศัย/ อุปกรณ์ในทันที					
2.32	พื้นที่ใช้สอยภายในโครงการ					
2.33	บริการอื่นๆ เช่น มีสระว่ายน้ำ, ฟิตเนส, สปา, ร้านอาหาร เป็นต้น					

2.34 ท่านคิดว่าปัจจัยใดเป็นส่วนสำคัญต่อการซื้อขายอสังหาริมทรัพย์ของท่านมากที่สุด

(กรุณาเรียงลำดับจาก 1 มากที่สุด ถึง 7 น้อยที่สุด)

- () ปัจจัยด้านผลิตภัณฑ์ () ปัจจัยด้านราคา () ปัจจัยด้านสถานที่
 () ปัจจัยด้านการส่งเสริมการตลาด () ปัจจัยด้านบุคคล
 () ปัจจัยด้านลักษณะทางกายภาพ () ปัจจัยด้านการบริการ

ตอนที่ 3 ข้อคิดเห็นและข้อเสนอแนะ

3.1 ท่านคิดว่าปัญหาเกี่ยวกับธุรกิจอสังหาริมทรัพย์ในปัจจุบันคืออะไร

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3.2

ท่านคิดว่ารัฐบาลควรให้ความช่วยเหลือหรือส่งเสริมธุรกิจอสังหาริมทรัพย์อย่างไร

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3.2 ท่านมีความคิดเห็นอย่างไรต่อตลาดชาวต่างประเทศที่เข้ามาทำงานในจังหวัดภูเก็ตและ

นักท่องเที่ยวผ่านกระยะยาว ต่อการซื้อหรือให้เช่าอสังหาริมทรัพย์

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ขอขอบคุณผู้ตอบแบบสอบถามทุกท่านสำหรับความร่วมมือ