



<b>Independent Study Title</b>	Marketing Mix Factor Affecting Buying Decision Towards House of High-Income Customers in Mueang Samut Sakhon District
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### ABSTRACT

The data of this study were collected from 330 samples in Muang Samut Sakhon Province who were high-income households earned 50,000 baht or more, residences priced two million baht or more, or groups of people who intend to purchase houses in 1 - 3 years ahead. The study found that most respondents were female aged between 31 - 40 years old holding bachelor's degree or higher. They were employees or employees of private companies who earned between 50,000 to 75,000 baht per month in average.

Services marketing mix factors affecting buying decision of the respondents at high level were processes, people and products, respectively.

When doing an in-dept analysis for each factor, the study found that the sub-factor of process which received the highest average level was clear housing construction process. The sub-factor of people which received the highest average level was attention of salesperson towards customers. The sub-factor of product which received the highest average level was the security system of the housing project entrance and of each house. The sub-factor of physical evidence which received the highest average level was the cleanness within area of the housing project. The sub-factor of price which received the highest average level was cheaper loan interest rate comparing with others housing project. The sub-factor of promotion which received the highest average level was a discount. The sub-factor of place which received the highest average level was an ability to contact after working hours.