

Impact of Marketing Communication Toward Customer Perception of Middle Level Condominium Bangkok Metropolitan

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ABSTRACT: This research aimed to study the level of awareness of condominium products with mid- to high-end price ranges in Bangkok through marketing communications and to study the types of marketing communications and current use in mid- to high-end condominium and residential businesses by using the research sample group of consumers in Bangkok who are interested in or considering purchasing condominiums with price ranges of 2-5 Million baht, the sample group was a population of 400 people, using a questionnaire as a tool for collecting data and analyzing with descriptive statistics by finding the humidity value of 500 and the mean and the pro and interpreting the results into the significance level. The research results found that 1. Most of the demographic characteristics are males aged 31 to 40 years, single status, with an income of 200,000 baht per month or more. 2. Most consumers have a media exposure of 1-2 times per week and use the media exposure time of at least 1 hour per day. 3. Consumer behavior of various types of media, the respondents give the most importance to online media, followed by billboards. In addition, the research also analyzed the level of product awareness of the components that appear in the advertising media of mid-level to high-end condominiums by recognizing the product name or brand of the condominium at the highest level. The results of the research could be a guideline for entrepreneurs to choose various types of media that match the level of awareness and response of consumers most effectively.

KEYWORDS: Advertising Media, Awareness, Condominium

I. INTRODUCTION

At present, real estate is a very important business for the Thai economy, showing the wealth of the country and its people. Most consumers buy real estate as a necessity in life. Some buy real estate to show their social status and tastes, and some reserve real estate for speculation or investment as a tool to generate income.

Therefore, real estate is more interesting than other types of assets and still has a tendency to expand more due to the government's future investment plans for large-scale projects such as intercity electric train networks, high-speed electric train projects, and 10 electric train routes, which cause an increase in land prices. Therefore, the real estate business has many real estate developers with different expertise. From the Real Estate Research and Valuation Center, Agency for Real Estate Affairs Co., Ltd., it was found that currently, condominiums have the highest market share at 58%, followed by townhouses at 23% and single houses at only 12%, which shows that the trend of housing demand has clearly changed towards the condominium market.

Positive factors for the condominium market continue to follow the mass transit system in Bangkok and its surrounding areas, which supports the demand for housing because condominiums are convenient, close to communities, easy to travel, and today's society emphasizes a smaller household size, gradually reducing to only 2.5 people per house (Thansettakij, 2023). According to a survey by Colliers International Thailand Research in the second quarter of 2023, there were approximately 7,100 condominium units for sale in the first half of 2023, and it have been expected that approximately 35,000 units will be available for sale in 2022, a number close to 2022.

In terms of condominium prices, there is a division of price groups from the lower level (Economy Class) to the super luxury level (Super Luxury Class), divided by location and materials used. Mid-level to high-end condominiums were a fairly large base and are popular. The price has increased the most by 5.9% (Government Housing Bank, 2022) and still has the largest market share.

Table 1: Market share of residential condominiums by price level of L.P.N. Development Co., Ltd.

Price level	Market share (%)
Lower than 1.5 million	22
1.5 – 2 million	16

Impact of Marketing Communication Toward Customer Perception of Middle Level Condominium Bangkok Metropolitan

2 – 3 million	32
3 – 4 million	15
More than 5 million	15

Accordingly, mid-level to high-end condominiums were interesting and worth watching in the competition. Marketers have needed to create differences and product highlights to stimulate, motivate and communicate to the target market. Guidelines for planning advertising media and presenting marketing communication strategies to reach consumers' awareness easily and most directly often use various tools through advertising to show the differences of products, such as using promotions that attract consumers, organizing public relations activities to create an image and create added value for the product, distributing leaflets, pamphlets and advertising via online media to continuously communicate information about the organization's products to consumers. Therefore, many organizations in the real estate business give great importance to marketing communication.

From the above situation, the researcher was interested in studying the marketing communication which was affected the perception of middle to high-end condominium products in Bangkok to analyze the perception of marketing communication and have used the information as a guideline for planning the use of various marketing media to achieve the most efficiency.

II. OBJECTIVES OF THE STUDY

1. To study the level of importance of product awareness of mid- to high-end condominiums in Bangkok through marketing communications.
2. To study the types and characteristics of current marketing communications used in the real estate business of mid- to high-end condominiums.

III. RESEARCH CONCEPTUAL FRAMEWORK

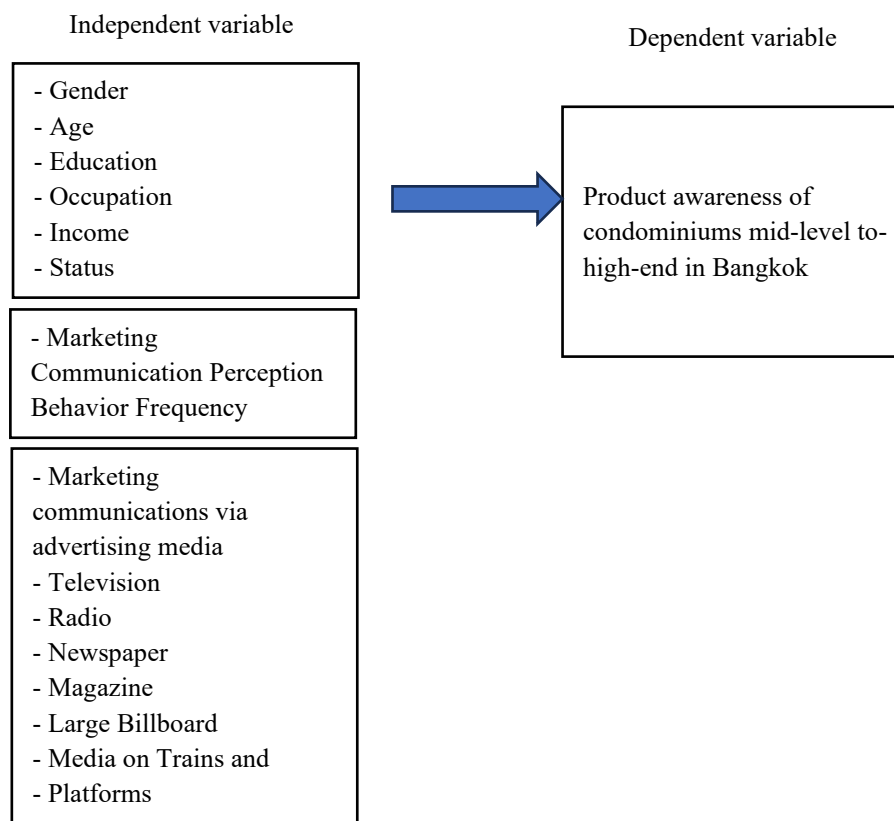


Figure 1: Research conceptual framework

IV. CONCEPTS AND THEORIES

A. Marketing Communications

The concept of marketing communication (Kotler, 2003) stated that it is a marketing communication activity that the organization organizes to communicate and promote products and services to the target group in various forms, such as advertising, sales promotion, direct marketing, public relations and the use of salespeople to create clear communication to consumers. Delozier

Impact of Marketing Communication Toward Customer Perception of Middle Level Condominium Bangkok Metropolitan

(1976) by communicating through various channels to make the target group aware. 1. Physical health promotion services such as fitness, healthy food, spa, beauty, cycling, etc.

Therefore, from the definitions of both domestic and international scholars above, researchers can conclude that marketing communication is the implementation of marketing activities and various forms of communication sent to target consumers. Different tools can be used to suit the products and services of the target consumer groups, such as advertising through various media (Advertising), direct marketing (Direct Marketing), public relations (Public Relations), sales promotion (Sales Promotion), the use of sales representatives (Sales Representative) and direct marketing (Direct Marketing) (Kotler, 2003). This marketing communication tool may be called "Promotion Mix".

B. Marketing Communication Tools

Advertising Gadener and Trivedi (1998) stated that it is a very important tool for marketing communication because it is easy to see, communicates to a large group of people and is very effective. It has 4 roles and functions (Shimp, 2000) as followed:

1. Television
2. Radio
3. Newspaper
4. Magazine
5. Outdoor Advertising
6. Transit or Transport Advertising
7. Direct Advertising
8. Point of Purchase Advertising
9. Internet Advertising

C. Concepts and theories on decision-making process

Kotler (2003) stated that perception is a process of interpreting the meaning of various data to create a meaningful image through selection and organization. Perception depends on the environment, society, and individuals, etc.

D. Related research

Bowornwit Khonram (2014) studied the media exposure and marketing factors affecting the decision to buy a condominium in Bangkok. Case study: L.P.N. Development Public Company Limited. The research found that the sample group who decided to buy and live in 6 projects of L.P.N. Development Public Company Limited in Bangkok, aged 20 years and over, were most exposed to information and news from direct marketing media, followed by advertising media, public relations media, and online media, respectively.

Chavalit Ariyawiriyanan (2014) studied the influence of advertising media on the decision to buy residential real estate. From the research, it was found that those who decide to buy a house give high importance to large billboard advertising media. For other advertising media, it is moderately important. And Pichet Songnatthaphon (2020) studied the study, analysis and evaluation of outdoor real estate advertising media compared to new media that affect the number of people interested in housing projects. From the research, it was found that those interested in visiting the project and those who decided to buy the project mostly decided to visit the project from outdoor billboard media more than new media because it is a media that has more comprehensive details than other types of media.

V. RESEARCH METHODOLOGY

1. Research Design/Methodology

The research study on marketing communication affecting customers' perception of mid- to high-end condominium products in Bangkok was a quantitative research using the survey research method by using a questionnaire to collect data from the target sample group.

2. Population and sample

1) Population

The population used in this research is the population in Bangkok who are aware of condominium products.

2) Sample groups

The non-probability sampling method is used because the population is unknown. Therefore, the sample size must be calculated according to the concept of Taro Yamane at a confidence level of 95% and an error level of ± 5 percent. The number of samples can be calculated as 400.

3. Data collection tools / methods

In this research, the researcher used a questionnaire to collect data on marketing communications that affect the perception of condominium products in Bangkok, which is divided into 4 parts as followed:

Impact of Marketing Communication Toward Customer Perception of Middle Level Condominium Bangkok Metropolitan

Part 1 was a questionnaire about demographic information in the form of a multiple choice question, including gender, age, educational status, occupation, and total family income per month, with only one answer selected.

Part 2 was a questionnaire about general information about the behaviours of perception of marketing communication, which is in the form of a multiple choice question, with only one answer selected.

Part 3 was a questionnaire about the perception of advertising media for each type of condominium building of people in Bangkok, consisting of questions about 7 types of advertising media: television, radio, newspapers, magazines, large billboards, media on trains, platforms, and online media, with only one answer selected for each question, using a Likert scale and specifying that each question has 5 levels of choices, with the following scoring criteria:

Rating Level	Score
Most	5
Very much	4
Moderate	3
Little	2
Least	1

Consequently, the items with high mean values indicate that marketing communication is important for the perception of middle to high-end condominium products in Bangkok of the sample group. The criteria for considering the mean score level in each level of the research according to Best's concept (Best W. John. 1997, P 190) are as followed:

Average score 4.21-5.00	was the most important level of perception.
Average score 3.41-4.20	was the most important level of perception.
Average score 2.61-3.40	was the moderate level of perception.
Average score 1.81-2.60	was the least important level of perception.
Average score 1.00-1.80	was the least important level of perception.

Part 4 was a questionnaire to measure the level of awareness of condominium products and awareness of the elements that appear in advertising media. It is a single-choice questionnaire for each question using a Likert scale and each question has 5 levels of choices.

Data Collection

This time, the researcher has completed the data collection from the questionnaire. The researcher an3. Data Processing Analysis

1. It was a questionnaire about demographic or personal data, which is a closed-ended question in answering questions by calculating statistics such as frequency and percentage.
2. It was a questionnaire about general information about general information about the behavior of perceiving marketing communications, which is a closed-ended question in answering questions by calculating statistics such as frequency and percentage.
3. It was a questionnaire about the perception of advertising media of each type of condominium of people in Bangkok, which is a questionnaire to evaluate the value of Likert scale by calculating statistics such as analyzing the mean and standard deviation.
4. It was a questionnaire to measure the level of awareness of condominium products and awareness of the components appearing in the advertising media, which is a questionnaire to evaluate the value of Likert scale by calculating statistics such as analysing the mean and standard deviation.

VI. RESEARCH RESULTS

This study has focused on marketing communication that affects the perception of middle-to-high-end condominium products in Bangkok. The researcher used data from a sample of 400 people collected for descriptive statistical analysis, including frequency, percentage, and mean. The interpretation of the data analysis results is presented in the form of tables with explanations, divided into 4 parts as follows:

Part 1 Analysis of demographic data of the respondents

Part 2 Analysis of behavioural perception of marketing communication of the respondents

Part 3 Analysis of perception of advertising media of middle-to-high-end condominiums by type of respondents

Part 4 Analysis of the level of perception of middle-to-high-end condominium products of the respondents

Summary of the research results

Most of the respondents were male, aged 31-40 years, single, bachelor's degree, private company employees, and had a total family income of 200,001 baht or more per month. For the behaviours of the respondents' perception of marketing communication, most of them had a frequency of receiving advertisements for mid-level to high-end condominiums through the media 1-2 times per week and received advertisements less than 1 hour per day.

Impact of Marketing Communication Toward Customer Perception of Middle Level Condominium Bangkok Metropolitan

Objective 1 To study the level of importance of product awareness of mid- to high-end condominiums in Bangkok through marketing communications. Analysis of marketing communication affecting customer perception of middle-to-high-end condominium products in Bangkok. Most of the respondents were aware of media from television, news programs, 22.75 percent, but there was a sample group that did not watch advertisements from television, 52.25 percent. For newspapers and magazines, it was found that most of the respondents did not read advertisements from newspapers and magazines, 44.50 and 51.50 percent, respectively. For radio programs, most of the respondents were aware of condominium advertisements from radio entertainment programs, 69.25 percent, and were aware of advertisements from online media, Facebook, the most, 89.50 percent.

Objective 2 To study the types and characteristics of current marketing communications used in the real estate business of mid- to high-end condominiums. The overall analysis of the level of product awareness of each type of advertising media was at a moderate level. When considering each type, it was found that online advertising media had an average of 4.82, with the highest level of importance, followed by large billboards with an average of 4.13, with a high level of importance, followed by radio with an average of 3.27, with a moderate level of importance. In terms of customer awareness of mid- to high-end condominium products in Bangkok, the respondents were at a high level of importance, with an average of 3.47. When considering each aspect, it was found that there were 3 aspects with high levels of importance, namely, the location of the condominium is convenient to access, with an average of 4.01; public utilities in the condominium, such as swimming pools and fitness centers, with an average of 3.63; the size of the room space in the condominium, with an average of 3.42; and the most important aspect was the design of the mid- to high-end condominium, which was beautiful and modern, with an average of 4.22. In terms of the level of awareness of the elements appearing in advertising media classified by advertising media types: television, newspapers, magazines, large billboards on trains, platforms, and online, it was found that: The respondents in general were at a moderate level of importance, with an average of 3.11. When considering each aspect, it was found that there were 2 aspects at a moderate level of importance: awareness of the logo of the middle to high-end condominium building, with an average of 3.36, and awareness of the creativity of the middle to high-end condominium building, with an average of 2.72. The most important level was awareness of the name of the product/brand of the condominium building, with an average of 3.85. The most important level was awareness of the form of the middle to high-end condominium building, with an average of 3.65. For the components appearing in radio advertising media, the overall level was at a moderate level of importance, with an average of 2.94. When considering each aspect, it was found that there were 2 aspects at a moderate level of importance: awareness of the message of the advertisement of the middle to high-end condominium building, with an average of 3.37, and awareness of the slogan/tag of the middle to high-end condominium building, with an average of 3.17. The most important level was awareness of the name of the product/brand of the middle to high-end condominium building.

Data analysis results

Table 2 Number and percentage of online media classified by type

Types of online housing data tracking (You can answer more than 1)	Quantity	Percentage
1. Facebook	358	89.50
2 Google	245	62.25
3. Website	186	46.50
4. Youtube	68	17.00
5. Instagram	66	16.50
6. E-mail	66	16.50
7. Line Official	24	5.85

Table 2 Mean and standard deviation of product awareness level of each type of advertising media.

Media type	Mean	S.D.	Level of perception
1. Online	4.81	0.514	Most
2 Billboards	4.12	0.539	Much
3. Radio	3.26	0.946	Medium
4. On trains and platforms	2.52	1.049	Less
5. Newspapers	2.31	1.039	Less
6. TV	2.20	1.162	Less
7. Magazines	2.02	1.055	Less

VII. DISCUSSION OF RESULTS

The results of the study on marketing communication affecting customers' perception of mid- to high-end condominium products in Bangkok can summarize the important points for discussion of the results of the study as follows: (1) From the analysis of demographic data, it was found that those interested in buying mid- to high-end condominiums were male, single, private employees,

Impact of Marketing Communication Toward Customer Perception of Middle Level Condominium Bangkok Metropolitan

aged 31-40 years, and had a total family income of 200,001 baht or more. This is a sample group with a relatively high income. At this age, they are beginning to have stability in their lives and may buy for different reasons, not just buying as their first residence, but also buying for speculation, investment, or as future assets. Different ages and incomes will show their interests and opportunities to seek benefits differently. The study on age ranges is consistent with the research of Pornnarit Chuanchaisit (2012) who studied the comparative factors of decision-making in buying low-priced condominiums and the comparative study of various types of cases in Bangkok and its vicinity which was learned that the customer group of the low-priced condominium project is young people who are building their status and leaving their families (2). From the results of the analysis of marketing communications that affect customers' perceptions of middle- to high-end condominium products in Bangkok, most of the respondents do not watch advertisements from television (52.25 percent) because currently live broadcasts on social media are very popular, such as Facebook Live, which allows for quick news reporting, and consumers these days also have the behavior of watching various programs on-demand from applications such as YouTube, Line TV, etc. This results in less exposure to advertising media from television. Newspapers and magazines that was explained that most respondents do not read advertising media from newspapers and magazines, which still has a similar behavior to television media. Consumers receive news from online media, various applications that are convenient and fast. Therefore, they receive less exposure to advertising media from newspapers and magazines. In terms of radio programs, most respondents are aware of condominium advertisements from entertainment radio programs (69.25%) and receive advertising media from online media such as Facebook (89.50%), which is consistent with the research of Nuchjarin Chobdamrongtham (2010) on the influence of advertising media in online social networks on the consumer response process. That was to explain, Facebook is the most frequently used social network, with daily access frequency making it a part of daily routine. Advertising on Facebook is the most effective form, with Thailand being the 9th largest country in the world for Facebook users. Phawutthaphong Wittayaphanu, (2014). When Facebook became very popular, there was advertising media through Facebook Ads that could define the target group to make the advertisement reach the group of people that the entrepreneur set the value. Many real estate entrepreneurs therefore gave more importance to creating advertisements through Facebook to attract users or target groups to know and follow the news or activities of the project. (3) From the analysis of the level of importance of product awareness of each type of advertising media in general, it was at a moderate level. When considering each type, it was found that online media had an average of 4.82, with the highest level of importance, followed by large billboards with an average of 4.13, with a very important level, and radio with an average of 3.27, with a moderate level of importance, which is consistent with the research of Chavalit Ariyawiriyanan (2015). The influence of advertising media on the decision to buy real estate, residential type, found that those who bought condominiums at a price level of more than 2,000,000 baht, overall, gave a lot of importance to advertising media, such as billboards and online media. Overall, the influence of all advertising media had an effect on the decision to buy a house. It is at a moderate level of importance (4). The overall perception of customers towards middle to high-end condominium products in Bangkok of the respondents is at a very important level, considering the design of the condominium, which is at the highest level of importance, followed by location, public utilities, size, and space within the room, which is at a very important level, which was consistent with Nusara Kachenchat and Piyaporn Rasmi (2012) on behavior and decision-making in purchasing condominiums by the sea in Hua Hin of Thai tourists, which found that factors related to product, building structure design, space, style, materials, and modernity have an effect on the decision to purchase a condominium.

VIII. SUGGESTION FOR FUTURE STUDIES

This research was a quantitative research. The next research may be further developed into a qualitative research as well. Advanced statistics may be used in the analysis because it will make the research have more perspectives and formats. Or the next researcher may define other independent variables or dependent variables to respond to the economic and social situation and context at the time of the research.

CONCLUSION

Consumer behavior of various media types. The respondents gave the most importance to online media, followed by billboards. Analyze the level of product awareness in terms of elements appearing in advertising media for mid-level to high-end condominiums by recognizing the product name or brand of the condominium at the highest level. The results are a guideline for entrepreneurs to choose various media types that match the level of awareness and response of consumers most effectively.

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