

Subject Title : Independent Study

Topic : Factors For Choosing Advertising Agency By Real Estate Entrepreneur
In Chiang Mai.

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Abstract

There are three objectives of the independent study :

1. To study the demand of real estate business entrepreneur in Chiang Mai for choosing advertising agency;
2. To find out the factors that make business entrepreneur decide to choose advertising agency;
3. To find out the problems and opinions of Chiang Mai real estate business entrepreneur towards advertising agency.

Data was collected from real estate entrepreneur in Muang District and 6 districts in suburb area such as Hang Dong, Sarapee, Mae Rim, Sankampang, Sansai and Doi Saked in Chiang Mai. This study is descriptive research by accidental sampling method. Questionnaire was used as a tool to collect data. All data were analyzed by SPSS for Windows computer program. The statistics used were the percentage, frequency and cross table.

The results show that most of real estate entrepreneur in Chiang Mai realized that advertising had great effect in promoting the market. Advertising budget was 623,800 baht per year. The lowest advertising budget was 10,000 baht per year, and the highest advertising budget was 10 million baht per year. Prime time in advertising was during grand opening season. Advertising decision maker was project managers, sales managers or marketing managers came second. Real estate entrepreneur were likely to use production house to advertise their business.

Most of real estate entrepreneur needed advertising agency service. The main reason in using advertising agencies was because of their expertises and skills. The minor reason was the

ability to control the budget. Most of real estate entrepreneur needed advertising agency which can provide full service.

The factors that real estate entrepreneur in Chiang Mai used for choosing advertising agency were the reasonable advertising cost and advertising planning that appropriate for their projects. The study found that most of real estate entrepreneur had problem in using advertising agency. The major problem was the lack of creativity in creating advertising production.

Real estate entrepreneur in Chiang Mai agreed that the most impact media in advertising was billboard. print advertising such as brochure, leaflet came the second, radio came the third.

The study also found that economic crisis had impact on advertising budget of real estate business in Chiang Mai. The budget was cut down or reduce. Most of real estate entrepreneur turned to use direct marketing by sending sales person to meet their prospects. Direct mail was also used in order to reach the target group.

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