

Marketing Mix in Customer Perspective (7Cs) Influences on Purchase Decision of Residential Properties of Consumers in Phuket Province

Supatra Chantanasiri¹, Sompong Hanvajanawong², Dara Teepapal³, Supasinee Paringaniponand⁴, Chanachida Kitprasert⁵

Faculty of Business Administration, Bangkokthonburi University, Bangkok, Thailand

Email address: supatra.cha@bkkthon.ac.th, Somponghan@yahoo.com, tanawatte@hotmail.com, supasinee.par@bkkthon.ac.th, dr.1chanachida@gmail.com

Abstract— The objective of this research was to study the customer-based marketing mix (7Cs), consisting of customer value, cost to customer, convenience, communication, caring, comfort, and completion, that influence the purchasing decision of low-rise residential real estate in Phuket Province. The sample group comprised 400 consumers in Phuket who intended to purchase or had purchased low-rise residential properties. A purposive sampling method was employed. Data were collected using questionnaires and analyzed using percentage, mean, standard deviation, and multiple regression analysis. The research found that marketing interactions from a customer perspective (7Cs), including what consumers will receive, customer cost-effectiveness, convenience, communication, attention, comfort, and success in meeting demands, influence the decision to purchase a flat residential type of flat property. These include demand awareness, data retrieval, option evaluation, purchase decision options, and post-purchase behavior with a statistically significant level of 0.05.

Keywords— Marketing mix (7Cs), Purchasing decision, Residential housing, Consumer.

I. INTRODUCTION

Phuket Province is one of Thailand's key economic regions, particularly tourism, which is a key driver of real estate market expansion. This growth stems from investment purchases, project developments catering to international demand, and the growth of the low-rise housing market. Infrastructure investments, including the expansion of the international airport, road development, and improved medical services, have increased convenience and convenience in travel and living. Consequently, land and property prices in the province have grown by an average of 10–11% per year (Reloc8 Asia, 2025). Despite the economic crisis or pandemic, Phuket's real estate market has recovered rapidly, particularly among the upper-class segment, where foreign investors continue to play a key role (Asia Lifestyle Magazine, 2025; Wikipedia contributors, 2025). Meanwhile, housing remains a fundamental factor in human survival. It not only provides shelter and provides security for life and property, but also reflects the social status and quality of life of its owners (ResearchGate, 2016).

The real estate business plays a crucial role in driving Thailand's economy, accounting for approximately 8% of GDP and linking to related industries such as construction,

building materials, electrical appliances, and furniture (Pat chara Klinchuanchuen, Krungsri Research, 2023). Consumers' current housing needs have changed, particularly in the post-COVID-19 era, when work-from-home (WFH) has become more prevalent. This has led to increased demand for single-family homes, as they offer more proportional, private spaces and support a wider range of uses than condominiums

The Phuket real estate market is expected to continue growing in 2024, with prices for houses, land, condos, and villas significantly increasing. Several factors contributed to this growth, including the rapid recovery in tourism following the easing of the COVID-19 situation, foreign investment, and investments from leading real estate companies seeking second homes or long-term investments in Phuket. In the first half of 2024, Phuket's real estate market saw a significant increase in sales, particularly for housing developments, where the number of units sold exceeded the new supply. This was attributed to increased demand from both domestic and foreign buyers. Condominium sales in the first half of this year tripled compared to the previous year, signaling a rapid and robust recovery in the Phuket real estate market (Thailand Real Estate Appraisal and Research Center, 2024).

This study is critical to understanding the market interactions that influence the decision to purchase flat property in Phuket Province. The research results will enable property developers to design projects that are consistent with the needs and behaviour of consumers in Phuket. For example, proper project planning, value-based pricing adjustments, after-sales service development, and effective communication of project information result in consumer satisfaction and confidence in the developer, which can also increase the chances of making purchasing decisions and creating a competitive advantage. The research results can also serve as important information for public authorities and real estate policymakers to support and determine policy measures conducive to the sustainable development of the horizontal real estate market. Such as urban planning, infrastructure development, and control of construction standards and after-sales services, this research can also be used as an investment planning guide for investors both at home and abroad, especially those interested in investing in neighbouring properties in Phuket Province.

II. METHODOLOGY

A. Research objectives

To study the marketing mix from the customer perspective (7Cs), including what consumers will receive, customer value for money, convenience, communication, care, comfort, and success in meeting needs, which influence the decision to purchase residential horizontal real estate in Phuket Province.

B. How to conduct research

The study of “Marketing mix from the customer perspective (7Cs) that influences the decision to purchase horizontal residential real estate among consumers in Phuket Province” is a quantitative research study by conducting a survey research method, collecting data from the target sample using a questionnaire created from a review of related literature and from studying research articles.

Population and sample

The population in this study was consumers in Phuket province who wanted and bought low-rise residential real estate in Phuket province. The exact population is unknown. Therefore, the sample size can be calculated from the unknown sample size formula of Crocchan WG Cochran with a 95% confidence level and a 5% error level (Teerawut Ekakun, 2000). The sample size required for the study was 384 people, so the percentage could be estimated. For convenience in evaluating results and analyzing data, the researcher adjusted the sample size to 400 people by selecting specific samples.

C. Research tools

Quantitative research. Researchers create tools by studying concepts, theories, and related research to guide the creation of the questionnaire. It is divided into 3 parts: 1) General information of the respondents to the questionnaire. The characteristics of the question as a check list: gender, age, status. Education, Occupation, and Average Household Income per Month 2) Information on Marketing Interface Factors from a Consumer Perspective (7Cs). The question is characterized as a 5-level Rating Scale based on Likert’s Scale: what consumers will receive, customer costs, convenience, communication. Care, comfort and success in meeting needs 3) Information about the decision to purchase a flat residential property. The question is characterized by a 5-level rating scale according to Likert’s Scale: awareness of needs, information search, alternative evaluation, purchase decision options and post-purchase behavior.

D. How to analyze data

In this study, data were collected by questionnaire, and 30 data collection assistants were screened out. The data were collected from the data collection assistants clearly, and the samples were collected according to the date and appointment time, so as to check the accuracy and completeness of the questionnaire and make further statistical analysis.

1. Descriptive statistical method is used to analyze the characteristics of the investigated samples, and quantitative

analysis is carried out on the respondents, including frequency distribution, percentage and standard deviation

2. Deductive statistics are used to test the differences between independent variables and variables, based on multiple regression analysis.

III. RESEARCH RESULTS

1. The results of the analysis of personal factors of the sample group in this research by frequency distribution and percentage found that most were female, aged 34-43 years, married, had a high school education, were self-employed, and had a monthly family income of 70,001 baht or more.

2. Analysis of marketing mix from customer perspective (7Cs) that influence decision to purchase residential horizontal real estate in Phuket province.

2.1 Analysis of the market interaction in the customer perspective (7Cs) of what consumers will receive that influence the decision to purchase a residential type of flat property in Phuket found that the supported variables of what consumers will receive are the need awareness side, the information search side, the option side in the purchase decision. Statistically significant at the level of 0.05, the variability was 85.70 percent ($R^2 = 0.857$)

2.2 Analysis of the market interaction in the perspective of the customer (7Cs), the cost of the customer, which influences the decision to purchase a flat type of residential property in Phuket Province, found that the supported variables are what consumers will receive. That is, the awareness of the needs, the information search, the options in the purchase decision, the behavior after the purchase, with a statistically significant level of 0.05, 88.10 percent volatility ($R^2 = 0.881$)

2.3 Analysis of the market interaction in the customer perspective (7Cs) of the facility that influences the decision to purchase a residential type of horizontal property in Phuket found that the variables that are supported by what consumers will receive are the data search side, the option evaluation side, the option side in the purchase decision, with a statistically significant level of 0.05 variability of 88.70 percent ($R^2 = 0.887$)

2.4 An analysis of the marketing interactions from a customer perspective (7Cs) of communication influencing the purchase decision of residential type flat property in Phuket found that the variables that were supported by what consumers would receive were the side of awareness of needs, the side of choice in the purchase decision, and the side of post-purchase behavior with a statistically significant level of 0.05. The variability was 89.20 percent ($R^2 = 0.892$)

2.5 An analysis of the market interactions from a customer perspective (7Cs) of attention that influences the purchase decision of a residential type of flat property in Phuket found that the variables supported by what consumers will receive are the side of awareness of needs, the side of choice evaluation, the side of choice in the purchase decision, with a statistically significant level of 0.05 variability of 88.90 percent. ($R^2 = 0.889$)

2.6 An analysis of the marketing coefficients in the perspective of the customer (7Cs) comfort that influence the decision to purchase a flat type of residential property in

Phuket found that the variables that were supported by what consumers would receive were the side of awareness of needs, the side of evaluation of alternatives, the side of choice in the purchase decision, with a statistically significant level of 0.05 variability of 85.20 percent. ($R^2 = 0.852$)

2.7 Analysis of the marketing mix from the customer perspective (7Cs) on the success in meeting the needs that influence the decision to purchase residential real estate in Phuket Province found that the variables that support what consumers will receive are the evaluation of alternatives, the decision to purchase alternatives, and the post-purchase behavior, which are statistically significant at the 0.05 level, with a variation of 87.40 percent. ($R^2 = 0.874$)

IV. DISCUSS THE RESULTS

A study on the influence of the 7Cs of marketing mix on the purchasing decisions of low-rise residential properties among consumers in Phuket Province was conducted using multiple regression analysis to elucidate the influence of the 7Cs on the purchasing decisions of low-rise residential properties among consumers in Phuket Province. The 7Cs of marketing mix include: customer value, cost, convenience, communication, caring, comfort, and success in meeting needs. The purchasing decisions of low-rise residential properties include: need awareness, information search, alternative evaluation, purchasing decision alternatives, and post-purchase behavior. The study concluded that the 7Cs of marketing mix significantly influenced the purchasing decisions of low-rise residential properties in Phuket Province at the 0.05 level. This reflects that consumers consider not only price but also value, convenience, attentiveness, and the ability to meet daily needs. This aligns with the modern marketing concept, which prioritizes value creation and customer relationships. This research aligns with the research findings of Chuensuman Phonsamak (2020) stated that physical environment and presentation factors, such as convenient location and good surroundings, such as beautiful landscaping and green spaces, influence home purchase decisions. Project information presentation, such as displaying model homes that are appropriate for their functions, also plays a key role in attracting customers. This aligns with Suphattra Siriwoharn (2024). In terms of marketing promotion, effective sales promotions, such as organizing promotions and using various media channels, influence home purchase decisions. Collaborating with banks to offer low-interest loans is also a factor in stimulating decision-making. In terms of personnel, knowledgeable and professional personnel build consumer confidence by providing accurate information and a friendly demeanor, creating a positive experience and helping consumers make purchase decisions. In terms of process, a clear and straightforward home-buying process, such as a simple reservation and contracting process, helps consumers feel confident in their purchase decision. In terms of product, product variety, such as home designs that suit the needs of various customer groups and high-quality construction materials, are factors influencing home purchase decisions. This aligns with Sasikarn Chanpangngan (2022). In terms of price, setting a home price appropriate for the quality and

location of the project makes it easier for consumers to consider value, especially during economic uncertainty. Favorable promotions and payment terms stimulate purchase decisions.

Summary

The researcher can summarize the research results as follows:

1. Analysis of the market interaction in the customer perspective (7Cs) of what consumers will receive that influence the decision to purchase a residential type of flat property in Phuket found that the supported variables of what consumers will receive are the need awareness side, the information search side, the option side in the purchase decision.
2. Analysis of the marketing interaction in the customer perspective (7Cs) of customer costs that influence the decision to purchase a residential type of property in Phuket found that the supported variables of what consumers will get are the need awareness, information search, and options in the purchase decision. After-purchase Behavior.
3. Analysis of the marketing interactions in the perspective of the customer (7Cs) of convenience that influence the decision to purchase a residential type of property in Phuket found that the supported variables of what consumers will receive are the information search side, the option evaluation side, the option side in the purchase decision.
4. Analysis of the marketing interactions in the perspective of the customer (7Cs) of communication that influence the decision to purchase a residential type of property in Phuket found that the supported variables of what consumers will receive are the side of awareness of needs, the side of choice in the purchase decision, the side of behavior after the purchase.
5. Analysis of the marketing interactions in the perspective of the customer (7Cs) care that influence the decision to buy a residential type of property in Phuket found that the supported variables of what consumers will get are the side of awareness of needs, side of evaluation of options, side of choice in the purchase decision.
6. Analysis of the marketing interactions in the perspective of the customer (7Cs) comfort that influence the decision to buy a flat type of residential property in Phuket found that the supported variables of what consumers will get are the side of awareness of needs, the side of evaluation of options, the side of choice in the purchase decision.
7. Marketing interaction analysis from a customer perspective (7Cs). Success in meeting demands that influence the decision-making.

V. SUGGESTIONS

1. external factors that may influence the decision to purchase horizontal residential real estate should be studied, such as the economic situation, home loan interest rates, government policies regarding housing taxes, or social and environmental factors.
2. Additional target groups should be studied to compare consumer behavior in other tourist provinces to determine

factors that influence the decision to purchase horizontal residential real estate.

REFERENCES

- [1] Chuenchum, P. (2020). *Factors influencing consumers' selection of housing estates in Phuket Province*. (Master of Business Administration, Ramkhamhaeng University).
- [2] Patchara Klinchuanchuen, & Krungsri Research. (2023). *Business/Industry trends 2024–2026: Residential business in Bangkok and metropolitan area*. Retrieved March 18, 2024, from <https://www.krungsri.com/th/research/industry/industry-outlook/realstate/housing-in-bmr/io/housing-in-bmr-2024-2026>
- [3] Suphatra Sirivoharn. (2024). *Factors affecting consumers' decision to purchase housing estates in Samut Sakhon Province*. (Master of Business Administration, Ramkhamhaeng University).
- [4] Sasikarn Chanpaengngern. (2022). *Factors influencing the decision to purchase housing in housing estate projects in Mueang District, Chiang Rai Province*. (Master of Business Administration, Mae Fah Luang University).
- [5] Thai Real Estate Research and Valuation Center. (2024). *Latest Phuket real estate market situation 2024*. Retrieved February 10, 2025, from <https://www.area.co.th/t/7867>
- [6] Asia Lifestyle Magazine. (2025, March 3). *Phuket real estate 2025: In-depth market overview for investors*. Asia Lifestyle Magazine. Retrieved from.
- [7] Wikipedia contributors. (2025, January 6). *Phuket International Airport*. In *Wikipedia*. Retrieved September 6, 2025, from https://en.wikipedia.org/wiki/Phuket_International_Airport
- [8] Reloc8 Asia. (2025, February 18). *Phuket real estate market trends*. Retrieved from <https://reloc8phuket.com/phuket-real-estate-market-trends/>
- [9] ResearchGate. (2016). *Housing as a social welfare issue in Thailand*. Retrieved from https://www.researchgate.net/publication/304859444_Housing_as_a_Social_Welfare_issue_in_Thailand