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The Approach for Developing a Marketing Mix to Stimulate Residential Estate Buying Decision of Thanachart Bank customers in Suphanburi Province

Nantakan Thittitham¹
Assistant Professor Dr.Thongchai Pongsittikanchana²
Dr.Wisit Rittiboonchai³

¹Master of Business Administration Program students General Management Faculty of Management Science
Nakhon Pathom Rajabhat University

^{2,3}Faculty of Management Science Nakhon Pathom Rajabhat University Nakhon Pathom Province, Thailand

Abstract

The objective of this research is to study and define the approach for developing a marketing mix to stimulate residential estate buying decision of Thanachart Bank customers in Suphanburi Province. The researchers use qualitative research via an in-depth interview with 8 branch managers of Thanachart's Bank in Suphanburi Province, based on purposive sampling technique.

Findings from the research about the approach for developing a marketing mix in order to stimulate residential estate buying decision of Thanachart Bank customers in Suphanburi Province. From the SWOT Analysis, it revealed that Thanachart Bank has key strengths with respect to interest rate, quick credit approval process, and good customer relationship. Given higher growth in real estate business in Thailand, this gives more opportunities for banks to use proactive strategy to win the market share in the midst of today's severe competitive environment.

Keywords: Marketing mix; Buying decision; Residential estate