



**THE IMPACT OF SOCIAL MEDIA ON CUSTOMER DECISION MAKING IN
THE TOURIST-TARGETED REAL ESTATE INDUSTRY OF PHUKET**

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**A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of
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(International Program)

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2016

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ชื่อวิทยานิพนธ์	อิทธิพลของโซเชียลมีเดียต่อการตัดสินใจของลูกค้าในอสังหาริมทรัพย์ ในแง่ของธุรกิจอสังหาริมทรัพย์ที่เน้นรองรับนักท่องเที่ยวของจังหวัดภูเก็ต
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บทคัดย่อ

วิทยานิพนธ์เรื่องนี้เป็นการศึกษาถึงอิทธิพลของโซเชียลมีเดียหรือเครือข่ายสังคมออนไลน์ต่อการตัดสินใจของลูกค้า เน้นในส่วนของกลุ่มอุตสาหกรรมอสังหาริมทรัพย์ในจังหวัดภูเก็ต ประเทศไทย ด้วยเหตุโซเชียลมีเดียเป็นที่นิยมใช้กันอย่างแพร่หลาย ประกอบกับมีหลายผลงานวิจัยชี้ให้เห็นถึงอิทธิพลของนวัตกรรมในกลุ่มอุตสาหกรรมอื่นๆ ในจังหวัดภูเก็ต เช่น อุตสาหกรรมการท่องเที่ยว อุตสาหกรรมการโรงแรม เป็นต้น ผู้วิจัยจึงต้องการทำการศึกษาเพื่อตรวจสอบว่าอิทธิพลดังกล่าว ได้มีผลต่อกลุ่มอุตสาหกรรมอสังหาริมทรัพย์ด้วยหรือไม่ และการศึกษาครั้งนี้ได้เน้นไปถึงกลุ่มธุรกิจอสังหาริมทรัพย์ที่เน้นรองรับนักท่องเที่ยวและชาวต่างชาติที่เข้ามาท่องเที่ยวหรือพำนักอาศัยอยู่ในจังหวัดภูเก็ต รวมถึงการใช้โซเชียลมีเดียของผู้จัดการธุรกิจอสังหาริมทรัพย์ ให้เป็นเครื่องมือทางการตลาดอันทรงประสิทธิภาพได้อย่างไร สะท้อนทั้งแง่ดีและแง่ลบของการใช้เครื่องมือนี้ เพื่อให้เรียนรู้หลักการทำงาน อิทธิพล ผลกระทบ และแนวทางที่จะปรับแต่งสิ่งนี้ให้เป็นประโยชน์สูงสุดต่อตัวธุรกิจและลูกค้า

งานวิจัยครั้งนี้ได้ใช้เครื่องมือวิจัยแบบผสมผสานทั้งเชิงปริมาณและเชิงคุณภาพ รวมถึงการศึกษาในผลงานวิจัยที่ผ่านมาประกอบ เพื่อให้ได้มาซึ่งข้อมูลที่ถูกต้องเหมาะสม ทั้งนี้ได้จัดทำแบบสอบถามในรูปแบบออนไลน์และออฟไลน์เพื่อศึกษาในด้านการใช้โซเชียลมีเดีย อิทธิพลต่อการตัดสินใจ ผลกระทบ และข้อเสนอแนะของด้านลูกค้า และได้จัดทำการสัมภาษณ์เพื่อสอบถามข้อมูลถึงการใช้โซเชียลมีเดีย การปฏิบัติในองค์กร การประยุกต์เป็นเครื่องมือการตลาด แนวความคิด และมุมมองของผู้จัดการในธุรกิจอสังหาริมทรัพย์

ผลวิจัยเผยให้เห็นว่า ผู้ตอบแบบสอบถามที่ใช้โซเชียลมีเดียร่วมในการตัดสินใจในเรื่องของอสังหาริมทรัพย์นี้ ส่วนใหญ่ใช้โซเชียลมีเดียผ่านทางโทรศัพท์มือถือที่เป็นสมาร์ทโฟน และโดยส่วนมากใช้เพื่อติดต่อสื่อสารกับเพื่อนหรือครอบครัว รองลงมาเป็นการดูข้อมูล การรีวิว และแชร์ข่าวสารเกี่ยวกับแบรนด์และสินค้า ซึ่งเป็นการใช้ในเรื่องส่วนตัวมากกว่าเพื่อการธุรกิจ แหล่งที่มาของข้อมูลส่วนใหญ่ผู้ตอบแบบสอบถามใช้ในการรวบรวมข้อมูลเกี่ยวกับอสังหาริมทรัพย์ก่อนที่จะทำการตัดสินใจ ยังคงเป็นการค้นหาแบบออนไลน์ ตามมาด้วยโซเชียลมี

เดีย ข้อมูลจากเพื่อนหรือคนในครอบครัว ถัดมาเป็นเว็บไซต์ของบริษัท การแนะนำของเซลล์ จากนั้นเป็นการโฆษณาผ่านสื่อ เช่น โทรทัศน์ วิทยุ โฆษณา ใบปลิว เป็นต้น แม้กาสิโนหรือนิตยสารเป็นลำดับสุดท้าย

ทั้งนี้ผู้ตอบแบบสอบถามยังพิจารณาเรื่องของความน่าเชื่อถือในข้อมูล การตรง ความจริง การเข้าถึงข้อมูลได้ง่าย การเสนอข้อมูลที่เพียงพอ และข้อมูลข่าวสารที่เป็นปัจจุบัน เป็นเรื่องที่สำคัญมากในการพิจารณาข่าวสาร มากกว่าค่าใช้จ่ายที่ให้ได้มาซึ่งข้อมูลนั้นๆ นอกจากนี้ยังได้บ่งชี้ถึงความชอบในการที่จะสามารถดู หรือโพสต์วิดีโอและรูปภาพของพรีอเพอร์รี่ได้ ชอบการที่ผู้อื่นสามารถเข้ามาแสดงความคิดเห็นต่อสิ่งที่ตนเองโพสต์ไปได้ และชอบข้อมูลของพรีอเพอร์รี่ที่มีลิงก์เชื่อมต่อไปยังเว็บไซต์เพื่อเข้าถึงข้อมูลที่มีมากกว่านี้ได้อีกด้วย และโซเชียลมีเดียที่ผู้ตอบแบบสอบถามเลือกใช้มากที่สุด คือ Social network เช่น Facebook รองลงมาเป็น Review sites เช่น Epinions.com และ TripAdvisor เหล่านี้เป็นเรื่องที่น่าสนใจและจับกระแสของเทคโนโลยีมาประยุกต์ใช้ในธุรกิจได้ทัน

สิ่งที่น่าสนใจคือ ผลการสัมภาษณ์จากผู้จัดการธุรกิจอสังหาริมทรัพย์ ได้ชี้ให้เห็นว่า การที่ธุรกิจได้นำเสนอข้อมูลดีๆ ให้ความสนใจในการสื่อสารได้ตอบกับลูกค้า หรือทำให้ลูกค้ามีประสบการณ์หรือความรู้สึกที่ดีต่อตัวธุรกิจผ่านทางโซเชียลมีเดีย นั้น สามารถมีอิทธิพลอย่างยิ่งต่อการตัดสินใจซื้อของลูกค้าได้ นอกจากนี้การทำข้อมูลให้เป็นปัจจุบัน การรีบแก้ไขข้อสงสัยของลูกค้า ความจริงใจในการได้ตอบให้ข้อมูลกับลูกค้าทางโซเชียลมีเดีย เป็นสิ่งที่ทำให้ลูกค้าประทับใจ และสามารถโน้มน้าวให้เกิดความอยากที่จะใช้บริการของธุรกิจในเบื้องต้นได้ ทั้งนี้ลักษณะที่สำคัญของโซเชียลมีเดียอย่างหนึ่ง ที่ผู้จัดการที่ผ่านการสัมภาษณ์ทุกคนเห็นด้วยว่าเป็นสิ่งที่ทรงอิทธิพลมากที่สุดต่อการตัดสินใจของลูกค้า คือการคอมเมนต์ในด้านบวกจากคนทั่วไปที่มีถึงบริษัท และความเชื่อถือได้ในตัวบริษัท

ประโยชน์ของโซเชียลมีเดียเป็นสิ่งที่ท้าทายต่อองค์กรเป็นอย่างมาก ในการที่จะนำเทคโนโลยีนี้เข้ามาใช้ในระบบงานเพื่อให้เกิดประสิทธิภาพในการเข้าถึงกลุ่มลูกค้า อย่างไรก็ตาม 8 ใน 12 ผู้จัดการที่ถูกสัมภาษณ์ได้ให้ข้อมูลเพิ่มเติมว่า โซเชียลมีเดียยังไม่ใช่เครื่องมือการขายโดยตรง เพราะยังไม่สามารถวัดผลในการขายออกมาเป็นหน่วยได้อย่างชัดเจน สิ่งนี้ยังเป็นเพียงเครื่องมือที่เอื้ออำนวยความสะดวกให้แก่ธุรกิจในการทำการตลาด การโปรโมทแบรนด์ และเพิ่มผลทางการขายโดยทางอ้อม โซเชียลมีเดียเป็นเครื่องมือที่สามารถกลายเป็นตัวแทนของบริษัทและเชิญชวนให้ลูกค้ามาสนใจในตัวบริษัทนั้นได้ ทั้งยังสามารถเชื่อมต่อกับลูกค้าเหล่านั้นสู่เครือข่ายสังคม และเชื่อมต่อกับเครือข่ายสังคมนั้นสู่กลุ่มธุรกิจอื่น โยงใยสู่สังคมที่ซับซ้อนมากขึ้นได้โดยไม่ยุ่งยาก เหล่านี้

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ABSTRACT

This research was conducted to investigate the influence and impact of social media on the Phuket real estate industry, particularly with customer decision making which focused on tourist-targeted group in Phuket, Thailand. Its aim was to examine effective techniques of the Phuket real estate industry manager's approach to in the way of a marketing tool. This study also investigates the probable execution of real estate companies and challenges in adapting contemporary advanced technology.

The study employed a mixed research method and reviewed previous studies to develop a method both of quantitative and qualitative systems to obtain the appropriate data. This investigation was conducted for tourists or customers to explore their social media ordinarily and used questionnaires, both off-line and on-line, and the face-to-face interviews were arranged for the Phuket real estate managers to examine their perspectives regarding social media utilization.

The results of the study revealed that the respondents who had used social media in their real estate decision-making process almost all of them accessed social media through a Smartphone and used social media primarily for keeping in touch with family and friends. They also used social media for finding information, reviews and sharing feedback about brands and products. It was found that people used social media primarily for personal reasons and not for business reasons. The main sources they used for assembling properties information before making their decisions were online searches, followed by social media, friends and family recommendations came in next, then company websites, sales people's contact, advertisements i.e. on TV, on billboards, in brochures, etc., and real estate magazines came in last. These are some signals that a marketer can use to get closer with the trends to extend their customer communication technique. The respondents also considered the reliability, accuracy, ease of access, sufficiency, and up-to-date information were more important than the cost effectiveness.

Respondents also liked the ability to view or post property using video and pictures, the access to opinions by other users and the posted property links to other websites. The social media they selected were social networks such as Facebook and LinkedIn, followed by review sites such as Epinions.com, TripAdvisor, and PowerReview. These are focal points that the social media marketer should pay attention to.

Interestingly, the most of interviewed managers indicated that providing a good experience with the company brand to the client through social media makes it capable to influence their purchase decision. Updated news and information, promptly clear up miscommunications and being sincere in conversation with clients were the things to impress and persuade customer and influence them to make a primary decision to use a service. It also featured the positive comments from other audiences to the company and the reliability of social media from the comments of interviewed managers that all agreed that it is the most influential on their client decision making process. The utilization of social media is one the greatest challenges that organizations are faced with by implementing social media in the workplace. By the way, 8 out of the 12 social media using managers argued that social media is not sale directed tool and it cannot directly generate sale units. It facilitates them to do marketing to promote their brand and increase sales by indirect method. Social media can be their representative to persuade a client's interests in the firm and link them to a client's network and link client's network to connect with their other business groups. There are some fascinating parameters that need to be constantly revised because of the technology trends. They must also conformed new innovations in order to achieve maximum efficiency.

Keywords: social media, social network, real estate industry, decision making, social media user, properties, behaviour, marketing effective tool, marketing, Phuket, Thailand.

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Since the beginning of my research into “The impact of social media on Customer decision making in the tourist-targeted real estate industry of Phuket” for a Master degree started I have faced many challenges and obstacles to get closer with full data from the participants. It was because they wanted to avoid getting into any troubling with illegal issues and needed to keep information private. It is complicated for foreigners to own property in Thailand, so I could only get the efficiency data for the social media concerned. There have been many people who have supported me to complete this research and I would like to use this opportunity to thank everyone involved.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

The advance of web 2.0 has given everyone the freedom of thought and freedom to express their opinions via the Internet and interact in cyberspace. With the growing and increasing use of Social Media in many world areas, it has an interesting, powerful and even greater influence on the associate user. Social Media platforms and tools are spaces that allow this user to share contents, recommend products and brand, and tell their positive and negative experiences with that product or companies (Brown and Hayes, 2008). From this innovation, companies are extensively working in a world where consumers can independently talk with each other, and businesses find it very hard to control the information available from them in this cyberspace (Kaplan and Haenlein, 2010). In addition to the company financial wealth is dependent on the amount of information that is gathered in regards to consumer purchasing habits and interests. Companies have turned to behavioral and sociological adoption studies to gather this relevant data and to further the mutual understanding of customer purchasing structure.

Kaplan and Haenlein (2010) also suggested that the Social Media perception is a top issue of the plan for many business executives in 2010. The managers and consultants, try to identify methods in which a company can take advantage and gain profit by use of applications such as Youtube, Facebook, and Twitter. Because of this up and coming popular issue, social media is being adopted to be a profitable tool by entrepreneurs who are seeking to spread their business, not only the profitability and trends, almost every business are inevitably involved with this modernization including the Real Estate business.

After being confronted with home sales declining around the world after 2008, the realtor or real estate professional have been compelled by their way to communicate with the customer by trying to change their skills from offline activities to increasingly utilize social online methods by way of using video & photo sharing to improve their listings (Swallow, 2010). After that real estate business has been transmuted by technology, especially by social media parts. Customers are searching information online for finding their needs, comments with regarding their needs, and resources during the increasingly complicated steps in real estate process. They

are also sharing their content, their findings, and their opinions before, during, and after their real estate transaction process (Swallow, 2010). Riley (2012) also argued social media assists customers to have accessibility to get more unfiltered information, real-time data search capability and immediate access to their real estate professionals are now piece of the criteria. Information for buying, selling or renting decisions can be shared across social media applications, making this process more cooperative. In particular, younger age groups tend to share information and mix their opinions together and then contemplate the opinions of their companions during their decision making process. Similarly with Hill (2013) social media can be a powerful tool regarding communicate information about properties including that which promotes the business and its usage was expected to be continually growing and be a vital part of the real estate process with customers. Raised implementation of this social media is predicted to rely upon the trust in relationships, creating even better connections between company and customers, and allows the company to offer more resources for their clients (Riley, 2012). Due to little academic research on a customer's decision making concerning social media, there is limited previous literature on Social network marketing in the Phuket real estate sector.

In addition, there is little previous literature that has discussed the impact of social media particularly on the Phuket Real Estate Industry in which lots of social media methods have been utilized. It also may be affected by the social media the same as across all other industries, so the researcher has conducted this in depth study and focused on the tourist-targeted real estate companies in Phuket, Thailand. This then answers how Phuket real estate companies use these social media channels to promote their businesses to clients, what the impact of social media on customer decision making is and further evaluates the effectiveness of the social media tool.

Phuket has transformed into Thailand's most expanded property market to cater to the increasing number of tourists and investors here (Phuket real estate overview, 2011). It is also a leader of premium markets for resorts and retreat sectors in Asia. Phuket tops the destination list for expatriates and tourists who are considering to emigrate or travel to South East Asia. Phuket is now appealing even more to international tourists and investors from around the world in respect of properties, idyllic locations and private retreats. Phuket property and land prices continue to rise due to ever increasing demand but prices remain within a reasonable boundary.

Between 2000 & 2010 Phuket has become an increasingly popular investment destination for homes, second homes, investment properties and retirement villas (Smith, 2011).

Thailand Buddy (2012) examined that the prices of real estate in Phuket concerning both rental and property sales and found that it's appealing for expatriates and investors to conceive the potential of the thriving economy together with an international lifestyle and idyllic natural beauty. Also Tropical Properties (2011) argued that the Phuket property market in 2011 remains attractive, has magnetism and foundation, and it's mainly due to the infrastructure, such as transportation and communication, which are the best that they have ever been, coupled with its central location within South East Asia, all make a strong sales point for Phuket. Comparatively low costs but with a high standard of living only add to its attraction as a destination. These are all the attractive characteristics of Phuket province which magnetizes tourists and expatriates from all around the world to select this place to be a second home. Thus it attracts property marketing managers and investors to pay attention to the Phuket real estate market and challenge them to find out how they can increase their market share. They then in turn try to integrate the innovation of technology of web 2.0 which was spread out to all industries that was inescapable during this decade, so this research was started to find out the relative impact of technology such a social media on decision making in the Phuket real estate industry as this segment is also an integral part and underlying infrastructural foundation of the tourism sector, as it is of many other sectors in the economy (Phiromyoo, 2011).

The researcher conducted the study using these research questions:

- 1). Does Social Media influence the customer decision making about the Phuket real estate industry which focuses on tourist-targeted customers or not?
- 2). Is Social Media important for Phuket real estate companies business or not?
- 3). How Phuket real estate managers can use social media as an effective marketing tool for foreign buyers and investors?

1.2 Aim and Objectives

The aim of this study is to study the influence and impact of social media on the Phuket real estate industry, particularly on customer decision making which focused on tourist-

targeted consumers, including to investigate an effective way for the Phuket real estate industry's manager to use social media in the way of a marketing tool.

More specifically, the research objectives are:

- 1). To investigate the influence of social media in Phuket's tourist-targeted real estate industry on customer decision making.
- 2). To investigate the use and importance of social media by Phuket's tourist-targeted real estate industry.
- 3). To explore how Phuket real estate managers can use social media as an effective marketing tool for foreign buyers and investors.

1.2.1 Significance of Study

There have been many studies done investigating social media impact on customer decision making and the investigation of manager's perceptions on social media in the world, but there is still little significant evidence that determines the use of social media impact real estate industry in Thailand or even its impact on the Phuket real estate sector. That is the reason why in this research the social media will be used to determine how the social media influences customers, tourists and foreign investors, and how the social media assists them to make their decisions which is focuses on the Phuket tourist-targeted real estate industry.

Therefore the findings of this study will be potential beneficial to marketing managers, real estate agencies and real estate development companies who seeking the chance of business growth in a modern fashion. The increase on Internet speed technology also makes this a convenient channel for tourists, foreign investors or customers who require information. It is expected that this study can document the current trends on the Internet in order to provide useful insights for companies to find out and decide on appropriate strategies for their businesses after revealing the processes which influence tourists, foreign investors or customers on their decision making which in turn make companies to be acquainted with their clients' needs. Also, the ability to catch up with the contemporary marketing instruments by social media in more advanced communication and interaction with customers which has an impact and influence on their decision making in many industries such the tourism industry. This is also having a vivid impact on how consumers make their travel decisions through social media (Keddy, 2013), and how the businesses can adapt appropriate specific decisions to their marketing strategies.

1.2.2 The Scope of Study

Scope of Study Area:

The researcher focused on identifying the influence of social media on tourists, foreign investors or customer decision making to select the service or purchase in the Phuket real estate sector such as land, a villa, a condominium or an apartment transaction. An examination of the perception of a real estate manager about social media's role including its benefits and risks that impact it to be an effective marketing tool is also included.

Scope of Time:

The survey and interviews were conducted during the period from July – September 2013.

The survey questionnaire was distributed by e-mail sending and online surveying buyers or investors in the Phuket real estate market in July, 2013, the same period as the Phuket real estate manager's interviews which were conducted for more in-depth data from samples of real estate development companies and real estate agencies.

Scope of Demography:

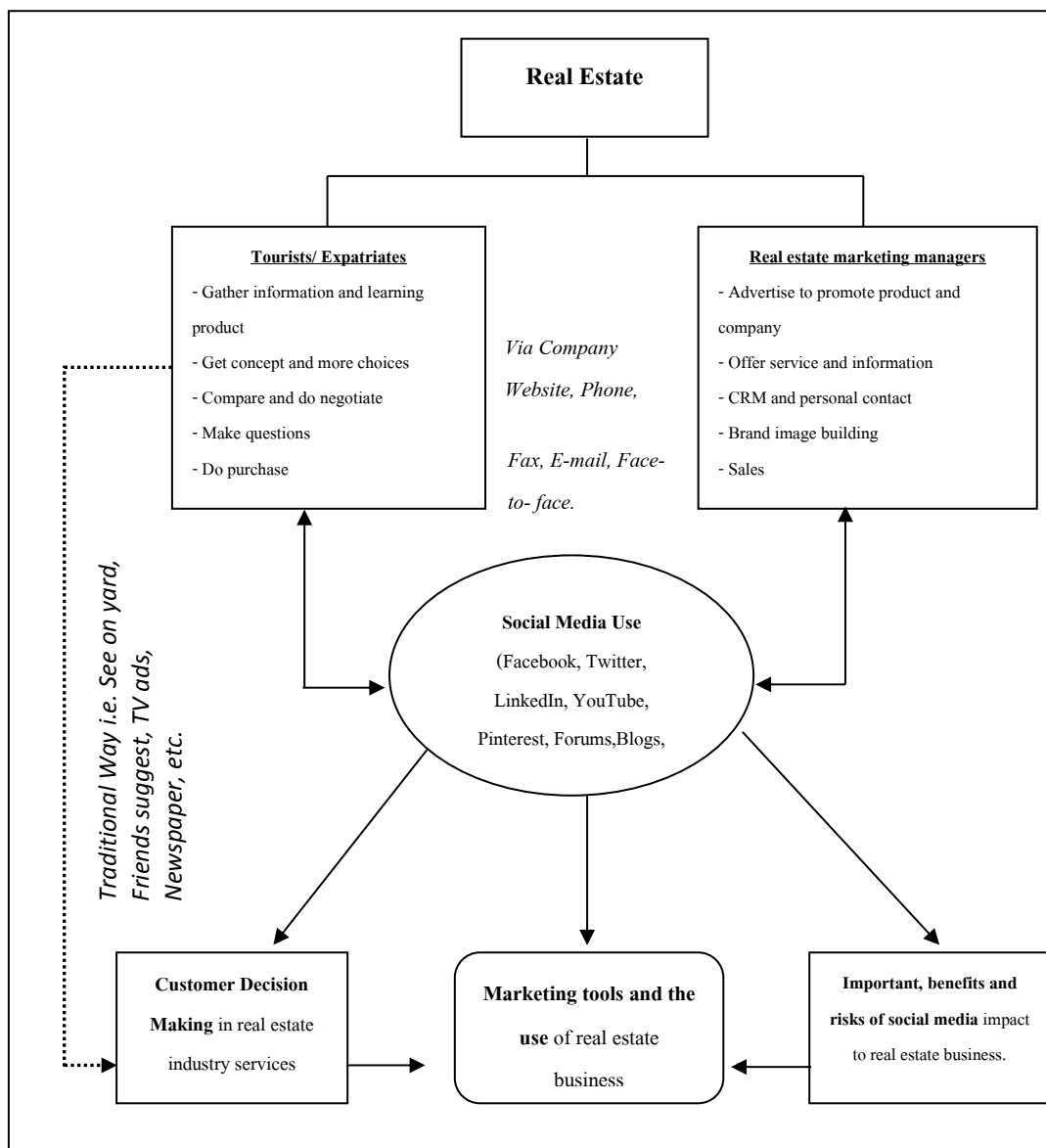
The questionnaires were distributed to respondents which focused on tourist and expatriates who are foreign renters, buyers or investors in real estate market of Phuket which social media information was involved or not applied, not limited to nationality, gender, age, or income. It was done by online posting in different social media outlets such as Facebook, and also different real estate online forums and blogs. Included were e-mails that were sent to the respondents, the name and e-mail address of buyers or investors were obtained and collected from real estate agencies and companies. Purposive and Convenience sampling and Unknown population method were adopted for this study.

The interviews were conducted face-to-face with the real estate development companies and real estate agencies in Phuket who participated in rental, sales and marketing. Purposive sampling methods were employed with the interviews and the method was chosen based on the researchers own observations whom has some experience in the real estate industry. The Snowball sampling method was used to get recommendations from real estate companies for others to be interviewed.

Scope of Geography:

The survey was implemented by online and e-mail questionnaires distributed to foreign investors and expatriates who bought property or did any transactions with properties in Phuket, Thailand. The interviews were given to managers of real estate companies which are well established or have branches in Phuket, Thailand.

1.3 Conceptual Framework of Social Media on Customer Decision Making in Phuket Tourist-targeted Real Estate Industry of this Study



1.4 Definitions of Key Terms

1.4.1 Real Estate Industry: The real estate industry sector consists of sub-markets that are: Residential property (house, condominium, hotel/apartment, and resort/villa), Commercial property (offices and parking spaces, office building, department stores, golf courses and land development), Industrial property (warehouses, plant, factory building), and Land (farm, mines, vacant land) (Phiromyoo, 2011).

1.4.2 Real Estate: Real estate are properties, buildings, land and the buildings on it, along with natural resources i.e. water, crops, and minerals (included the immoveable properties of this nature), also air rights above the land, and underground rights below the land (Ferry, 2016).

1.4.3 Real Estate Agent: A person or company who assists in property ownership, business, investment, aimed at customers interested in buying or selling property. In the case of selling, the agent assists the owner by finding buyers through multiple listing services or their professional contact, advise on the appearance of the property to customers and also negotiate with buyer and the owner to get the highest price possible. With regards to buying, the process of the agent is similar with the selling service. The agent knows the local market and is capable in finding the required property for the customer taking into consideration their most important criteria. The agent also assists in negotiating with the seller the lowest price and also helps in the legality process (Phiromyoo, 2011).

1.4.4 Second Home: Whether it is a long-term ownership (leasehold) or a permanent ownership (freehold) where tourists spend their retirement life under the concept of a long-stay or to migrate to another place (Phiromyoo, 2011). Hoogedoorn (2005) in Phiromyoo (2011) explains there are four segments of categorization of second homes, in which they are definite as motionless and un-serviced additional accommodation, which are:

(1) A private home with often visits at the weekend and on holidays by the family or non-paying guests.

(2) Irregularly served as commercial holiday homes, which were used as private vacation homes but were let with cost at high season.

(3) Occasionally contain private holiday homes, often paying for retirement but in the meantime let out as commercial holiday homes, apart from occasional family use.

(4) Served as commercial holiday homes, owned as an investment and usually let and managed by an agent.

Jackson (1986) in Phiromyoo (2011) also defined the second-home owner under a form of 'permanent tourist', who is in an everlasting state of travel expectation. The level of expectation reflects the incidence of travel by the owner since second-home owners are frequently and constantly aware of their impending visit to the property. In Thailand, the three most ordinary forms of ownership are leasehold, freehold through a condominium title, and freehold through acquirement by a Thai company (CBRE Thailand, 2013).

1.4.5 Social Media: Internet-based applications that are a collective of online communication channels devoted to community-based input, interaction, content-sharing and collaboration. Websites and applications devoted to forums, microblogging, social network, social bookmarking, social duration, and Wikis are among the different types of social media (Xiang & Gretzel, 2010).

1.4.6 Blog: A blog is a Web page that serves as a public accessible individual journal for an entity. Normally updated daily, blogs often mirrors the personality of the author (<http://www.webopedia.com>).

1.4.7 Tagging: Frequently used in blogs, site authors attach keyword descriptions - called tags- to describe images or text within their site as a classification or topic. Web pages and blogs with the same tags can be linked together which permits users to search for similar or related content. If the tags are created to be public, online pages that work as a Web-based bookmark service are able to index them. Tags can be formed using words, abbreviations or numbers. Tags are also called *tagging*, *blog tagging*, *folksonomies*, or *social bookmarking* (<http://www.webopedia.com>).

1.4.8 Marketing Tools: Marketing tools are the strategies, materials and techniques used by companies who are involved in the promotion of goods and services, for development and promotion of their goods and services, such as market research and advertising to help further their success. For example Social media, as a modern marketing tool, aim to reach bigger audiences in an interactive way with little or no cost. These interactions allow for conversation rather than simply educating the customer. Facebook, SnapChat, Instagram, Twitter, Pinterest, Google Plus, etc. are all examples.

CHAPTER 2

LITERATURE REVIEW

This chapter was conducted for reviewing the literature on several topics which is related to this study:

2.1 Social Media Role

According to many studies and a lot of research they found that social media becomes important to influence customer decision making more than the community interaction as in the beginning (Gros, 2012; Kaplan & Haenlein, 2010; Gretzel, 2006; Brown & Hayes, 2008; Diga & Kelleher, 2009 and others). Many customers pay attention in searching and finding the information of products and services which they are interested in from the internet through all visual media and communications before making their purchase decision. For example, the study of Traditional Decision-Making Process is interrupted by Social Media of Bulmer and DiMauro (2010), they found at the final decision making step, the decision makers are more probable to signify that they conduct information searching via a search engine. The same goes with the internet users. They are more likely to collect opinions and information through their enlarged online network, reviews on Facebook, reading blogs, and queries on Twitter, which in turn effect their early steps in the decision making process.

The initial opportunity was provided from the online communities for companies to realize and understand their customers more familiarly and also closely monitoring the situation of their needs, interests, and behavior. There is the time for companies to apply online communities or networks to assist them to serve their customers better, faster and in more cost effective ways (Bullas, 2011). These concepts of knowing right away when customers make a decision, or when they seek out more information or do more research can be adapted in many business areas, but this study wants to point out how it applies to the social media sector in the real estate business.

2.1.1 What is Social Media?

Kaplan & Haenlein (2010) on year 1998, Social media was started when Bruce and Susan Abelson conducted writing a diary online to become an “Open Diary” that was combined

into an online dairy where writers in one community or on one network could contribute was thought to be an initial social network at that time. Combined with that was the growing and spreading availability of High-speed internet access including the popularity working concept of it, leading to the initiation of social media on social network sites such MySpace (started 2003) and Facebook (started 2004).

Blackshaw (2006) discussed that “Social media” is able to be understood as “Internet-based applications” that carry “consumer-generated content” which includes “media impressions created by consumers, typically informed by relevant experience, and archived or shared online for easy access by other impressionable consumers”. This combines a diversity of applications in the technical sense which allow customers to “post”, “share”, “tag”, “dig”, or “blog”, on the Internet. The generated contents on social media was conducted from the creation, initiation, circulation, and usage in a various of new and existing online information sources by consumers intend to learning about products, brands, services, and more issues through social media (Blackshaw and Nazzaro, 2006). Social media sites are platforms which represent a variety of forms of generated content of customers such as “blogs”, “virtual communities”, “wikis”, “social networks”, and “collaborative tagging” (Gretzel, 2006; Litvin, Goldsmith, & Pan, 2008; Drury, 2008). In addition, social media refers to mobile and web-based technologies which turn to communicate in an interactive dialogue. And social media combination is described by Cavazza (2012) to consist of three major players (Facebook, Twitter and Google+) which provide users with a very large set of functionally. The users can share, post, play, network, publish, buy, and localize on these forms. And for the usages, Cavazza (2012) has extended the various services to families:

- **Publishing:** with blog engines i.e. “WordPress”, “Blogger”, “Type pad”, “LiveJournal”, wiki platforms i.e. “Wikipedia”, “Wikia”, life blog services i.e. “Tumblr”, “Posterous”, and social Q&A i.e. “Quora”

- **Sharing:** with dedicated online services on videos i.e. “YouTube”, “Dailymotion”, “Vimeo”, pictures i.e. “Flickr”, “Instagram”, on links i.e. “Delicious”, “Digg”, products i.e. “Pinterest”, music i.e. “Spotify”, and documents i.e. “Slideshare”, “Scribd”

- **Playing:** with major editors i.e. “Zynga”, “Playdom”, “Play fish”, “SGN”, “Pop cap”, dedicated platforms i.e. “Hi5”, and the smaller but innovative editors i.e. “Digital Chocolate”, “Kobojo”

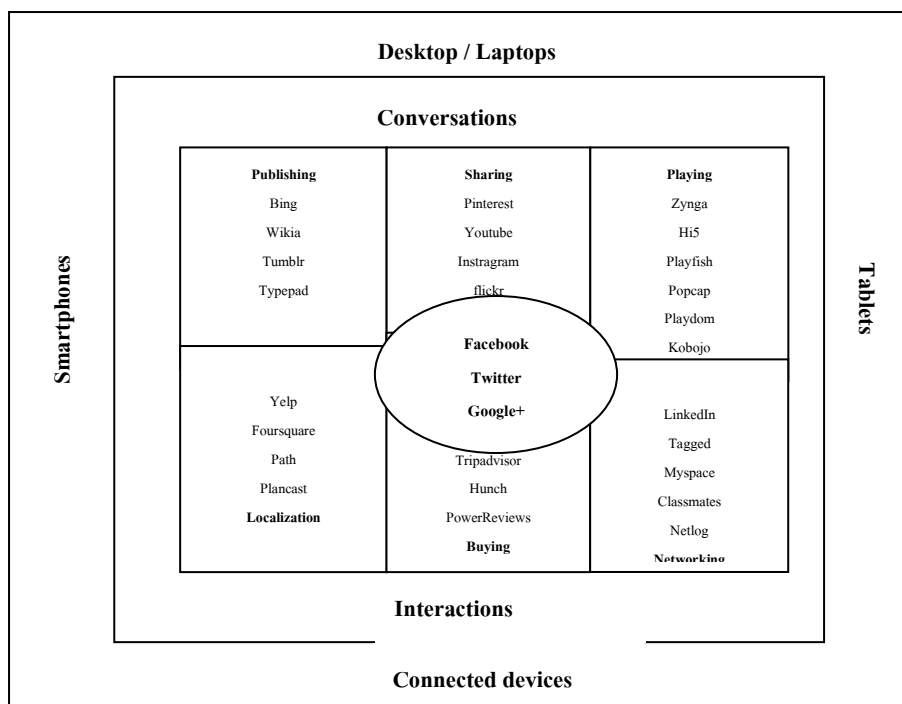
- **Networking:** with professional networks i.e. “LinkedIn”, “Viadeo”, in more personal i.e. “Netlog”, “Tagged”, “MySpace”, “Badoo” or for former personal network i.e. “MyYearBook”, “Classmates”³

- **Buying:** with customer intelligence platforms i.e. “Bazaar voice”, “Power Reviews”, purchase sharing i.e. “Polyvore”, “Blippy”, recommendation i.e. “Hunch”

- **Localization:** with mobile applications i.e. “Foursquare”, “Path”, “ScvngR”, socialized city guides i.e. “Yelp”, “DisMoisOu” or upcoming events or venues i.e. “Plancast”

These are specific categories by characteristic: collaborative projects, blogs, content communities, social networking sites, virtual game worlds, and virtual social worlds. It was discovered that some platforms tend to grow by a number of users, but some platforms tend to lower in different countries. The above can be explained by the following diagram (see Fig 2.1.)

Figure 2.1 Social Media Landscape (2012)



Source: Cavazza (2012)

Social media is considered an evolving platform, transforming how people discover, read and share news, content and information. It is a combination of sociology and technology, transforming monologue “one-to-many” into dialogue “many-to-many” (Solis, 2007). Whereas marketing with traditional media such as television, newspapers, radio, and news websites are about message delivering, marketing with social media is about creating a relationship and response with the audience, it is not one dimension; it is adjusts to “two-way” process engaging with a brand and the audience. Marketing through social media is not just about telling and giving a message on one way delivery, rather it is about receiving and exchanging perceptions and ideas (Drury, 2008).

According to Smith (2013) in July 2013 the active users for social media sites were as follows:

- | | |
|---------------------------------|---------------------------------|
| 1. Facebook: 1.11 billion users | 7. Tumblr: 216.3 million users |
| 2. Youtube: 1 billion users | 8. Instagram: 130 million users |
| 3. Twitter: 500 million users | 9. Yelp: 100 million users |
| 4. Google+: 343 million users | 10. Flickr: 87 million users |
| 5. Tagged: 330 million users | 11. Netlog: 84 million users |
| 6. LinkedIn: 225 million users | 12. Pinterest: 70 million users |

According to the research of Nielsen (2012) reports the highlights statistics about Customer service online is more important in the social media annual report:

- PCs are still the device used for internet access in 2012, but the audience using them is down 4% year-on-year compared to mobile device usage.
- People aged between 25 & 34 spend the most time using mobile devices for social media than other groups, whereas aged 18 & 24 spend the most time on PCs for social networking out of all age groups.
- 47% of social media users are involved in “social care”, meaning that customer service via social media is necessary for brands.
- 1 in 3 social media users prefer “social care” to contacting a company by phone; people aged between 18 & 24 are the most likely age group to prefer this.
- “Facebook” is the most common social media platform used to seek out customer service and information, followed by “company blogs” and then “Twitter”.

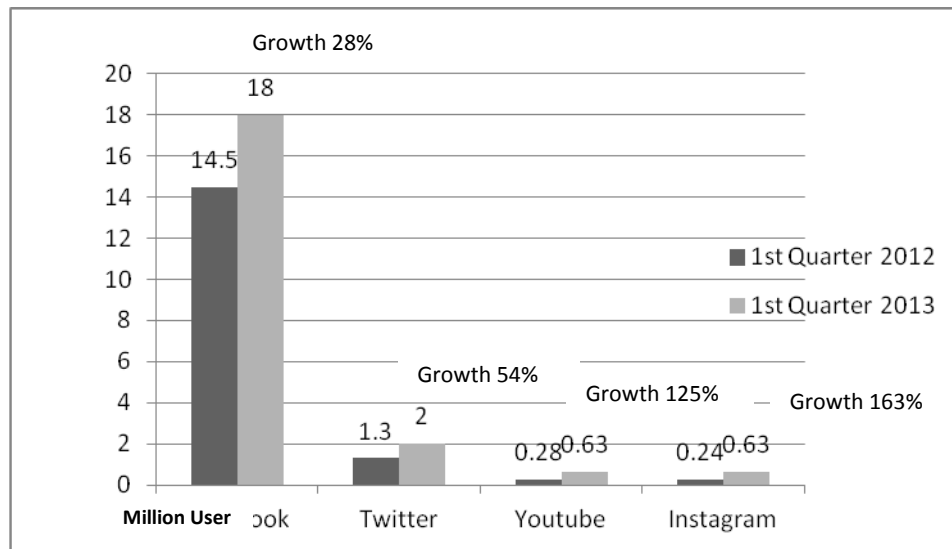
- Instead of going direct to the company to complain 28% use their own personal Facebook page to complain, and 14% use their own Twitter handle without actually mentioning the company's name (more than the 13% that actually do mention the company).
- 53% of social media users praise the brands at least once a month, even as 50% express concerns or complaints.
- 70% of users perceive general experiences with brands at least once a month.

In addition, social media plays a crucial role in supporting news production and dispersion. It was found that 37% of Internet users have experience in sharing news through social media sites and also information collection making social media rise as a powerful news referring source (Purcell, Rainie, Mitchell, Rosenstiel, & Olmstead, 2010).

2.1.2 Social Media in Thailand

The internet and social media usage are growing in the world and this is also occurring in Thailand. The social media is shifting the way Thai people interact and businesses in Thailand are increasingly referring to the study of the use of Social Network in Thailand which achieved Top 5 growth when compared with other countries in the Asia-Pacific (Burson-Marsteller, 2011). The biggest gainer of social media in Thailand in 2013 is Instagram which increased by 163 percent growth by users in the country. But in terms of the complete numbers, Facebook still has the largest audience with 18 million Thai users, while Instagram has risen to 600,000 users in the first quarter of 2013. As a whole across all nations, there are total 18 million social media users by approximately on 2013 (Millward, 2013).

Figure 2.2 Growth of social media user in each channel of Thailand 1st Quarter 2012 – 2013



Source: Social Inc. Online Analysis (2013) in Millward (2013)

With reference to the survey of ComScore (2013) and Millward (2013) it was reported that social networking in Thailand is used by 96% of internet users, and 30% of them spent all their time on online, with the top three social media websites in Thailand being Facebook, Twitter and Youtube. And there are over 18 million Thai Facebook users on February 2013, which rank Thailand being the 13th largest user of Facebook in the world.

2.1.3 Social Media Impact to the Company

As the fast growing of social media and the trend to continue increasing, social media has become the core idea in a great marketing tool to help the business to expand their brand and sales volume at a low cost. The company can significantly understand that social media is or great impact to the customer making a decision and is also of increased benefit to companies too.

Referring to social media budgets within a company it tends to run positive and the budgets increase annually. Refer to the Table 2.1: The Social Marketing Budgets Growing from the Study of Social Media Observatory (2011). The trends of budget spending in respondent companies in the form of percentage is 11% and also the number of percentage of more than 50% budget allocation was doubled when we compare 2011 and 2013, this can be understood that the respondent companies were more likely to pay more attention to the social media outlets.

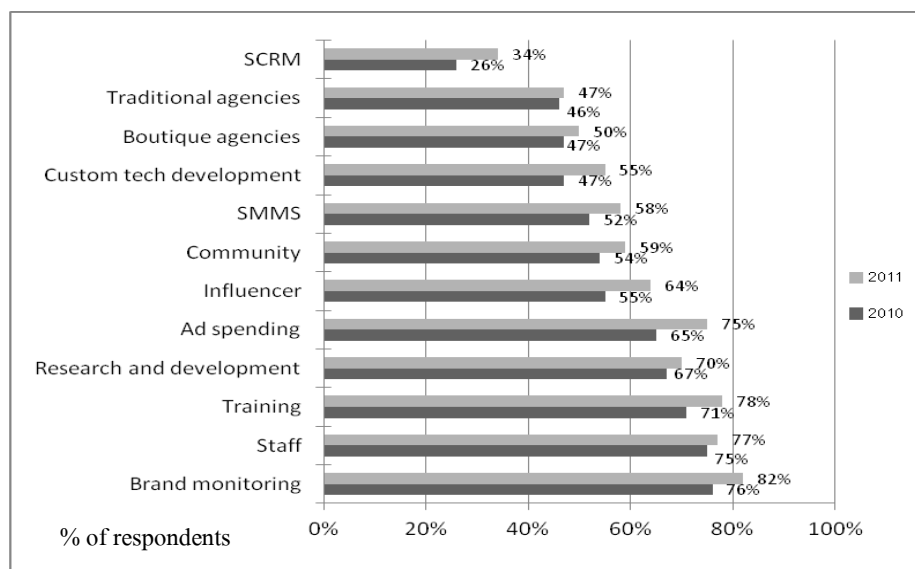
Table 2.1 The social marketing budgets growing during 2011-2013

Annual Budget	2011	2012	2013
Less than 5%	37%	27.1%	18.8%
5% - 10%	21.5%	24.9%	23.8%
11% - 30%	12.7%	14.9%	18.2%
31% - 50%	5.0%	8.8%	8.8%
More than 50%	3.3%	5.0%	7.2%
Don't know / decline to answer	19.9%	19.3%	23.2%

Source: Social media observatory (2011).

According to below figure 2.3, referring to the research of the Altimeter Group, many companies plan to increase social media budgets in 2012 and it has become an essential part of business. The Altimeter Group surveyed 140 social media strategists with multinational companies about their business plans for year 2012. They found that from their business program of social media adoption, 82% reported they would invest in brand monitoring, followed by 78% training budgets, and 77% staff budget, while the Advertising budget spending has 10% shift growth from 2011 to 2012.

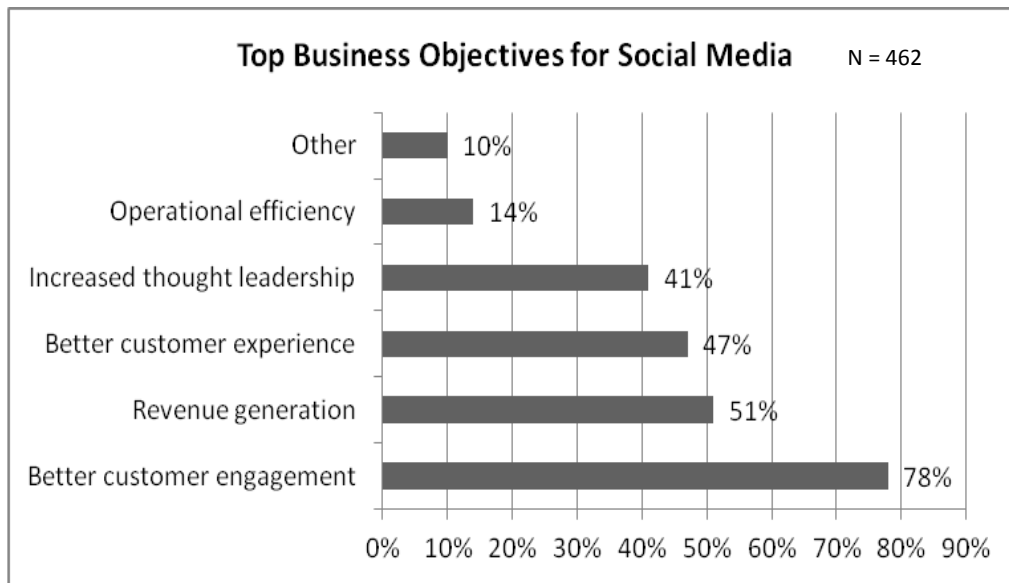
Figure 2.3 The Adoption of Social Media Business Programs



Source: Altimeter Group in Emarketer (2011)

As shown in figure 2.4, two of the top three objectives for social media for companies flowed towards the customer involvement: 78% of customer encouraging improvement and 47% of giving better customer experience, it proved that companies are finally realizing the intensification social media offers to consumers, so the company had better improve and adjust the experience while social media is continuing toward the primary touch-point.

Figure 2.4 Top Business objectives for Social media (2012)



Source: Brown (2012)

2.1.4 Social Media Marketing (SMM)

There is a pattern of Internet marketing that utilizes social media platforms as a marketing tool. The target of Social Media Marketing or SMM is to generate contents that users share or post onto their form of social media and it assists a company to boost brand disclosure and widen customer reach.

Social media optimization or SMO is one of the key components of SMM. Similarly with Search Engine Optimization (SEO) of internet web-based, SMO is a technique for creating new and sole visitors to a website. SMO can be made in two ways. One, by adding social media links into contents, such as RSS feeds “Rich Site Summary: a format for delivering regularly changing web content. Many news-related sites, weblogs and other online publishers syndicate

their content as an *RSS Feed* to whoever wants it” (Attitude Group, 2016). And two, by sharing buttons or broaden activity through social media by posting statuses or tweets, or blog posts.

Social Media Marketing or SMM assists a business to receive direct feedback from audiences and also potential customers, while company was automatically created to be more personable. Social media creates an interactive part for businesses to respond to customers and give them opportunity to voice ask any questions and even express their opinions on their feelings and get heard by the company. This perspective of SMM can be called “Social Customer Relationship Management (social CRM)”. Afterwards, SMM became more normal with the addition of popular online social forms i.e. Twitter, Facebook, MySpace, LinkedIn, and YouTube, etc. Many of the marketers are trying to learn the advantages and implement the usage of social media as a marketing tool (Rouse, 2011).

2.1.5 The Benefits and Risks of Social Media to Businesses.

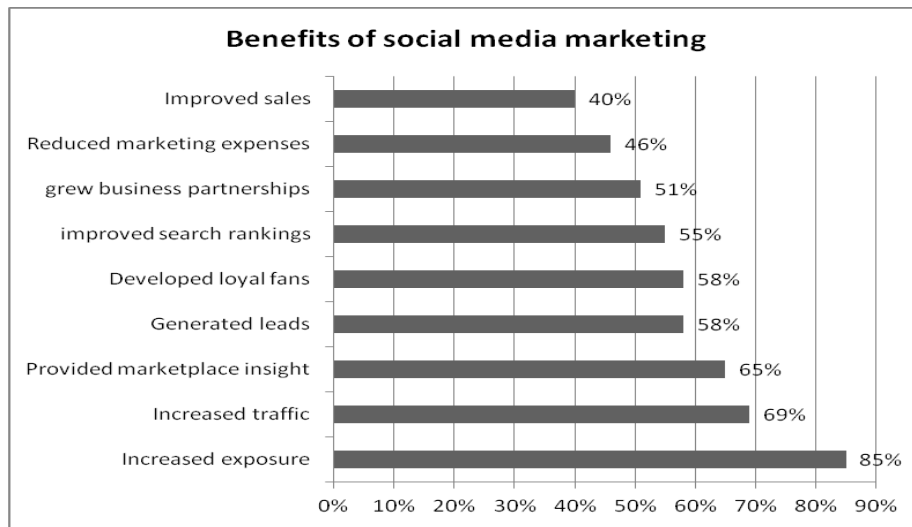
While social media can has continually grown during this decade in both personal and business purposes, there are many more sites that a company must inevitably learn in-depth to understand the benefits and the risks. They are:

The Benefit of Social Media to Businesses.

Professional users and businesses were farseeing online communities as being transformed into the new strategic command. Building effective relationships with customers is the core strategy to any successful business, also the ability of a business to provide and deliver the right products and services to the customer in the right time and way is a key point to strengthening a company. Knowing what customers need and realizing their current and further requirements is paramount to mounting revenue and satisfying customer expectations.

According to the research of Wee (2011) where 1,898 marketers were consulted to understand the effectiveness and benefits of social media to an organization, they found 85% of the surveyed marketers indicated that social media has generated increased revenue for the business. The social media benefits are visualized in a statistic below:

Figure 2.5 The social media marketing benefits revealed



Source: Wee (2011)

Borges (2009) examined that there are many benefits from social media to the business and can be concluded as such:

1) *Low Cost*: Social media activities can be operated on a low budget, especially initially, then occur a small cost at a later point. But, some of the applications are still free of charge and can increase the amount of people you can reach. The primary benefit to using social media is in low cost but high value to create relationships between companies and communities.

2) *Brand Building*: Social media provides a unique platform in modern technology that presents the business brand to customers and creates recognition of the brand. With this social media method a company can settle their market position upon their requirements and also be able to specify the point they want customers to know about them. In addition, with the combination of great effort and great content, they can build their brand to be of a high reputation for their company's values, benefits, and advantages by this less complicated tool (Smith, 2013).

3) *Building Loyalty*: Companies in every industry can gain a new connection from their customer and able to reach new target audiences by social media usage such as Facebook, Twitter, LinkedIn, and so on. People constantly update their trendy activities and current states of being on social media. Companies are also able to update the interest of their

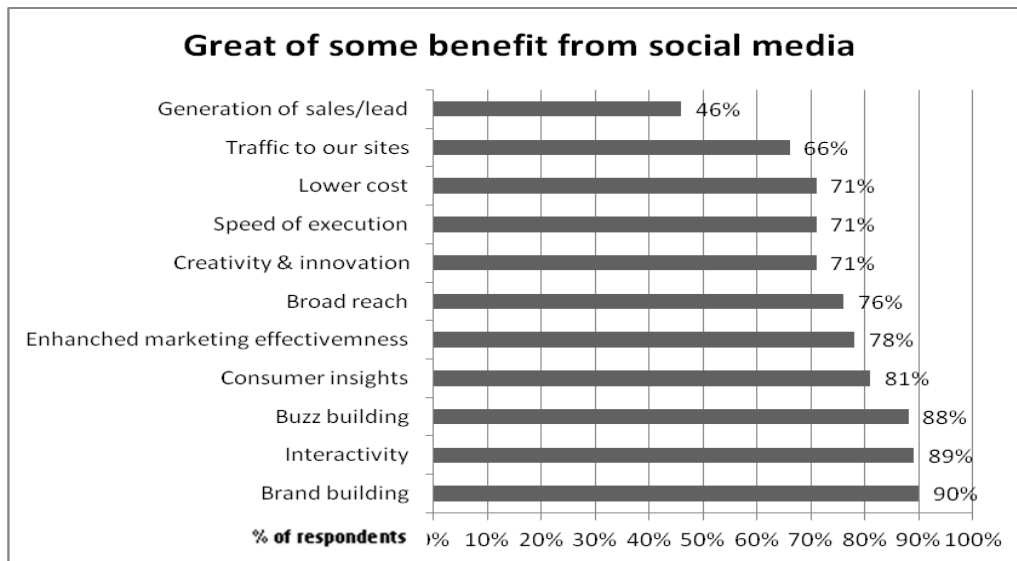
company to their customers and make them loyal in brands by offering special discounts, attractive promotions and marketing temptation. Social media can be a tool for companies to change customer loyalty thus it allows companies to grasp benefits by identifying customer problems through social media monitoring and following what people are saying about their brand or comments related to their company. Social media also allows companies to join in conversations and to respond to the customer and show that they are listening and hearing what the customer said or complained about. This in turn gives the company to clear up any complaints, miscommunications or to add clarifications where needed. This will automatically impress the customers and win their loyalty to the products, company or brand.

4) *Building Viral Marketing*: Effective social media strategies are a part of a company' Public Relation (PR) strategy. The viral marketing which is formed from the content generated by customers is the focal point of a social media PR strategy. By letting the loyal community access the company's news and letting them chat and spread out the news among their audiences or communities to familiarize themselves to the company's media channel and let that loyal community automatically promote the company's news. Therefore, the company will gain improved PR activity by viral marketing through social media.

5) *Building Trust*: Companies who communicate by a human voice and build sincere relationships can be influential in the initial prime trust of customers. Social media is also relative to sincere conversations and building reliability relationships where they do not hide behind a cooperate voice, but try to be participate in conversation and not alienate themselves and their people, so they can harvest potential benefits through their customers who trust in the company.

More information in the benefits of social media is accompanied by the research of CHNG (2011) the study of Lead companies is serious about social media. According to Figure 2.6 it was found that Social media benefits in the higher stages of the purchase step. Viral marketing building (Buzz building), brand building, and interactivity were perceived as the social media top three benefits. Compared to traditional media such as television, newspapers, or even websites where its communication with customers is one-sided, in contrast social media provides an incredible channel to engage customers, respond to them and converse with them.

Figure 2.6 Great or some benefit from social media (2011)



Source: Booz & Company/Buddy media campaigns to capabilities social media & marketing (2011) in Stepth (2011)

The benefit of social media to a company can also be described with the research of McKinsey Global Institute (2010) about the benefits of Social Media. It shows that companies who use social media achieve as follows:

- increased marketing effectiveness
- reducing marketing & support costs
- reduction in time to market new products
- increased innovation
- increased revenue

The cost saving elements are driving the first four benefits and if brands focus on using social media to build engagements and trust more thus costing less then the company would drive the revenue numbers as well as reduce the costs.

The Risk of Social Media to the Business

From the study of Nicholl (2012) “Top 5 Risks When Using Social Media in Business” found that social media not only benefits the business but acknowledges that there are some risks that may occur from social media usage as follows:

1) *Related Reputation Management*: Social media may cause a risk to the reputation of a business by creating negative publicity. For instance, legal issues may possibly

happen if a company makes an unsuitable comment about a competitor or another company on a social media platform. One reason may be caused from getting an inexperienced person to handle or completely control publishing of the company contents that could cause irreversible damage.

2) *Security Issues:* With social media there is always a risk of hacking, viruses, spy ware and bugs just the same as other online technological sites. At the same time, there is also a risk of leaking out of confidential company information.

3) *Two-way Dialogue Bringing Potential Criticism:* While social media allows a business to conduct direct interaction with customers in real time, it also gives chance for those customers to spread their dissatisfaction to the public. It may cause to un-related customers misunderstanding and lead to negative thinking about the company.

4) *Trust in Company of Social Media User Staff:* Trust is a prerequisite of the social media staff. If they do not understand the company's common theme, concept or even trust in the company, the social media marketing staff using it will be at a disadvantage and be unsuccessful to the company and also be a risk to the company by presenting their content through social media.

5) *Wasting Company Time:* Social media can be addictive to social media employees that not only consists of business issues, but also relates with interest to personal issues and so there is a risk that employees will spend too much time on it compromising their work efficiency causing a decrease in efficiency.

This is influencing social media for companies as it is impossible for one person to a million people and numerous companies in the world to be magnified in one marketplace. This makes it very challenging for the company or marketing managers across all industries including real estate to investigate and implement this study into their work.

2.2 Social Media and Customer Decision Making.

According to Power (2011, para.2) stated that:

It was argued that some research suggests the impact of social media on personal and managerial decision making can be widespread. Subjective evidence indicates social media are varying our opinions and influencing our choices. The impact may be on individual decisions via customers or business decisions made via managers. The same goes for social

networks; informational compliance can have an impact on decision making because the decision maker turns to a member of their social network to obtain accurate information from them. Standardizing compliance may also bias decisions made because the decision maker complies in an effort to be of favor or be accepted by the members of one or more social networks.

Due to increasingly use of the social media by consumers it provides a freedom platform for business and also assists people to make purchase decisions. Customers rely on a mixture of types of social media for products and services. As a consequence companies that employ social media and engage with customers have a great opportunity to reach more custom targets and also augment their possibility of making a purchase. The same stands with the research in the role of social media plays in the purchase decision process of Linnell (2011, para.9) “during the evaluation of their consideration, customers are more likely to use social media to collect the information and other opinions that can aid them to narrow their choices so that customers can make a learned purchase decision”. The cause is the accessibility and openness of information when using social media to communicate to each other forcing customers to rethink the positive and negative comments. As a result, social media is considered to playing a vital role in customer purchasing decisions because customers can obtain complete information of the product or brand they interested in and they are also able to make a comparison in a number of different products or services by different companies. Finally, they will buy a product or select service by their own choice.

However, according to Fresh Minds research (2011) which reports that social media did not play a role in their decision making process, but this appeared to be a combination of a very narrow definition of social media and the passive, unconscious nature of the influence which has very much a passive role in people’s inspiration. It is not actively consulted but as it plays a key part in people’s daily lives it exerts an almost unconscious influence.

2.2.1 Theories Related so Social Media and Decision Making.

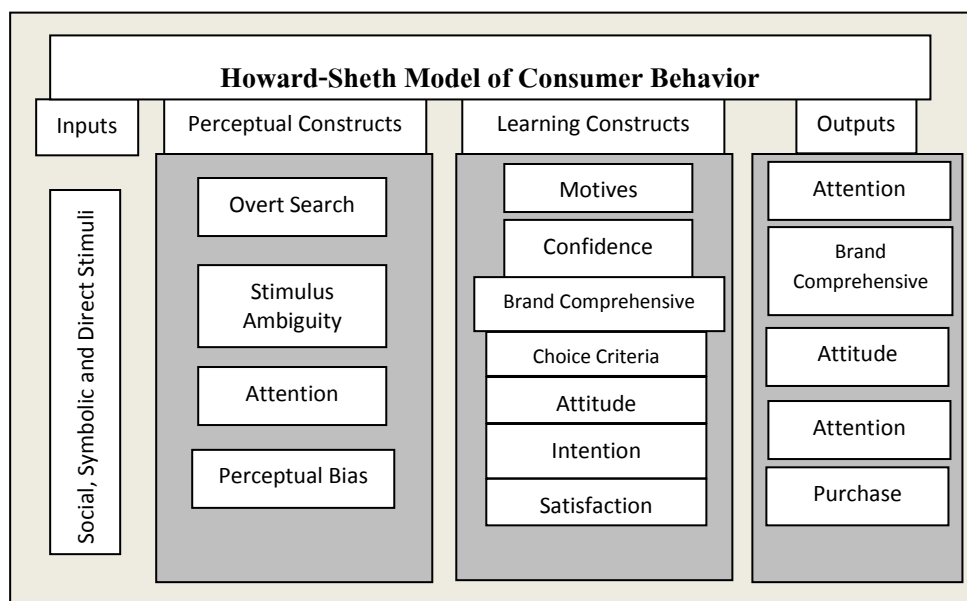
The theories of what the consumer decision-making process is supposed to be is that the purchase decision process of the customer consists of steps through which the buyer passes in purchasing a product or service where many theories and principles of Customer Decision Making that can be describe the customer decision behavior to understand their decision process.

Refer to the study of Gibler & Nelson (1998) to find out the most common consumer behavior appropriate applications to Real estate, they argued that the most real estate purchases and leases would be considered high association properties and services that would involve multipart decision-making. The three major comprehensive models of this type of customer decision making are Engel, Kollat and Blackwell in 1968, Nicosia in 1966 and Howard and Sheth in 1969 whom investigated the behavior and the psychological state of individual purchasers from the position at which they perceive a need for information searching, evaluation of alternatives, purchase, and final evaluation of the consequences. The supposition is that a purchase proceed is preceded by a progression of psychological information processing. This engages a cognitive function in forming beliefs, an emotional component in developing positive or negative attitudes, and a response through being motivated to choose and purchase, and for this study selected The Howard-Sheth Model and related theories as follows:

(1) The Howard-Sheth Model of Consumer Behavior

In 1969, Howard and Sheth have established a model of Customer behavior which its context was contrast with the well-known 5 stages model of Kotler (1997): Schiffman and Kanuk (1997): Perner (1999 - 2008). This model can be normative understanding in customer behavior by 3 stages in which consumers go through to make their purchase decisions.

Figure 2.7 The Howard-Sheth Model of Consumer Behavior



Source: Howard & Sheth (1969)

The Howard-Sheth Model of Consumer Behavior was been selected from many authors to explain well consumer behavior. The core assumption of this model lies on that the key to determining behavior displayed by customers is to completely understand the consumer' thought process.

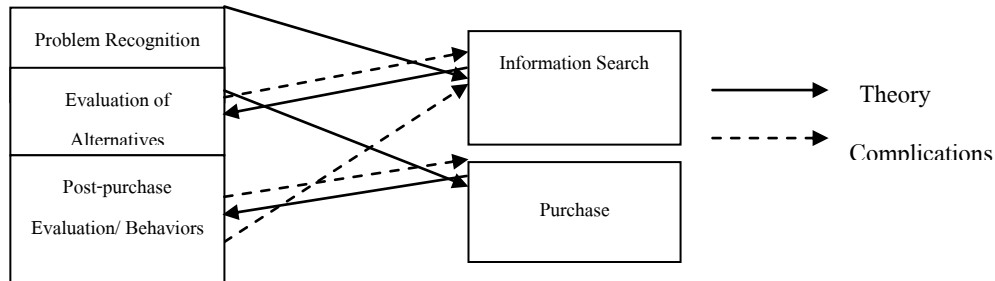
Howard-Sheth model demonstrates that decision-making cognitive is the process in which consumers psychologically process information that influences their selection of products and brands. The model is essential because it highlights the importance of inputs to the customer buying process and advises ways in which the customer orders these inputs before making a final decision. (Abdallat & Enam, 2000, p.5)

This model can be explained by three levels of decision making by Howard & Sheth (1969) which are: A. The first level describes general problem solving. At this level the consumer does not have any basic information about the brand and does not have any preferences for any products. In this level, the consumer will seek information about the different brands and products before making purchase. B. The second level is narrow problem solving. This level exists for consumers who have little knowledge or partial knowledge about what they want to purchase. In order to arrive at a brand preference some comparative brand information is sought. C. The third level is a habitual response behavior. In this level the consumer knows very well about the different brands and can differentiate between the different characteristics of each product and they already decided to purchase a particular product.

The decision-making process, which Howard-Sheth Model tries to explain, takes place at three Inputs stages: Significance, Symbolic and Social stimuli. In both significant and symbolic stimuli, the model emphasizes on material aspects such as price and quality. However, these stimuli are not applicable in every society. While in social stimuli the model does not mention the basis of decision-making in this stimulus, such as what influence the family decision, this is different from one society to another. (Abdallat & Enam, 2000, p.11)

(2) Customer decision making process five steps

Figure 2.8 The decision-making process five steps



Source: Adapted from Kotler (1997); Schiffman and Kanuk (1997); Perner (1999 - 2008)

Perner (1999 -2008) explained in simple words that the first one is *problem recognition*—to realize that something is not as it should be. For example, think of a car that is getting more difficult to start and is not accelerating well. The second step is *information search*—what are some alternative ways of solving the problem? Customers might buy a new car, buy a used car, take car in for repair, ride the bus, ride a taxi, or ride a skateboard to work. The third step involves *evaluation of alternatives*. A skateboard is inexpensive, but may be ill-suited for long distances and for rainy days. Finally, then have the *purchase* stage, and sometimes a post-purchase stage (e.g., return a product to the store because did not find it satisfactory). In reality, people may go back and forth between the stages. For example, a person may resume alternative identification during while evaluating already known alternatives. This model has some differences with model of The Howard-Sheth and it can be approached to explain in the influence of social media at the various stages (Gros, 2012).

(3) Word-of-Mouth Theory

WOM has many definitions and it was defined several times as being informal and non-commercial form by person-to-person conversation between a message deliverer and a receiver with regards to brand, service, product, or company, or among the potential customer and other people such as independent experts, product/service providers, friends and family (Raluca, 2012).

Table 2.2 The Word-of-Mouth Definition

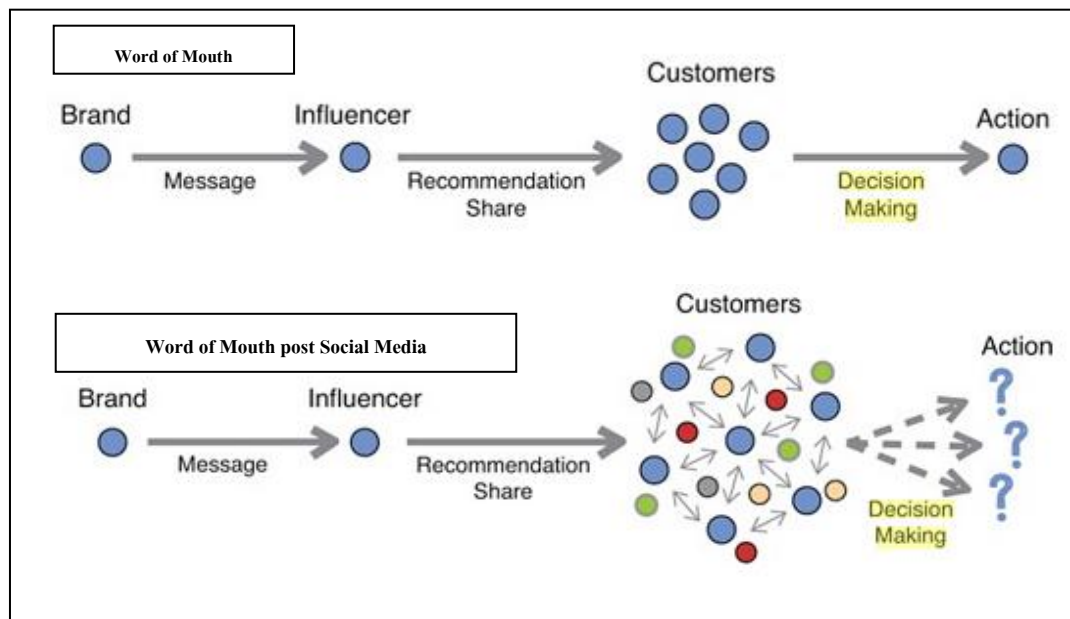
Author/Research	Definition
Arndt (1967)	“WOM is defined as oral, person to person communication between a receiver and a communicator whom the receiver perceives as non-commercial concerning a brand, product or a service”.
Richins (1983)	“WOM communication was defined as the act of telling at least one friend or acquaintance about the dissatisfaction”.
Brown and Reingen (1987)	“WOM exists at the macro level of inquiry (flows of communication across groups) as well as the micro level (flows within dyads or small groups)”.
Higie et al. (1987)	“Conversations motivated by salient experiences are likely to be an importance part of information diffusion”.
Singh (1990)	“Telling others about the unsatisfactory experience (that is negative WOM)”.
Bone (1992)	“WOM communication is conceptualized herein a group phenomenon an exchange of comments, thoughts, and ideas among two or more individuals in which none of the individuals represent a marketing source”.

Source: Adapted from Raluca (2012).

Word-of-mouth in a business context can be defined as an astonishing mechanism that communicates messages of marketing all through a community (Brown and Hayes, 2008). And according to Brown and Hayes (2008) word-of-mouth also plays an essential role on Social Media. Word-of-mouth is famous in the marketing part, and increasingly appears even more importantly than previously into the influence of consumers’ purchasing decision-making process. Also Jaffe (2010) argued that word-of-mouth is understood as an important direction of the customer influence. Customers on Social Media can be influenced by the shared experiences from their peers and audiences on their communities, and tending to trust their peers because their similar feeling, the level of trust plays a major role in the buying process is amplified and influenced on Social Media. Brown and Hayes (2008) indicated that message which is delivered by trusted friends can tell about their own experience was highly influent. The study about WOM on social media explored that 62% of consumers agreed that positive reviews and comments from friends could assist them evaluate alternatives between different services, brands, and products, and finally drive them to make a purchase. In the same way, the study

emphasizes that a mainly of consumers agreed that negative reviews on Social Media would dissuade them to make a purchase.

Figure 2.9 Word-of-mouth communication path pre- and post- social media



Source: Adapted from Brown (2013)

2.2.2 Social Media Impact on Customer Decision Making

Payne (2012) states that social media possibly impacts all stages of the consumer decision model, with it relating to the decision making five steps of Kotler (1997) which can be described as the impact of Social Media at the various levels of consumers' purchasing decision-making process:

Need Recognition Stage - this stage occurs when consumers had realized that they have an unfulfilled need (Hoyer and MacInnis, 2010 in Gros 2012). And Gros (2012, p.35) also argued that:

Needs might be triggered by internal stimuli but also by external stimuli. What is of interest here is that Social Media might trigger needs through advertisements displayed on a Facebook page for example or through a discussion with a friend that could make consumers recognize that they have an unfulfilled need. The Facebook 'Like' button is a powerful tool to made consumers recognized a need. When consumers 'like' a brand page or a product/service on

Facebook, all their contacts will see this 'like' appear on their feeds. The 'follow' button on Twitter acts in the same way and can thus trigger new needs for peers.

Information Search Stage - Hoyer and MacInnis (2010) in Gros (2012, p.35) said that "Social Media offer them information exposition since consumers can get information from their 'friends' but also from brands about products and services through pages they can 'like' on Facebook and 'follow' on Twitter". Together with Belch and Belch (2003) argued that the external search of information search stage, customers often consult personal sources when they seek information. This means that they are seeking for information by able to use Social Media platforms and tools to grasp information with their friends".

Evaluation of Alternatives stage - Gros, (2012, p.36) found the interesting information from previous studies and also summarized that:

The communication of experience from peers has a strong influence on evaluation of alternatives stage. Arrived at this stage, consumers will make an evaluation of the different alternatives offered to them and will have to choose one in the next stage. To evaluate the different alternatives, consumers are seeking to compare products, services or brand together to make the choices that suit their needs the most. Forums appear as a good place to get valuable information and allow discussion with current or former customers.

Purchase Decision stage - Belch and Belch (2003, p.120-122) explained that "at some point in this process consumers stop searching and evaluating information to move to the next stage and make a purchase decision. At this stage, consumers will decide whether they will buy products/services or not". Also Gros (2012, P.37) indicated that "this purchase decision depends partly on the motivation of consumers but also on the influence that will have the previous stage that allowed them to evaluate alternatives thanks to tools, reviews and recommendation available on Social Media".

Postpurchase Behaviour stage - Hoyer and MacInnis (2010) in Gros (2012, p.37) said "it concerns with the last stage, which is post-purchase behavior, consumers evaluate the outcome of their purchase decision and like to confirm their purchases are good ones". Payne (2012) also mentioned that after making a purchase of consumers, they often seeking feedback from friends or family, they search positive reviews through the Internet, and start to notice other people who also have the product.

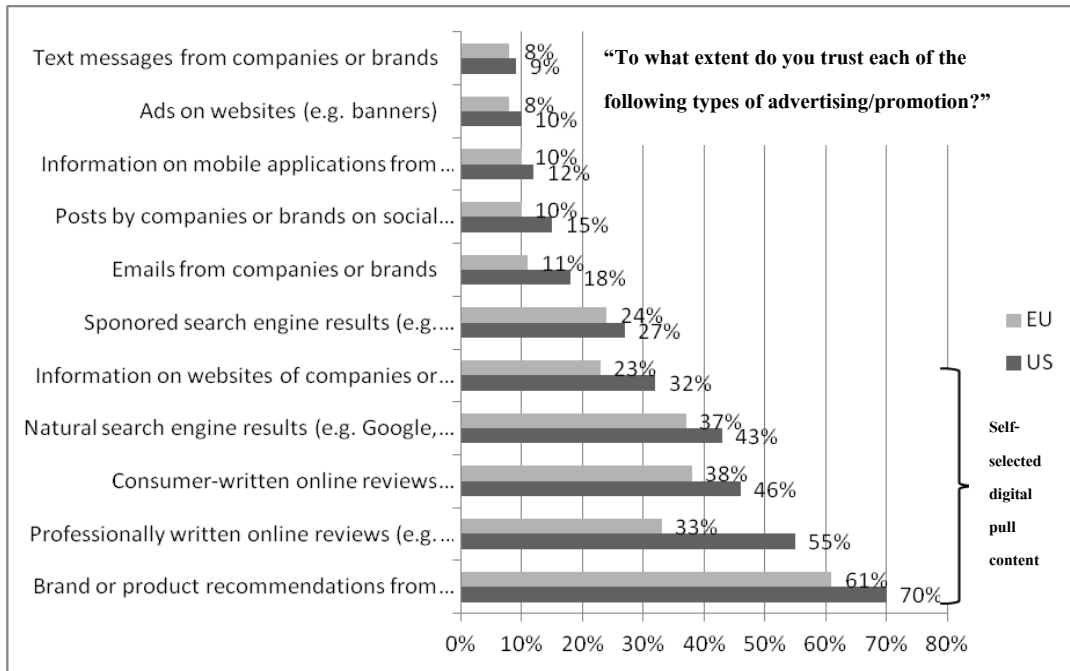
Social Media has increased the prospect accessible to consumers to share these positive or negative experiences of them with their peers. In contrast only a decade ago consumers who wanted to talk about their own experience could only broaden the publicity to a small amount of people around them (Gros, 2012).

Moreover, according to Linnell (2011, para.5) “with nearly half of all purchase decisions involving the use of social media, the medium is definitely becoming an important driving force in the purchase decision process”. Similarly with the study of Diana (2011) which her result was same as the study of Group M and Comscore, found that 58% of respondents in first step, they turned to search engines such as Google and Bing, while 24% visited the company sites, and a mere 18% respondents went to social media, it was according to a study called “The Virtuous Circle: the Role of Search and Social Media in the Purchase Pathway” that this study found the during the purchase process, 48% of shoppers used a mixture of online search and social media.

In addition with the real estate business a reputation, market knowledge, and trust still important features into these choices of consumers and social media can greatly intensify that feedback. For these customers an agent’s online presence (or lack thereof) factors into the decision to hire and use services from them because nowadays customers require an agent who is in timely keeping and with technologically ability (Riley, 2012). Riley (2012, para.9) also added more content that “traditionally, many consumers choose their real estate service provider based upon a referral from a trusted friend or family member due to the fact that testimonials and endorsements from a third party have more weight and credibility. Social media gives consumers a platform to openly review services and share their experiences with those whose opinions they value”.

However, there is a research found that most consumers still do not trust brands and companies recommended in social media when compare with the recommendation about products, brands and companies from family and friends.

Figure 2.10 Consumers trust self-selected content more than push communication.



Source: Forrester Research, Inc. (2012) in Bowthorpe (2013)

Bowthorpe (2013, para.5) states that “self-selected digital pull content rules the roost with up to 70% of consumers affirming that they trust brand recommendations from friends and a median 46% saying they trust online consumer reports and reviews and this is good news for marketers”. There is a prominent issue that states the customer trust in their friends and family more than with social media, and with this point in mind the researcher also wants to investigate this with this study.

2.3 Understanding the Role of Social Media in the Real Estate Companies and their Involvement

Every house buyer, house seller, real estate investor, real estate agent, distressed property owner, and everyone else can use the internet to find the services that they are expecting. People are free to work with real estate agents and rely on Multiple Listing Services (MLS) to find a property. Peter (2008, para.3) said “they are not restricted to work with their bank to get an approval for a mortgage, running around from one open house to another, being swayed by pressure tactics and relying on other people to purchase or sell a home”. Also with Chan (2011, para.3) mentioned that:

Real Estate used to be a private transaction between a Realtor and client. However, it is increasingly now a shared social experience for a community. Open house visitors upload photos of what they saw, buyer blog about their inspection, seller search Twitter streams for mentions of their house, agents get rated online. Today's buyers and sellers rely heavily on social media.

Similarly with Barbera (2011) argued that “the real estate industry is actually one of the most tech savvy industries around today. The necessity to cover numerous territories and the demand to provide all inclusive services makes the real estate professional almost dependent on the technologies available to them”.

In addition, refer to the study of Fox (2012) Real Estate Social Media Marketing Solutions for 2013. They found the 5 Real Estate Social Media Marketing Solutions as follows:

2.3.1 The Main 5 Real Estate Social Media Marketing Solutions

(1) Facebook: To Promote Real Estate Posts

Facebook is a popular platform for company using, particularly in real estate, with over 500 million Facebook active users, real estate agents are able to reach new customers through the enormous network of home buyers, sellers and investors that use Facebook (Barbera, 2011). From the research of Postling (2012) in Mashable (2012, para.1) found “it’s nearly 80% of real estate agents are using Facebook to market their practice and properties. Cause their feature of offering cost-effective methods of promoting properties, Facebook also offers a range of new opportunities to grow and cultivate a robust community of prospective buyers and sellers”. Radice (2013, para.2) also made an addition about Facebook using of real estate company in summary “they using of Facebook as a way to: Market to potential homebuyers and sellers, Recruit real estate professionals to business, Manage and protect company online reputation, share and offer new products to company’s raving fans, track and measure the impact of message, and onwards”. Also with Mashable (2012) demonstrated the Facebook using by real estate agents can be mentioned: Using Facebook to connect with potential customers, Maintaining a consistent communication with customers, Integrating Facebook into existing marketing for more accessible by multiple channels and more effective, Considering ads tool using in Facebook, and Always maintaining a professional image. Radice (2013, para.1) also mentioned:

The growing trend for realtors is utilizing social media and Facebook to reach and connect with new customers. The increasing cost to benefit ratio for keeping a website at the top of a search engine results in many real estate agents to split off their advertising spending to find a new advertising angle. Facebook marketing is one of the best ways for real estate agents to stay ahead of the curve.

(2) Twitter: Follow Potential Clients

According to Radice (2013); Watson (2013); Leggett (2015) demonstrated that Twitter is one of social media's most popular sites, Twitter is an important element in any social media strategy, and also a great platform to use in conjunction with Facebook for driving awareness and boosting engagement with potential home buyers. Found some of the greatest benefits to using twitter are: Establishing the company or their brokerage as the local area authority, building a referral network, communicating with prospective and existing clients, promoting the company and branding by bringing attention to recent accomplishments, new listings, or events. Almost successful real estate business use Twitter for assisting them to market their brand positioning, carry them to reach new customers, and represent that they are professional in real estate services. Realsocial (2013, para.3) also mentioned that:

Twitter is defined different with the other most used social media platforms such as, Facebook, LinkedIn, Foursquare and Google+. Twitter falls into the microblogging category because of the shorter messages it distributes, known as 'tweets'. Every tweet will arrive in the followers 'news feed' and it is easy to track, search and follow conversations by using #hashtags, with more than 15,350 agents in the world are using this platform to professional work on their real estate business.

(3) LinkedIn: Join and Participate in Groups

This is also one influential site that offers customer with many leads, different relationships and outsourcing opportunities. LinkedIn is well known as the business network of social media platforms, LinkedIn's professional users perform it a great tool for realtors to network and find new connections while also building brand equity. Radice (2013) indicated that LinkedIn has changed the way real estate professionals do business, there are more than 187 million users across 200 countries in the world. Initially focused as an online resume, but now it

was thought to be the online social site for business professionals to connect, network and engage. The research of Realsocial (2013, para.1) addition explained:

Formally LinkedIn was used as a place for people to post their CV and Resume and network their skills and expertise to potential employers or clients. LinkedIn has since grown its social media presence to include company pages people can follow and includes professional groups and industry standards. And LinkedIn has become a powerful tool for real estate agents to get recommended and referred by business associates and past clients.

Similarly with Barbera (2011, para.3) examined that “Real estate professionals across the country continue to utilize the LinkedIn. Over 90 million users have now registered with LinkedIn to attractively present their credentials, converse with their business community, and meet new clients and business partners”.

(4) Pinterest: Optimize Pins

Pinterest is a social networking and social bookmarking site, Stucken (2013) argued that Pinterest was also called a virtual pin board incorporated within a social network that offers a visual discovery, collection, sharing, and storage tool. Users can create and share the collections of visual bookmarks (boards) which they interested by pinning it to an existing or newly created board, then save and share pins from multiple resources onto boards based on a plethora of criteria, e.g., similar characteristics, a theme, birthday parties, planning a vacation, writing a book. Boards can develop projects, organize events, activity planning or save pictures and data together.

According with Neilson (2012, para.1) “Pinterest founded by Ben Silbermann, Paul Sciarra and Evan Sharp. It is managed by Cold Brew Labs and funded by a small group of entrepreneurs and investors, and launched in 2010, has already registered millions of users”. Pinterest is a visual notice board that allows members to post and share photos. It has created a transfer in consumer behavior, change people left from specific searches to discovering new ideas or services. In real estate, Pinterest have assisted real estate buyers gain alternative ideas on different properties that they may not have previously reviewed. In addition to Estate vantage company study (2012, para.2) also described that:

Pinterest is a platform where users can post photos (called *Pins*) and group them in collections (called *Boards*) for anybody to see, like, comment on, and share (or, as

Pinterest calls it, *Repin*). Each board company creates should has a main topic, and every photo company pin to each board should relate to the overall topic of the board. Company can also specify Pinterest what category of company board falls under, then making it easier for others to find and share company photos. Other users on Pinterest can re-pin company pin to their own boards (and company can do the same), which is how a pin can eventually become viral.

(5) Youtube: Create a Real Estate Channel

Flanagan (2013) and Jacqueline (2013) mentioned that in each month there will be more than 800 million unique visitors visit Youtube and over 4 billion videos are viewed a day. It can be an efficient tool for many uses and many area industries such as: promoting products, teaching, show casing, entertaining, etc. YouTube is a fundamental tool for real estate business. It is low cost, convenient, and effective to let the customers know about their listings and services of a company. YouTube is a great way to make the online presence stand out, also be a good practice in video representation for real estate agents. Moreover, from the research of National Association of Realtors (2012, p.6) found that:

41percent of home buyers, the first step in the home-buying process were looking online for properties. The use of the internet in the home search rose slightly to 90%, and for buyers under the age of 44 this share increased to 96%. Real estate agents were viewed as a useful information source by 87% of buyers who used an agent while searching for a home. The typical home buyer searched for 12 weeks and viewed 10 homes.

This advanced facilitated and convenience accessible application has pressed many real estate users to pay attention on new technologies, and become familiar with the variety of ways to exploit their time and assemble their businesses to learn it to reach and attract new buyers, sellers and investors. This tendency has been a strong demand from the real estate industry for technology companies to continue pushing the coverage to create faster, more efficient and more effective real estate marketing.

2.3.2 Thailand Real Estate Overview

Morison (2010, para.11) said “tourists continue to come to Phuket despite many travel warnings by various ill-informed countries, then Phuket also came top in the so-called silver rankings, which rate countries according to their popularity among retired expatriates”. And according to a report on HSBC Expat Explorer Survey (2011) they also rated Thailand as the best

location in the world for expatriates to stay, based on more than 100 countries and 4,127 expats surveyed. Relate to Rebecca (2011, para.13) “Thailand came in top for health care, accommodation and the work environment. Malaysia came in 10th, Singapore 4th, the Philippines 7th and Hong Kong 9th. It’s estimated there are almost 200,000 expats living in Thailand”. According to HSBC Expat Explorer Survey (2011, para.3) found:

An important factor for expats moving abroad is to secure a better quality of life and social scene, and Asian-based expats rate their respective countries well on both of these factors. While only a quarter (25%) of expats agree that their social life is more active since moving abroad, expats in Asian countries including Thailand (60%), Hong Kong (52%), Singapore (43%) and Malaysia (39%) generally double this level of agreement.

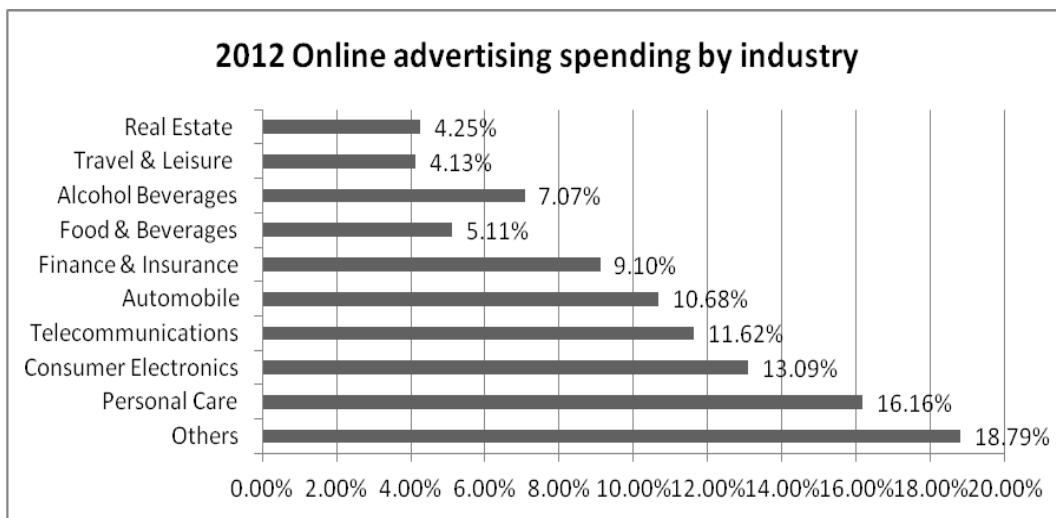
With regards to the real estate market in Thailand from the Property Report (2011) Thailand is the most favored regional place for retirement and resort ownership. Thailand has been fortunate that buyers have been arranged to accept inferior titles including the Thai government's policy plan to invest 2 trillion Baht in land-transportation networks in main regions, the provincial property market has been appreciating a strong demand. According to Property report (2013, para.6) also indicated:

The residential market of Thailand in 2013 is expected by Knight Frank to yield a positive response from local and overseas buyers, as Thailand’s economic growth, government projects and the role of ASEAN continue to influence the market. And overseas investors in Thailand are expected to come from Singapore, Hong Kong, Japan, China, Russia, Taiwan, India, America and Europe. Property prices in Thailand are anticipated to grow by 5-10 percent in 2013, with condominiums in the THB0.8-3 million (US\$26,000-98,000) price ranges still occupying the biggest share of the market, according to the Bangkok Post newspaper.

Social Media Use of Real Estate Business in Thailand

Refer to the Digital Advertising Association Thailand (2012) which found that the Real Estate industry spends 4.25% on digital advertising compared to that of Travel and Leisure which spends 4.13% of its revenue.

Figure 2.11 2012 Spending by Industry of Thailand



Source: DAAT: Digital Advertising Association Thailand (2012)

Thailand Real Estate Ownership

Real estate acquirement in Thailand has some limitations in order to avoid incursion of foreign investment into real estate market in Thailand. Principally, The Land Law in Thailand forbids foreigners to have ownership of land and properties in Thailand, so foreigners are unable to have freehold rights on the land, but they can occupy the land by leasehold right instead at a maximum term of 30 years with possibility of restitution. There are some exceptional cases for some investments promoted by companies from the support of the Board of Investment (BOI). The next anxiety is about land use constraint which varies for each place i.e. building setting, land use, floor area and open space ratio. But in the condominium ownership for foreigners, it is allowed by Freehold purchasing, but it is limited to 49% of the saleable floor area of all units. However, in adaptation, foreigners can also buy condominium units through the form of a Thai company (Phiromyoo, 2011). For some foreigners who having Thai spouses, properties can be registered under the name of their spouse and with a waiver of interest on the said property. Linked with Thailand Lawyer (2013, para.2) indicates that “foreigners have more in the way of complicated techniques to be the owner of that property by setting up a company in Thailand with 49% foreign ownership and 51% Thai ownership. To get around this option, an expert lawyer should be engaged to facilitate the process”.

2.3.3 Phuket Real Estate

According to the data of the Thailand Real Estate Magazine (2011) and Phuket property store (2011) Phuket always been a popular selection for tourist, also become an increasingly popular investment selection for homes, second homes, investment properties and retirement villas. About the largest market for foreign properties in Thailand, Phuket is second ranking after Bangkok. Following by the top seven are Pattaya, Chiang Mai, Samui, Hua Hin and Krabi, but the strong tourism market in Phuket was support the fast-growing of real estate market, even Phuket is a small island, but it could cost some millions baht. Similarly with research of Knightfrank (2011, para.3) states:

For those wishing to make Phuket a holiday home as well as investment purpose, there are many areas to be chosen according to their lifestyles. Much of the high-end development for the international market over the last 20 years has been along Phuket's Western coastline, particularly between Bangtao and Patong, and near to the island most popular tourist beaches and resorts. However, with land prices along this stretch now very high, developers have begun to look at other areas of the island.

According to CBRE Report (2012) in Property Report (2012) states that many of the developers implicated in Phuket current property market are much larger corporation, can be split off in many types by commercial group and targeted focusing, some of them are publicly listed but some not, and some may relate with illegal establishing. In addition, the property market in Phuket for the year 2012 is made up of both foreign and Thai developers. CBRE Report (2012) in Property Report (2012, para.3) also reported that:

Chief developers in Phuket include Supalai, SC Asset, Sansiri and Land & House. An important consideration for potential buyers is the affordability of property, particularly in the resort condominium sector. There is consistent demand for properties within the 5-15 million Baht (US\$164,000-490,000) price range. In addition to being competitively priced, projects in Phuket must also be well designed to satisfy the new wave of demand, and be comparably larger than unit sizes in Bangkok or Pattaya to maintain the luxurious resort atmosphere.

And more information about land in Phuket, according to The Nation (2013, para.1) Issara Boonyoung, president of the Housing Business Association mentioned that "land in Phuket

cost 4 million baht per Rai (25 million baht per hectare) too shift when compared with the average of 2 million baht per Rai in 2010”.

Tourists/ Expatriates and Real Estate Industry of Phuket

The rising number of tourists visiting the island each year means a higher potential for new sources of resort property buyers. According to CBRE Report (2012) in Foster (2012, para.1) stated that:

The majority of potential buyers are from countries with emerging economies, particularly Russia and China. Tourist numbers in Phuket received from the start of direct flights to the island from the Middle East. Convenient access from the gulf region may propel future demand for Phuket resort residential properties. In 2012 there were 29,033 flights to Phuket, an increase of 1.02 percent year-on-year. The number of tourists total 19,761,794, a 13.57 percent increase year-on-year. Most investors who purchased in Phuket high end market were expatriates living in Hong Kong and Singapore.

Moreover, An interesting panorama will be future of Phuket as a yachting marina for super yachts. Asia is speedy becoming a cruising destination to rival The Caribbean and Mediterranean with less crowded waters according with Asia Property Report (2011, para.4) “Wealthy Asians are now a strong buying force for super yachts and Phuket status as a renowned yachting destination through its marinas and exotic outlying islands could be enhanced through further development and boost the high end property market still further”. Phuket's customs office in Tourism investment Promotion Division (2013) the amount of yachts entrancing to Thailand ports between 2004 and 2009 was on average 1,200 to 1,400 yachts per annum equaling approximately 60 yachts per day. This has a direct contribution to the growth of the Phuket marinas (consisting of five with the capacity of anchoring 1,100 yachts) and tourism businesses such as world-class resorts, shopping centers, and spas. Moreover, Tourism investment Promotion Division (2013, para.5) recorded that “the rise in yachting tourism has benefited property development businesses, as many yacht owner selects timeshare property rentals. The marina business and yachting tourism-related businesses such as water sports equipment and refurbishment are another investment opportunity in Thailand”. According with the states of Morison (2010, para. 7):

And as the expats on Phuket know, despite a few grumbles about expensive ‘tuk-tuk’ transport, the moods of the beaches and the monsoon weather, Phuket is the best place to live in the best country in the world for expats to live. Beneath a typical tropical island photograph above the blog on the Wall Street Journal site runs the caption: Patong Beach Phuket, Thailand: It may be beaches like this that make the country rank No. 1 in a report on expat life.

In March 2013, there are about 200,000 expats living in Thailand from developed countries such as the United Kingdom, Australia, New Zealand, the United States and European countries actually living permanently in Thailand, and about 30,000 of them live in Phuket. More than 20% of the population in Phuket consists of foreigners (Davis, 2013).

CHAPTER 3

METHODOLOGY

This chapter of this study is involved with the methodology and how to collect the data from reliable population with the suitable research instruments which were developed based on a thorough literature review. A mixed methods approach was used, and the data gathered from respondents both of buyers and real estate managers was to understand their attention and perception in the social media use, together with their experiences overall on real estate transactions by social media support which is able to provide appropriate recommendations for the real estate business to improve and adapt to be an effective marketing tool.

This study was focused on tourists and expatriates who are interested in real estate in Phuket and managers in Phuket real estate. In order to prevent biased opinions the population was targeted to both of those who are interested and those who have already made a real estate transaction by social media involvement and for those who have made a transaction by the traditional way. The survey was done via e-mail, online and offline questionnaires and interviews during May-July 2013.

3.1 Population

The population of this survey comprises of two targeted groups as follows:

3.1.1 The Population of Tourists and Expatriates who are Interested in Buying/ Selling/ Renting and who Bought/ Sold/ Rented Real Estate at Phuket which involve with Social Media Information.

In the same meaning to those who are the social media users which were obtained from social media sites, real estate forums and real estate blogs, and also those who use service the through only the traditional tool which may be social media user and non-user. It is not limited to nationality, gender, age, and income. The size of the population of the group is unknown.

3.1.2 The Real Estate Managers in Phuket of both Thai and Foreigner Companies who have participated in or are involve with Phuket Properties transactions and Services Including:

A. Direct owner: i.e. Real Estate Company and Real Estate Developer

B. Indirect owner: i.e. Real Estate Agency, Real Estate Broker, Real Estate Consultant business

The name list of real estate companies was obtained from Department of Business Development, Phuket (2013) totaling 192 companies, that consist of Lease/ Sale/ Buy/ Real estate operations, Real estate Broker and Agencies, Own real estate and real estate development which have been registered since 2013 with a capital of more than 1 million for reliability information.

3.2 Sampling Method and Sample Size

3.2.1 Sample Group of Tourists/ Expatriates and Investors used purposive sampling methods by posting on social media sites which were chosen based on criteria already identified as social media sites and real estate blogs/forums to get responses from social media users. The survey also used the Convenience Selected method by posting on several real estate websites and real estate companies websites and also by an offline questionnaire which were distributed to respondents at their properties, airports, piers, etc. E-mails were also sent to the buyers which were sourced from real estate buyer listings whom may be social media users and non-users from real estate companies, aiming to get responses from social media non-users and this method was selected based on these criteria.

According to Davis (2013) he found that the total number of expatriates in Phuket as of March 2013 was more than 40,000 people, this number does not include all the people who ever stay, who have planned to stay in the future, and those who are at the interested status which is a large number and so it difficult to accurately find out the exact number of the population. So, for the sample size for *Unknown population size* was applied with this group. Mora (2010) argued that in most of many researches the total target population size is unknown, and it is assumed to be large (>100,000), the unknown population size calculation involves the following:

Level of Confidence: Additional explained of Mora (2010) “this is the level of risk which can be allowed, usually set as a percentage (e.g. 95% confidence level or interval).

This percentage points to the possibility that the true value follows in fact within the confidence interval border. The confidence level is conversely equivalent to estimate accuracy”. The most ordinary confidence levels are 90% confident, 95% confident, and 99% confident, but this study selected 95% confident referring from many previous studies.

Margin of Error (Confidence Interval): Smith (2013) argued that “the values of estimated range which is probably to include an unknown population parameter and the estimated range being computed from a given set of sample data. The confidence interval determines how much higher or lower than the population is. And for this research there is a margin of error of +/- 5%”.

Standard Deviation: Smith (2013) also mentioned “this is an expected variance in the responses. And for a secure decision, this research uses 0.50 and ensures that the sample will be large enough”.

After the researcher has these values defined they can then calculate the needed sample size. The confidence level corresponds to a Z-score. This is a fixed value needed for this equation and the z-scores for the selected confidence levels: 95% – Z Score = 1.96

Equation:

$$\begin{aligned}
 \text{Necessary Sample Size} &= \frac{(Z\text{-score})^2 \cdot \text{StdDev} \cdot (1 - \text{StdDev})}{(\text{margin of error})^2} \\
 &= \frac{((1.96)^2 \cdot 0.5 \cdot (0.5))}{(0.05)^2} \\
 &= \frac{(3.8416 \cdot 0.25)}{.0025} \\
 &= \frac{.9604}{.0025} \\
 &= 384.16
 \end{aligned}$$

=385 respondents

For the unknown population size, as in the above calculation, it shows that the result equates to a sample size of 385 respondents. The data collecting for this group were done by online posting in different social medias such Facebook, Twitter, LinkedIn and also different online forums and blogs which relate to real estate websites such as <http://www.expatads.com>, <http://www.expat-blog.com>, <http://www.realestatethailand.info>, <http://www.expatexchange.com>, <http://www.ddproperty.com>, etc. Information was also by gathered by offline questionnaires

which were distributed to respondents at their properties, airports, piers, etc. E-mails were also sent to the respondents and online surveys on free website services with the aim to find out what the respondents' perception about the importance of social media use on their decision making in real estate was. The names and e-mail addresses of buyers or investors were sourced from real estate agencies and company buyer listings. And then researcher did randomly asking to them by questionnaire.

3.2.2. Sample Groups of Real Estate Manager applied the purposive sampling method which was chosen based on the researchers own observations and whom has some experience in the real estate industry. They have identified the companies that are reliable and active in utilizing the social media marketing tools and so this method was chosen based on this criteria. Researchers selected face-to-face interviews which were conducted for this group by using the Snow Ball, Chain Sampling or Referral Sampling methods. A non-probability sampling technique was used to verify potential subjects in studies where subjects were hard to indicate its sample, or the study is a very exceptional or limited to a very small population sub-group (Castillo, 2009). The aim was to get the key to the answer on how effective their marketing tools via social media are and to get in-depth information and recommendations from Phuket real estate managers. They were formed by using previous literature, reviews and studies and also included their own observations. Researchers planned to conduct the interviews using 25 candidates, but the actual number of respondents who agreed to have an interview was in fact just 12. However, this number was enough to achieve data saturation.

3.3 Research Instruments

This is exploratory research which consists of one of the following two methods:

3.3.1 Quantitative: Questionnaires were designed and were used as a method to collect data from a customer's perspective. Online, offline and e-mail surveys were distributed to the target group comprising of foreigners, tourists and expatriates. The Survey questions were adapted from Gros (2012); Kaplan & Haenlein (2010); Blackshaw and Nazzaro (2006); Lee (2013); and Diga & Kelleher (2009). The respondents were asked to rank and answer about selected property information and about the influence and involvement of social media with

relevance on their real estate decision making. The questionnaire used in the study for customers consisted of 3 parts which are as follows:

1) The first part is about the demographic and property information section by closed-end questions to categorize the respondents in the group.

2) The second part is about the social media use on decision making in the real estate industry by closed-end questions and 5 points scales to measure the importance and influence of social media use on tourist/expatriate's decision making in choosing a service or those that have completed a transaction in Phuket real estate. This part was utilized for respondents who were social media users.

3) The third part is about suggestions by open-ended questions which gathered the respondents' recommendations from their experience with social media to a real estate company.

The questions were conducted in the English language for the international customers. And the main idea questions in the questionnaire covered the social media use of tourists and expatriates to determine their decision on buying or investing or getting a service from the Phuket Real Estate Industry.

3.3.2 Qualitative: Face-to-face interviews were conducted with real estate managers from real estate companies in Phuket. Using semi-structured interviews with 12 respondents which were chosen based on criteria that they were reliable and active in utilizing social media as a marketing tool, with the aim to know their perception, involvement, and understand the impact of technology and social media on the real estate field gathering in depth data to reach the objective. The interview questions were adapted from Lee (2013); Gros (2012); Diga & Kelleher (2009); and Bullas (2010). The main topic of interview questions comprises of:

1) Questions pertaining to determine their marketing to consumers, including their usage and frequency of using various marketing methods to attract consumers that have selected their services in the past, their assessment of effectiveness of marketing methods that they had employed and or been involved in.

2) Questions to find out to what extent real estate managers considered various marketing communication tools effectiveness in terms of increasing overall revenue for their businesses.

3) Questions to determine what are the important factors on the customer's decision making in choosing or getting a service on their real estate in Phuket through the social media.

4) Questions to understand recommendations or suggestions about the issue of social media on the real estate business and their opinions towards the effectiveness of different tools in the market.

3.4 Data Collection

This study comprised of primary data and secondary data as follows:

Primary Data: This is the main data of the study which was collected by posting the questionnaire on several real estate websites and real estate company websites together with offline questionnaires. The details are as follows:

1) Questionnaires were distributed by hand to respondent properties, posting to residential manager, which were handed out in hospitals, at airports and sea ports.

2) E-mails were sent to the respondents addresses and their contact details were gained from real estate buyers listings which may be social media users and non-users.

3) Online survey posting through an online survey service limited to a 3 month data collecting period and the researcher used the service of www.surveymonkey.com to collect data for this part.

4) Face-to-face interviews with companies that were reliable and active in utilizing social media marketing tools.

Secondary Data: This data part was collected from related e-articles, e-journals, previous studies, books, e-news, and internet websites. Included were the buyer names and e-mail address listings from real estate companies.

3.5 Data analysis

The data was analyzed with statistical methods by using the SPSS (Statistical Social Science) system.

Questionnaires: The data that was collected from sample groups was then coded, computed and analyzed. Then the descriptive statistics were used to find out the

frequencies of variables and means, Cronbach's Alpha to measure the reliability of the scale data, One-way ANOVA, Chi-square, independent sample t-test as well as content analysis for the open-ended questions were used for the data analysis. The five point numerical scales were applied for respondent to rank the importance and involvement of social media, and Interval scales were used to access the level of important of social media for expatriate perceptions. They were:

1. Very Low
2. Low
3. Medium
4. High
5. Very High

For data analysis, mean is based on the interval level that is calculated as follows:

$$\begin{aligned} \text{The interval width} &= \frac{(\text{Maximum} - \text{Minimum})}{n} \\ &= \frac{5-1}{5} \\ &= 0.80 \end{aligned}$$

The table below arranges the level of importance as follows:

Mean	Level of Importance
1.00 – 1.80	Very Low
1.81 – 2.60	Low
2.61 – 3.40	Medium
3.41 – 4.20	High
4.21 – 5.00	Very High

Source : Brace (2004)

Interview: Content analysis was employed for this data with the aim to find out the common themes between the marketing managers from different real estate companies. It was conducted in summarizing and research findings from the interview and open-ended questions for qualitative data in the questionnaires.

Table 3.1 Methodology Summary

Objectives	1. To investigate the influence of social media on Phuket tourist-targeted real estate industry on customer decision making.	2. To investigate the use and importance of social media by Phuket tourist-targeted real estate industry.	3. To explore how Phuket real estate managers can use social media as an effective marketing tool for foreign tenant and buyer.
	Content		
Stakeholders	Foreign tourists, Expatriates or foreign buyers and tenant.	Real estate accompanies and agencies	
Population	Tourist/Expatriate who are buyers or tenant in real estate at Phuket which involve and non-involve with social media information.	Real Estate managers in Phuket both Thai and Foreign companies who has participated and involved with Phuket properties transaction and service, focus on tourist-targeted real estate companies	
Sampling method	Purposive and Convenience selected method	Purposive and Snowball method	
Focal Point	International long stay tourists or expatriate who has done any transactions i.e. buy, sell and long-term rental with Phuket real estate	Real estate marketing managers/ owner	
Population size	Unknown size (more than 100,000)	192 companies from Phuket DBD data	
Sample size	385 respondents	25 respondents or until data saturation	
Actual sample size	390 respondents	12 respondents	
Data collection method	Offline, Online and e-mail questionnaire	Face-to-face semi-structured interview	
Data analysis	Descriptive statistics, Cronbach's Alpha, One-Way ANOVA, Chi-square, T-test, Content analysis, Five points numerical scales	Content analysis	

CHAPTER 4

RESULTS

This chapter reveals the results of the study. All the data have been analyzed through statistical analysis program to measure the impact of social media on customer decision making in the tourist-targeted real estate industry of Phuket.

This study was conducted by using quantitative and qualitative methods. The questionnaires were collected with international tourists by convenience selected at the airport, hospital, sea port, condominium and property project, included with online survey which is assist researcher can attain to the data from respondents who not stay in Phuket at the time. The interview also conducted to get the in-depth data with the real estate managers by purposive selected from real estate companies at Phuket.

4.1 Quantitative data analysis

The 390 questionnaires were collected with international tourists, long-stay tourists, and expatriates who are the potential and current customer of real estate business in Phuket by convenience selected at all area in Phuket, included with online survey through web service survey online “SurveyMonkey”, and also e-mail sending.

4.1.1 The findings of respondents

The descriptive statistics was conducted to find out the frequencies in each data. In Table 4.1 shows the respondents’ profiles and found that the most respondents were male, age during 21 – 50 years old, annual household income during \$10,001 - \$25,000. Almost respondents were from Europe and permanently living in Phuket.

Table 4.1 Respondents' personal profiles

Demographic profile		International respondent	
		Frequency	Percentage
Gender (N = 386, no answer 4)	Male	239	61.9
	Female	147	38.1
Age (N = 383, no answer 7)	21 - 35	155	40.5
	36 - 50	151	39.4
	51 - 65	52	13.6
	20 or below	18	4.7
	66 or above	7	1.8
Annual household income (USD) (N = 368, no answer 22)	\$10,001 - \$25,000	95	25.8
	\$25,001 - \$50,000	88	23.9
	\$50,001 - \$75,000	62	16.8
	\$75,001 - \$100,000	55	14.9
	\$10,000 or less	52	14.1
	\$100,001 or over	16	4.3
Nationality group by Region (N = 385, no answer 5)	Europe	166	43.1
	Asia	123	31.9
	North America	54	14.0
	Australia	31	8.1
	South America	6	1.6
	Africa	5	1.3
Type of tourists (N = 388, no answer 2)	Permanently living in Phuket	164	42.3
	I come sometimes for short visit in Phuket	156	40.2
	I spend several months a year in Phuket	67	17.5

Refer to Table 4.2, the most respondents had already bought and rented house, follows by resort and condominium for living in Phuket, mostly with the purpose for taken vacation and retirement living.

Table 4.2 Respondents' real estate information

Respondents' real estate profile		International respondent	
		Frequency	Percentage
Property decision category (Multiple answers) (N = 390)	Already bought	129	33.1
	Already rented	110	28.2
	Interested in buying	86	22.1
	Already sold	28	7.2
	Interested in renting	13	3.3
	Interested in selling	13	3.3
	Others i.e. Hesitate, Not sure, etc.	35	9.0
Type of decided property (Multiple answers) (N = 390)	House	170	43.8
	Villa/ Resort	122	31.3
	Condominium	111	28.5
	Land	35	9.0
	Others i.e. Apartment, Townhouse, etc.	13	3.3
Purpose for having property at Phuket, Thailand (N = 388, no answer 2)	For holiday/ Vacation	137	35.3
	For retirement living	78	20.1
	For Living here	65	16.8
	For investment	36	9.3
	For business trip	25	6.4
	For study period	22	5.7
	For corporate business	21	5.4
	Others i.e. for giving to other persons, for recreation, etc.	4	1.0

While the study found the most annual household income of respondents were \$10,001 - \$25,000, and the most respondents were already bought the property in the respondent real estate decision categories. But when use this data compare by details between these two variables in Table 4.3, found that this income \$10,001 - \$25,000 were most of respondents who interested in renting (41.9%), who interested in buying (28.4%), and who already rented the property (27.6%), not the kind of who already bought. The table also exposed the person who already bought Phuket property got the most annual household income in during \$50,001 -

\$75,000 (33.1%). When considered by income, found almost of the lower income person (rank of \$10,000 or less - \$50,000) were interested in renting and already rented the property, but for the higher (rank of \$50,001 - \$100,000 or over) were decided in buying the property instead.

Table 4.3 Respondents' real estate decision and annual household income comparison

Annual household income (USD) (N = 368, no answer 22)	Already bought (n=129)		Already sold (n=28)		Already rented (n=110)		Interested in buying (n=86)		Interested in selling (n=13)		Interested in renting (n=13)		Others i.e. for recreation, for life reward, etc. (n=35)	
	n=127	%	n=28	%	n=105	%	n=81	%	n=13	%	n=86	%	n=32	%
\$10,000 or less	7	5.5	0	0.0	23	21.9	15	18.5	1	7.7	11	12.8	4	12.5
\$10,001 - \$25,000	14	11.0	2	7.1	29	27.6	23	28.4	0	0.0	36	41.9	11	34.4
\$25,001 - \$50,000	24	18.9	7	25.0	22	21.0	18	22.2	5	38.5	24	27.9	8	25.0
\$50,001 - \$75,000	42	33.1	4	14.3	17	16.2	7	8.6	4	30.8	5	5.8	5	15.6
\$75,001 - \$100,000	32	25.2	11	39.3	11	10.5	10	12.3	1	7.7	9	10.5	2	6.3
\$100,001 or over	8	6.3	4	14.3	3	2.9	8	9.9	2	15.4	1	1.2	2	6.3

When we compare real estate types with the respondent real estate decision categories to figure out what is the main decision of each type of property as Table 4.4, it was found that house at 32.6% and land at 37.8% were most property that respondents bought. Condominium respondents decided to rent at 26.6% and were interested to rent in the future at 25.2%. And for the Villa/Resorts the respondents who had already bought was 25.2% and those also interested in renting at 25.2% showing the same demand as the condominium

Table 4.4 Real estate type and respondents' real estate decision comparison

Respondents real estate decision (N = 390)	House		Condominium		Villa/Resort		Land		Others i.e. Apartment, Townhouse, etc.	
	n=236	%	n=139	%	n=151	%	n=45	%	n=6	%
Already bought	77	32.6	27	19.4	38	25.2	17	37.8	3	50.0
Already sold	17	7.2	10	7.2	9	6.0	3	6.7	0	0.0
Already rented	61	25.8	37	26.6	34	22.5	6	13.3	2	33.3
Interested in buying	42	17.8	29	20.9	28	18.5	14	31.1	0	0.0
Interested in selling	10	4.2	1	0.7	4	2.6	1	2.2	0	0.0
Interested in renting	29	12.3	35	25.2	38	25.2	4	8.9	1	16.7

4.1.2 The Sources and the important features of information results

For this part the descriptive statistics and Mean were conducted to find out the frequencies and level of important features of information that respondents use for their sources (data reliable, Cronbach's Alpha = 0.881). It was found the main sources they used for collecting properties information before making decisions were online search 63.8%, followed by social media 55.1%, the magazine then followed in last place at 41% as in Table 4.5.

Table 4.5 The sources that respondents used for combined collecting property information

The sources that respondents used for combined collecting property information		International respondent	
		Frequency	Percentage
The sources that respondents used for combined collecting property information (Multiple answers) (N = 390)	Online search	249	63.8
	Social media (e.g., Facebook, Twitter, Pinterest, LinkedIn, Blogs, etc.)	215	55.1
	Friend and family	160	41
	Company website	136	34.9
	Real estate sales person contact	82	21.0
	T.V. and Newspaper	70	17.9
	Billboard and brochure	58	14.9
	Real estate magazine	55	14.1
	Others i.e. Hesitate, Not sure, etc.	6	1.5

According to the sources which respondents used for collecting properties information, the importance featured on reliability and accurate information of sources was the most important factor in very high level (Mean = 4.14), while the cost effective information was the least important feature, but this figure is still of high importance which we cannot ignore (Mean = 3.77) (Table 4.6).

Table 4.6 The important features of information level

The importance level of the feature of sources that respondents used for property information (N = 390)	Mean	Std. Deviation	Level of Importance
Reliable and accurate information	4.14	1.06	High
Up-to-date information	4.02	1.06	High
Convenience and easily access	3.88	1.04	High
Sufficient and clear information	3.80	0.99	High
Cost effective information	3.77	1.04	High

4.1.3 The finding of social media users

Descriptive statistics were also used for this data to find out the frequencies of respondents' social media users. Of all respondents 51.8% has used social media for collecting properties information. The reason that the remaining 48.2% had not used social media in their properties information collecting was due the unreliability and inaccurate information followed by insufficient or unclear information.

Table 4.7 Respondents' social media users

Respondents' social media uses	International respondent		
	Frequency	Percentage	
Social media used for property information and selecting (N = 390)	Yes	202	51.8
	No	188	48.2
Reasons to have not used social media for property information and selecting (Multiple answers) (N = 184)	Unreliable and inaccurate information	85	46.2
	Inconvenience and difficulty access	52	28.3
	Not worth the cost effective	20	10.9
	Insufficient and unclear information	56	30.4
	Non-update information	55	29.9
	Others i.e. Hesitate, Not sure, etc.	29	15.8

he respondents who had experience in social media used in their real estate decisions were asked about what were tools that they used the most for their social media access and it was found the most use Smartphones at 59.2% which is more than desktop computer / notebook use at 34.8%. It was also found that respondents primarily used the internet for keeping in touch with friends and family at 66.7%. They also liked the ability to view or post property videos and pictures, access the opinions of other users and the posted property links to other websites. The social media they selected to use for their property view or post were social networks such Facebook and LinkedIn at 71.9%, followed by Review sites such as Epinions.com, TripAdvisor, and PowerReview at 34.2%.

Table 4.8 Social media use information of respondents

Social media use information of respondents		International respondent	
		Frequency	Percentage
Tools were used for social media (Multiple answers) (N = 201)	Smartphone	119	59.2
	Computer desktop/ PC	70	34.8
	Laptop/ Notebook	70	34.8
	Tablet (e.g. iPad,...)	55	27.4
Reason for using online social media (Multiple answers) (N = 201)	To keep in touch with friends and family.	134	66.7
	To find information, reviews, and share feedback about brands and products.	66	32.8
	To share photos, videos, music, etc.	61	30.3
	To make professional and business contacts.	60	30
	To meet new people.	56	27.9
	To play games, discover new music, books, films, and other entertainment.	47	23.4
	To promote a business or cause.	21	10.4
	Others i.e. Hesitate, Not sure, etc.	3	1.5
Activities related to real estate search, done on online social media (Multiple answers) (N = 200)	Posted property video and pictures	59	29.5
	Posted property link to other websites	54	27
	Click to see property advertisement	50	25
	Linked to real estate companies	48	24
	Search for information for property purposes	37	18.5
	Told people through social media about property/ services/ brand I like	34	17
	Others i.e. Hesitate, Not sure, etc.	20	10
Social media used for Phuket property reviewing and selecting (Multiple answers) (N = 199)	Social Network (Facebook, LinkedIn,...)	143	71.9
	Reviews Site (Epinions.com, TripAdvisor,...)	68	34.2
	Multimedia sharing (Youtube, Dailymotion,...)	65	32.7
	Blogs	28	14.1
	Microblogging (Twitter,...)	23	11.6
	Forums	22	11.1
	Others i.e. Hesitate, Not sure, etc.	8	4

4.1.4 Social media use of respondents with their decision making with real estate findings

The result of respondents ratings about their real estate decision making on social media revealed that they think that social media plays an important role in their final decision to purchase at high importance level (mean= 3.41) and friends and family had more power to influence them on social media in their decision process as Table 4.9 (data reliable, Cronbach's Alpha = 0.914). And they were more likely to trust unknown social media users in their negative reviews and to give up on real estate purchases as a result.

Table 4.9 The level of social media use of respondents with their decision making

How would you describe yourself when you make a decision related to real estate through social media (N = 200)	Mean	Std. Deviation	Level of Importance
Do you think that social media plays a role in your final decision to purchase?	3.41	1.17	High
Do you think that positive reviews and comments from friends about products/ services/ brands on social media can push you to make your purchase decision?	3.38	0.92	Medium
Do you think that negative reviews and comments from people you don't know about products/ services/ brands on social media can dissuade you to make your purchase decision?	3.30	1.12	Medium
Do you think that negative reviews and comments from friend about products/ services/ brands on social media can dissuade you to make your purchase decision?	3.27	0.94	Medium
Do you trust the reviews and comments from friends about products/ services/ brands on social media?	3.27	1.08	Medium
Do you think that positive reviews and comments from people you don't know about products/ services/ brands on social media can push you to make your purchase decision?	3.25	1.14	Medium
Did you seek the opinion from your friends on social media before making your purchase decision?	3.20	1.03	Medium
Do you trust the reviews and comments from people you don't know about products/ services/ brands on social media?	3.06	1.05	Medium

Table 4.9 Continued

How would you describe yourself when you make a decision related to real estate through social media (N = 200)	Mean	Std. Deviation	Level of Importance
Did you seek the opinion from people you don't know on social media before making your purchase decision?	2.91	1.07	Medium

Most respondents agreed that by searching for properties through social media platforms are easier than through other channels as Table 4.10 shows (Mean = 3.68) (data reliable, Cronbach's Alpha = 0.783). They feel that social media is more influent than traditional media in the final decision making process (Mean = 3.58) and likely to purchase properties or get services from real estate companies that uses online social media (Mean = 3.57). They also think that social media helps them in their property decision making (Mean = 3.56). However, they still think that they are unable to absolutely trust the information they read on social media (Level of importance = Medium), and less express their opinions on real estate through social media (Level of importance = Medium).

Table 4.10 The level of respondents' agreement on social media use in real estate

How would you describe your agreement about social media and real estate decision making (N=199)	Mean	Std. Deviation	Level of Importance
Searching property through social media is easier than other media.	3.68	1.03	High
I think social media is more influent than traditional media in my final decision.	3.58	0.94	High
I am more likely to purchase property or get services from a real estate company that uses online social media.	3.57	1.03	High
Social media help with the property decision making.	3.56	0.82	High
Social media applications are a good source of property information for consumer.	3.53	0.88	High
I have visited the website of real estate company after learning about it on an online social media.	3.49	0.84	High
I can get inspiration about property from people comments, real estate page, advertisements and their posts.	3.45	0.84	High

Table 4.10 Continued

How would you describe your agreement about social media and real estate decision making (N=199)	Mean	Std. Deviation	Level of Importance
My experience with online social media applications and communicating with real estate companies is very pleasing.	3.44	0.80	High
There is too much property information on social media.	3.38	1.05	Medium
I trust that the information I read on social media of real estate companies is reliable.	3.34	0.83	Medium
I like to express my opinion on real estate through social media.	3.20	0.89	Medium
Social media make selection of property more complex.	2.60	0.95	Low
Social media of real estate companies can be misleading.	2.57	0.92	Low

4.1.5 The relation between gender and the social media use findings

A chi-square test was selected to test the relationship between the gender and the expected relative variables and it found the differences were no significant at the 0.05 level (Table 4.11 - 4.15). The result revealed that there were no statistically significant differences between male and female respondents in their use of, or attitude towards, social media. The relationship between the reason to have not used social media for property information and the gender exposed a significant difference between genders for not updating the information the reason with females placing importance on this reason more than males (Table 4.13).

Table 4.11 The relation between the sources that respondents used for combined collecting property information and genders (There were no significant differences)

The sources that respondents used for combined collecting property information (Multiple answers) (N = 386)	Male (N =239)		Female (N =147)		Pearson Chi-square
	Frequency	Percentage	Frequency	Percentage	
Online search	151	63.18%	96	65.31%	0.179 p=0.6730, df=1
Social media	126	52.72%	88	59.86%	1.881 p=0.170, df=1

Table 4.11 Continued

The sources that respondents used for combined collecting property information (Multiple answers) (N = 386)	Male (N =239)		Female (N =147)		Pearson Chi-square
	Frequency	Percentage	Frequency	Percentage	
Friend and family	100	41.84%	60	40.82%	0.039 p=0.843, df=1
Company website	83	34.73%	52	35.37%	0.17 p=0.897, df=1
Real estate sales person contact	50	20.92%	30	20.41%	0.015 p=0.904, df=1
T.V. and newspaper	41	17.15%	28	19.05%	0.222 p=0.637, df=1
Billboard and brochure	35	14.64%	21	14.29%	0.009 p=0.923, df=1
Real estate magazine	38	15.90%	16	10.88%	1.903 p=0.168, df=1
Others i.e. Hesitate, Not sure, etc.	5	2.09%	1	0.68%	1.185 p=0.276, df=1

Table 4.12 The relation between social media used for property information and genders

(There were no significant differences)

The social media used for property information and selecting (N=386)	Male (N =239)		Female (N =147)		Total (N=386)		Pearson Chi-square
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	
Yes	120	50.21%	80	54.42%	200	51.81%	0.647 p=0.421, df=1
No	119	40.79%	67	45.58%	186	48.19%	
Total	239	100%	147	100%	386	100%	

Table 4.13 The relation between the reason of respondents have not used social media for property information and genders

The reason of respondents have not used social media for property information (Multiple answers) (N = 182)	Male (N =117)		Female (N =65)		Pearson Chi-square
	Frequency	Percentage	Frequency	Percentage	
	Unreliable and inaccurate information	55	47.01%	29	
Insufficient and unclear information	32	27.35%	23	35.38%	1.279 p=0.258, df=1
Non-update information	27	23.08%	27	41.54%	6.825 p=0.009, df=1
Inconvenience and difficulty access	31	26.50%	20	30.77%	0.378 p=0.538, df=1
Not worth the cost effective	10	8.55%	9	13.85%	1.255 p=0.263, df=1
Others i.e. Hesitate, Not sure, etc.	17	14.53%	11	16.92%	0.184 p=0.668, df=1

Table 4.14 The relation between the real estate activities respondents done social media and genders (There were no significant differences)

Activities related to real estate search, done on online social media (Multiple answers) (N = 198)	Male (N =119)		Female (N =79)		Pearson Chi-square
	Frequency	Percentage	Frequency	Percentage	
	Posted property video and pictures	32	26.89%	27	
Posted property link to other websites	34	28.57%	20	25.32%	0.254 p=0.615, df=1
Click to see property advertisement	33	27.73%	17	21.52%	0.971 p=0.325, df=1

Table 4.14 Continued

Activities related to real estate search, done on online social media (Multiple answers) (N = 198)	Male (N =119)		Female (N =79)		Pearson Chi-square
	Frequency	Percentage	Frequency	Percentage	
	Linked to real estate companies	31	26.05%	17	
Search for information for property purposes	23	19.33%	13	16.46%	0.263 p=0.608, df=1
Told people through social media about property/ services/ brand I like	19	15.97%	15	18.99%	0.305 p=0.581, df=1
Others i.e. Hesitate, Not sure, etc.	10	8.40%	9	11.39%	0.489 p=0.484, df=1

Table 4.15 The relation between social media network used of respondents for property reviewing and genders (There were no significant differences)

Social media used for Phuket property reviewing (Multiple answers) (N = 197)	Male (N =119)		Female (N =79)		Pearson Chi-square
	Frequency	Percentage	Frequency	Percentage	
	Social Network (Facebook, LinkedIn,...)	85	71.43%	56	
Reviews Site (Epinions.com, TripAdvisor,...)	43	36.13%	25	32.05%	0.348 p=0.556, df=1
Multimedia sharing (Youtube, Dailymotion,...)	44	36.98%	21	26.92%	2.153 p=0.142, df=1
Blogs	19	15.97%	9	11.54%	0.758 p=0.384, df=1
Microblogging (Twitter,...)	15	12.61%	8	10.26%	0.252 p=0.616, df=1

Table 4.15 Continued

Social media used for Phuket property reviewing (Multiple answers) (N = 197)	Male (N =119)		Female (N =79)		Pearson Chi-square
	Frequency	Percentage	Frequency	Percentage	
Forums	14	11.77%	8	10.26%	0.108 p=0.742, df=1
Others i.e. Hesitate, Not sure, etc.	5	4.20%	3	3.85%	0.015 p=0.902, df=1

4.1.6 The relation between genders and attitudes of respondents in social media findings

An independent t-test was used for this part to compare the significant differences between male and female respondents and the level of respondents' agreement on social media use related to decision making in real estate. It indicated statistically significant differences at $p \leq 0.05$. The results, as per Table 4.16 – 4.17, found that there were no significant differences in genders and their attitudes of respondents towards social media.

Table 4.16 Analysis of gender differences in the level of respondents' social media use with their decision making (There were no significant differences)

How would you describe yourself when you make a decision related to real estate through social media (N = 200)	Male		Female		t-stat	p-value
	Mean	Std. Deviation	Mean	Std. Deviation		
Do you think that social media plays a role in your final decision to purchase?	3.38	1.198	3.37	1.157	0.083	0.934
Do you think that positive reviews and comments from friends about products/ services/ brands on social media can push you to make your purchase decision?	3.42	0.925	3.37	0.936	0.393	0.694

Table 4.16 Continued

How would you describe yourself when you make a decision related to real estate through social media (N = 200)	Male		Female		<i>t</i> -stat	<i>p</i> -value
	Mean	Std. Deviation	Mean	Std. Deviation		
Do you think that negative reviews and comments from people you don't know about products/ services/ brands on social media can dissuade you to make your purchase decision?	3.39	1.067	3.18	1.196	1.339	0.182
Do you think that negative reviews and comments from friend about products/ services/ brands on social media can dissuade you to make your purchase decision?	3.32	0.911	3.22	0.983	0.763	0.446
Do you trust the reviews and comments from friends about products/ services/ brands on social media?	3.23	1.093	3.37	1.04	-0.901	0.369
Do you think that positive reviews and comments from people you don't know about products/ services/ brands on social media can push you to make your purchase decision?	3.31	1.11	3.19	1.188	0.73	0.466
Did you seek the opinion from your friends on social media before making your purchase decision?	3.22	1.01	3.19	1.051	0.192	0.848
Do you trust the reviews and comments from people you don't know about products/ services/ brands on social media?	3.11	1.032	3.03	1.062	0.554	0.58
Did you seek the opinion from people you don't know on social media before making your purchase decision?	2.91	1.058	2.94	1.09	-0.188	0.851

Table 4.17 Analysis of gender differences in the level of respondents' agreement on social media use in real estate (There were no significant differences)

How would you describe your agreement about social media and real estate decision making (N=199)	Male		Female		t-stat	p-value
	Mean	Std. Deviation	Mean	Std. Deviation		
Searching property through social media is easier than other media.	3.66	1.1	3.72	0.938	-0.413	0.680
I think social media is more influent than traditional media in my final decision.	3.65	0.979	3.53	0.849	0.896	0.371
I am more likely to purchase property or get services from a real estate company that uses online social media.	3.63	1.040	3.51	1.029	0.778	0.437
Social media help with the property decision making.	3.59	0.776	3.53	0.908	0.557	0.578
Social media applications are a good source of property information for consumer.	3.49	0.882	3.58	0.876	-0.699	0.485
I have visited the website of real estate company after learning about it on an online social media.	3.5	0.862	3.49	0.818	0.070	0.944
I can get inspiration about property from people comments, real estate page, advertisements and their posts.	3.45	0.841	3.47	0.864	-0.234	0.815
My experience with online social media applications and communicating with real estate companies is very pleasing.	3.39	0.782	3.54	0.817	-1.31	0.192
There is too much property information on social media.	3.42	1.021	3.35	1.079	0.487	0.627
I trust that the information I read on social media of real estate companies is reliable.	3.29	0.817	3.41	0.874	-0.949	0.344
I like to express my opinion on real estate through social media.	3.13	0.898	3.33	0.863	-1.609	0.109

Table 4.17 Continued

How would you describe your agreement about social media and real estate decision making (N=199)	Male		Female		t-stat	p-value
	Mean	Std. Deviation	Mean	Std. Deviation		
Social media make selection of property more complex.	2.61	0.931	2.56	0.988	0.355	0.723
Social media of real estate companies can be misleading.	2.55	0.918	2.60	0.931	-0.419	0.676

4.1.7 The relation between age and attitude of respondents in social media findings

One-Way ANOVA was conducted for testing the age and the attitude on social media relative to decision making in real estate of the respondents. The results revealed several significant differences among age groups. Post Hoc LSD was used to see the details and found which age rank has significant differences within the group. The results found groups aged 36 - 65 years were more likely to trust reviews of strangers than younger and older people, and were also more likely to be influenced by positive reviews in making their real estate decisions.

Table 4.18: Analysis of age differences in the level of respondents' social media use with their decision making

Dependent variable	Age group	Hoc LSD	Mean	ANOVA	
				F	Sig.
Did you seek the opinion from your friends on social media before making your purchase decision?	20 or below		3.38	0.734	0.57
	21 - 35		3.10		
	36 - 50		3.29		
	51 - 65		3.10		
	66 or above		3.75		
	Mean		3.20		

Table 4.18 Continued

Dependent variable	Age group	Hoc LSD	Mean	ANOVA	
				F	Sig.
Did you seek the opinion from people you don't know on social media before making your purchase decision?	20 or below		3.13	0.978	0.42
	21 - 35		2.85		
	36 - 50		2.98		
	51 - 65		3.00		
	66 or above		2.00		
	Mean		2.91		
Do you trust the reviews and comments from friends about products/ services/ brands on social media?	20 or below		2.88	1.859	0.119
	21 - 35		3.09		
	36 - 50		3.45		
	51 - 65		3.48		
	66 or above		3.75		
	Mean		3.29		
Do you trust the reviews and comments from people you don't know about products/ services/ brands on social media?	20 or below (ab)		2.88	2.429	0.049*
	21 - 35 (a)		2.84		
	36 - 50 (b)		3.30		
	51 - 65 (ab)		3.29		
	66 or above (ab)		2.75		
	Mean		3.08		
Do you think that positive reviews and comments from friends about products/ services/ brands on social media can push you to make your purchase decision?	20 or below		3.25	2.212	0.069
	21 - 35		3.20		
	36 - 50		3.50		
	51 - 65		3.76		
	66 or above		3.75		
	Mean		3.40		
Do you think that positive reviews and comments from people you don't know about products/ services/ brands on social media can push you to make your purchase decision?	20 or below (ab)		3.50	2.88	0.024*
	21 - 35 (a)		2.96		
	36 - 50 (b)		3.51		
	51 - 65 (ab)		3.43		
	66 or above (ab)		2.75		
	Mean		3.26		

Table 4.18 Continued

Dependent variable	Age group	Hoc LSD	Mean	ANOVA	
				F	Sig.
Do you think that negative reviews and comments from friend about products/ services/ brands on social media can dissuade you to make your purchase decision?	20 or below		3.13	1.321	0.263
	21 - 35		3.16		
	36 - 50		3.27		
	51 - 65		3.62		
	66 or above		3.75		
	Mean		3.27		
Do you think that negative reviews and comments from people you don't know about products/ services/ brands on social media can dissuade you to make your purchase decision?	20 or below		3.38	1.547	0.19
	21 - 35		3.10		
	36 - 50		3.44		
	51 - 65		3.57		
	66 or above		2.75		
	Mean		3.30		
Do you think that social media plays a role in your final decision to purchase?	20 or below		3.38	1.841	0.123
	21 - 35		3.19		
	36 - 50		3.52		
	51 - 65		3.71		
	66 or above		2.50		
	Mean		3.38		

*The mean difference is significant at the 0.05 level.

Those aged between 36 – 50 thought searching property through social media was easier than other media, also trust the information on social media of real estate companies is reliable, and are more likely to purchase property or get services from a real estate company that uses online social media than younger and elder. Also with aged between 20 or below, found that they like to express their opinion on social media and felt they had a good experience with social media communicating with real estate companies (Table 4.19).

Table 4.19 Analysis of age differences in the level of respondents' agreement on social media use in real estate

Dependent variable	Age group Hoc LSD	Mean	ANOVA	
			F	Sig.
I can get inspiration about property from people comments, real estate page, advertisements and their posts.	20 or below	3.25	1.488	0.208
	21 - 35	3.31		
	36 - 50	3.58		
	51 - 65	3.62		
	66 or above	3.75		
	Mean	3.46		
Searching property through social media is easier than other media.	20 or below (ab)	3.75	3.845	0.005*
	21 – 35 (a)	3.44		
	36 – 50 (b)	4.01		
	51 – 65 (a)	3.43		
	66 or above (ab)	3.25		
	Mean	3.69		
I have visited the website of real estate company after learning about it on an online social media.	20 or below	3.25	0.855	0.492
	21 - 35	3.44		
	36 - 50	3.59		
	51 - 65	3.52		
	66 or above	3.00		
	Mean	3.50		
There is too much property information on social media.	20 or below	3.38	1.243	0.294
	21 – 35	3.38		
	36 – 50	3.52		
	51 - 65	2.95		
	66 or above	3.50		
	Mean	3.40		
Social media applications are a good source of property information for consumer.	20 or below	3.50	0.569	0.686
	21 - 35	3.46		
	36 - 50	3.64		
	51 - 65	3.48		
	66 or above	3.25		
	Mean	3.53		

Table 4.19 Continued

Dependent variable	Age group Hoc LSD	Mean	ANOVA	
			F	Sig.
Social media make selection of property more complex.	20 or below	2.63	0.442	0.778
	21 – 35	2.69		
	36 – 50	2.51		
	51 - 65	2.52		
	66 or above	2.75		
	Mean	2.59		
Social media of real estate companies can be misleading.	20 or below	2.75	2.077	0.085
	21 - 35	2.73		
	36 - 50	2.35		
	51 - 65	2.71		
	66 or above	2.75		
	Mean	2.57		
Social media help with the property decision making.	20 or below	3.38	1.108	0.354
	21 - 35	3.48		
	36 - 50	3.69		
	51 - 65	3.57		
	66 or above	3.00		
	Mean	3.57		
My experience with online social media applications and communicating with real estate companies is very pleasing.	20 or below (a)	3.88	2.890	0.024*
	21 – 35 (b)	3.27		
	36 – 50 (a)	3.61		
	51 – 65 (ab)	3.43		
	66 or above (ab)	3.00		
	Mean	3.45		
I am more likely to purchase property or get services from a real estate company that uses online social media.	20 or below	3.38	2.439	0.048*
	21 – 35 (a)	3.37		
	36 – 50 (b)	3.82		
	51 – 65	3.67		
	66 or above	3.00		
	Mean	3.58		

Table 4.19 Continued

Dependent variable	Age group	Mean	ANOVA	
	Hoc LSD		F	Sig.
I trust that the information I read on social media of real estate companies is reliable.	20 or below (a)	3.50	3.355	0.011*
	21 – 35 (a)	3.16		
	36 – 50 (c)	3.54		
	51 – 65 (abc)	3.33		
	66 or above (b)	2.50		
	Mean	3.34		
I like to express my opinion on real estate through social media.	20 or below (a)	3.75	2.451	0.047*
	21 – 35 (ab)	3.14		
	36 – 50 (ab)	3.34		
	51 – 65 (b)	2.95		
	66 or above (b)	2.50		
	Mean	3.21		
I think social media is more influent than traditional media in my final decision.	20 or below	3.50	2.074	0.086
	21 – 35	3.48		
	36 – 50	3.78		
	51 - 65	3.52		
	66 or above	2.75		
	Mean	3.60		

*The mean difference is significant at the 0.05 level.

4.1.8 The relation between salary and attitude of respondents in social media findings

One-Way ANOVA was also used to expose the significant differences between salary and their attitudes in social media relative to decision making in real estate (Table 4.20). It found that the respondents who have a salary between USD 75,001 – USD 100,000 were more likely to trust reviews of a friend including strangers than others. They also thought that a negative review from a friend or a stranger can dissuade them in purchase decisions. They also found that the respondents who have a salary between USD 75,001 – USD 100,000 were the major of respondents which thought that social media plays a role in their final decision to purchase, and they thought that positive reviews from strangers can influence them in purchasing decisions as well.

Table 4.20 Analysis of salary differences in the level of respondents' social media use with their decision making

Dependent variable	Salary Post Hoc LSD	Mean	ANOVA	
			F	Sig.
Did you seek the opinion from your friends on social media before making your purchase decision?	\$10,000 or less	2.89	2.118	0.065
	\$10,001 - \$25,000	3.29		
	\$25,001 - \$50,000	3.02		
	\$50,001 - \$75,000	3.43		
	\$75,001 - \$100,000	3.54		
	\$100,001 or over	3.50		
	Mean	3.24		
Did you seek the opinion from people you don't know on social media before making your purchase decision?	\$10,000 or less	2.78	1.414	0.221
	\$10,001 - \$25,000	3.08		
	\$25,001 - \$50,000	2.67		
	\$50,001 - \$75,000	3.10		
	\$75,001 - \$100,000	3.17		
	\$100,001 or over	3.00		
	Mean	2.95		
Do you trust the reviews and comments from friends about products/ services/ brands on social media?	\$10,000 or less (a)	2.96	7.673	0.000*
	\$10,001 - \$25,000 (a)	3.04		
	\$25,001 - \$50,000 (a)	2.98		
	\$50,001 - \$75,000 (b)	3.77		
	\$75,001 - \$100,000 (b)	4.00		
	\$100,001 or over (ab)	4.00		
	Mean	3.31		
Do you trust the reviews and comments from people you don't know about products/ services/ brands on social media?	\$10,000 or less (a)	2.89	5.463	0.000*
	\$10,001 - \$25,000 (a)	2.92		
	\$25,001 - \$50,000 (a)	2.77		
	\$50,001 - \$75,000 (b)	3.63		
	\$75,001 - \$100,000 (b)	3.63		
	\$100,001 or over (ab)	3.00		
	Mean	3.12		

Table 4.20 Continued

Dependent variable	Salary Post Hoc LSD	Mean	ANOVA	
			F	Sig.
Do you think that positive reviews and comments from friends about products/ services/ brands on social media can push you to make your purchase decision?	\$10,000 or less	3.33	1.642	0.151
	\$10,001 - \$25,000	3.31		
	\$25,001 - \$50,000	3.33		
	\$50,001 - \$75,000	3.70		
	\$75,001 - \$100,000	3.69		
	\$100,001 or over	3.00		
	Mean	3.45		
Do you think that positive reviews and comments from people you don't know about products/ services/ brands on social media can push you to make your purchase decision?	\$10,000 or less (a)	3.15	6.567	0.000*
	\$10,001 - \$25,000 (a)	3.00		
	\$25,001 - \$50,000 (a)	2.92		
	\$50,001 - \$75,000 (b)	3.93		
	\$75,001 - \$100,000 (b)	3.89		
	\$100,001 or over (ab)	3.00		
	Mean	3.31		
Do you think that negative reviews and comments from friend about products/ services/ brands on social media can dissuade you to make your purchase decision?	\$10,000 or less (a)	3.44	4.330	0.001*
	\$10,001 - \$25,000 (b)	2.92		
	\$25,001 - \$50,000 (b)	3.19		
	\$50,001 - \$75,000 (a)	3.60		
	\$75,001 - \$100,000 (a)	3.69		
	\$100,001 or over (ab)	3.50		
	Mean	3.31		
Do you think that negative reviews and comments from people you don't know about products/ services/ brands on social media can dissuade you to make your purchase decision?	\$10,000 or less (a)	3.52	10.342	0.000*
	\$10,001 - \$25,000 (b)	2.78		
	\$25,001 - \$50,000 (b)	2.96		
	\$50,001 - \$75,000 (a)	3.93		
	\$75,001 - \$100,000 (c)	4.06		
	\$100,001 or over (abc)	3.00		
	Mean	3.35		

Table 4.20 Continued

Dependent variable	Salary Post Hoc LSD	Mean	ANOVA	
			F	Sig.
Do you think that social media plays a role in your final decision to purchase?	\$10,000 or less (a)	3.19	4.169	0.001*
	\$10,001 - \$25,000 (a)	3.20		
	\$25,001 - \$50,000 (a)	3.00		
	\$50,001 - \$75,000 (b)	3.97		
	\$75,001 - \$100,000 (b)	3.80		
	\$100,001 or over (ab)	4.00		
	Mean	3.39		

*The mean difference is significant at the 0.05 level.

It was found that respondents with a salary of USD 100,001 and over were the majority of those who thought they can acquire inspiration about property from real estate pages and advertisements. The USD 50,001 – USD 75,000 pay band of people thought searching property through social media was easier than other media and they also felt social media helped them with their property decision making. They also thought social media is more influential than traditional media in final decision making. Those with a salary between USD 75,001 – USD 100,000 are more likely to purchase property or get services from a real estate company that uses online social media than the lower or higher pay bands and felt they had a pleasant experience with real estate companies with online social media communication. Those with an income of USD 10,001 or less thought that social media makes selection of properties more complex and can be misleading for them (Table 4.21).

Table 4.21 Analysis of salary differences in the level of respondents' agreement on social media use in real estate

Dependent variable	Age Post Hoc LSD	Mean	ANOVA	
			F	Sig.
I can get inspiration about property from people comments, real estate page, advertisements and their posts.	\$10,000 or less (a)	3.11	2.813	0.018*
	\$10,001 - \$25,000 (b)	3.50		
	\$25,001 - \$50,000 (ab)	3.40		
	\$50,001 - \$75,000 (b)	3.75		
	\$75,001 - \$100,000 (b)	3.63		
	\$100,001 or over (b)	4.50		
	Mean	3.49		
Searching property through social media is easier than other media.	\$10,000 or less (a)	3.30	3.803	0.003*
	\$10,001 - \$25,000 (a)	3.64		
	\$25,001 - \$50,000 (a)	3.44		
	\$50,001 - \$75,000 (b)	4.29		
	\$75,001 - \$100,000 (b)	3.89		
	\$100,001 or over (ab)	4.00		
	Mean	3.68		
I have visited the website of real estate company after learning about it on an online social media.	\$10,000 or less	3.37	0.678	0.64
	\$10,001 - \$25,000	3.50		
	\$25,001 - \$50,000	3.42		
	\$50,001 - \$75,000	3.64		
	\$75,001 - \$100,000	3.63		
	\$100,001 or over	4.00		
	Mean	3.51		
There is too much property information on social media.	\$10,000 or less	3.11	2.062	0.072
	\$10,001 - \$25,000	3.46		
	\$25,001 - \$50,000	3.25		
	\$50,001 - \$75,000	3.79		
	\$75,001 - \$100,000	3.51		
	\$100,001 or over	4.50		
	Mean	3.43		

Table 4.21 Continued

Dependent variable	Age Post Hoc LSD	Mean	ANOVA	
			F	Sig.
Social media applications are a good source of property information for consumer.	\$10,000 or less	3.48	0.761	0.579
	\$10,001 - \$25,000	3.54		
	\$25,001 - \$50,000	3.31		
	\$50,001 - \$75,000	3.64		
	\$75,001 - \$100,000	3.54		
	\$100,001 or over	4.00		
	Mean	3.49		
Social media make selection of property more complex.	\$10,000 or less (a)	2.93	2.273	0.049*
	\$10,001 - \$25,000 (b)	2.38		
	\$25,001 - \$50,000 (a)	2.79		
	\$50,001 - \$75,000 (ab)	2.57		
	\$75,001 - \$100,000 (b)	2.34		
	\$100,001 or over (ab)	2.00		
	Mean	2.58		
Social media of real estate companies can be misleading.	\$10,000 or less (a)	3.04	3.582	0.004*
	\$10,001 - \$25,000 (b)	2.40		
	\$25,001 - \$50,000 (a)	2.79		
	\$50,001 - \$75,000 (b)	2.32		
	\$75,001 - \$100,000 (b)	2.29		
	\$100,001 or over (ab)	3.00		
	Mean	2.56		
Social media help with the property decision making.	\$10,000 or less (a)	3.41	2.265	0.05*
	\$10,001 - \$25,000 (ab)	3.64		
	\$25,001 - \$50,000 (a)	3.36		
	\$50,001 - \$75,000 (b)	3.96		
	\$75,001 - \$100,000 (ab)	3.57		
	\$100,001 or over (ab)	3.50		
	Mean	3.57		

Table 4.21 Continued

Dependent variable	Age Post Hoc LSD	Mean	ANOVA	
			F	Sig.
My experience with online social media applications and communicating with real estate companies is very pleasing.	\$10,000 or less (a)	3.22	3.872	0.002*
	\$10,001 - \$25,000 (a)	3.48		
	\$25,001 - \$50,000 (c)	3.17		
	\$50,001 - \$75,000 (b)	3.71		
	\$75,001 - \$100,000 (b)	3.80		
	\$100,001 or over (abc)	3.50		
	Mean	3.46		
I am more likely to purchase property or get services from a real estate company that uses online social media.	\$10,000 or less (a)	3.48	4.382	0.001*
	\$10,001 - \$25,000 (a)	3.58		
	\$25,001 - \$50,000 (b)	3.13		
	\$50,001 - \$75,000 (a)	3.79		
	\$75,001 - \$100,000 (c)	4.11		
	\$100,001 or over (abc)	4.00		
	Mean	3.58		
I trust that the information I read on social media of real estate companies is reliable.	\$10,000 or less	3.41	1.716	0.133
	\$10,001 - \$25,000	3.34		
	\$25,001 - \$50,000	3.15		
	\$50,001 - \$75,000	3.68		
	\$75,001 - \$100,000	3.49		
	\$100,001 or over	3.00		
	Mean	3.37		
I like to express my opinion on real estate through social media.	\$10,000 or less	2.93	1.422	0.218
	\$10,001 - \$25,000	3.38		
	\$25,001 - \$50,000	3.17		
	\$50,001 - \$75,000	3.36		
	\$75,001 - \$100,000	3.23		
	\$100,001 or over	4.00		
	Mean	3.24		

Table 4.21 Continued

Dependent variable	Age Post Hoc LSD	Mean	ANOVA	
			F	Sig.
I think social media is more influent than traditional media in my final decision.	\$10,000 or less (a)	3.44	4.843	0.000*
	\$10,001 - \$25,000 (a)	3.58		
	\$25,001 - \$50,000 (b)	3.21		
	\$50,001 - \$75,000 (c)	4.14		
	\$75,001 - \$100,000 (a)	3.89		
	\$100,001 or over (abc)	4.00		
	Mean	3.61		

*The mean difference is significant at the 0.05 level.

4.1.9 The respondents' opinion and recommendation in social media use on real estate decision making

Content analysis was used for this part to analyze and categorize the opinions and recommendations from respondents in social media use on real estate decision making. The purpose was to find out any common themes from all comments and use any suggestions to benefit the marketing of real estate companies and real estate industry development.

Table 4.22 The quantity of the answered recommendation question

The quantity of the answered recommendation question.	Frequency	Percentage
Answered	147	37.69
Not answered	243	62.31
Total	390	100

From a total of 390 respondents the researcher obtained the opinions and recommendations from part III of the questionnaire and 147 respondents answered. These opinions and recommendations were related to social media use on real estate decision making.

The results found that most of the respondents thought that social media can influence them on real estate decision making and its ease of use to search for more information. For example "I strongly agree that customer's behavior has changed due to online information and

social media and is now a hot issue for people in the form of a simple, free tool to connect with the companies and communicate with other people". And "I think social media is a very important influence in my properties decision making than other sources because it easy to use and free. There are differences in ideas and opinions among people who have faced real life situations offering me the ability to learn and collect information from it".

The second group thought that social media impacted on their real estate considerations but not more than other sources i.e. sales people, visiting them face to face and online websites. For example "It impacted my thoughts a bit, but not by too much I love to see it by myself by searching on websites and it is better than paying for a newspaper or only seeing the sales person to obtain positive information".

The third group of respondents left comments that social media concerning real estate companies in Phuket are not workable and rarely update their information and sometimes they failed to use it for their property searches. For example "I am social media user, but it is not workable within the Phuket real estate companies because some of them have their pages but do not update their information and as a result it can make them confusing with incorrect information and I have been left feeling disappointed with it".

The forth group thought that social media was a partial process in information gathering that is unable to show the direct impact of the customer decisions. For example "No, social media did not impact my real estate decisions. In other products it may be possible, but in real estate I think it is not a direct one like a sales person or my requirements (which are the strongest factors that impact my decisions). It is just a tool or a way to help me to gather information".

The fifth group thought that social media is not important and did not influence them on real estate decision making because it was misleading or contained unreliable information. For example "Social media is really not important to me because the information on it was misleading, unreliable, over advertised or not updated regularly."

The last group thought social media made little impact and is not necessary for them. For example "I use social media only for keeping contact with my family and friends. I don't think it will be of any influence to my decision making about the real estate". All of the

comments of the respondents can be categorized and the common theme of the 6 groups can be shown with the frequency that follows:

Table 4.23 The frequency of the opinion and recommendation from the respondents in social media use on real estate decision making

Opinions and Suggestions	Frequency
Social media influence them on real estate decision making and easy to use for more information.	37
Social media impact their decision but not more than other sources i.e. sales person, driving to see by themselves, and online website.	32
Social media of real estate companies in Phuket are not workable and rarely to update their information.	28
Social media were a partial process in information gathering, it is unable to be directed impact the customer decision.	24
Social media are strongly not important and influent them on real estate decision making because it is misleading, and unreliable information.	17
Social media less impact and not necessary for them.	9

4.2 Qualitative data analysis

The interviews were conducted by semi-structured questioning with real estate agency managers, or related people, that were conducted for this section to learn their plans, attitudes, and perceptions related to social media use in their organization and to answer 3 objectives.

Content analysis was used to analyze the results of real estate agency managers and a total 25 companies were contacted from the researcher for interview appointments, but only 12 companies were interviewed and gave cooperation. The other 13 companies did not allow any interviews or give any information out. So the 12 interviewed companies were asked in deep details and all of these answers were saturated information regarding this research. The common theme content of them will result in the summary.

4.2.1. Real estate agency's general information

From a total of 12 companies that were interviewed there are a total of 8 Thai companies and 4 International companies, mostly from the Russian Federation. Their main business is related with home sales and rental services for international tourists, with the main target being international tourist and expatriates who are looking for house purchases or long term rentals in Phuket. Most of the enquiries range in the price from 1.5 million to 15 million Baht for sales and 20,000 to 150,000 Baht per month for rentals. The marketing tools for their advertisements and marketing for most of the real estate agency companies are:

1. Company websites
2. Brochures, newspapers, magazines and other forms of printed advertising
3. Commercial website and banner advertising
4. Social media

4.2.2 Term of social media use of real estate agency companies

It was discovered that 12 real estate companies use social media to communicate with customers. 6 separate companies gave precedence to social media use and 4 companies only conducted normal social media use. The other 2 companies used social media a lot less as they focused on website and printed advertising.

Almost all of the companies paid attention to, and engaged in social media more than they previously did because they thought it is trendy, easy to use, low cost and can convey themselves to their customer target base. One of the marketing managers interviewed pointed out that *“Our business concentrates on social media use because nowadays a lot of people use it and know it, even if they use for their entertainment or for knowledge. So if we do the same then we will understand them and will finally make them know who are we, what do we do and attract people who have a need to meet us”*.

The social media of most Phuket real estate agencies are being used for their marketing tools and can be ranked and described by their use as follows:

1. Facebook: Used for real time updates of their information by posting on their Facebook page, such as new products on the listings, new promotions for a limited period of time etc., and they also use Facebook to be the company's brand ambassador. The aim is to communicate with prospective and existing customers, to create their brand recognition and to

perceive their opinions and perceptions given by customer's comments. This includes the use of Facebook to be a window for the customer to link to a company's website and other applications to get more information and at the same time linking them to another business group or company.

2. Youtube: Used for public relations and promoting information of the company by conducting short video presentations to their customers. Youtube video was created to broadcast companies' products, promotions, attractive activities, etc. by uploading to the internet which is then readily available to the general public. Youtube also is very attractive to customers who use this application due to its ease of use.

3. Instagram: Used for uploading photos and pictures of houses, villas, condominiums, and other properties they have on listings, their advertisements, interesting pictures including Podcasts of the companies' activities being broadcasted to customer.

4. Twitter: Used for sending short messages to relative customers with their new products being released soon, promotion updates and interesting information etc. and to create a meaningful relationship between companies and customers. It is also beneficial to build a referral network, to promote brand by recent accomplishments, new listings, or forthcoming events.

5. Pinterest: This social sharing site is used for creating pages aimed at promoting their companies online, they are able to create storyboards, showcase their amazing photos of properties and include their work activities. It also offers inspiration and lifestyle ideas to customers. It provides the freedom to display their work as well as property listings by using their creativity, personal style and personality by creating interesting portfolios that can visual and be shared by other Pinterest users. Its role allows customers to check up their work and to be able to contact them in precedence. The customer will record or "Pin" on that board or page that they interested in and they will automatically follow and be updated on the story.

All 12 of the real estate managers that handled social media engagements with the customers monitored and organized it by themselves. In terms of response of the customer reviews they accomplished and resolved issues due to their marketing teams that responded to all contents from customers in both positive and negative comments from customers. In the case of a customer not giving a good review, the companies replied to them to express thanks. They did not

present them with any form of reward for their good reviews though to protect the scandal from other users. And in case of the customer giving negative reviews or terrible feedback, the company would make great effort explain using polite content. They would also give a telephone number to that customer to contact them on to discuss things more, but they would conflict with the customer's opinion or disgrace their company's reputation. Most of the managers using social media platforms use mainly Facebook to connect with customers, followed by Youtube and Instagram. With regards to Blogs and Forums, the amount of users is a lot less or they never use them at all. One of interviewed managers pointed out that:

“We use Facebook the most to communicate with customer because it is trendy, attracts a lot of users, is free of cost and it is simple to understand and use. Also, this is a big platform that acts like a freedom board where people can post or review everything they think, they like or dislike. We then use this information to catch up and control our brand so we can head down the correct direction”.

Most of the social media using managers revealed that social media is the cheapest tool for communicating with clients and 2 of the 12 managers disclosed that they had allocated the specific budget for social media system at only 3% of the marketing department's budget which can be calculated to 0.3% of the overall company's budget for a month.

6 of the real estate managers did not experience any problems with social media use, but 4 of the 12 interviewed had problems and they are as follows:

1. Staff had a lack of knowledge and less understanding than what the expectations that company would want to publish. Therefore, the appearance of some of the posts on social media platforms are un-useful and do not generate any benefit.

2. Staff use unclear messages or over advertise or publish posts to persuade clients to select a company's service which may misleading and create a miscommunication to a client eventually leading to a complaint.

3. Staff updating news or information slowly which led to posts being ignored by the audience client due to being considered time wasting. Companies' home pages were 'un-followed' as a result

4.2.3 The important of social media and its impact on real estate agency companies

All 12 of the social media using real estate managers interviewed explored that they reached a new target group in a lesser amount with exception to their existing target audience, especially the client or international tourist who originated from cultures that utilize social media less or where the government in their country have set limits to which companies are unable to access any information or engage a potential client. Included in the countries that restrict the use of social media platforms is China and their popular platforms are Sina Weibo, Renren, Tencent opposed to Facebook and Instagram according to Mashable (2012). However, social media is still importance for 10 of the interviewed managers opinions with reference to public relations, communicating with clients, creating branding and building loyalty.

8 out of 12 social media using managers mentioned that social media is not a direct sales tool as it is cannot generate a direct sales unit. It does help them with marketing, to promote their brand and increasing sales. It can be their representative to persuade client interests to them and both link them to a client's network and a link client's network with their other business groups. One manager pointed that:

“Social media is not the best tool for sales. It is just a primary tool to connect the clients both of the targeted audience and the un-targeted audience to announce what we are doing. It has some powerful influence on them to select or decide on which of our services that they would like. We can compare it like a beautiful window to welcome clients to come and visit because it looks interesting. When they come to us, we can start to sell to them by using another tool combination such a linking them to company website or making a call for an appointment”.

Another 2 of the 12 social media using managers have accepted that social media can be a direct tool to generate their sales outcome, but they declined to indicate how to generate outcome substantially. This point can be an interesting combined research for the future.

One of the managers also explored the fact that social media can be a viral marketing tool for them as it is associated with the deputy recruitment for suitable people working with them. This is an additional benefit from social media which the company gains from. They referred the PR principle to the client and it is also workable with PR to job seekers where the company can also check a job seeker's entity and the suitability through their profile on a social media platform. If the company found that the candidate demonstrates that they are un-polite or

have a quite negative perception in working, they will not consider this candidate for employment.

In terms of influencing the social media to a client, most of the interviewed managers indicated that providing a good intention regarding experience with a company brand to a client through social media can influence their purchase decisions. Updated news and information, promptly cleared up miscommunications and sincerity within conversations with clients are impressive ways to persuade customers and influence them to make a primary decision to use a service along with the sub-decision on other factors such a price and quality, etc. The most interesting feature of social media from all of the interviewed managers is that they agree unanimously that the reliability or trust in a brand and positive comments from other audiences to the company are the most influential factors to their client's decisions. One of the interviewed managers pointed out that:

“If we cannot build trust with people even when we got many interesting products, the cheapest price and the best promotion, they still never glance their eyes on us. This is the first point we give precedence to and thank the people whom leave us positive comments which help the company get more credit”.

Most of the interviewed managers commented that social media would not change their working structure as it is just an additional tool to have in their organizations to assist with marketing. The utilization of social media is the greatest challenges that organizations are faced with in implementing social media in the workplace. One of interviewed manager said:

“The use of social media has both of negative and positive effects to the company's brand if staff or managers use it out of company's objectives, not control their brand position, not control their irritability to the client comments thus making business drop suddenly”.

4.2.4 Social media-Effective marketing tool

Most of interviewed managers pointed out that social media can offer effective tools to access information, advice, and engage in professional collaboration but cannot be a final customer's decision tool. It is an aid to assist the customers makes a primary decision. Measuring the effectiveness of social media to be engaged by a professional, only 2 of 12 social media platform using managers revealed their practice by not measuring the effectiveness of their social

media platforms by the “Like” button or “Tweet” or “follow page” or commenting on their post. It is not a real effective outcome or sales outcome that they received directly, but they measured results and created a questionnaire to ask customers who had finally decided in a company’s service. The questionnaire asked about the source that customer was familiarized about them such as in a newspaper, on a website or in a brochure, etc. When a customer answers that they know their company from social media, then company can note that social media effectiveness on the marketing tool. And they also ask clients which social media applications they have connected through because it is important for companies to record and do a plan to develop and support accurate social media platform posts in the future.

Almost all of the interviewed managers indicated their point of view about the future trends in using social media as an effective marketing tool in their businesses by requiring the social media platform developer to execute extending a search engine tool similar with Google website on social media application. One interviewed manager stated that:

“If Facebook or other social media are able to search the people’s comments, information posted, or issues that people are talking about it will be most useful to us. Past comments and past posts are also important to us to analyze and screen them into great ideas. As of present, social media is only able to be search for the audience user or page user and is complicated to search for past posts”.

CHAPTER 5

CONCLUSION, DISCUSSION, AND LIMITATION

This chapter is designed to conclude, discuss and provide recommendations based on the research findings as the main findings of the survey, followed by a discussion of the results based upon the research objectives. The research objectives, as identified in Chapter 1, are as follows:

1. To investigate the influence of social media in Phuket tourist-targeted real estate industry on customer decision making.
2. To investigate the use and importance of social media by Phuket tourist-targeted real estate industry.
3. To explore how Phuket real estate managers can use social media as an effective marketing tool for foreign buyers and investors.

Any recommendations will be discussed in order to study the influence and impact of social media on the Phuket real estate industry, particularly on customer decision making which focus on tourist-targeted consumers. Including are investigations regarding effective methods that the Phuket real estate industry's manager uses social media in the way of a marketing tool. Finally, the limitations and suggestions for further research will also be discussed.

The main objective of this paper's aim is to explore the influence and importance of social media use on purchase decision making of customers of the real estate industry of Phuket, Thailand. Most of the respondents think that social media is important and play an important role in their final decision, often being more influential than traditional media in real estate decision making. However, some respondents still believe that social media in real estate can bring misleading and unreliable information, so the industry needs to be aware of this concern.

5.1 Conclusion

5.1 The Findings of the respondents

The most respondents were male aged 21 – 50 years old with an annual household income between \$10,001 - \$25,000. They were mainly from Europe and living permanently in Phuket. Almost all of the respondents had already bought or rented a house, followed by resort

and condominium, ownership with most of them staying for the purpose of taken a vacation or retirement.

While the study found the most annual household income of respondents were \$10,001 - \$25,000 and that the most respondents were had bought their property in the respondent real estate decision categories. But when we look deeply into the details it was found that those with an annual income of \$10,001 - \$25,000 most of respondents concerned were interested in renting and who already rented properties, against the result of those who had already bought property. Investigations showed that people who had already bought Phuket property had an annual household income in between \$50,001 - \$75,000.

When considered by income, it was found that almost all of the lower income people (\$10,000 to \$50,000) were interested in renting or had already rented the property, but the higher income band (\$50,001 to \$100,000 or over) had mainly decided in buying the property instead.

The study also explored the main decision of respondents in each property type. It found that almost all of the respondents had already bought a house, villa/resort and/or land and also most rented accommodation in condominiums. For their future planning, they mostly decided to buy land, and those interested to rent in condominium at the same demand as with villa/resort purchases. There was a change in trend with condominium and villa/resort that they were interested in renting more than buying. However, it also found that the movement of those in need of a condominium there is high in demand of need in both for buying and renting which is in contrast with house and villa/resort.

5.1.2 Information by the respondents

The findings showed the main Sources they used for collecting properties information before making decisions were online searches followed by Social Media.

Most respondents contemplated the importance feature on reliable and accurate information of sources as the most important factor at a very high level while the cost effectiveness of the information was the least important feature. It is shows that respondents considered the reliability, accuracy, ease of access, sufficiency, and up-to-date information were more important factors than the cost effectiveness.

5.1.3 The use of Social Media by respondents

It was found that out of all respondents 51.8% has used social media for collecting properties information. The reasons that the remaining 48.2% had not used social media in their properties information collecting was the unreliable and inaccurate information.

The respondents who had used social media in their real estate decision-making process almost all of them used social media through Smartphone and used it for keeping in touch with friends and family more than the use of computer desktop/PC. Respondents also liked the ability to view or post property video and pictures, access the opinions from other users and found the posted property links to other websites convenient. The most popular social media platforms that they selected were social networks such as Facebook and LinkedIn, followed by review sites such as Epinions.com, TripAdvisor, and Power Review.

5.1.4 Social Media use of respondents and their Decision Making regarding Real Estate

The respondents think that social media plays an important role in their final decision to purchase and family and friends had more power to influence them than social media in their decision process. However, they were more likely to trust unknown social media users in their negative reviews and to give up on real estate purchases as a result.

Most respondents feel that social media is more influential than traditional media in the final decision making process, and more likely to purchase properties or get services from real estate companies that use online social media. They also think that social media helps them in the property decision making. Nevertheless, they still think they are unable to absolutely trust in the information they read on social media, and less likely to express their opinions on real estate through social media.

5.1.5 The Relationship between Genders and Age towards Social Media Use.

There were no statistically significant differences between male and female respondents in their use of, or attitude towards, social media, with the exception of where females were more sensitive to non-update of property information than males.

The testing age and the attitude on social media related to decision making in real estate of respondents, it was found that groups aged 36 - 65 years were more likely to trust reviews of strangers than younger and older people, and were also more likely to be influenced by positive reviews in taking their real estate decisions. Those aged between 36 & 50 years old

thought that searching property through social media was easier than other media platforms and also trusted the information on social media of real estate companies as being reliable and were more likely to purchase property or get services from a real estate company that uses online social media than younger and older consumers. Also, those that were aged 20 or below it was found that they liked to express their opinions on social media and felt they had a good experience with social media communicating with real estate companies.

5.1.6 The Relation between Income and Attitude of respondents toward Social Media.

The respondents who had a salary of between USD 75,001 – USD 100,000 were more likely to trust reviews of friends and even strangers than other people in different pay bands. They also thought negative reviews from friends and strangers can dissuade them in their purchase decision. They were also the majority of respondents which thought that social media played a role in their final decision to purchase and thought that positive reviews from strangers can influence them in their purchasing decisions as well. Moreover, they were more likely to purchase property or get services from a real estate company that use online social media than the lower or higher pay bands and felt they had a pleasant experience with real estate companies utilizing online social media communications. But, for USD 10,001 or less pay band they thought social media makes selection of property more complex and it can be misleading to them. They are also the majority who thought they can acquire inspiration about property from real estate pages and advertisements as well. In the pay band group of USD 50,001 – USD 75,000 they thought searching property through social media was easier than other media, felt social media helped with the property decision making process and thought social media is more influential than traditional media platforms in the final decision.

5.1.7 The Respondents' Opinions and Recommendations on Social Media Use on Real Estate Decision Making.

According to the results it was found that the most respondents thought that social media could influence them on real estate decision making and said it easier to use to search for more information. The second group of respondents thought that social media can impact their real estate considerations, but not any more than other sources i.e. sales representatives and online websites.

While the third group of respondents left interesting comments that the Phuket real estate companies should pay attention to their content. The social media platforms of real estate companies in Phuket are not workable and they rarely update their information which sometimes meant that respondents failed to use it for their properties seeking. The fourth group thought that social media was a partial process in the information gathering process and it was unable to directly impact the customer decision. For the fifth group that thought strongly that social media is not important to influence them on their real estate decision making because it was misleading or contained unreliable information. Meanwhile the last group thought social media had less impact and was not necessary for them.

5.1.8 Real estate agency's general information

The most respondents were interviewed 8 Thai companies and 4 International companies, mostly from the Russian Federation. Their main business is related with home sales and rental services for international tourists, with the main target being international tourist and expatriates who are looking for house purchases or long term rentals in Phuket. Most of the enquiries range in the price from 1.5 million to 15 million Baht for sales and 20,000 to 150,000 Baht per month for rentals.

5.1.9 Term of social media use of real estate agency companies

Found 6 separate companies gave precedence to social media use and 4 companies only conducted normal social media use. The other 2 companies used social media a lot less as they focused on website and printed advertising. And almost of the companies paid attention to, and engaged in social media more than they previously did because they thought it is trendy, easy to use, low cost and can convey themselves to their customer target base.

The social media of most Phuket real estate agencies are being used for their marketing tools and can be ranked:

1. Facebook: Used for real time updates of their information by posting on their Facebook page, such as new products on the listings, new promotions for a limited period of time etc., and they also use Facebook to be the company's brand ambassador. Include the use of Facebook to be a window for the customer to link to a company's website and other applications to get more information and at the same time linking them to another business group or company.

2. Youtube: Used for public relations and promoting information of the company by conducting short video presentations to their customers, also broadcasts companies' products, promotions, attractive activities, etc.

3. Instagram: Used for uploading photos and pictures of houses, villas, condominiums, and other properties they have on listings, their advertisements, interesting pictures including Podcasts of the companies' activities being broadcasted to customer.

4. Twitter: Used for sending short messages to relative customers with their new products being released soon, promotion updates and interesting information etc. Also building a referral network, to promote brand by recent accomplishments, new listings, or forthcoming events.

5. Pinterest: This social sharing site is used for creating pages aimed at promoting their companies online, they are able to create storyboards, showcase their amazing photos of properties and include their work activities. It also offers inspiration and lifestyle ideas to customers.

All 12 of the real estate managers that handled social media engagements with the customers monitored and organized it by themselves. Also response the customer reviews to all contents in both positive and negative comments. In case of the customer giving negative reviews or terrible feedback, the company would make great effort explain using polite content. They would also give a telephone number to that customer to contact them on to discuss things more. Most of the managers using social media platforms use mainly Facebook to connect with customers, followed by Youtube and Instagram. With regards to Blogs and Forums, the amount of users is a lot less or they never use them at all.

Most of the respondents revealed that social media is the cheapest tool for communicating with clients and 2 of the 12 managers disclosed that they had allocated the specific budget for social media system at only 3% of the marketing department's budget which can be calculated to 0.3% of the overall company's budget for a month. 6 of the real estate managers did not experience any problems with social media use, but 4 of the 12 interviewed had problems and they are as follows:

- Staff had a lack of knowledge and less understanding than what the expectations that company would want to publish.

- Staff use unclear messages or over advertise to persuade clients which may misleading and create a miscommunication to a client eventually leading to a complaint.
- Staff updating news or information slowly which led to posts being ignored by the audience client due to being considered time wasting. Companies' home pages were 'un-followed' as a result

5.1.10 The important of social media and its impact on real estate agency companies

All 12 of the respondents explored that they reached a new target group in a lesser amount with exception to their existing target audience, especially the client or international tourist who originated from cultures that utilize social media less or where the government in their country have set limits to which companies are unable to access any information or engage a potential client. Included in the countries that restrict the use of social media platforms is China. However, social media is still importance for 10 of the interviewed managers opinions with reference to public relations, communicating with clients, creating branding and building loyalty.

2 of the 12 respondents mentioned that social media can be a direct tool to generate their sales outcome. This is results that another 8 out of 12 respondents have accepted that social media is not a direct sales tool as it is cannot generate a direct sales unit. It does assist them with marketing, to promote their brand and increasing sales. It can be their representative to persuade client interests to them and both link them to a client's network and a link client's network with their other business groups. One of the managers also explored that social media can be associated with the deputy recruitment for suitable people working with them. The company can check a job seeker's entity and the suitability through their profile on a social media platform.

Most of the interviewed managers indicated that providing a good intention regarding experience with a company brand to a client through social media can influence their purchase decisions. Updated news and information, promptly cleared up miscommunications and sincerity within conversations with clients are impressive ways to persuade customers and influence them to make a primary decision to use a service along with the sub-decision on other factors such a price and quality, etc. The most interesting feature of social media from all of the interviewed managers is that they agree unanimously that the reliability or trust in a brand and positive comments from other audiences to the company are the most influential factors to their

client's decisions. And they also commented that social media would not change their working structure as it is just an additional tool to have in their organizations to assist with marketing.

5.1.11 Social media-Effective marketing tool

Most of interviewed managers pointed out that social media can offer effective tools to access information, advice, and engage in professional collaboration but cannot be a final customer's decision tool. 2 of 12 respondents revealed their practice in measuring the effectiveness of social media by not calculate from the "Like" button or "Tweet" or "follow page" or commenting on their post. They measured results by created a questionnaire to ask customers who had finally decided in a company's service instead. The questionnaire asked about the source that customer was familiarized about them, so then company can note that social media effectiveness on the marketing tool.

Almost all of the respondents indicated their point of view about the future trends in using social media as an effective marketing tool in their businesses by requiring the social media platform developer to execute extending a search engine tool similar with Google website on social media application.

5.2 Discussion

In this part, the researcher discussed and investigated the influence, impact, and the use of social media in Phuket tourist-targeted real estate industry on customer decision which can answer objectives 1 and 2 of this study; based on the primary data collected from 390 questionnaire surveys were conducted with the real estate managers and secondary data gathered from books, articles, journal papers and websites which were also used in the study. Include the semi-structure interviewed with real estate managers 12 companies.

5.2.1 Investigate the Influence of Social Media in Phuket Tourist-targeted Real Estate Industry on Customer Decision Making.

Descriptive statistics, Cronbach's Alpha, One-Way ANOVA, Chi-square, T-test, Content analysis, and Five point numerical scales were used to analyze the results of the customers. 390 respondents were interviewed by way of questionnaires which purpose was to understand their perspectives. The results revealed their selected social media platforms were

social networks such as Facebook and LinkedIn which finding is similar with the research of Nielsen (2012) and it was followed by review sites such as Epinions.com, TripAdvisor, and PowerReview.

Results also found that the thinking of respondents that social media plays an important role in their final decision to purchase also found friends and family had more power to influence them on social media in their decision process. According to the study of Linnell (2011) a consumer is likely to use social media to gather the opinions of others that can then help narrow their consideration set so that the customer can make an informed purchase decision. The customer can take complete information of a particular product and can also make comparisons amount different products of different companies. As a result they buy the product of their own choice. However, they were more likely to trust unknown social media users in their negative reviews to give up on real estate purchases. They were able to explain the word-of-mouth theory of Brown and Hayes (2008) that Social Media has played a central role using word-of-mouth messages that were delivered by trusted friends or peers telling them about their own experiences were highly influential. The study highlighted that a majority of consumers agreed that negative reviews on Social Media would dissuade them to make a purchase.

Testing with Chi-square tests revealed that there were no statistically significant differences between male and female respondents in their use of, or attitude towards, social media. ANOVA tests, however, revealed several significant differences among age groups. Groups aged 36 - 65 years were more likely to trust reviews of strangers than younger and older people, and were also more likely to be influenced by positive reviews in taking their real estate decision. According to the study of Jaffe (2010) consumers on Social Media can be influenced by the customer experiences shared by their peers and consumers on communities tend to trust their peers because they feel like they are similar and the trust level that plays a major role in the buying process is magnified and influenced by Social Media. And most respondents felt that social media is more influential than traditional media in the final decision making process and more likely to purchase properties or get services from real estate companies that use online social media. These are the interesting points that challenge the firm to pay attention.

Lastly, in terms of influencing the social media to a client from real estate managers' point of view, most of the interviewed managers indicated that providing a good

intention regarding experience with a company brand to a client through social media can influence their purchase decisions. And the most interesting feature of social media from all of the interviewed managers is that they agree unanimously that the reliability or trust in a brand and positive comments from other audiences to the company are the most influential factors to their client's decisions. It was connected with the study of Borges (2009) about the benefits of social media which can be a tool to contribute the reliability in company or products to the clients, also able to create a brand royalty and till to trust build, and then influent and persuade the customer to make a decision in finally.

5.2.2 Investigate the Use and Importance of Social Media by Phuket Tourist-targeted Real Estate Industry.

Content analysis was used to analyze the results of the Phuket real estate agencies managers, from a total of 25 companies, were contacted from the researcher for interviews. Out of the 25 companies only 12 companies agreed to be interviewed and gave cooperation. The rest of the 13 companies did not allow to be interviewed or give any information out. From the companies that were interviewed there were a total of 8 Thai companies and 4 international companies (mostly from the Russian Federation). Their main business is related with home sales and rental services for international tourists. The main target were international tourists and expatriates who were looking to buy a house and long term rentals in Phuket by prices mostly ranging from 1.5 million up to 15 million baht for sales and from 20,000 up to 150,000 baht per month for rentals.

8 out of the 12 social media using managers mentioned that social media was not a direct sales tool and that it doesn't generate sale directly. However it helped them perform marketing to promote their brand and increased sales indirectly. It can be their representative to persuade client interests to them and both link them to client networks and link client networks to with other business groups. Another 2 of 12 had accepted that social media could be a direct tool to generate their sale outcome, but they declined to indicate how substantially the outcome generated will be. This point could be an interesting combined research study for the future.

In terms of the influencing of social media to clients, most of the interviewed managers indicated that providing a good intentions and experiences with the company brand to clients through social media can influence their purchase decisions. Updated news and

information, promptly cleared up miscommunications and sincerity in conversations with clients were the things to persuade or impress the customers and influence them to make a primary decision to use a service along with the sub-decision on other factors such the price, quality, etc. And they featured positive comments from other audiences to the company and the reliability of social media and all of the interviewed managers agreed that it is the most influential factor to their client decision making. They also examined that social media cannot change their working structure, but it is just an additional thing to learn in organizations. It assists the marketing department, but the company still did working practices the same as usual. The utilization of social media is the greatest challenges that organizations are faced with in implementing social media in the workplace.

Most of the companies paid attention to and engaged with social media use more than previously because they think it was trendy, easy to use, low cost and could convey them to the target customers. It was also found that 12 real estate companies that used social media to communicate with customers separated into 2 groups. 1 group contained 6 companies who gave priority to social media use and the other group had 4 companies that only conducted normal social media usage. As for the other 2 companies they were a lot less likely to use social media as they focused on website and printed advertising.

The social media of most Phuket real estate agencies being used for their marketing tool can be ranked and was described as follows:

1. *Facebook*: Used for real time updated their information posting on their Facebook page, and also use Facebook to be company's brand ambassador to communicate with prospective and existing customer to create brand recognition. Facebook is used as a window for customers linking them to a company website or other applications to get more information.

2. *Youtube*: Used for conducting public relations and promoting information of a company by using short videos to present to their customer in a pleasant and attractive manner..

3. *Instragram*: Used for uploading photos and pictures of houses, villas, condominiums and other properties. They show property listings, their advertisements, interesting pictures, including the companies' activities broadcasted to the customer.

4. *Twitter*: Used for sending short messages to customers with relation to new products coming soon, promotion updates, interesting information, etc. to create a relationship between companies and customers and to build a referral network.

5. *Pinterest*: Used for creating pages aimed at promoting their companies online. They are able to create storyboards showcasing their work and their activities. This allows consumers to check out their work prior to contacting them. Pinterest uses a web design so that customers can visualize products within a consumer context.

There are some differences in the social media use of the Phuket real estate agency; it is different to the report of Smith (2013) that records the most active user of social media applications in the world to be: Facebook, Youtube, Twitter, Google+, and Tagged by ranking. But the results from the people interviewed found that the Phuket real estate agencies had paid attention to Facebook, Youtube, Instagram, Twitter, and Pinterest much than Google+ and Tagged. For this point, the researcher had put this question to the interviewed managers and found that both Google+ and Tagged applications were complicated to understand and use. They were not sure how it worked for them or if it could generate any benefit for them.

All 12 of the real estate managers also handled the social media engagement with customers. They monitored and organized it by themselves to make it a controllable situation. In terms of response of customer's reviews they accomplished it with their marketing teams to respond to all content from customers in both the positive and the negative comments of customers. And all social media using managers used mainly Facebook to connect with customers and was followed by Youtube and Instagram. Blog and Forum had a much smaller amount user and therefore did not employ them.

Nevertheless, the use of social media can be cause a problem when errors occur. 4 out of the 12 real estate managers that were interviewed discovered the problems with social media fall into 3 categories:

- Staff had a lack of knowledge and little understanding about what was the common theme of company was or what to publish. So it appeared that some posts on social media platforms are not useful and did not generate any benefits. This is main problem that the Phuket real estate companies are facing nowadays. Many companies feel it is a waste of time to

engage staff be in charge of this part directly or even gives them training. It affected the social media use in the Phuket real estate industry to be less developed and advanced.

- Staff used unclear messages or over advertised trying to persuade clients to select their company's service which may misleading and created a miscommunication for the clients and finally resulting in a complaint.

- Staff was late updating news or information which then led to them being ignored from target audience as being a waste of time. Customers would then un-follow the companies' page rendering investment in Social Media as useless.

5.3 Recommendations

For this part the researcher explored how the Phuket real estate manager could use social media as an effective marketing tool to attract foreign buyers and investors also to answer objective 3. Based on the primary data collected from the interviews with real estate managers in Phuket 12 people, also the secondary data gathered from newspapers and websites which had updated information were adaptable using in this study.

As a result, most of interviewed managers agreed that social media can be an effective tool to access information, advice and engage in professional collaboration, but cannot be a customer's final decision making tool. It is aim to assist customers make a primary decision. Therefore, the integrated marketing method between social media and marketing activities such a sale person contact, company booth promoting, special price offering, promotion creating, etc. should be combined conduct for the integral way to achieve target in customer's final decision or purchase making. This is a focal point that real estate manager should pay attention to select the appropriate mixed tools to match with their company strategy and budget.

About the effectiveness of social media marketing tool measuring for real estate company, from the findings found the questionnaire creating for final decided customer to answer how they can get the company information or which sources they had familiarized the company is the best way to measure the source and to know social media is the one is effective tool for company PR or not. It is also for companies' records and to help realtor plan and develop accurate social media platforms in the future.

Most of the real estate companies also specified that social media is a very important marketing tool to create brand building, to spread their identity and their brand to the public users and to assist them to access the targeted customers. And from the result recommends the real estate companies to use social media platforms to be an effective tool by creating it to be:

- *Low cost tool*; Social media is a newly formed efficiency tool with low cost access with a lot of end users. Because some of the multi-media platforms are provide free of charge then the communication channels are more powerful than traditional communication tools.

- *Loyalty building tool*; Companies are also able to update their clients and loyal customers with special discounts, offers and marketing endeavors. And can connect with the clients in the conversations to show that companies are listening and clear up any miscommunications. These are ways to persuade and impress a customer to be loyal in their product or brand.

- *Brand building tool*; Companies can build a reputation for the brand around company's values, benefits and advantages by expressing the contents, posting photos, and video sharing to let people to know what company do. This then improves the client's knowledge of the brand.

- *PR and Viral Marketing tool*; Companies can use social media to increase the number of available communication channels and facilitate *real time conversations* between companies and customers in a mount to mouth engagement. Creating content that has viral potential is at the focal point of a social media PR strategy. Then let the loyal community access to the company's news and let them be the company's media channel. A powerful social media strategy tool is engaging in meaningful conversations with the audience on platforms, and also sharing useful content while efficiently guiding the client to perform specific actions that ultimately propel company brand and business forward.

Nevertheless, almost interviewed managers indicated their point of view about the future trends in using social media as an effective marketing tool in their business by requiring the social media platform developer to execute extending the search engine tool similar with Google website on each social media applications. It is according with the Attitude Group (2016) that now the technology world is too shift advanced, the SMO (Social Media Optimization) appears, and was developed to be more powerful than SEO (Search Engine Optimization), thus, it means

to social media also can be developed in sub search engine conduct on each social media platform, it meaningful for the further IT research to study and providing a convenience search to users to find the existing contents that was talked or talking about in the community.

5.4 Limitations and Suggestions for Further Research

The data that was collected focused on Phuket while it would be interesting to see if tourists in other provinces in Thailand shared the same experience. Secondly, some respondents might not have been willing to disclose full information to avoid legal trouble and need to keep information private at both customer side and real estate company side. It is complicated to be the owner of property for foreigners in Thailand and this research can approach the efficiency data only to part of the social media concerned. Some respondents who had completed real estate transactions a long time before answering the questionnaire of this research were unable to remember the process of how they gathered the information and made decisions on their properties. Due to the purposive sampling method, the results of this study only reflect those interviewees who participated in this research. Lastly, only 12 real estate managers participated in this study. The results from the interviews might be biased caused from the limited number of participating people which may not produce a sample that is representative of a larger population.

Further research could include a survey of real estate companies and their attitude towards the role of social media in their business. Such a study could be more comprehensive geographically as well, by including customers in other tourism-intensive areas in Thailand, such as Bangkok, Samui, Pattaya and Chiang Mai.

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Appendix A



Questionnaire for customer

The Impact of Social Media on Customer Decision Making in the Tourist-targeted Real Estate Industry of Phuket

Dear Respondents,

My name is Ms.Yuwarat Boonyothayarn. I am an MBA student at the International Program in Hospitality and Tourism Management of Prince of Songkla University, Phuket Campus. I am researching The Impact of Social Media on Customer Decision Making in the Tourist-targeted Real Estate Industry of Phuket for my MBA Thesis. The data from your valuable time will be used for academic purposes only. Kindly assist me by spending your valuable time about 5 minutes on completing this questionnaire. The information you provide will be kept confidential. Thank you for your help and your valuable contribution to this research.

*****If you are a person who is interested in buying/ selling/ renting, or ever bought/sold/ rented a house, villa, condominium, land in Phuket, please kindly help to answer the questions.*****Your answer will be the highly valued for this research, thank you.

Part I: Personal and property

information

1. Gender: Male Female
2. Age: 20 or below 21 – 35 36 – 50
- 51 - 65 66 or above

3. Annual household income (USD): \$10,000 or less \$10,001 - \$25,000 \$25,001 - \$50,000
 \$50,001 - \$75,000 \$75,001 - \$100,000 \$100,001 or over

4. Nationality:(Please specify)

5. How often do you visit Phuket?

- Permanently living in Phuket I come sometimes for short visit in Phuket
 I spend several months a year in Phuket

6. Please describe yourself related to property decision. *Select all answers that apply.*

- Already bought Already sold Already rented
 Interested in buying Interested in selling Interested in renting
 Others (Please specify.....)

7. What kind of property that you made a decision? *Select all answers that apply.*

- House Condominium Villa/ Resort
 Land Others (Please specify.....)

8. What is the purpose for having your property at Phuket, Thailand?

- For retirement living For holiday/ Vacation
 For investment For study period
 For business trip For corporate business
 For Living here Others (Please specify.....)

9. What sources have you used for combined collecting property information before making decision? *Select all answers that apply.* Social media (e.g.,Facebook, Twitter, Pinterest,

LinkedIn, Blogs, etc.)

- Company website Real estate magazine
 Online search Billboard and brochure
 Friend and family Real estate sales person contact
 T.V. and Newspaper Others (Please specify.....)

10. Please indicate your important level in each feature of the sources you used to collect property information.

How would you describe your important level of the feature of sources you used for property information	Very Unimportant	Unimportant	Neutral	Important	Very Important
1). Reliable and accurate information					
2). Convenience and easily access					
3). Cost effective information					
4). Sufficient and clear information					
5). Up-to-date information					

11. Have you used social media for your property information and selecting? (e.g.Facebook, Twitter, Pinterest, LinkedIn, Blogs,...)

- Yes (please continue to part II) No (please continue to number 12)

12. Why you have not used social media for your property information and selecting? *Select all answers that apply.*

- Unreliable and inaccurate information Insufficient and unclear information
 Inconvenience and difficulty access Non-update information
 Not worth the cost effective
 Others (Please specify.....)

*****Please continue in part II, ONLY if you have used social media for property information and selection*****

Part II: The important and influent of social media use on decision making in real estate

13. What tools do you use social media through? *Select all answers that apply.*

- Computer desktop/ PC Laptop/ Notebook
 Smartphone Tablet (e.g. iPad,...)

14. Why do you use online social media? *Select all answers that apply.*

- To keep in touch with friends and family. To meet new people.
 To make professional and business contacts. To share photos, videos, music, etc.
 To play games, discover new music, books, films, and other entertainment.
 To find information, reviews, and share feedback about brands and products.
 To promote a business or cause.
 Others (Please specify.....)

15. From the following activities related to your real estate search, which one you have done on online social media? *Select all answers that apply*

- Posted property video and pictures
 Posted property link to other websites
 Linked to real estate companies
 Told people through social media about property/ services/ brand I like
 Click to see property advertisement
 Search for information for property purposes
 Others (Please specify.....)

16. Which social media you used for your property in Phuket reviewing and selecting? *Select all answers that apply.*

- Reviews Site (Epinions.com, TripAdvisor,...) Microblogging (Twitter,...)
 Social Network (Facebook, LinkedIn,...) Blogs
 Multimedia sharing (Youtube, Dailymotion,...)
 Forums (Please specify.....)
 Others (Please specify.....)

17. Please indicate your level of social media use with your decision making with the following questions.

How would you describe yourself when you make a decision related to real estate through social media	Never	Rarely	Some times	Frequent ly	Always
1). Did you seek the opinion from your friends on social media before making your purchase decision?					
2). Did you seek the opinion from people you don't know on social media before making your purchase decision?					
3). Do you trust the reviews and comments from friends about products/ services/ brands on social media?					
4). Do you trust the reviews and comments from people you don't know about products/ services/ brands on social media?					
5). Do you think that positive reviews and comments from friends about products/ services/ brands on social media can push you to make your purchase decision?					
6). Do you think that positive reviews and comments from people you don't know about products/ services/ brands on social media can push you to make your purchase decision?					
7). Do you think that negative reviews and comments from friend about products/ services/ brands on social media can dissuade you to make your purchase decision?					
8). Do you think that negative reviews and comments from people you don't know about products/ services/ brands on social media can dissuade you to make your purchase decision?					
9). Do you think that social media plays a role in your final decision to purchase?					

18. Please select indicate your level of agreement with the following statements.

How would you describe your agreement about social media and real estate decision making.	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1). I can get inspiration about property from people comments, real estate page, advertisements and their posts.					
2). Searching property through social media is easier than other media.					
3). I have visited the website of real estate company after learning about it on an online social media.					
4). There is too much property information on social media.					
5). Social media applications are a good source of property information for consumers.					
6). Social media make selection of property more complex.					
7). Social media of real estate companies can be misleading.					
8). Social media help with the property decision making.					
9). My experience with online social media applications and communicating with real estate companies is very pleasing.					
10). I am more likely to purchase property or get services from a real estate company that uses online social media.					
11). I trust that the information I read on social media of real estate companies is reliable.					
12). I like to express my opinion on real estate through social media.					
13). I think social media is more influent than traditional media in my final decision.					

Part III Recommendation

19. Do you think social media have an influence in your property decision making, compared to other sources?

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20. Please provide any other comments on your experience with using social media in relation to your property selection?

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****Thank you for participation in this research****

Appendix B



Interview question for real estate companies

The Impact of Social Media on Customer Decision Making in the Tourist-targeted Real Estate Industry of Phuket

Dear Respondents,

I am an MBA student in Business Administration, Faculty of Hospitality and Tourism Management, (International Program), Prince of Songkla University, Phuket Campus, Thailand. The purpose of this interview is to collect data for my MBA thesis on **“The Impact of Social Media on Customer Decision Making in the Tourist-targeted Real Estate Industry of Phuket”**. Please kindly assist in sharing your thoughts and ideas on this matter. I would really appreciate your help for participating in this interview. The data collected will be used for academic purposes only. The data collected will surely be kept confidential. Thank you very much for your kind participation!

Questions

General

1. Please describe your organization, product and services.
2. What type of customers do you work for, which one is your main market?
3. What kinds of marketing does your company practice? (e.g., TV & Newspaper, Magazine & printed advertising, company website, Facebook page, and other social media profile)

Social media use

4. Do you use social media to communicate with customers?
5. How would you define social media and its use in real estate these day?

6. Which social media that you are being used and your customer use? How?
7. What is your social media engagement?
 - Respond to customer reviews (positive and negative)
 - Engage users on Facebook, Twitter, and others
 - Enhance PR activities by discussing blog posts
8. How is social media related to your strategy and your marketing tool?
9. Is social media seen as a low cost tool to communicate messages and develop relationships with audiences? Compared to other tool, how much time and budget is allocated to social media?
10. Did you do and maintain social media profile, respond to comment, and other actions by yourself or hiring external? And who is in charge?
11. Do you follow on how your company is being commented on the social media and how do you respond to the positive & negative comments?
12. Do you face any problems with social media use? And any problems with the technical/ lack of skills/ misleading use or less motivated staff?

Social media importance and its impact

13. Has social media assisted you or your organization in reaching new or different target audiences?
14. How do you sell with social media? Do you think social media helps increasing sale?
15. Do you think that companies/ brand should use social media to communicate about their products/ services updates? Why?
16. Do you think that providing a good intention experience with your brand to customer through social media can influence their purchase decision?
17. What good features of social media do you think have influence on your customer decision making?
18. Will social media change the business and practice of real estate company operations?
19. What are the greatest challenges organizations are faced with in implementing social media in the workplace?

Effective marketing tool

20. Does social media offer effective tools to access information, advice, and engage in professional collaboration? Do you have a way to measure its effectiveness?
21. When building a marketing plan for your client/ organization, what criteria do you use to include social media as a tool?
22. What are your views about the future trends in using social media as an effective marketing tool in your business?

*******Thank you*******

Appendix C

Sample of interview transcript from heading real estate company in Phuket

Questions:

General

Q: Please describe your organization, product and services.

A: We normally do the rental and sales property such condominium and building; focus on foreign customers who want to take vacation here or investment. For rental fee starts from 12,000THB, and for selling starts from 1.3M. in condominium.

Q: What type of customers do you work for, which one is your main market?

A: Almost be foreigner both in rent and sell. It may causes from the high cost, so we have less in Thai customers.

Q: What kinds of marketing does your company practice? (e.g., TV & Newspaper, Magazine & printed advertising, company website, Facebook page, and other social media profile)

A: We separately use by rent and sales. For sales, we do much advertize in billboard, brochure, and setting booth in Mall for show up what we do, and promote newly project opening. And for rent, we do only through website and social media, causes it is concern with tax in accommodation charge, and I would not to explain you in this issue.

Social media use

Q: Do you use social media to communicate with customers?

A: Yes, sure. We usually do it through Facebook, YouTube, Instragram and Dealfish.com

Q: How would you define social media and its use in real estate theses day?

A: Social media help us almost in rental nearly 90%, after they saw from page they come to property to make a discussion with property staff again before making a consideration.

Q: Which social media that you are being used and your customer use? How?

A: We have created pages on Facebook, and of course, many customers also use it. And for how to use, it is very easy if you do sincerely in respond with customer when they ask for some information or have a trouble. And also with this application, you can manage and select the

target group you want, our news feed will show up in their Facebook page, and sure, in some complicated tools maybe make us some costs, but it just a bit, it is not a problem for our company.

Q: What is your social media engagement?

- Respond to customer reviews (positive and negative)
- Engage users on Facebook, Twitter, and others
- Enhance PR activities by discussing blog posts

A: We have a marketing team 3 persons to handle social media, I only look after by over view, just checking that they are going on correct concept and theme. For responding with customer in both negative and positive comments, we were trained to be polite and always make a properly answering to them for clearing their misunderstanding. For more information, it was be our technique that I cannot explain you alls by today.

Q: How is social media related to your strategy and your marketing tool?

A: Almost of it related with our PR activities, to promote brand, to update our information, to advertize our service, to show our contact where we located with the real pictures of property, to persuade customer to visit our properties, then update and renew it every few days. Sometimes we use Facebook causes it is trend and many customer use it.

Q: Is social media seen as a low cost tool to communicate messages and develop relationships with audiences? Compared to other tool, how much time and budget is allocated to social media?

A: Yes, I think so. And for the budget allocation, we are not specific in how much cost we should, just consider case by case if it important to do. I think, we get much benefits from social media, we gain a lot of customer by low cost, and this low cost can help us average with other high PR cost, to remain the overall budget still be fine or not over limited.

Q: Do you face any problems with social media use? And any problems with the technical/ lack of skills/ misleading use or less motivated staff?

A: Yes of course, we ever faced many problems with this usage, almost in the way we use it to be company's representative. The use of social media has both of negative and positive effects to the company's brand, if staff or manager use it out of company's objectives, not control their brand position, not control their irritability to the client comments, it can make business down

in suddenly time. Moreover, we also face the problem about the fake social media page or imitative advertising of our business to ask customer for some transferred deposit before they travel to Phuket or come to property which is in actually we not do asking any deposits from customers, and this terrible problem almost found in long term rental part, and this is can effects to our reliability in our property's reputation.

Social media importance and its impact

Q: Has social media assisted you or your organization in reaching new or different target audiences?

A: Yes, it has. Approximately 90% customers came from social media PR.

Q: How do you sell with social media? Do you think social media helps increasing sale?

A: It's not much complicate using it for selling, just selected the best properties' pictures which can reveal the good feeling and nice looking to the viewer, then post it through our social media page with the attractive caption, also do interacting with customer when they ask the price, even more information unrelated with the properties. With this closely interaction with customers, listen their want, answer their question, make them feel we are real personal, it's like a trust building, so I think it can help our sales increasing in finally.

Q: Do you think that companies/ brand should use social media to communicate about their products/ services updates? Why?

A: It's depends on each company's capability, I think. If they use social media by less knowhow or just follow the trend, it will be useless or disadvantage for their company. But, for property companies like us, especially the agents, they should, causes social media is an alternative channel that we can communicate and reach to new customer by less cost.

Q: Do you think that providing a good intention experience with your brand to customer through social media can influence their purchase decision?

A: Yes, I thought that when they get a good experience with us then they feel impress of and percentage in more likely to return to be our customer again is quite high. Don't lie customers, just tell them the truth, and not conceal some information, that is the main idea working of us.

Q: What good features of social media do you think have influence on your customer decision making?

A: Certainly, it should be the reliability comes first both in rely on us and on information, then follow by the feature of freely spaces that they can place any opinions on, and this opinion will again effects with other user who read this opinion to make a pre-decision relate with that things.

Q: Will social media change the business and practice of real estate company operations?

A: No, will not too much change in our organization. Only add more facility to us on marketing activity.

Q: What are the greatest challenges organizations are faced with in implementing social media in the workplace?

A: I think it is competitor, even we can freely post or advertize on this low cost tool, the competitor also can do same, and when they have more capability or time to do it than us, the powerful of them may repress us in less attractive from customer.

Effective marketing tool

Q: Does social media offer effective tools to access information, advice, and engage in professional collaboration? Do you have a way to measure its effectiveness?

A: Yes, almost 100% as I've mentioned before. Moreover, now we have the program that can evaluate their satisfaction about our information and service gaining from our social page, we can also record their interest and more detail in which customer through a conversation, and then it will become to potential listings that we will let marketing team following up again, this is beyond from company website that we can get only their general information, not in more. Also, I have the short questionnaire, to ask customer who come to visit property: how they know us, where they saw our property advertise, where they get our information, in example.

Q: When building a marketing plan for your client/ organization, what criteria do you use to include social media as a tool?

A: We use it like a spreading news tool and interactive tool with customers even they live in abroad.

Q: What are your views about the future trends in using social media as an effective marketing tool in your business?

A: It's very fantastic, and seems to be continued growing in future, and sure, it will appear much new applications to support this channel, and people can use it through mobile, Ipad, new moveable devices. This is our homework to catch up this innovation which can be adapted to be a modern overtaking target tool....That's it.

Appendix D

List of Phuket Real estate companies from Department of Business Development Phuket

No	ชื่อ	วันที่จดทะเบียน	ทุนจดทะเบียน	ที่อยู่	ตำบล	อำเภอ	วัตถุประสงค์
1	อินฟินิท โฮม จำกัด	14/2/2556	70,000,000	128/68 หมู่ที่ 5	รัชฎา	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
2	ทรีออฟคอลล โซลูชั่นส์ เน็ทเวิร์ค จำกัด	20/2/2556	20,000,000	123/24-26 หมู่ที่ 5	เชิงทะเล	กลาง	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
3	ทรอพคอลล เดสติ เนชั่น จำกัด	20/2/2556	20,000,000	123/24-26 หมู่ที่ 5	เชิงทะเล	กลาง	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
4	ไอเอ็มบีเอส (ประเทศไทย) จำกัด	28/2/2556	12,000,000	100/69 หมู่ที่ 5	รัชฎา	เมืองภูเก็ต	ตัวแทนและนายหน้าซื้อขายอสังหาริมทรัพย์
5	โมเดิร์น 79 จำกัด	11/1/2556	10,000,000	1/100 หมู่ที่ 5	ฉลอง	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
6	ภูเก็ต แคปปิตอล เรียด เอสเตท จำกัด	18/3/2556	10,000,000	94/47 หมู่ที่ 7	กะทู้	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
7	ภูเก็ต แคปปิตอล เรียด เอสเตท จำกัด	18/3/2556	10,000,000	94/47 หมู่ที่ 7	กะทู้	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
8	ทีราไทย จำกัด	16/5/2556	10,000,000	56/54 หมู่ที่ 4	ราไวย์	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
9	ศักดิ์ศรีทวี กรุ๊ป จำกัด	7/6/2556	10,000,000	32 ถนนพัฒนา	ตลาดเหนือ	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
10	ฟอร์จูน แมเนจเม้นท์ (ประเทศไทย) จำกัด	27/6/2556	10,000,000	21 ถนนหมื่นเงิน	ป่าตอง	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
11	เขาหลัก เรสซิเดนซ์ เฟลส จำกัด	3/7/2556	10,000,000	104/35 ถนนทิววงศ์	ป่าตอง	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
12	มิโร โฮลดิ้งส์ จำกัด	30/4/2556	7,000,000	47/1 หมู่ที่ 7	วิชิต	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
13	คอนเทนเดอร์ จำกัด	9/1/2556	6,000,000	74/8-9 หมู่ที่ 2	วิชิต	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
14	อีเกิ้ล แลนด์ จำกัด	22/1/2556	6,000,000	67/67 หมู่ที่ 5	กมลา	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
15	อวาดีนะ ฮิลส์ จำกัด	4/2/2556	6,000,000	59/7 หมู่ที่ 6 ถนนบ้านโลกไอนด์	เชิงทะเล	กลาง	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
16	เคบีซี มัลติ-เทรค จำกัด	14/3/2556	6,000,000	25/6 ถนนสิริราชย์	ป่าตอง	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์

No	ชื่อ	วันที่จดทะเบียน	ทุนจดทะเบียน	ที่อยู่	ตำบล	อำเภอ	วัตถุประสงค์
17	เจแอล ดีเวลลอปเม้นท์ กรุ๊ป จำกัด	7/1/2556	5,000,000	13/10 ถนนศักดิ์ เดช	ตลาด เหนือ	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
18	ป่าตอง บิสิเนส ทาวน์ จำกัด	10/1/2556	5,000,000	110/1 ถนนพระ บารมี	ป่าตอง	กะทู้	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
19	เดอะไนน์ พร็อพเพอร์ตี้ (ป่าตอง) จำกัด	10/1/2556	5,000,000	110/1 ถนนพระ บารมี	ป่าตอง	กะทู้	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
20	พีเอสที.พร็อพเพอร์ตี้ จำกัด	7/2/2556	5,000,000	136/76 หมู่ที่ 4	ราไวย์	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
21	แสนสบาย วิลเลจ จำกัด	15/2/2556	5,000,000	171/55 ถนน ราษฎร์อุทิศ 200 ปี	ป่าตอง	กะทู้	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
22	ณณ เรียวเอสเตท จำกัด	4/3/2556	5,000,000	17/129 หมู่ที่ 2	รัชฎา	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
23	ไทย - จีน พร็อพเพอร์ตี้ กรุ๊ป จำกัด	15/3/2556	5,000,000	69/8 หมู่ที่ 4	วิชิต	เมือง ภูเก็ต	ตัวแทนและนายหน้าซื้อขาย อสังหาริมทรัพย์
24	เดอะ เนเจอร์ บลู จำกัด	2/5/2556	5,000,000	135/184 หมู่ที่ 4	ราไวย์	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
25	ภูเก็ต แอล.พี.พร็อพ เพอร์ตี้ จำกัด	3/5/2556	5,000,000	94/112 หมู่ที่ 7	กะทู้	กะทู้	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
26	โอ โซน คอนโดเทล จำกัด	27/5/2556	5,000,000	183 ถนนปฎัก	กะรน	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
27	ภูเก็ต คอนซัลแดนท์ เซ็นเตอร์ จำกัด	15/1/2556	4,000,000	40/12 หมู่ที่ 7	ฉลอง	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
28	โปรตอน เทคโนโลยี จำกัด	15/1/2556	4,000,000	27/110 หมู่ที่ 8	ฉลอง	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
29	สปิริต ดีเวลลอปเม้นท์ ภูเก็ต จำกัด	4/2/2556	4,000,000	18/15 หมู่ที่ 4	เชิงทะเล	กลาง	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
30	โกลด์ ไมน์ เอ็นเตอร์ ไพรซ์ จำกัด	8/2/2556	4,000,000	86/3 หมู่ที่ 6	กะทู้	กะทู้	ตัวแทนและนายหน้าซื้อขาย อสังหาริมทรัพย์
31	อีโวลูชั่น เรียว เอสเตท จำกัด	22/3/2556	4,000,000	9/205 หมู่บ้าน โกลด์วิลล์ 5 หมู่ที่ 6	กะทู้	กะทู้	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
32	นายะ พาราไดส์ จำกัด	27/3/2556	4,000,000	137/39 หมู่ที่ 4	ราไวย์	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
33	บลู ฮอริซัน ดีเวลลอป เม้นท์ จำกัด	29/3/2556	4,000,000	49 ถนนสิริราชย์	ป่าตอง	กะทู้	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
34	เอเชีย จีโอ จำกัด	9/4/2556	4,000,000	117 หมู่ที่ 3 ถนนศรีสุนทร	เชิงทะเล	กลาง	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์

No	ชื่อ	วันที่จดทะเบียน	ทุนจดทะเบียน	ที่อยู่	ตำบล	อำเภอ	วัตถุประสงค์
35	รุสโฮม มีเดีย (ประเทศไทย) จำกัด	2/5/2556	4,000,000	1/69 หมู่ที่ 5	ฉลอง	เมืองภูเก็ต	ตัวแทนและนายหน้าซื้อขายอสังหาริมทรัพย์
36	คลีน โทน จำกัด	3/5/2556	4,000,000	136/41 หมู่ที่ 4	ราไวย์	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
37	เจเอ็มเจ ทีเซอร์ จำกัด	21/5/2556	4,000,000	62/8 ถนนราษฎร์อุทิศ 200 ปี	ป่าตอง	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
38	ช.คอนซัลแตนท์ จำกัด	3/7/2556	4,000,000	27/219 หมู่ที่ 8	ฉลอง	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
39	เอ็ม ที จี (ประเทศไทย) จำกัด	15/7/2556	4,000,000	85/120 หมู่บ้านพนาสนธิโพรวาทโฮม หมู่ที่ 4 ซอย 5 ถนนวิจิตร	กะทู้	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
40	ภูงาม โฮลดิ้งส์ จำกัด	18/7/2556	4,000,000	373/5 ถนนปฎัก	กะรน	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
41	บี.เอ.79 จำกัด	19/7/2556	4,000,000	1/100 หมู่ที่ 5	ฉลอง	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
42	อินเตอร์คอนดิเนนตอล เอนเตอร์ไพรส์ จำกัด	25/7/2556	4,000,000	55/1 ถนนบ้านดอน-เชิงทะเล	เชิงทะเล	กลาง	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
43	แอลจีอาร์เอส จำกัด	27/3/2556	3,000,000	43/202 หมู่ที่ 7 ซอยอารีรอบอุทิศ	ราไวย์	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
44	อัญชัญวิลล่า จำกัด	4/4/2556	3,000,000	38/2 หมู่ที่ 6	เชิงทะเล	กลาง	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
45	ซองแอนด์สไมล์ จำกัด	30/4/2556	3,000,000	110/45 ถนนทวีวงศ์	ป่าตอง	กะทู้	ตัวแทนและนายหน้าซื้อขายอสังหาริมทรัพย์
46	เจ เจ พร็อพเพอร์ตี้ จำกัด	29/5/2556	3,000,000	78/238 หมู่ที่ 6	วิจิตร	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
47	ไปลอน อีควิตี้ พาร์ทเนอร์ส จำกัด	3/6/2556	3,000,000	36/16 ซอยปฎักซอย 18	กะรน	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
48	วีวารายไวย์ จำกัด	11/7/2556	3,000,000	57/49 หมู่ที่ 7	ราไวย์	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
49	รีดิสคัฟเวอร์ด (ประเทศไทย) จำกัด	30/4/2556	2,000,000	1 ถนนป่าสัก-โคกโดนด	เชิงทะเล	กลาง	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
50	เอ แอนด์ เอช โมเดิร์น ลีฟวิ่ง จำกัด	9/1/2556	2,000,000	62/8 ถนนราษฎร์อุทิศ 200 ปี	ป่าตอง	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์

No	ชื่อ	วันที่จดทะเบียน	ทุนจดทะเบียน	ที่อยู่	ตำบล	อำเภอ	วัตถุประสงค์
51	อาร์ แอล เอสเตท จำกัด	9/1/2556	2,000,000	24/78 หมู่ที่ 1	ราไวย์	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
52	ภูเก็ต ดีเวลลอปเม้นท์ อินคัสทรี จำกัด	15/1/2556	2,000,000	58/112 หมู่ที่ 10	ฉลอง	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
53	พิทักษ์สิน ธุรกิจ จำกัด	16/1/2556	2,000,000	12 ถนนแม่หลวน	ตลาดใหญ่	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
54	วิลล่า เซเรียโน จำกัด	18/1/2556	2,000,000	20/47 หมู่ที่ 3	เชิงทะเล	กลาง	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
55	ไอดีล เรียวเอสเตท เอเจนซี่ จำกัด	22/1/2556	2,000,000	82/67 หมู่ที่ 7	ฉลอง	เมืองภูเก็ต	ตัวแทนและนายหน้าซื้อขายอสังหาริมทรัพย์
56	วิเศษ เอสเตท แอท ภูเก็ต จำกัด	23/1/2556	2,000,000	4/159 ถนนสิริราชย์	ป่าตอง	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
57	อินเตอร์เนชั่นแนล เอ็นเนอร์ยี วิน จำกัด	25/1/2556	2,000,000	162/26 ถนนนาใน	ป่าตอง	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
58	บ้านโรซ่า จำกัด	28/1/2556	2,000,000	69/83 หมู่ที่ 3	เชิงทะเล	กลาง	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
59	เกลดแกรรี่ จำกัด	29/1/2556	2,000,000	64/169 หมู่ที่ 5	กมลา	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
60	ภรณ์ชฎา แอนด์ เทียร์รี่ ฟาซี พร็อพเพอร์ตี้ จำกัด	29/1/2556	2,000,000	113 ถนนราษฎร์อุทิศ 200 ปี	ป่าตอง	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
61	ทีเอ็มแอล เรสซิเดนซ์ จำกัด	30/1/2556	2,000,000	227/3 ถนนนาใน	ป่าตอง	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
62	นาบิล เทคคิง จำกัด	31/1/2556	2,000,000	210/40 หมู่ที่ 5	เทพกระษัตรี	กลาง	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
63	ภูเก็ต ลูดี จำกัด	1/2/2556	2,000,000	154/8 ถนนนาใน	ป่าตอง	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
64	เค. วาย. เอส. กรุ๊ป เมเนจเม้นท์ จำกัด	6/2/2556	2,000,000	98/181 โครงการเดอะวัลเลย์ หมู่ที่ 1	กะทู้	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
65	วีโรน่า ภูเก็ต จำกัด	7/2/2556	2,000,000	95/91 หมู่ที่ 7	ราไวย์	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
66	ศรีจำรูญรุ่งเรือง จำกัด	8/2/2556	2,000,000	152/1 ถนนทวีวงศ์	ป่าตอง	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
67	พลามิส ภูเก็ต จำกัด	11/2/2556	2,000,000	64/46 หมู่ที่ 1 ถนนเจ้าฟ้า	วิชิต	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
68	คามารีเย กรุ๊ป จำกัด	13/2/2556	2,000,000	69/18 หมู่ที่ 3	เชิงทะเล	กลาง	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์

No	ชื่อ ทะเบียน	วันที่จัด ทะเบียน	ทุนจัด ทะเบียน	ที่อยู่	ตำบล	อำเภอ	วัตถุประสงค์
69	เอฟบี พร็อพเพอร์ตี้ส์ จำกัด	14/2/2556	2,000,000	5/2 หมู่ที่ 1 ถนน เจ้าฟ้า	ฉลอง	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
70	ส.รุ่งเรือง คอน สตรัคชั่น แอนด์ ซัพ พลาย จำกัด	14/2/2556	2,000,000	397 ถนนปฎัก	กะรน	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
71	เดอะ เบสท์ แมเนจ จำกัด	18/2/2556	2,000,000	143/86 หมู่ที่ 5	รัชฎา	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
72	ภูเก็ต เอสเคพ (ไทย แลนด์) จำกัด	21/2/2556	2,000,000	77/31 หมู่ที่ 6 ลา ยัน ซอย1	เชิงทะเล	กลาง	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
73	ดี วิลลา จำกัด	21/2/2556	2,000,000	27/15 หมู่ที่ 5	กะทู้	กะทู้	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
74	แอสโตร จำกัด	22/2/2556	2,000,000	162/99 ถนนฝั่ง เมืองสาย ก	ป่าตอง	กะทู้	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
75	รอยัล ปาล์ม เร็นทลส์ แอนด์ เซลส์ จำกัด	22/2/2556	2,000,000	1/34 หมู่ที่ 4 ถนนวิเศษ	ราไวย์	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
76	เค โอ ที ดีเวลลอป เมนท์ จำกัด	26/2/2556	2,000,000	20/44 ถนนแม่ หลวน	ตลาด เหนือ	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
77	ไรกส์ ลิตเติ้ล แฟมมิลี่ จำกัด	26/2/2556	2,000,000	274/2 หมู่ที่ 1	เทพ กระษัตริ	กลาง	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
78	สินโอ 07 จำกัด	27/2/2556	2,000,000	2/55 ถนนพระ บารมี	ป่าตอง	กะทู้	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
79	เรียล ลิฟวิ่ง จำกัด	28/2/2556	2,000,000	1 ถนนป่าสัก- โคกโดนด	เชิงทะเล	กลาง	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
80	คอนคอร์ด 42 จำกัด	1/3/2556	2,000,000	274/2 หมู่ที่ 1	เทพ กระษัตริ	กลาง	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
81	เพอร์เวออร์ เฮ้าส์ พรอพ เพอร์ตี้ ภูเก็ต จำกัด	6/3/2556	2,000,000	17/74 หมู่ที่ 2	ราไวย์	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
82	กมลลา พร็อพเพอร์ตี้ คอนซัลแทนซ์ จำกัด	8/3/2556	2,000,000	59/46 หมู่ที่ 5	กมลลา	กะทู้	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
83	ยัวร์ โฮม อิน พาราไดซ์ จำกัด	8/3/2556	2,000,000	162/128 ถนนฝั่ง เมือง สาย ก	ป่าตอง	กะทู้	ตัวแทนและนายหน้าซื้อขาย อสังหาริมทรัพย์
84	เจพี พรอพเพอร์ตี้ แอนด์ ดีเวลลอปเมนท์ จำกัด	11/3/2556	2,000,000	99/39 หมู่ที่ 5	กมลลา	กะทู้	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
85	ละติจูด 7 กรุ๊ป จำกัด	11/3/2556	2,000,000	1/20 หมู่ที่ 3	ศรีสุนทร	กลาง	ตัวแทนและนายหน้าซื้อขาย อสังหาริมทรัพย์
86	กมลลา แฟนดาซี วิลล่า จำกัด	13/3/2556	2,000,000	71/37 หมู่ที่ 5	กมลลา	กะทู้	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์

No	ชื่อ	วันที่จดทะเบียน	ทุนจดทะเบียน	ที่อยู่	ตำบล	อำเภอ	วัตถุประสงค์
87	เคบีซี วิลล่าส์ จำกัด	13/3/2556	2,000,000	25/6 ถนนสิริราชย์	ป่าดอง	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
88	พุก เคพ จำกัด	19/3/2556	2,000,000	29/20 หมู่ที่ 1	กมลา	กะทู้	ตัวแทนและนายหน้าซื้อขายอสังหาริมทรัพย์
89	พระตำหนัก ไฟว์พรีอเพอร์ติส จำกัด	22/3/2556	2,000,000	120 ซอยเขวราช 1 ถนนเขวราช	ตลาดใหญ่	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
90	ภูเก็ต พรีอเพอร์ติส เอ็กซ์เพิร์ทส์ จำกัด	22/3/2556	2,000,000	49 ถนนสิริราชย์	ป่าดอง	กะทู้	ตัวแทนและนายหน้าซื้อขายอสังหาริมทรัพย์
91	ดีเอ็นดี จำกัด	1/4/2556	2,000,000	95/31 หมู่ที่ 1	ราไวย์	เมืองภูเก็ต	ตัวแทนและนายหน้าซื้อขายอสังหาริมทรัพย์
92	ค็อค โฮลดิ้งส์ จำกัด	1/4/2556	2,000,000	97/13 หมู่ที่ 3	กมลา	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
93	บ้านนายะ จำกัด	2/4/2556	2,000,000	24/42 หมู่ที่ 1 ซอยนายะ	ราไวย์	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
94	ไฮเมท์ อิมพอร์ต จำกัด	2/4/2556	2,000,000	14/39 หมู่ที่ 1	ราไวย์	เมืองภูเก็ต	ตัวแทนและนายหน้าซื้อขายอสังหาริมทรัพย์
95	กิวเรท จำกัด	9/4/2556	2,000,000	137/48 หมู่ที่ 4 ถนนวิเศษ	ราไวย์	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
96	ซัมปา นิวไลฟ์ จำกัด	11/4/2556	2,000,000	153 หมู่ที่ 4	เทพกระษัตรี	ถลาง	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
97	ภูเก็ต โปร. พรอเพอร์ติส จำกัด	18/4/2556	2,000,000	322 ถนนปฎัก	กะรน	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
98	อาฟโศสตาร์ จำกัด	19/4/2556	2,000,000	17/84	ราไวย์	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
99	วิวกูษา จำกัด	23/4/2556	2,000,000	36/37 หมู่ที่ 5	กะทู้	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
100	ออสซี่ ไทย จำกัด	25/4/2556	2,000,000	74/15 หมู่ที่ 3	กมลา	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
101	บาร์บารา 2005 จำกัด	29/4/2556	2,000,000	266/15 ถนนปฎัก	กะรน	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
102	อารรินทา จำกัด	1/5/2556	2,000,000	126/17 หมู่ที่ 5 ถนนประชาอุทิศ	รัชฎา	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
103	เมลซอง จำกัด	2/5/2556	2,000,000	58/111 ถนนแม่หลวน	ตลาดเหนือ	เมืองภูเก็ต	ตัวแทนและนายหน้าซื้อขายอสังหาริมทรัพย์
104	ดีวี อัลไลแอนซ์ จำกัด	2/5/2556	2,000,000	16/32 หมู่ที่ 2	เกาะแก้ว	เมืองภูเก็ต	ตัวแทนและนายหน้าซื้อขายอสังหาริมทรัพย์

No	ชื่อ	วันที่จดทะเบียน	ทุนจดทะเบียน	ที่อยู่	ตำบล	อำเภอ	วัตถุประสงค์
105	ซีบรา ฟิตเนส จำกัด	3/5/2556	2,000,000	85/60 หมู่ที่ 7	ราไวย์	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
106	บ้านโดมเฮ้าส์ จำกัด	14/5/2556	2,000,000	64/46 หมู่ที่ 1	วิชิต	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
107	อันดามัน โกล บิสซิเนส จำกัด	17/5/2556	2,000,000	266 ถนนปฎัก	กะรน	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
108	นิบบานา จำกัด	21/5/2556	2,000,000	65/33 หมู่ที่ 2	วิชิต	เมืองภูเก็ต	ตัวแทนและนายหน้าซื้อขายอสังหาริมทรัพย์
109	ซีเอส คอนซัลติ้ง แอสเสทส์ จำกัด	27/5/2556	2,000,000	117 หมู่ที่ 3 ถนนศรีสุนทร	เชิงทะเล	กลาง	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
110	ไมนิง อีเลคทริก โปรเจกต์ส (ไทยแลนด์) จำกัด	27/5/2556	2,000,000	59/112 หมู่ที่ 7	ราไวย์	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
111	อเล็กซ่า 2012 จำกัด	29/5/2556	2,000,000	9/111 หมู่ที่ 6	กะทู้	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
112	บ้านปฎัก ซี 7 จำกัด	29/5/2556	2,000,000	135/300 หมู่ที่ 4	ราไวย์	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
113	สยาม มายา จำกัด	30/5/2556	2,000,000	225/20 หมู่ที่ 6	ศรีสุนทร	กลาง	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
114	วิลล่า ชันเป่า จำกัด	31/5/2556	2,000,000	20/84 ซอยกิ่งสุขสัน 4 ถนนวิเศษ	ราไวย์	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
115	ปาล์ม พาราไดซ์ แอสเซทส์ จำกัด	3/6/2556	2,000,000	161/51 หมู่ที่ 10	ฉลอง	เมืองภูเก็ต	ตัวแทนและนายหน้าซื้อขายอสังหาริมทรัพย์
116	โคซี่ เลค จำกัด	4/6/2556	2,000,000	86/22-25 หมู่ที่ 2	ราไวย์	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
117	เอ วัน พร็อพเพอร์ตี้ ภูเก็ต จำกัด	7/6/2556	2,000,000	69/227 หมู่ที่ 1	ฉลอง	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
118	ภูเก็ต ซิตี้ พร็อพเพอร์ตี้ ดีส์ จำกัด	11/6/2556	2,000,000	65/33 หมู่ที่ 2	วิชิต	เมืองภูเก็ต	ตัวแทนและนายหน้าซื้อขายอสังหาริมทรัพย์
119	โปรนิเซฟ จำกัด	14/6/2556	2,000,000	348/63	กะรน	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
120	วิมาน จำกัด	19/6/2556	2,000,000	23/39 เดอะ แชนด์ อาคาร เลขที่ บี ชั้นที่ 3 หมู่ที่ 1	ราไวย์	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
121	นายะ พร็อพเพอร์ตี้ ดีส์ จำกัด	24/6/2556	2,000,000	87/12 หมู่ที่ 2	ราไวย์	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์

No	ชื่อ	วันที่จดทะเบียน	ทุนจดทะเบียน	ที่อยู่	ตำบล	อำเภอ	วัตถุประสงค์
122	ฟูลพีช (ประเทศไทย) จำกัด	24/6/2556	2,000,000	23/105 หมู่ที่ 2	เกาะแก้ว	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
123	ลันดาไลฟ์ จำกัด	25/6/2556	2,000,000	77/77 ห้อง 6D หมู่ที่ 5 ถนนเฉลิมพระเกียรติ ร.9	รัชฎา	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
124	ลาเบล วิ ภูเก็ต จำกัด	28/6/2556	2,000,000	1/39 หมู่ที่ 3	ศรีสุนทร	กลาง	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
125	อุทิศ พร็อพเพอร์ตี้ จำกัด	28/6/2556	2,000,000	121 ตรอกถั่ว อูทิศ	ตลาดเหนือ	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
126	วิปัสสนา45 จำกัด	28/6/2556	2,000,000	266/15 ถนนปลัก	กะรน	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
127	ทรัสต์ ยัวร์ โฮม จำกัด	2/7/2556	2,000,000	34/32 หมู่ที่ 7 ซอยบ้านกลาง	ฉลอง	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
128	สวีท บังกะโล จำกัด	9/7/2556	2,000,000	5/1 หมู่ที่ 4	เชิงทะเล	กลาง	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
129	เอชแอลดีวี ภูเก็ต จำกัด	10/7/2556	2,000,000	10/81 หมู่ที่ 5 ซอยตาเอียด ถนนเข้าฟ้า	ฉลอง	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
130	เจนนี แอนด์ เอสเพน จำกัด	12/7/2556	2,000,000	61/8 หมู่ที่ 6	ฉลอง	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
131	มาย ไทย เรียดตี้ กรุ๊ป จำกัด	17/7/2556	2,000,000	65/424 หมู่ที่ 2	วิชิต	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
132	เอฟเอ็ม เรสซิเดนซ์ จำกัด	17/7/2556	2,000,000	110/152 ป่าตอง ทาวเวอร์ คอนโดมิเนียม ชั้นที่ 17 ถนนทิววงศ์	ป่าตอง	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
133	เอฟเอ็ม อันดามัน จำกัด	17/7/2556	2,000,000	110/153 ป่าตอง ทาวเวอร์ คอนโดมิเนียม ชั้นที่ 17 ถนนทิววงศ์	ป่าตอง	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
134	โคโค ฉลอง ดีเวลลอปเม้นท์ จำกัด	18/7/2556	2,000,000	125/452 หมู่บ้านร็อคการ์เด็น หมู่ที่ 5	รัชฎา	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์

No	ชื่อ	วันที่จดทะเบียน	ทุนจดทะเบียน	ที่อยู่	ตำบล	อำเภอ	วัตถุประสงค์
135	โคโค กมลลา คิเวลลอป เม็นท์ จำกัด	18/7/2556	2,000,000	125/452 หมู่ บ้านร็อคการ์เด็น หมู่ที่ 5	รัชฎา	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
136	บลู ฮอริซัน (ไทย แลนด์) จำกัด	19/7/2556	2,000,000	49 ถนนสิริราชย์	ป่าตอง	กะทู้	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
137	สกาย พร็อพเพอร์ตี้ ภูเก็ต จำกัด	24/7/2556	2,000,000	50/8 หมู่ที่ 7	ราไวย์	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
138	อมาโซน จำกัด	25/7/2556	2,000,000	38/91 หมู่ที่ 5	กะทู้	กะทู้	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
139	ไตร โพลีเมม จำกัด	26/7/2556	2,000,000	20/84 หมู่ที่ 4	ราไวย์	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
140	คอนดิเนนตัล เอสเตท เอ็กซ์เชนจ์ จำกัด	16/1/2556	1,000,000	12 หมู่ที่ 2	ราไวย์	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
141	ริเวอร์ เลค จำกัด	16/1/2556	1,000,000	4/226 หมู่ที่ 3	รัชฎา	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
142	บลู สตาร์ กรุป จำกัด	23/1/2556	1,000,000	19/9 หมู่ที่ 1	ป่าตอง	กลาง	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
143	พลาซ 99 พร็อพเพอร์ตี้ จำกัด	24/1/2556	1,000,000	143/54 หมู่ที่ 5	รัชฎา	เมือง ภูเก็ต	ตัวแทนและนายหน้าซื้อขาย อสังหาริมทรัพย์
144	ดี สแควร์ จำกัด	25/1/2556	1,000,000	20/10 ถนนกะ ตะ	กะรน	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
145	พิลาเรนท จำกัด	30/1/2556	1,000,000	69 ถนนราษฎร์ อุทิศ 200 ปี	ป่าตอง	กะทู้	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
146	ไอ แอนด์ เอ็น เรียล เอสเตท จำกัด	1/2/2556	1,000,000	30/175 หมู่ที่ 1	กะทู้	กะทู้	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
147	ลูฟิลา จำกัด	4/2/2556	1,000,000	9/52 หมู่ที่ 9 ถนนเจ้าฟ้า ตะวันออก	ฉลอง	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
148	มาร์เกอริต จำกัด	8/2/2556	1,000,000	43/92 หมู่ที่ 7 ซอยไสยวน 1	ราไวย์	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
149	เพอร์เฟกต์ เฮาส์ กรุป จำกัด	13/2/2556	1,000,000	125/452 หมู่ บ้านร็อคการ์เด็น หมู่ที่ 5	รัชฎา	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
150	แพร์ฟองจิต พร็อพ เพอร์ตี้ จำกัด	22/2/2556	1,000,000	69/8 หมู่ที่ 4	วิชิต	เมือง ภูเก็ต	ตัวแทนและนายหน้าซื้อขาย อสังหาริมทรัพย์
151	เดลาวิน แลนด์ แอนด์ เฮาส์ซิ่ง จำกัด	22/2/2556	1,000,000	108/90 หมู่ที่ 5	รัชฎา	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์

No	ชื่อ	วันที่จดทะเบียน	ทุนจดทะเบียน	ที่อยู่	ตำบล	อำเภอ	วัตถุประสงค์
152	เวดิกา จำกัด	27/2/2556	1,000,000	241/22 ถนน ราษฎร์อุทิศ 200 ปี	ป่าตอง	กะทู้	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
153	มาเรีย พายแอปเปิ้ล จำกัด	27/2/2556	1,000,000	124 หมู่ที่ 1 ถนนเทพ กระษัตริ	เทพ กระษัตริ	กลาง	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
154	ไอส์แลนด์ พร็อพเพอร์ตี้ ดีเวลลอปเม้นท์ จำกัด	11/3/2556	1,000,000	86/48 หมู่ที่ 7	ฉลอง	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
155	เอส.เอส.เอ. แอสเซท จำกัด	12/3/2556	1,000,000	40/22,40/23 หมู่ ที่ 1	กะทู้	กะทู้	ตัวแทนและนายหน้าซื้อขาย อสังหาริมทรัพย์
156	ไซมอน เอเชีย เซ้าท์ จำกัด	13/3/2556	1,000,000	64/46 หมู่ที่ 1	วิชิต	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
157	เจริซิม ภูเก็ต จำกัด	14/3/2556	1,000,000	222 ถนนภูเก็ต	ตลาด ใหญ่	เมือง ภูเก็ต	ตัวแทนและนายหน้าซื้อขาย อสังหาริมทรัพย์
158	ดิจอน จำกัด	18/3/2556	1,000,000	43/92 หมู่ที่ 7	ราไวย์	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
159	พิลา พาราไดส์ จำกัด	26/3/2556	1,000,000	4/29 หมู่ที่ 4	ราไวย์	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
160	กะตะ บูล คอนโด จำกัด	27/3/2556	1,000,000	16/113 ถนนปฎัก กม.2	กะรน	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
161	พรอมมิเนนซ์ แกรนด์ จำกัด	9/4/2556	1,000,000	113/41 หมู่ที่ 7	กะทู้	กะทู้	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
162	เล็ดดิง เอ็กซ์เชนจ์ จำกัด	9/4/2556	1,000,000	125/452 หมู่ บ้านร็อคการ์เด็น หมู่ที่ 5	รัชฎา	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
163	อินฟินิตี้ เอเชีย ดีเวลล อปเม้นท์ จำกัด	10/4/2556	1,000,000	99/9 หมู่ที่ 5	กมลา	กะทู้	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
164	อินฟินิตี้ เอเชีย คอน สตรัคชั่น จำกัด	10/4/2556	1,000,000	99/9 หมู่ที่ 5	กมลา	กะทู้	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
165	อาร์มาเกตคอน ไนท์ จำกัด	25/4/2556	1,000,000	16/109 ถนน ปฎัก กม. 2	กะรน	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
166	เนลลี เฮ้าส์ จำกัด	30/4/2556	1,000,000	49/78 หมู่ที่ 1	ราไวย์	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์
167	รอยัล ภูเก็ต เรนทัล แอนด์ แมนเนจเม้นท์ จำกัด	9/5/2556	1,000,000	9/6 หมู่ที่ 8 ถนน เจ้าฟ้าตะวันตก	ฉลอง	เมือง ภูเก็ต	การให้เช่า การขาย การซื้อและการ ดำเนินงานด้านอสังหาริมทรัพย์

No	ชื่อ	วันที่จดทะเบียน	ทุนจดทะเบียน	ที่อยู่	ตำบล	อำเภอ	วัตถุประสงค์
168	อันดามัน คราก้อน จำกัด	14/5/2556	1,000,000	104 ถนนบ้านดอน-เชิงทะเล	เชิงทะเล	กลาง	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
169	พีพีที เอเลเมนท์ จำกัด	20/5/2556	1,000,000	151 ซอยเชิงทะเล 14 ถนนศรีสุนทร	เชิงทะเล	กลาง	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
170	พี.อาร์.อี. โฮลดิ้ง จำกัด	21/5/2556	1,000,000	28/34 หมู่ที่ 4	สาธุ	กลาง	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
171	สุรินทร์ ปาล์มส จำกัด	23/5/2556	1,000,000	128/25 หมู่ที่ 3	เชิงทะเล	กลาง	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
172	คีตคอม จำกัด	27/5/2556	1,000,000	202/35 หมู่ที่ 2	เชิงทะเล	กลาง	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
173	ไนน์ พิลเลอร์ส จำกัด	28/5/2556	1,000,000	77/77 ห้องเลขที่ 6D หมู่ที่ 5 ถนนเฉลิมพระเกียรติ ร.9	รัชฎา	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
174	ไรอัน โฮลดิ้ง จำกัด	30/5/2556	1,000,000	158/1 ถนนนาใน	ป่าตอง	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
175	น้ำมะนาว จำกัด	31/5/2556	1,000,000	77/77 ห้องเลขที่ 6D หมู่ที่ 5 ถนนเฉลิมพระเกียรติ ร.9	รัชฎา	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
176	เคสลิ้น จำกัด	31/5/2556	1,000,000	28/72 หมู่ที่ 4	ฉลอง	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
177	ทอมมี่ จำกัด	3/6/2556	1,000,000	65/180 หมู่ที่ 1	วิชิต	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
178	ไทย ซีล็คท์ อินเตอร์เนชั่นแนล จำกัด	3/6/2556	1,000,000	100/25 หมู่ที่ 5	รัชฎา	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
179	ภูเก็ต โลฟท์ พร็อพเพอร์ตี้ จำกัด	4/6/2556	1,000,000	531/44 ถนนภูเก็ต	ตลาดใหญ่	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
180	ซีเอฟ อินเวสเมนท์ โฮลดิ้ง ไพรเวท (ประเทศไทย) จำกัด	7/6/2556	1,000,000	100/208 หมู่ที่ 3	กมลา	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
181	ในหาน บีช คอนโดมิเนียม จำกัด	13/6/2556	1,000,000	19/58-59 หมู่ที่ 8	ฉลอง	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
182	ป่าสัก โปรเจกต์ส จำกัด	21/6/2556	1,000,000	100/23 หมู่ที่ 5	เชิงทะเล	กลาง	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
183	คาซ่า โฮลดิ้งส์ จำกัด	25/6/2556	1,000,000	73/32 หมู่ที่ 1	กะทู้	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์

No	ชื่อ	วันที่จดทะเบียน	ทุนจดทะเบียน	ที่อยู่	ตำบล	อำเภอ	วัตถุประสงค์
184	ภูเก็ต ไคร้เวอร์ คอทคอม จำกัด	28/6/2556	1,000,000	274/30 หมู่ที่ 1 ถนนบ้านค่าย	เทพกระษัตรี	กลาง	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
185	ดิ เอสเตท วิลล่า โอนเนสส์ แอสโซซิเอชั่น จำกัด	2/7/2556	1,000,000	88/17 หมู่ที่ 6	ป่าคลอก	กลาง	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
186	ไซแอน รีสอร์ทส จำกัด	9/7/2556	1,000,000	98/18 ถนนสุรินทร์	ตลาดใหญ่	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
187	เอ็มดีวี พรอพเพอร์ตี้ อินเวสต์เมนท์ส จำกัด	11/7/2556	1,000,000	100/208 หมู่ที่ 3	กมลา	กะทู้	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
188	ธรรมวงษ์ พร็อพเพอร์ตี้ จำกัด	16/7/2556	1,000,000	129 ถนนระนอง	ตลาดเหนือ	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
189	ดีเอ็น ดีเวลลอปเม้นท์ จำกัด	16/7/2556	1,000,000	125/295 หมู่ที่ 5		เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
190	มาร์ค อินเวสต์เมนท์ จำกัด	17/7/2556	1,000,000	77/77 ห้องเลขที่ 6D หมู่ที่ 5 ถนนเฉลิมพระเกียรติ ร.9		เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
191	โพลี ลาเท็กซ์ จำกัด	17/7/2556	1,000,000	371/28 ถนนเขวราช	ตลาดใหญ่	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
192	โค โค ลายัน จำกัด	25/7/2556	1,000,000	125/453 หมู่บ้านร็อคการ์เด็น หมู่ที่ 5		เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
193	เอ็นเอสเจ ดีเวลลอปเม้นท์ จำกัด	29/7/2556	1,000,000	367/87 ถนนเขวราช	ตลาดใหญ่	เมืองภูเก็ต	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์
194	ฟอร์ตัม จำกัด	8/7/2556	1,000,000	153/25 หมู่ที่ 5	เชิงทะเล	กลาง	การให้เช่า การขาย การซื้อและการดำเนินงานด้านอสังหาริมทรัพย์

Appendix E

Certificate



**Advances in Business and Management Research
Interdisciplinary International Conference, Bangkok 2013**



**Jointly Organized By
International Journal of Management & Economics, India
&
Faculty of Education
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This is to certify that

Mr. / Ms. Yuwarat Boonyothayarn

of Prince of Songkla University, Phuket Campus

has participated in the International Conference Held on 15th & 16th November 2013

He / She Presented a Paper / in absentia entitled

The Impact of Social Media on Customer Decision Making

in the Tourism-targeted Real Estate Industry of Phuket


Prof. W.K. Sarwade
Chief Editor


Asst. Prof. Dr. Phrakhrupad Marut Varamangalo
Dean, Faculty of Education

Certificate

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