THE STRATEGIES OF REAL ESTATE MARKETING FOR THE REBRANDING, KHON KAEN PROVINCE

DUANGJAN NACHAISIN

Assistant professor, Visual Communication Design Faculty of Fine and Applied Arts Khon Kaen University
E-mail: pduang@kku.ac.th

Abstract— The study was to create a plan for rebranding and designing, The design and development of the identity of the Balance Creative Group had been conducted using focus group discussion between producers, entrepreneurs, designers, and operators. The research and review both in aesthetic and usage aspects were used to reflect the prominent point of the Balance Creative Group and they represented its brand. The design of the identity of the Balance Creative Group communicates the business personality, and specific patterns defines the image of the business whose products are quality, reliable, modern, unique, and prominent. These includes company logo, brand essence, positioning, vision, character, envelope, letterhead, business card, brochure (stationary design), communication, public relation, rebranding, magazine ad, press ad, outdoor ad, website, and event and roadshow. Experts and target groups were also invited to participate in group discussions and to have some activities together in order to add more creativeness from their experiences, knowledge, research and development, and identity design process. This led to an aspect of the design which facilitates living a life as we believe that a good residence make a good beginning in life and fulfill the meaning of 'home' in any aspects.

Keywords— Rebranding, Identity.

I. INTRODUCTION

Major reasons why such provincial markets become more and more popular are that many of them are becoming key economic areas when the ASEAN Economic Community become effective and many of them are also major tourist destinations. After the big flood in 2011, secondary housing becomes more common as people need to find another shelter to evacuate themselves from the disaster. Moreover, the real estate markets in Bangkok and Greater Bangkok Metropolitan are saturated. These are stimuli to the need of the estate entrepreneurs for the new markets to invest. The investment by these estate tycoons has caused the increase of the land price in many provincial areas, especially in urban or residential areas. In some northeastern provinces, for example, the land sales prices are being multiplied so much that they are nearly the same as such prices in Bangkok.

The president of the Khon Kaen Association of Guarantors revealed that the condominium market in Khon Kaen is the most active of all the northeastern provinces with 30 registered projects of more than 8,000 units and 20 of the projects has already been marketed. The president also stated that the market is responding to new generation's lifestyles and to Khon Kaen as the center of northeastern economy. However, there's also concern over insufficient public utilities that might occurs in the future such as water supply, traffic system, and waste management; which have to be conferred with all the parties involved. According to the report of April 2013 on residential market conditions in Muang Districts of Khon Kaen, Udon Thani, and Nong Kai Province, the very first project started in 1991 in Muang Khon Kaen District and since then the market has been constantly widespread over the region. Nowadays, there are more than 255,000 units of finished condominiums and developed housing projects which have been registered with the Department of Lands. 252,200 of these are developed houses while only about 2,750 units are condos. Khon Kaen has the most developed houses for sales at around 6,067 units while 1,280 of the aforementioned have been marketed since 2010. The runners-up are Udon Thani and Nong Kai with 3,307 units and 60 units respectively. The average sales of developed houses in Muang Districts of Khon Kaen, Udon Thani, and Nong Kai Province are ranked second at 79%. The most preferable price among the customers therein is not over 4 million baht. The condominium market has gained more popularity in the past 2-3 years. There are 7,140 units of condos for sale in Muang Districts of Khon Kaen Province and 2,890 units in Udon Thani while there are no condominium projects in Nong Kai Province. The average sales of condos in 3 provinces are at 82% and the most preferable price is at 48,000-52,000 baht per square meter. Although condos have been more interesting in the last few years, developed houses are still number one choices among customers. The Construction And Property(http://www.constructionandproperty.net) said about the designing of large buildings that many large buildings nowadays have been designed to be modern and luxurious with different and beautiful looks. Many large buildings are unique and prominent such as large shopping malls, complexes, office buildings, hotels, or even residential buildings, which are designed to provide utility space that is suitable for modern-day city lifestyle. The designs of skyscrapers and large buildings are really interesting because there has to be a combination of science and art as it requires bodies of knowledge in engineering and architecture, together with construction technologies which keep progressing non-stop

II. DETAILS EXPERIMENTAL

2.1 Research methodology and tools

The design and rebranding of the Balance Creative Group, Khon Kaen Province is conducted by studying customer behaviors that affect the townhome resident project (8 rais project), which is a project of the Balance Creative Group, Khon Kaen Province. The methodology consists of;

1. Population, samples, and sampling method

Population : The population of the study is 313,028 people residing in Muang District, Khon Kaen Province

Samples: The study of customer behaviors that affect the townhome resident project of the Balance Creative Group, Khon Kaen Province has specified the size of the samples and the errors occurred.

Sampling method: The study applied purposive sampling and came up with qualified people (with more than 20,000-30,000 THB monthly income) who were willing to cooperate and provide the information required.

2. Research tools

The research tool used in this study is the questionnaire in order to collect the data required. The details of the questionnaire are as follows:

Structure of the questionnaires :

Part 1 is general information of the respondents. The questions are check lists.

Part 2 is about customer behaviors. 6w1h theory (who, to whom, what, why, where, when, how) has been applied in the questionnaires for the influence on the decision of the customers. The questions are check lists.

Part 3 is about the marketing mix or 4Ps which influence the decision to buy Kaen Tawan products. It includes product (or service), price, place, and promotion.

Construction of Questionnaire

The process of the questionnaire construction is as follows,

1. Study of related documents, textbooks, and researches in order to make the questionnaire comprehensive according to the objectives specified.
2. Construct the questionnaire according to the topic and objectives, and then present it to the advisor for advice and suggestions; and also error checking.
3. To make the questionnaire valid and reliable, it has been pre-tested with the samples that are similar to the actual samples by using statistical methods to in order to measure its validity and reliability. The pre-tested sample size is 10% (40 samples) of the actual samples (400 samples). The questions apply coefficient alpha for Linkert Scale to evaluate the quality of the whole questionnaire whether each question is related to other questions. Then, only questions with high internal consistency reliability are selected to be included in the actual questionnaire.
4. Revise the questionnaire to make it comprehensive. The researcher corrects any errors found according to the quality analysis of the questionnaire and then proofreads.

3. Data collection

The data used in the study are categorized by their sources into 2 groups. The primary data are from the questionnaires and the secondary data are collected from a variety of documents, that is, related academic papers, theses, research papers, journals, publications, websites, and documents.

4. Data analysis and statistics applied

The researcher use quantitative data analysis processed by a statistical software package including other statistics that are related to hypothesis testing and then describe it using descriptive statistic to explain and define how to find the frequency, mean, percentage, and standard deviation. The statistic used in the analysis of Linkert Scale data is in the form of average score.

2.2. The identity design for the Balance Creative Group, Khon Kaen Province

2.2.1 Company logo BRANDING PROPOSAL: Brand essence, positioning, vision, character, envelope, letterhead, business card, brochure (stationary design)

2.2.2Communication,public relation, rebranding BRAND COMMUNICATION PROPOSAL

: Key message, marketing activation activities, event, roadshow

1. Magazine ads: monthly, semimonthly, and weekly
2. Press ads: nationally and locally, daily and weekly
3. Outdoor ads: billboard, outdoor ad, mobile billboard (as seen on the sides of a bus)
4. Websites
5. Exhibitions for rebranding: event, roadshow

III. RESULTS AND DISCUSSION

The result of the study acquired from the analysis in order to create guidelines to the identity design for the Balance Creative Group, Khon Kaen Province. The Balance Creative Group's townhome project has specified its direction which includes its vision, mission, and goal as follows.

3.1 Vision

"To be the leader in leading residential businesses. Be sustainable, modern, and safe. Be the one-stop

residential service business in Khon Kaen""The one that implements international standards into every single project."

3.2 Goals

The Balance Creative Group's townhome project has specified its goals for effective and evaluative operational planning as follows;

3.2.1 Short-term goals (1-3 years)

1. To have a sales rate of 90%
2. To gain customer satisfaction at least 80%, judging by the number of complaints of each unit.
3. To provide 24-hour surveillance and customer services.

3.2.2 Long-term goals (3-5 years)

1. To increase customer base be 5% a year continuously.
2. Make best use of unoccupied space to fully provide parking areas and gardens.

3.3 Promotion Strategy

Sales promotion has played more and more important role in marketing.

1. Advertising
2. Billboard.
3. Brochures.
4. Public Relations

CONCLUSIONS

The design for the rebranding plan started from the determination to present a residential innovation both in views of living and doing business. The Balance Creative Group has started from an idea of 'building a new standard' of designing and creating a home with better quality of life as we believe that a good residence make a good beginning in life. We provide the design that facilitates living and standardized building quality that satisfies the residents in long term. We fulfill the meaning of 'home' in any aspects with wider 'vision'; we have applied international standards in every project. We are also enthusiastic in creating innovations. The meaning of residential need has been redefined with prominent designs, and the facilities that answer all questions in living. Thus, you are reassured with professional and standard construction and administration. The design for the rebranding plan includes tagline, logo, font, business card, letter head, balance, pop-up, advert, website on iPad, mobile web, leaflet, brochure, 16x19m billboard, 16x30m billboard, design key, visual land mark, mock-up room, event bar, decoration & banner, opening ceremony, promotion booth at Central Khon Kaen, and radio spot/ guide script. The business Visions, missions, and goals of the organization have been defined and detailed, as well as corporate–level strategies, business–level strategies, and functional–level strategies. In the specification of marketing plans, the consumer behaviors are being considered under geographic, demographic, behavioral, and psychographic variables. Then, the market targeting is specified with its primary target group and secondary target group. After that, the present business competitors are being analyzed; both direct and indirect competitors; in order to analyzed the competitiveness comparing with such competitors. The comparative aspects include advantages and disadvantages of the townhome business of the Balance Creative Group. Consequently, the marketing strategies, which include strategies for product, price, place, promotion, people, process, physical evident, and partnership; will be specified.

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Appendixes Design Portfolio : These includes company logo, brand essence, positioning, vision, character, envelope, letterhead, business card, brochure (stationary design), communication, public relation, rebranding, magazine ad, press ad, outdoor ad, website, and event and roadshow.

BROCHURE : FRONT
FLEX 6.5
FLEX 4.5
LEAFLET

FLEX
Archway

THE FLEX TOWNHOME
OPENING CEREMONY

THE FLEX TOWNHOME
MOCK-UP ROOM

THE FLEX TOWNHOME
EVENT BAR

THE FLEX TOWNHOME

FLEX
THE FLEX TOWNHOME
BOOTH PERSPECTIVE

★★★