ABSTRACT

As a result of the reduction in demand for public housing, vacancies in certain flat types and areas have been observed. This dissertation remodels the marketing research process for public housing market research so that a marketing plan and strategy can be developed to improve the take-up rate.

Findings from the case study revealed that the most influential factor affecting the demand for public housing is affordability. Other elements that correlate with affordability are educational level, income level, age, ethnic group as well as household size and type. Effective demand has been found to stem from the younger residents with better education and occupations, higher incomes, nuclear families and smaller households as well as more from the Chinese and Others ethnic groups.

The marketing research model for public housing has proven to be a useful, relevant and easily applicable tool for public housing research. It therefore implies that similar models can be developed for the other sectors of the real estate market. The marketing research process can be employed under different situations such as identifying potential opportunities, developing a marketing plan, and selecting between alternatives. This study illustrated the use of the public housing marketing research model for the development of a marketing plan for the vacant flats in Woodlands new town.