



THE MOST POWERFUL BRAND IN REAL ESTATE 2024

and Consumer Insight:

*The Sense of Luxury
and Design for Wellbeing*

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Research Method



METHOD OF DATA COLLECTION

QUALITATIVE RESEARCH

FOCUS GROUP

August 2024

- All are planning to buy Residential.
- All must come from different areas.



PARTICIPANTS PROFILE



SAMPLE SIZE

5 Groups, each with 9 participants – Total 45 participants

Gen Z - College

Gen Z - First Jobber

Gen Y

Gen X

Baby Boomer

In each group:
3 planning to buy a **detached house**
3 planning to buy a **townhouse**
3 planning to buy a **condominium**

QUANTITATIVE RESEARCH

ONLINE SURVEY

September-October 2024

- Must know at least 1 real estate developer.
- For questions about brands, participants must not be employees of any real estate company.

3,700
samples

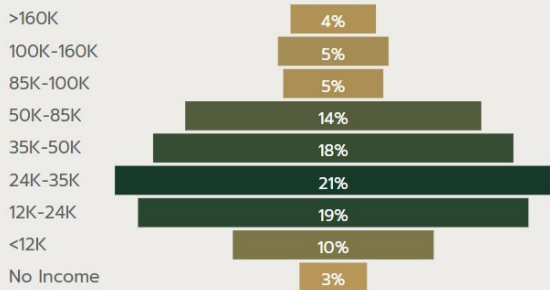
screen
out

resulting in
2,500
high-quality answers.

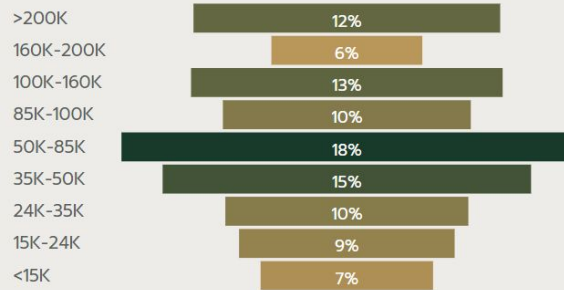
Respondents Profile

Online Questionnaires: 2,500 Samples

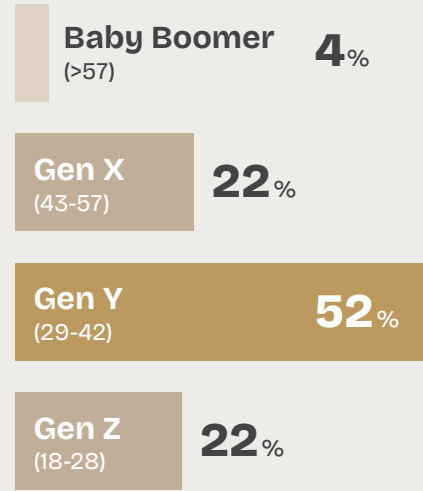
Personal Income



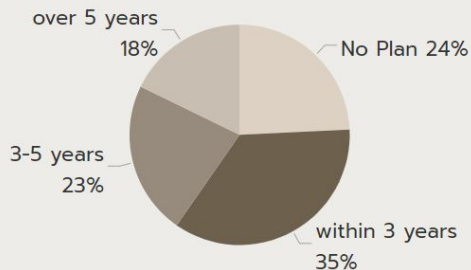
Household Income



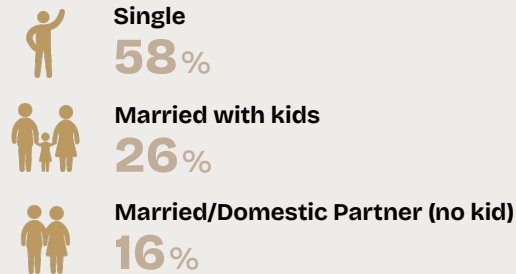
Generation



Home Buying Status



Marital Status



Living area

Online Questionnaires: 2,500 Samples

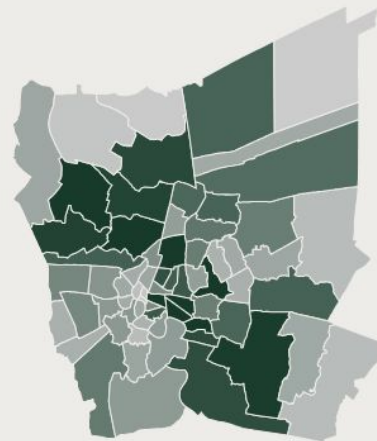
Respondents are nationwide; **87% live in the Central region**, and 2-3% live in each of the remaining 5 regions

Most respondents (80%) live in Bangkok metropolitan area, **covering all zones**, with Chatuchak-Prachachuen-Rattana Thibet being the highest at 11%, followed by Samut Prakan at 9%.



80%

living in
Bangkok Metropolitan Region



TOP 5 Locations in BMR



02.

Wellbeing

Design



Innovation Homes: 01 TECHNOLOGY HOME by TerraBKK

กระจกอัจฉริยะ
ปรับแสงตามสภาพอากาศ

Gen Z Gen X Baby Boomer

รองรับระบบสื่อสารความเร็วสูง
ระบบเตือนภัยควัน, ก๊าซ, น้ำรั่ว
เซ็นเซอร์แจ้งเตือนบุกรุก

Baby Boomer



ระบบไฟปรับตามช่วงเวลา
ระบบตรวจสอบไฟฟ้า
แบบเรียลไทม์

Gen Z Baby Boomer

ระบบดูแลสุขภาพ
เช่น เซ็นเซอร์ตรวจจับการล้ม

Gen Z Gen Y
Gen X Baby Boomer

Innovation Homes: **02** NET ZERO CARBON HOME by TerraBKK

Solar Cell

Gen Z

Gen Y

Gen X

Baby Boomer

วัสดุก่อสร้าง
เป็นมิตรกับสิ่งแวดล้อม

Gen Z

Baby Boomer

EV Charger

Gen Z

Gen Y

Gen X

ติดตั้งเครื่อง Composer

Gen Y

Baby Boomer

ผังโครงการรองรับน้ำท่วม

Gen Z

Gen X

Baby Boomer



Innovation Homes: **03** HEALTHY HOME by TerraBKK

ออกแบบให้ป้องกัน
ความร้อนและเสียง

Gen Z

Baby Boomer

ติดตั้งระบบกรองอากาศและ
เพิ่มอากาศ

Gen Z

Gen Y

Baby Boomer



ส่วนกลางของโครงการ
ต้องมีทางเดินกลางแจ้ง
ระยะทางมากกว่า 400 ม.

Gen Z

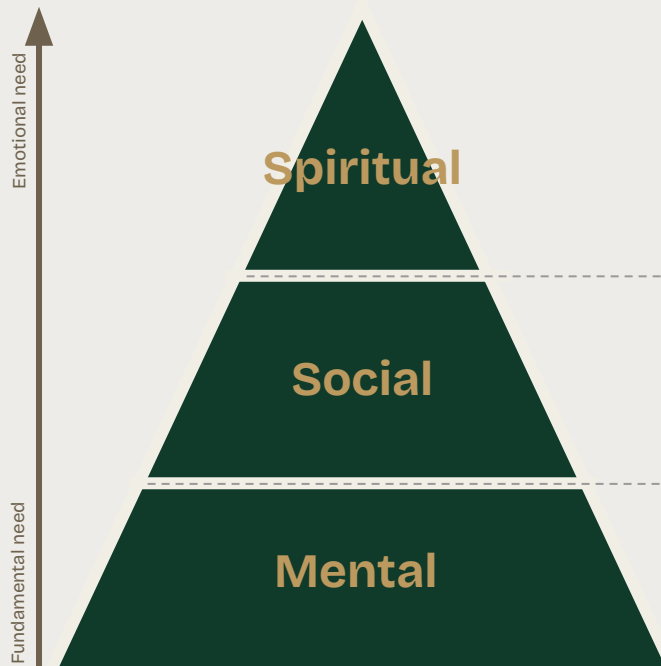
Gen Y

Baby Boomer

Perception toward Wellbeing at Home

Level of Wellbeing in relation to

“Home”



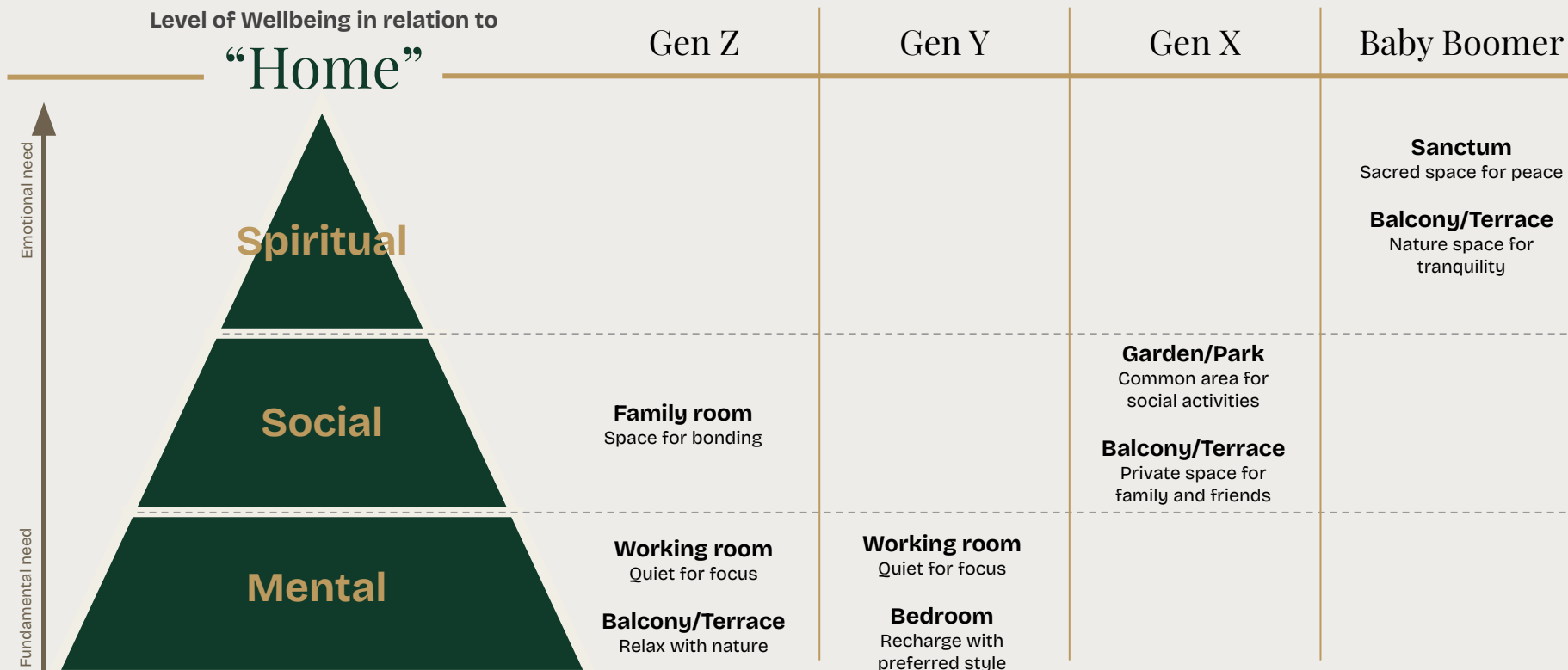
Simple spaces that bring calm and relaxation are vital, especially for **Baby Boomers** seeking emotional stability.
Connection to nature is key.

Family-friendly spaces are essential for emotional security, while **good neighbors reduce daily stress**, enhancing **quality of life**, particularly for **Gen X**.

Homes must offer **restful spaces for mental recharge**. **Gen Y** values this as essential for mental recovery, and **Gen Z** seeks personal space to support mental health.

Physical wellbeing is less significant in consumers' overall wellness.

Perception toward Wellbeing at Home

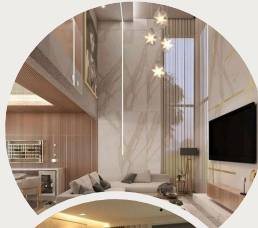


Expectations of Wellbeing Space : Gen Z

Family room

Space for bonding

Spacious for all-age activities, Double-volume modern space connected to the kitchen.



Working room

Quiet for focus

Workspace with large windows, book storage, and kitchen connection.



Balcony/Terrace

Relax with nature

Sunset views, rain protection, and small green spaces for relaxation.



Expectations of Wellbeing Space : Gen Y

Working room

Quiet for focus

Private room with a large window, book storage, and efficient design.



Bedroom

Recharge with preferred style

Quiet luxury style with separate bed and closet areas, minimal design.



Expectations of Wellbeing Space : Gen X

Garden/Park

Common area for social activities

Separate areas for activities with 360-degree views and kids' play areas.



Balcony/Terrace

Private space for family and friends

Spacious for family and friend activities, resembling a garden.

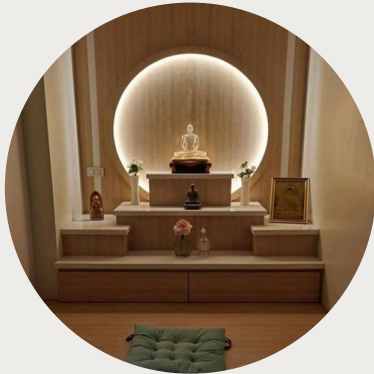


Expectations of Wellbeing Space : **Baby Boomer**

Sanctum

Sacred space for peace

Peaceful, distraction-free room for concentration during meditation.



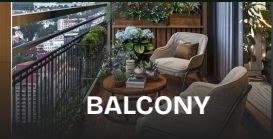
Balcony/Terrace

Nature space for tranquility

Nature-focused, rain-protected space for relaxation and activities.



Expectation of Spaces



Gen Z
College

Functional space with a nature view for work and relaxation.

Spacious, airy room for all-age activities in earth tones.

Walk-in closet, king-sized bed, and ensuite bathroom.

Sunset views, rain protection, and small green spaces for relaxation.

Minimal and functional, suitable for small spaces.

Surrounded by nature for relaxation and activities with family.

Gen Z
First Jobber

Workspace with large windows, book storage, and kitchen connection.

Double-volume modern space connected to the kitchen.

Luxurious materials, walk-in closet, and integrated living area.

Green space with trees and a serene view.

Dedicated room for prayer, meditation, and displaying a Buddha statue.

Green space for socializing, walking pets, and relaxing by a pool.

Gen Y

Private room with a large window, book storage, and efficient design.

Comfortable, minimal room with balcony access.

Quiet luxury style with separate bed and closet areas, minimal design.

Wide space for outdoor activities, protected from animals and insects.

Entire room for meditation and privacy with a minimal style.

Spaces for workouts and outdoor activities, surrounded by nature.

Gen X

Luxurious, minimal space with separate work and relaxation areas.

Space for family gatherings, with pool views and areas for pets

Multifunctional space with luxurious lighting, private areas, and sliding doors.

Spacious for family and friend activities, resembling a garden.

Private, calming space with suitable lighting for meditation.

Separate areas for activities with 360-degree views and kids' play areas.

Baby Boomer

Private space with a nature view facing a window.


High-ceilinged, airy, private space for activities and relaxation.

Elegant, distraction-free space with balcony access.

Nature-focused, rain-protected space for relaxation and activities.

Peaceful, distraction-free room for concentration during meditation.

Nature-focused areas for relaxation, family, and workouts.



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