



The Influence of the Marketing Mix Social Media and Brand Trust on Housing Estate Purchase Intentions of Customers in Ubon Ratchathani Province, Thailand

Pichyada Pheunpha^{1*}

Faculty of Management Science, Ubon Ratchathani University

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Abstract

This research investigated the influence of personal traits, marketing mix, social media, and brand trust on customers of housing estate purchase intentions in Ubon Ratchathani province, Thailand. The quantitative study used the survey methodology to sample the views of 265 house estate customers. A questionnaire with a very high level of reliability was used in this study. The statistics employed were descriptive, ANOVA and multiple regression analysis (MRA). The study result of ANOVA found that difference gender, age, house prices, and house brand were affected to customers' purchase intentions. The MRA results found that personal traits, marketing mix, social media, and brand trust explained 67.4% of the customer purchase intentions of a housing estate. The variables influenced customer purchase intentions: brand trust, marketing mix, and gender, respectively. This study contributes to the existing literature and recommends that housing developers create brand and marketing mix strategies. The marketing mix ensures that a house product is well-positioned, accessible, and appealing to customers, while brand trust reduces perceived risks and fosters loyalty. Together, they play a crucial role in driving customer purchase intentions and long-term business success. They also need to consider the customer gender especially male to promote their business to make the customers interested in, trust, and believe in the quality of the housing estate to purchase in the future.

Keywords: Marketing Mix, Social Media, Brand Trust, Purchase Intentions, House Estate

¹ Lecturer in the business management department of the Faculty of Management Science, Ubon Ratchathani University.

Email: pichyada.p@ubu.ac.th

* Corresponding Author



1. INTRODUCTION

The housing estate market represents a significant sector in the real estate industry, driven by the aspirations and needs of individuals and families seeking to acquire a place to call home. A house or home is essential for human beings (Hassan et al., 2021). It serves as a shelter, protecting it from the elements and providing a safe place to live. Beyond mere shelter, a house fulfills various needs, such as privacy, security, and a sense of belonging (UCHI.RU, 2024). It also offers a space for individuals to rest, eat, and engage in various activities, contributing to their physical and emotional well-being (Murtaza, 2022). Moreover, according to Maslow's Hierarchy of Needs, housing is considered a basic need, as shelter is a foundation for fulfilling other needs (Flanagan et al., 2019). In summary, a house plays a crucial role in meeting fundamental human needs and is essential for a fulfilling life. The housing estate market is a dynamic sector influenced by various factors that shape customers' purchase intentions.

In recent years, the marketing mix, social media and brand trust have emerged as crucial elements in influencing customers' decisions in the housing market. Social media have revolutionized how companies interact with customers, offering new avenues for marketing communication and brand promotion (Salhab et al., 2023). The influence of social media marketing on purchase intentions has been extensively studied, with research indicating its significant impact on brand image and trust (Ali & Naushad, 2023). Moreover, brand trust plays a critical role in customers' decision-making processes. Customers are more likely to purchase from brands they trust, emphasizing the importance of building and maintaining brand trust in the housing estate market (Prakoso & Dzillkhram, 2019). Understanding the interplay between the marketing mix, social media, and brand trust are essential and urgent for marketers and developers in crafting effective strategies to influence customers' purchase intentions in the housing estate market. By leveraging these factors, companies may enhance their competitive advantage and drive growth in the housing market. Understanding the factors influencing customers' purchase intentions in the housing estate market is crucial for developers, marketers, and policymakers. One key determinant is customer engagement, as engaged customers are more likely to develop a strong affinity towards a brand, leading to a higher likelihood of purchase (Perwira et al., 2024). Social media marketing has emerged as a powerful tool for engaging customers, shaping their perceptions and influencing their purchase decisions (Salhab et al., 2023). Brand trust also plays a vital role in influencing purchase intentions, as customers are more inclined to invest in properties from brands they trust, which creates a sense of reliability and credibility (Wang et al., 2022). Understanding customers' beliefs, preferences and cultural influences is crucial for shaping marketing strategies that resonate with their values and aspirations (Poojary & Kumar, 2024). Factors such as location, price, quality, and the developer's reputation also impact purchase intentions.



(Hassan et al., 2021). By exploring these factors, developers and marketers can develop targeted strategies to enhance customers' purchase intentions and drive growth in the housing estate market.

Ubon Ratchathani Province, located in northeastern Thailand, plays a significant role in the region's economy. The province has a diverse economy, with agriculture being a significant sector. In recent years, the province has seen growth in tourism, education, and healthcare industries. Ubon Ratchathani, the provincial capital, is a hub for education and healthcare services, attracting students and patients from neighboring provinces (Nolintha, 2012). The population of Ubon Ratchathani is predominantly rural, with many residents engaged in agricultural activities. As the economy develops and urbanizes, housing is needed to accommodate the increasing population and workforce. Population and workforce have increased the demand for residential properties, including houses and apartments (CEIC Data, 2017). To meet the population's housing needs, developers in Ubon Ratchathani are focusing on providing affordable housing options that cater to the needs of the local labor force and also include developing housing estates that offer amenities such as schools, healthcare facilities, and shopping centers to enhance the quality of life for residents. In summary, the economy of Ubon Ratchathani Province is dynamic, with opportunities for growth in various sectors. The demand for housing is expected to remain strong as the province continues to develop, providing opportunities for developers and investors in the real estate market. Therefore, this research aimed to determine the factors that affect housing estate purchase intentions in Ubon Ratchathani Province, by reviewing and gathering data for people with specific jobs in the city.

RESEARCH OBJECTIVES

This study had three objectives:

- 1) to study the opinion level of customers to marketing mix, social media, brand trust, and housing estate purchase intentions in Ubon Ratchathani Province.
- 2) to compare customer housing estate purchase intentions between personal traits.
- 3) to study the influence of personal demographics, marketing mix, social media, and brand trust on customers' housing estate purchase intentions in Ubon Ratchathani Province.



2. LITERATURE REVIEW AND DEVELOPMENT OF HYPOTHESES

2.1 The Concept of Purchase Intentions

The concept of purchase intentions has been widely studied and discussed in the field of marketing and consumer behavior. While it is challenging to attribute its origin to a single individual, scholars such as Howard and Sheth (1969) have significantly contributed to its development. They proposed the theory of buyer behavior, which includes the concept of purchase intention as a key determinant of consumer behavior of Howard and Sheth (1969). Since then, numerous researchers have further explored and refined the concept, leading to a rich body of literature on the topic. Purchase intention is a crucial concept in marketing and consumer behavior research. It represents an individual's willingness or plan to buy a product or service in the future. Understanding purchase intention is essential for several reasons: Predicting Future Behavior, as purchase intention is a strong indicator of actual purchase behavior. Consumers who express a high purchase intention are more likely to follow through with the purchase (Hassan et al., 2021). The benefits of purchase intention of Hassan et al. (2021) include: 1) market demand forecasting; 2) marketing strategy development; 3) product development; and 4) competitive advantage. In summary, purchase intention provides valuable insights that can help businesses make informed decisions, improve their products and services, and ultimately enhance customer satisfaction and loyalty. For instance, Poojary & Kumar (2024) studied factors influencing customers intention to purchase residential property in India. Meanwhile, Perwira et al. (2024) considered whether social media activities as marketing tools influence the intent of people in house purchasing in Indonesia. Ali & Naushad (2023) examined the influence of social media marketing on purchase intention with a mediator of brand image in India. Hassan et al. (2021) studied factors influencing housing purchase decision in Malaysia. They found that different products, environments, countries, and the customer traits may influence different customer purchase intentions. However, understanding these factors, such as marketing mix, social media, brand trust, brand image, infrastructural factors and customer traits (gender, job, income) may help businesses develop effective marketing strategies to influence purchase intentions and drive sales.

2.2 The Marketing Mix in Real Estate

The marketing mix, often called the 4Ps (Product, Price, Place, Promotion), is a crucial framework in the real estate industry for attracting customers and shaping their perceptions of housing estates. Many studies have examined the relationship between the marketing mix and the decision to use/buy a product/service. The research results showed a significant influence on the relationship between marketing mix and usage decisions (Dewi & Hidayat, 2023; Suyanto & Dewi, 2023; Komari et al., 2020). Purnomo and Bekasi (2023) studied the effect of the housing marketing mix on purchase decisions for type 36 houses in Jenar, Purworejo Regency, Indonesia. Sulaiman et al. (2017) studied the influence of marketing mix and perceived



risk factors on online purchase intentions and found that the 4Ps of marketing mix Product, Price, Place, and Promotion are crucial in influencing purchase intentions. The following research demonstrates why each is important:

Product: The product's features, quality, and design may significantly impact a consumer's purchase intentions. A well-designed and appealing product is more likely to attract buyers (Suyanto & Dewi, 2023).

Price: Pricing strategy affects how consumers perceive value. A competitive price can positively influence purchase intentions, while high prices may deter buyers (Iqbal et al., 2023).

Place: The distribution channels and availability of the product are key factors. Easy product access may increase purchase intentions, as consumers prefer convenience (Suyanto & Dewi, 2023).

Promotion: Marketing communication and promotion activities may create awareness and interest, leading to higher purchase intention. Effective promotions may influence consumer perceptions and attitudes toward the product (Twin, 2024).

In conclusion, the 4Ps of marketing mix not only play a crucial role in shaping consumer purchase intentions, but also provide practical guidelines for businesses in the real estate industry. By carefully considering these elements in their marketing strategies, businesses may effectively influence consumer behavior and drive sales, thereby enhancing their competitive edge in the market.

2.3 Social Media Factor

Social media play a crucial role in influencing housing estate purchase intention among customers. Several studies highlight its significance: **Information Source:** Social media platforms provide a wealth of information about housing estates, influencing customers' perceptions and intentions to purchase (Perwira et al., 2024). **Influence of Content:** Social media content, including advertising and promotional material, impacts customers' perceptions, particularly in creating a positive brand image that may influence purchase intentions (Khan, 2023). **Peer Influence:** Social media referrals and reviews significantly influence consumer behavior, with many customers more likely to make a purchase based on such recommendations (Hendon, 2023). **Brand Equity:** Social media communication contributes to creating brand equity, which can positively influence customer purchase intentions (Majeed et al., 2021). In conclusion, social media play a critical role in shaping customers' perceptions and intentions regarding housing estate purchases. Their influence underscores the importance for businesses to leverage social media effectively in their marketing strategies.

2.4 Brand Trust

Brand trust plays a crucial role in influencing a consumer's intention to purchase a house. The many reasons include: 1) **Confidence in the Brand:** Consumers are more likely to consider purchasing a house from a brand they trust. Trust in the brand reflects confidence



in the quality, reliability, and credibility of the product or service (Perwira et al., 2024);

2) Reduced Risk Perception: Trustworthy brands are perceived as involving lower risk by consumers. When purchasing a high-involvement product like a house, consumers seek assurance that they are making a safe and reliable choice (Hansopaheluwakan et al., 2020);

3) Brand preference: Trust leads to brand preference, where consumers actively choose one brand over others. This preference directly impacts purchase intention, as consumers are more likely to choose a brand they trust when making a purchase decision (Hansopaheluwakan et al., 2020); and **4) Positive Reputation:** A trusted brand often has a positive reputation, which can influence consumers' perception and intention to purchase. Positive word-of-mouth and reviews contribute to building brand trust (Gong et al., 2022). In summary, brand trust is a critical factor that influences consumers' intention to purchase a house. It is built over time through consistent delivery of quality products and services, transparent communication and positive customer experiences.

2.5 Customer Characteristics/ Demographics

Customer characteristics play a crucial role in determining their intention to purchase a house. Customer characteristics, such as job, gender, income and other factors play a significant role in determining their intention to purchase a house. This is why these characteristics are important: **Income:** Income is a crucial factor as it determines the affordability of a house. Higher income individuals are more likely to consider purchasing a house, especially in higher price brackets (Australian Government, 2023). **Job Stability:** Customers with stable jobs are more likely to have a higher purchase intention, as they have a reliable income stream to support mortgage payments (Mehta, 2023). **Gender:** Gender can influence house purchase intention due to differences in preferences and financial situations between genders (Psychology Today Staff, 2024). **Demographics:** Other demographic factors, such as age, education and family size may also impact purchase intention. For example, younger individuals may prioritize location and lifestyle factors, while older individuals may prioritize security and comfort (Mehta, 2023). **Market Segmentation:** Understanding customer characteristics allows for better market segmentation, which helps in tailoring marketing strategies to specific customer groups, thereby increasing the effectiveness of these strategies (Indeed Editorial Team, 2022). **Psychological Factors:** Customer characteristics may also influence psychological factors, such as perceived value and brand trust, which can impact purchase intention (Indeed Editorial Team, 2022).

Overall, understanding customer characteristics is crucial for marketers and real estate developers to tailor their offerings and marketing strategies to meet the needs and preferences of different customer segments, ultimately influencing their purchase intention. Based on the above-mentioned discussion on the important factors that influence the house purchase

intentions of customers, several hypotheses and conceptual framework were formulated as follows:

Hypotheses:

H₁: There is a significant influence of personal customer demographics on consumer house purchase intentions with statistically significant at the 0.05 or 0.01 level;

H₂: There is a significant influence of marketing mix on consumer house purchase intentions with statistically significant at the 0.05 or 0.01 level;

H₃: There is a significant influence of social media on consumer house purchase intentions with statistically significant at the 0.05 or 0.01 level; and

H₄: There is a significant influence of brand trust on consumer house purchase intention with statistically significant at the 0.05 or 0.01 level.

Conceptual Framework:

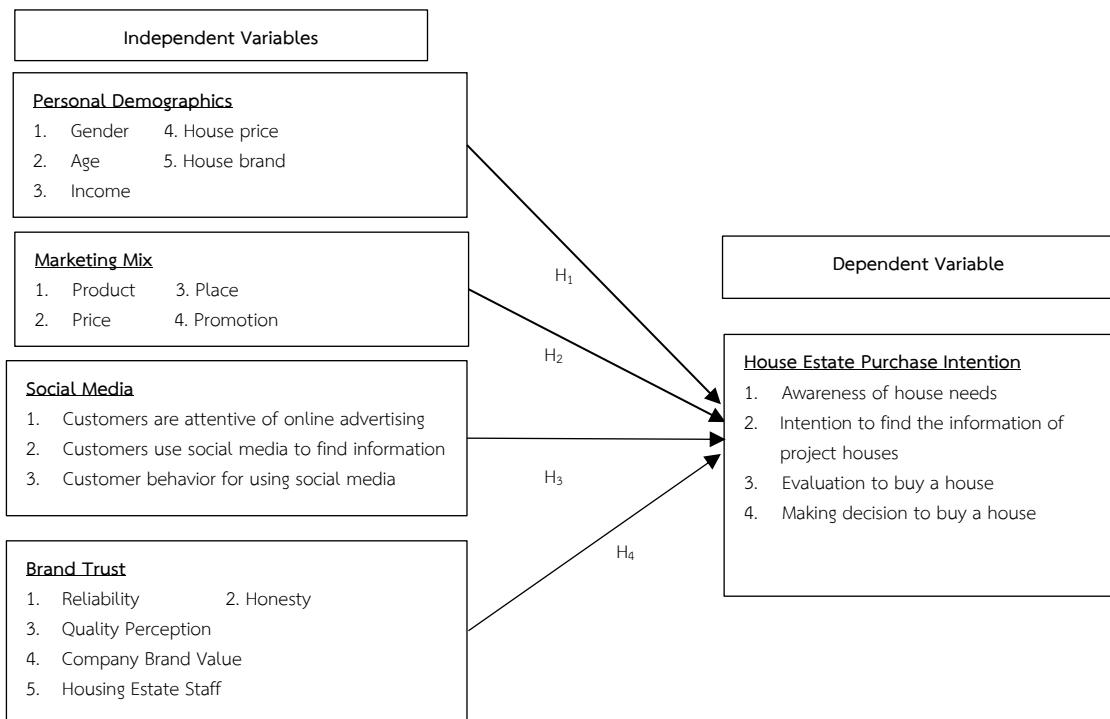


Figure 1: Research Conceptual Framework



3. METHODOLOGY

This research employed a quantitative research methodology, with the population being customers who were older than 20 years old. They were employed in certain positions, such as staff in the universities, schools, companies, or some organizations located in Ubon Ratchathani and Warin Chamrap cities, which are the biggest cities in Ubon Ratchathani province and the two towns that have house estates for selling. The data were collected from the sample group between August and November 2023. The population of house estate customers was 11,989, and the sample size of 265 staff was calculated using the formula of Kanchanawasee *et al.* (2008) by determining the 90% confidence level and the 5% tolerance level of the standard deviation to be the sample group. Area sampling was used in this study, as shown in Table 1.

Table 1: Sample sizes of each organization in Ubon Ratchathani Province

Housing Customers in Ubon Ratchathani Province, Thailand	
Organizations/Institutions	Sample Sizes
1. Ubon Ratchathani University	50
2. Ubon Ratchathani Rajabhat University	50
3. Ubon Ratchathani Provincial Government Center	50
4. Ubon Ratchathani Provincial Police	50
5. Central Plaza, Ubon Ratchathani	65
Total	265

4. VALIDITY AND RELIABILITY TESTS

For the questionnaire's validity, three experts in marketing, business administration, and research methods and statistics who are the lecturers in the Faculty of Management Science, Ubon Ratchathani University had to verify the structural content of each variable, so that the index of item-objective congruence (IOC) value of every item was between 0.67-1.00, which passed the criteria which are higher than 0.50 (Rovinelli and Hambleton, 1977). The results of the pilot study with 30 customers who had a job and had made an effort to buy in a housing estate in Det-Udom District, which is near Ubon Ratchathani city was similar to the sample, are shown in Table 2, where the overall value of Cronbach's alpha was 0.985 that is higher than 0.70 which indicates a very high level of internal consistency in the questionnaire's set of data. Based on Gliem and Gliem (2003), the reliability level is excellent if the Cronbach's alpha value is more than 0.90. Therefore, data from the pilot study indicated that the questionnaire was reliable and the set of questions of marketing mix, social media, brand trust, and house estate purchase intentions of customers were appropriate for this study.



Table 2: Cronbach's Alpha Coefficient Results

Variables	Cronbach's Alpha
The Marketing Mix (13 items)	0.919
Social media (16 items)	0.954
Brand Trust (14 items)	0.954
Purchase Intention (12 items)	0.955
Total (55 items)	0.985

For interpretation of the mean, the writer set the criteria for interpreting the mean results at huge samples according to Lindner and Lindner (2024) a five-point summated scale, for example, can be interpreted as follows: Strongly Agree/Very High = 5.00 - 4.51, Agree/High = 4.50 - 3.51, Neither Agree nor Disagree/ Neutral = 3.50 - 2.51, Disagree/Low = 2.50 - 1.51, Strongly Disagree/Very Low = 1.50 - 1.00

5. RESULTS

Objective 1: To study the opinion level of customers to marketing mix, social media, brand trust, and housing estate purchase intention in Ubon Ratchathani Province:

There were 265 questionnaire respondents: 114 males (43%) and 151 females (57%). Most of the sample was aged between 21-30 (54.30%) and 31 – 40 (28.70%). Single status 53.70%, graduated with a bachelor's degree (59.40%), and their average monthly income was 15,000 to 25,000 baht (46.70%) and income between 25,001 to 35,000 baht (30.60%). The house price that customers were interested in buying was from 1,500,000 – 2,000,000 baht (37.50%) and 1,000,000 – 1,500,000 baht (34.70%). A total of 29% were staff in their organization, and 19% were government officials. They were interested in each house brand in similar proportions (8.40% - 25.50%).

The marketing-mix opinion results revealed a very high level, with the overall opinion level averaging at 4.565 out of a possible score of 5, with a standard deviation (S.D.) of 0.432. This number indicates a firm positive opinion of the marketing mix of customers. The analysis found that every aspect is essential to a very high level of customer opinion. In descending order, the opinion level of the marketing mix was as follows: product average was 4.68 and the S.D. was 0.444. The next was price and place, with the same average of 4.531 and the S.D. was 0.53. Finally, the promotion had an average of 4.511 and a S.D. 0.557, respectively (See Table 3).



Table 3: The results of the marketing mix opinion level of customers

Marketing Mix	n	Mean	S.D.	The Opinion Level
Product	265	4.680	0.444	Very high
Price	265	4.531	0.530	Very high
Place	265	4.530	0.532	Very high
Promotion	265	4.511	0.557	Very high
Total	265	4.565	0.432	Very high

The results of the social media customer opinion level also revealed a very high level, with an overall averaging 4.573 out of 5 and an S.D. of 0.451. This number indicates a strong positive sentiment toward social media. The analysis found that every aspect is also essential at a very high level of customer opinion. The descending order was as follows: customers are attentive to online advertising whose average was 4.584, and the S.D. was 0.561. The next was customers using social media to find information, with the same average of 4.582, with a S.D. of 0.522. Finally, customer behavior in social media had an average of 4.57 and a S.D. of 0.532 (See Table 4).

Table 4: The results of the social media opinion level of customers

Social media	n	Mean	S.D.	The Opinion Level
1. Customers are attentive of online advertising	265	4.584	0.561	Very high
2. Customers use social media to find information	265	4.582	0.522	Very high
3. Customer behavior in using social media	265	4.570	0.532	Very high
Total	265	4.573	0.451	Very high

The results of the brand trust of customer opinion level also revealed a very high level, with the overall opinion level averaging 4.615 out of 5 and a standard deviation (S.D.) of 0.471. This robust average underscores the strong positive sentiment towards brand trust in buying a house, a factor of significant importance for our decision-making. The analysis of every aspect was also perceived to be at a very high level. In descending order, the opinion level of the brand trust was as follows: the quality perception average was 4.632, with a S.D. of 0.52. The following indicators were company brand value and housing estate staff, with the same average of 4.623; the S.D.s were 0.547 and 0.535, respectively. Then, the reliability average was 4.612, and the S.D. was 0.501. Finally, honesty had an average of 4.57 and an S.D. of 0.581, respectively (See Table 5).



Table 5: The results of the brand trust opinion level of customers

Brand Trust	n	Mean	S.D.	The Opinion Level
1. Reliability	265	4.612	0.501	Very high
2. Honesty	265	4.570	0.581	Very high
3. Quality Perception	265	4.632	0.520	Very high
4. Company Brand Value	265	4.623	0.547	Very high
5. Housing Estate Staff	265	4.623	0.535	Very high
Total	265	4.615	0.471	Very high

The results of the house estate purchase intentions of customer opinion level again revealed a very high level, with an overall averaging 4.636 out of 5 and an S.D. of 0.491. This number indicates a strong positive sentiment towards house purchase intention. The analysis found that every aspect is also essential at a very high level. In descending order, the opinion levels of the house estate purchase intentions were as follows: the intention to find the information of project houses average was 4.654, and the S.D. was 0.543. The following indicators were awareness of house needs and evaluation to buy a house, with the same average of 4.631; the S.D.s were 0.535 and 0.52, respectively. Finally, making the decision to buy a house had an average of 4.62 and an S.D. of 0.572, respectively (See Table 6).

Table 6: The results of the house estate purchase intentions level of customers

House Estate Purchase Intentions	n	Mean	S.D.	The Opinion Level
1. Awareness of house needs	265	4.631	0.535	Very high
2. Intention to find the house information	265	4.654	0.543	Very high
3. Evaluation to buy a house	265	4.631	0.520	Very high
4. Making decision to buy a house	265	4.620	0.572	Very high
Total	265	4.636	0.491	Very high



Objective 2: To compare customer housing estate purchase intentions between personal demographics.

Comparing customer purchase intentions of house estate with personal traits such as gender, age, income, house price, and house brand results found that age, house price, and house brand had affected customer housing intentions with statistical significance. However, gender and income did not affect the intention of customers to purchase housing estates. The details of personal traits, including age, house price, and house brand, that affect customer purchase intentions of house estate can presented as follows:

The variance analysis (ANOVA) produced a significant result, with the value of $F = 2.83$, $p < 0.05$, indicating that different age influenced customer housing estate purchase intentions, with statistical significance at the level of 0.05 (See Table 7).

Table 7: Results of ANOVA of customer housing estate purchase intentions between age

The ANOVA for testing customer housing estate purchase intentions between age					
Source of Variances	Sum of Squares	d.f.	Mean Square	F	p-value
Between Groups	2.625	4	0.656	2.830	0.026*
Within Groups	48.914	211	0.232		
Total	51.539	215			

* $P < 0.05$

Table 8 shows a paired comparison of LSD between customer housing estate purchase intentions and age. Customers aged 41 – 50 had a higher purchase intention than customers aged 21 – 30, with statistical significance at less than 0.05. Other pairs of mean differences in customer housing estate purchase intentions of age were similar.

Table 8: Paired comparisons of LSD between customer housing purchase intentions and age

House Price	Mean	SD	under 20	age 21-30	age 31-40	age 41-50
under 20	4.386	0.881	-			
age 21-30	4.553	0.544	-0.167	-		
age 31-40	4.724	0.362	-0.338	-0.171	-	
age 41-50	4.870	0.220	-0.484*	-0.317	-0.146	-
age more than 51	4.781	0.221	-0.395	-0.228	-0.057	-0.089

* $P < 0.05$



Table 9 reports the influence of the housing price on purchase intentions, employing an ANOVA with the value of $F = 9.95$, $p < 0.001$, with different house price explaining customer housing estate purchase intentions with statistical significance at the level of less than .001.

Table 9: Results of ANOVA of customer housing purchase intentions between house price

The ANOVA for testing purchase intentions between housing price					
Source of Variances	Sum of Squares	d.f.	Mean Square	F	p-value
Between Groups	8.181	4	2.045	9.953	0.00**
Within Groups	43.358	211	0.205		
Total	51.539	215			

As indicated in Table 10, paired comparisons of LSD between customer housing estate purchase intentions and housing price found that: 1) customer housing estate purchase intentions of housing price 1,500,001-2,000,000 baht were higher than house price $\leq 1,000,000$ baht with statistical significance at the level of .01; 2) customer housing estate purchase intentions of housing price 2,000,001-2,500,000 baht were higher than house price $\leq 1,000,000$ baht with statistical significance at the level of .05; and 3) customer housing estate purchase intentions of house price 1,000,001-1,500,000 baht were lower than housing price 1,500,001-2,000,000 baht with statistical significance at the level of .01. Other pairs of mean differences in customer housing estate purchase intentions of house price were similar.

Table 10: Paired comparisons of LSD between customer housing purchase intentions and house price

House Price	Mean	S.D.	$\leq 1,000,000$	1,000,001-1,500,000	1,500,001-2,000,000
$\leq 1,000,000$	4.270	0.624	-		
1,000,001-1,500,000	4.589	0.531	-.319	-	
1,500,001-2,000,000	4.836	0.283	-.566**	-.247**	-
2,000,001-2,500,000	4.676	0.382	-.406*	-0.087	-0.160
$> 3,000,000$	4.654	0.341	-.384	-0.065	-0.182

* $P < 0.05$, ** $p < 0.01$



From Table 11, the test of variance analysis (ANOVA) with an $F = 2.307$ and significance of < 0.05 , found that different housing brands explained the variance of customer housing estate of purchase intentions.

Table 11: Results of ANOVA of customer housing purchase intentions between house brand

The ANOVA for testing purchase intentions between house brand					
Source of Variances	Sum of Squares	d.f.	Mean Square	F	p-value
Between Groups	2.684	5	0.537	2.307	0.046*
Within Groups	48.855	210	0.233		
Total	51.539	215			

* $P < 0.05$

Table 12 shows the paired comparison of LSD between customer housing estate purchase intentions and housing brand results. The customer housing purchase intentions of the Sarin house brand was higher than the Reunperksa house brand, with statistical significance at the level of 0.05. However, other pairs of house brands were not different.

Table 12: Paired comparison of LSD between customer housing estate purchase intentions and house brand

Name of House Brand	Mean	S.D.	Sarin	Jarernsap	The river
Sarin	4.764	0.282	-		
Jarernsap	4.531	0.602	-0.233	-	
The river	4.552	0.501	-0.212	0.021	-
Ruenperksa	4.473	0.634	-0.291*	-0.058	-0.079
Supalai	4.752	0.372	-0.012	0.221	0.200

* $P < 0.05$

Objective 3: To study the influence of personal demographics, marketing mix, social media, and brand trust on customers of housing estate purchase intentions in Ubon Ratchathani Province.

The multiple linear regression analysis results with Enter method, as illustrated in Table 13, revealed that the various linear regression analyses resulted in multiple $R = 0.827$; the independent variables were related to the at a very high level. (Salkind, 2013) An R^2 (Adjusted) = 0.674 found that the independent variables could account for 67.4 percent of the variance of change in customers' housing estate purchase intentions. In contrast, the other 32.9 percent were influenced by the different variables not included in the model.



Table 13: Results of the multiple correlation analysis of the predictor variables and customers' housing estate purchase intentions

Model	R	R ²	Adjusted R ²
1	0.827 ^a	0.683	0.674

From Table 14, it was found that three variables out of 7 had a statistically significant effect on customers' housing estate purchase intentions. All variables had the tolerance and the Variance Inflation Factor (VIF) values that passed the criteria (i.e., Tolerance > 0 and VIF < 5.3) (Pheunpha, 2023), so that there was no problem with a very high level of correlation between the independent variables. All predictors were suitable for analysis in the multiple regression model. To compare between the regression coefficient size between independent variables to be fair, author select the standardized score of beta regression coefficient to compare in descending order of influence size as follows:

Brand trust influenced the housing estate purchase intentions of customers, with a statistically significant result at the 0.01 level. The Beta regression coefficient was 0.421; that is, if house estate was an increase in brand trust by 1 unit, it resulted in the housing estate purchase intentions of customers increased by 0.421 standard units, with the other independent variables being constant.

Our analysis also found that the marketing mix variable significantly influenced customers' housing estate purchase intentions. With a Beta regression coefficient of 0.300, a 1 unit increase in the marketing mix led to a substantial 0.300 standard unit increase in housing estate purchase intentions, with other variables remaining constant. This underscores the importance of considering the marketing mix in strategies aimed at influencing customers' housing estate purchase decisions.

Gender influences on housing estate purchase intentions was statistically significant at the 0.01 level, with the regression coefficient Beta = -0.083. That is, if the customers changed from male respondents to females, the housing estate purchase intentions of customers reduces by 0.083 standard units, while the other independent variables remain constant.

Other independent variables did not influence customer intentions to purchase housing estate, as shown in Table 14.



Table 14: Results of the multiple linear regression analysis of customers of housing estate purchase intentions

Model	Unstandardized Coefficients		Standard Coeffi.	t	p-value	Collinearity Statistics	
	B	S.E.				Toler.	VIF
Constant	0.337	0.241		1.398	0.164		
Gender (0, 1)	-0.066	0.033	-0.083	-2.037	0.043*	0.929	1.077
Age	0.028	0.027	0.049	1.053	0.294	0.72	1.389
Income	0.025	0.021	0.051	1.184	0.238	0.816	1.226
House price	-0.018	0.011	-0.062	-1.556	0.121	0.959	1.043
House Brand	-0.049	0.027	-0.078	-1.85	0.066	0.828	1.207
Marketing Mix	0.349	0.079	0.300	4.436	0.000**	0.341	2.935
Social Media	0.156	0.083	0.143	1.879	0.062	0.263	3.801
Brand Trust	0.443	0.079	0.421	5.615	0.000**	0.272	3.679

(Note * p<0.05, ** p<0.01)

From the Table 8 of multiple regression analysis, an equation for predicting the customers of housing estate purchase intentions may be created as follows:

The equation to predict purchase intentions of customers in the unstandardized score terms:

$$\text{House Purchase Intentions} = 0.377 + 0.443^{**} (\text{Brand Trust}) + 0.349^{**}(\text{Marketing Mix}) \\ -0.066^* (\text{Gender})$$

The equation to predict purchase intentions of customer in the standardized score terms:

$$\text{House Purchase Intentions} = 0.421^{**} (\text{Brand Trust}) + 0.300^{**}(\text{Marketing Mix}) \\ -0.083^* (\text{Gender})$$



6. DISCUSSION and CONCLUSIONS

Based on the results of hypothesis testing in this study, it was found that 3 of the 4 hypotheses were accepted or had significant effects. The three independent variables, brand trust, marketing mix, and gender, substantially affect housing estate purchase intentions, a crucial insight for decision-makers in the housing industry, as shown in Table 15.

Table15: Conclusion of hypothesis testing results

Hypothesis	Beta Coef.	P-value	Decision
H ₁ : There is a significant influence of personal customer demographics (gender) on consumer house purchase intentions.	-0.083	<.05*	Accepted
H ₂ : There is a significant influence of marketing mix on consumer house purchase intentions.	0.300	<.00**	Accepted
H ₃ : There is a significant influence of social media on consumer house purchase intentions.	0.143	>.05	Not Accepted
H ₄ : There is a significant influence of brand trust on consumer house purchase intentions.	0.421	<.001**	Accepted

The role of brand trust is the most important variable with a positive influence on housing purchase intentions in Ubon Ratchathani Province, with a significant impact, so that it can be ranked as brand quality perception, company brand value, housing estate staff, reliability, and honesty as sub-indicators in this study as influences. The findings of the ANOVAs and multiple regression analysis in this study confirmed people's trust in the brand names of real estate developers. Based on the empirical data, the Sarin brand housing estate in Ubon Ratchathani is a famous house brand. It confirmed that brand trust is the feeling consumers have due to their interaction with a brand, based on the perception that the brand is reliable and responsible for consumers' house quality and honesty. Sarin has sold houses within the past ten years of more than 13 projects, each with more than 1300 houses. So, brand trust preference leads to brand preference, where consumers actively choose one brand over others (Hansopaheluwakan et al., 2020). In addition, a trusted brand often has a positive reputation, influencing consumers' perceptions and their intentions to purchase. Positive word-of-mouth and reviews contribute to building brand trust (Gong et al., 2022). So, it makes sense and serves as information for real estate developers that consumer confidence in a developer's brand is a reliable indicator of how likely a buyer will be to make a purchase (Perwira et al., 2024).



The marketing mix was the second most influential variable on housing purchase intentions in Ubon Ratchathani Province. Based on the multiple regression and descriptive results of the study, it was found that the marketing mix's importance ranking of product, price, distribution channels, and promotion was an essential factor in purchasing intentions for housing estate for consumers in the Ubon Ratchathani Province. The results demonstrated that the house product's features, quality, and design may significantly impact a consumer's house estate purchase intentions in Ubon Ratchathai province. A well-designed and appealing product is more likely to attract buyers (Suyanto & Dewi, 2023). Specifically, the price of the house and place or location are second factors that customers considered important, as found in the previous studies by Poojary & Kumar (2024), Mariadas et al. (2019), Khan et al. (2017), and Purnomo & Bekasi (2023).

Last but not least was promotion. A descriptive analysis of the promotion variables demonstrated that consumers in Ubon Ratchathani Province and housing developers have often created advertising and publications to support the marketing of their housing products (for example, through brochures or mass media). Customers are interested in house style, product, and discounted prices, and the nature of the promotions carried out by developers are appropriate and support the marketing of their products; respondents feel they have had enough clear and complete information on which to base the purchase intentions (Purnomo & Bekasi, 2023).

Gender was the third influential variable on housing purchase intentions in Ubon Ratchathani Province. If the customers were male respondents, the housing estate purchase intentions increased by 0.083 standard units. It may influence house purchase intentions due to differences in preferences and financial situations between genders (Psychology Today Staff, 2024). In addition, ANOVA results found that differences in age, housing price, and house brand can explain the variance of a customer housing estate of purchase intentions with statistical significance. So, marketers and real estate developers must understand that customer characteristics are crucial for offerings and marketing strategies to meet the needs and preferences of different customer segments, ultimately influencing their purchase intentions.

Age: Different age groups may have varying priorities and preferences when purchasing a home. For example, younger buyers might prioritize affordability and proximity to urban centers, while older buyers might be more interested in features like safety, amenities, and long-term investment potential (Kotler & Keller, 2016). Marketers need to understand these distinctions to target their messaging and product offerings effectively.

Housing Price: The price sensitivity of different customer segments is crucial. High-end buyers may seek luxury features and exclusive locations, while budget-conscious buyers might prioritize cost-effective housing options. Pricing strategies and financing options should be customized to align with the



financial capacities of different segments (Solomon, 2020). House Brand: Brand perception plays a significant role in purchase decisions. Established brands with a reputation for quality and reliability may attract different types of buyers compared to newer or lesser-known brands. Developers can leverage brand equity to build trust and influence buyer decisions (Aaker, 1996).

It was concluded that, to enhance their profits and to sell their houses, housing developers need to build brand trust and to have the marketing-mix strategy of their housing estate to ensure the reliability of housing consumers' home buying intentions. They also need to consider the age and gender of customers to promote their business. Because people in Ubon Ratchathani have different jobs and salaries, they can afford houses at various prices. The housing entrepreneur should have a different price for each group. Social media for customer purchase intentions is not essential if the housing estate development has an outstanding promotion or channel marketing strategy to the customer. They have enough information to decide to buy a house because they trust the house brand. Businesses should inform consumers about their products, prices, locations, promotions and services before and after purchasing a house.

If these results are applicable to other provinces in Thailand, by considering these factors and their potential impact on customers' intentions to purchase housing, developers and policymakers can make informed decisions and tailor strategies to meet the evolving demands of the real estate market in Thailand. This approach will lead to increased sales, enhanced customer satisfaction, and ultimately contribute to the growth and success of the country's housing estate industry.

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