



**INVESTIGATING AND VALIDATING THE IMPACT OF PURCHASE INTENTION IN REAL ESTATE WITH THE EFFECT OF SOCIAL MEDIA MARKETING**

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**Abstract**

The market shares of different online social networking websites have grown rapidly in the recent years. The growth of social media and social network not only created a new way for people to communicate and interact with each other regardless of geographical distance, it also created a new style of commerce at the same time, known as social commerce. Social commerce evolved from Ecommerce and it exists in a community where consumers can share and refer experiences of electronic transactions with each other before making purchase decision. Hence, the purpose of this study is to examine the factors that influence consumer purchase intention in using social media. Majority of previous literatures focus more on Ecommerce. In order to have a deeper understanding on consumer purchase intention in social media, a research model is designed to suggest that entertainment,

interaction, trendiness, customization and word of mouth may influence consumer purchase intention in social media websites. Online questionnaires are conducted during this study. Also, several data analyses such as reliability test, Exploratory factor analysis, Independent sample t-test and One-Way ANOVA are conducted. The result of this study proved that entertainment, interaction, trendiness, customization and word of mouth have an impact on consumer purchase intention in social media websites. Lastly, there is a difference of consumer purchase intention in social media websites among the consumers with different demographic characteristics.

**Keywords: Social Media, Real estate, Exploratory factor analysis, Purchase Intention.**

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## Introduction

The advancement of E-commerce has extended to the introduction of social commerce through social media. Social media can be defined as internet-based applications which allow user to create, generate, and exchange content . Social network is one of the services of social media which allow users to create their webpages and connect and share information with friends and family Facebook, Twitter, LinkedIn, Google+ outlined the most important social network today . Social commerce is an evolution of social media by associating shopping activities into it . Shopping has always been a social activity and it takes place in social media has facilitated the buying and selling process in recent years.

Social commerce become popular and it is influential in the purchase and selling good and service in the virtual world because of its increase of generated revenue. Social commerce exists in a community where consumers share their personal experience of electronic transactions and other users refer their experience before making purchasing decision in order to select a good product. There is lack of a standard definition of social commerce. IBM defines social commerce as the concept within the context of E-commerce that connects customer and improve customer shopping experience. In addition, social commerce is a subset of E-commerce which performs E-commerce transactions with social media technologies.

Purchasing intention in a product can also occur with the influence of other people who are trusted by potential consumers. Consumers also sometimes feel very

interested in sharing information about products obtained through advertisements, the experiences of people who have used them, and the urgent need for a product. In the evaluation stage of the purchase decision process, consumers form a liking/interest for brands in a set of choices. Consumers may also form an interest in the product they most like.

## Review of Literature

**Felix et al., (2017)** indicated that Social media marketing is an integral element of 21st-century business. However, the literature on social media marketing remains fragmented and is focused on isolated issues, such as tactics for effective communication. The current research applies a qualitative, theory-building approach to develop a strategic framework that articulates four generic dimensions of strategic social media marketing.

**Tawfik Salah Al-Nahdi and Abu Hassam Abu Bakkar (2015)**, attitude toward the acquisition of real estate rather than location, living space, public amenities, and the reference group, has a beneficial influence on purchasing decisions. According to the author, a strong intention of purchase attitude disregards other influencing factors like the location of the property, services close by, or influences from reference groups like friends, relatives, and peer groups in their workplace environments. The author contends that intention is a willingness to perform behaviour and that it is the immediate antecedent of behaviour.

**Challa, Anute (2021)** brands are using Instagram to drive engagement and connect with the targeted markets and audience. Each

and Every company is coming up with unique content, by using quality images, Videos. Though some companies are unable to create post quality content, having a strong fan base in their social media platforms.

### Statement of the problem

#### RESEARCH

##### IV.1. The Purpose of Research

While the new media change our daily life practices, it also causes some transformations in the field of marketing. Today it can be said that the real estate sector is also inevitably affected by this transformation and that it has developed new business models that include social media. The purpose of this study is; In the framework of sampling, to investigate the social media's place in real estate marketing with the determined metrics and to discuss the findings by revealing possible dimensions of transformation.

##### Need of the study

IV.2. The Importance of Research  
In this research, "What are the social networks that the web sites in the sample group direct from the pages of the users?", "Facebook, Twitter, YouTube, Instagram etc. The search for the answers to the basic questions has been sought and the findings have also been examined comparatively. In this way, the role of the effective use of social networks in real estate marketing can be determined and the results of the transformation can be evaluated.

##### Objectives of the study:

➤ To know the demographic influences on Social media marketing activities.

➤ To find out the impact of socio economic profile of customers on purchase intention in real estate through social media

➤ To investigate and validate the impact of the effect of social media marketing activities on Purchase intention in real estate.

##### Hypotheses of the study

❖ **H<sub>0</sub>:** There is no significant influence on age and entertainment, interaction, trendiness, customization and word of mouth and consumer purchase intention

❖ **H<sub>0</sub>:** There is no significant influence on gender and entertainment, interaction, trendiness, customization and word of mouth and consumer purchase intention

❖ **H<sub>0</sub>:** There is no significant influence on educational qualification and entertainment, interaction, trendiness, customization and word of mouth and consumer purchase intention

❖ **H<sub>0</sub>:** There is no significant influence on income and entertainment, interaction, trendiness, customization and word of mouth and consumer purchase intention

##### IV.3. Method

###### Sampling

The tracer assists in reaching effective key information sources that make data sampling and sampling more meaningful in research. Content analysis is a technique used to characterize and compare data. The data obtained from the related web sites and social networks were obtained by means of tracing method within the scope

of the research and the databases created in this way were compared. Using Convenience sampling method, the sample size is 260.

#### IV.4. Sample

The evaluation of the web sites Facebook, Twitter, YouTube, Instagram have been

used to construct the sample of the researcher. These are the websites, which displays web traffic on a world and country basis. In this way, businesses can continuously monitor the visitor performance of their website.

### Analysis

#### Assessment of Reliability

**Table:1**Summary of reliability Test

Dependent Variable	Cronbach's Alpha	Number of item
Purchase intention in Real estate	0.846	6
Independent Variables (Social Media Marketing Activities)	Cronbach's Alpha	Number of item
Entertainment	0.741	3
Interaction	0.699	3
Trendiness	0.824	4
Customization	0.904	3
Word of mouth	0.863	3

Based on the result shown in the Table 1, all variables obtained cronbach's alpha exceeds 0.8. Therefore, all variables in this study are highly reliable.

**Table:2** Independent Sample t-Test and One way Anova

Ha	Variable	Sig.	t-Test &One way Anova	Finding
H <sub>1</sub>	Age	0.000	F= 21.632	Supported
H <sub>2</sub>	Gender	0.248	T=6.279	Not supported
H <sub>3</sub>	Education level	0.000	F=21.689	Supported
H <sub>4</sub>	Income Level	0.000	F=10.259	supported

**Significant at 0.05 level**

Based on Table 2, all the variables were tested at 0.05 level. Table-2 reveals that the p-value of age, education level and income level were below 0.0 except gender.

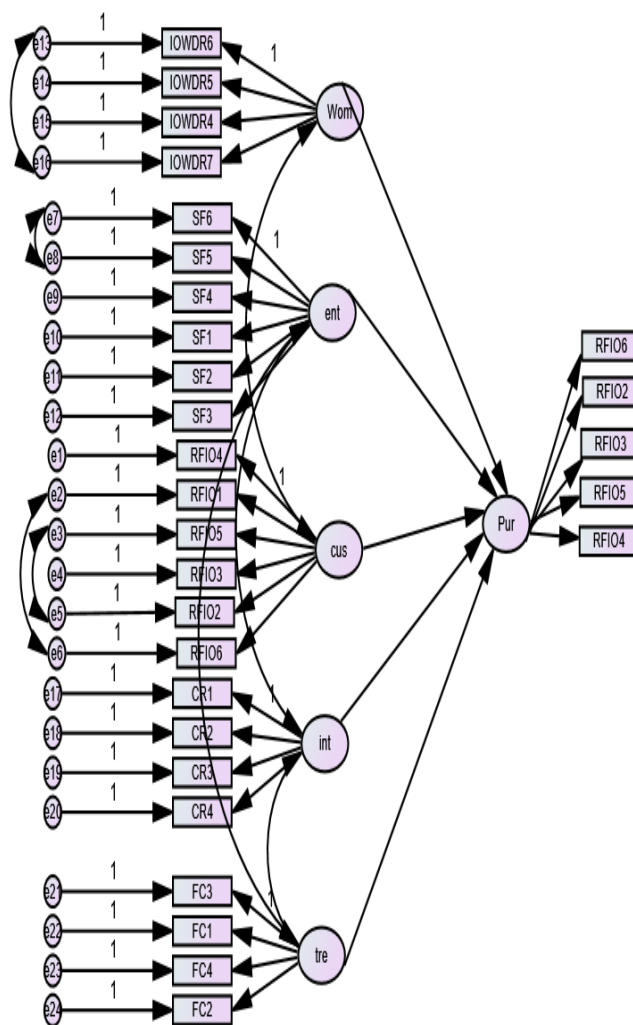
As a result, there is a difference of consumer purchase intention in social media websites

with different demographic characteristics. For gender, the study shows that there is no significant among purchase intention in social media websites than women. For age groups, the study reveals that younger

consumers have stronger influence on online purchase intention. In addition, they are more responsive to the online information and basically navigating in social media websites is not a problem. For education level, the study reveals that respondents with higher qualification tend to have higher purchase intention through social media websites than lower education level. For income level, the result reveals that respondents with higher income have stronger purchase intention through social media websites.

### Structural equation Modelling

chart-1



**Table 3: Regression Weights: (Group number 1 - Default model)**

			Estimate	S.E.	C.R.	P	Label
entertainment	<---	Purchase intention	-.111	.058	-1.915	.055	Significant
interaction	<---	Purchase intention	.156	.063	2.472	.013	Significant
trendiness	<---	Purchase intention	.050	.056	.904	.006	Significant
customization	<---	Purchase intention	-.024	.057	-.429	.668	Insignificant
Word of mouth	<---	Purchase intention	-.038	.056	-.684	.494	Insignificant

From the Table 3, The following are the result of tested hypotheses through structural equation modeling.

- Entertainment has an effect on Purchase Intention.
- Interaction has an effect on Purchase Intention.
- Trendiness has an effect on Purchase Intention.
- Customization does not have an effect on Purchase Intention.
- Word of mouth does not have an effect on Purchase Intention.

**Implications:**

In conclusion, this study provides valuable insight for social media websites users and international business and future

sellers, researchers. Major findings such as the positive influence of entertainment, interaction, trendiness, customization and word of mouth on consumer purchase intention through social media websites reinforce the need for social media websites to improve their function and advantage in

order to be user friendly and provide them a joyful purchase experience. This study also confirms that trust have impact on consumer purchase intention through social media websites too. It also implies the need for international business to build its reputation and provide detailed information about their products and business. The effects of social influences on consumer purchase intention through social media website also provide business an idea to market their products through word of mouth communication. The differences of consumer purchase intention through social media websites among demographic characteristics indicate who are the key clients of social commerce is. In other words, it provides a direction to international business with who their strategy and operation should target on.

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