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THE INFLUENCE OF SOCIAL MEDIA ON SUSTAINABLE REAL ESTATE OUTCOMES IN THAILAND

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Abstract

The research examined the discrepancies in implementing sustainable real estate outcomes by offering social media tools pertinent to environmental business practices and assessing results according to consumer expectations. Mixed-methods research was employed, commencing with the qualitative segment that utilised the Rough Set e-Delphi technique including 21 expert panellists associated with sustainability and real estate. A quantitative study phase was conducted, involving an online survey of 740 participants engaged in real estate transactions, including buying, selling, renting, and investing, throughout 2023-2024. The findings indicate that specific social media elements significantly predict sustainable outcomes in the real estate sector, especially for environmentally conscious target groups, with a prediction accuracy of 75% ($R^2 = 0.75$). In summary, entrepreneurs can achieve Sustainable Real Estate Outcomes (SOC) and establish a sustainable competitive advantage by effectively managing Content Marketing (CTM) and Customer Perceived Value (CPV), emphasising favourable effects on Brand Image (BIM) and enhancing Customer Engagement (CEG). This study identified social media and marketing methods that can be effectively implemented to achieve sustainable outcomes in the Real Estate sector, offering useful insights to aspiring entrepreneurs and researchers.

Keywords: Real Estate Marketing, Sustainable Real Estate, Social Media Platforms, Influencer Marketing, Content Marketing, Green Marketing, Customer Perceived Value, Brand Image, Customer Engagement, Sustainable Outcomes.

1. INTRODUCTION

The Thai real estate sector encounters numerous hurdles impeding market expansion, including interest rates, inventory backlogs, and loan trend forecasts. Nevertheless, growth prospects persist

owing to the rising number of consumers with sustainability awareness and governmental policies that promote sustainable business development (Real Estate Information Center, 2025). This research seeks to establish a framework that integrates social media tools with sustainability principles to give rules and objectives for sustainable development in the Thai real estate sector.

The real estate business is a prominent industry in Thailand's economic development, propelled by the persistent increase in demand for new residential and commercial properties. By 2024, the overall investment value approximated 3 trillion baht, therefore facilitating the establishment of a highly competitive market (Department of Business Development, 2024). As consumer behaviour increasingly favours ethical and environmentally sustainable practices, company owners and corporations must adapt their policies accordingly. Srivastava (2024) asserts that the emphasis must be on profitability while remaining environmentally and socially responsible. The implementation of social media and technology is crucial for managing customer relations and adjusting flexibly to changes in client behaviour (Anshu & Sharma, 2024; Kaplan & Haenlein, 2010).

Prior research has revealed that influencer marketing, in conjunction with social media platforms, has significantly enhanced the interaction between businesses and consumers, as well as communication efficacy (Sudiantini et al., 2024). Social media platforms save communication expenses and time while enhancing client engagement (Puriwat & Tripopsakul, 2021). Entrepreneurs who integrate social media with sustainability initiatives for eco-friendly objectives can significantly enhance their position in a competitive market (Sipos, 2024; Yan et al., 2024).

The incorporation of a strategic social media application with marketing engenders favourable alterations in consumer behaviour, including Customer Perceived Value, brand image, and engagement, hence promoting advantageous long-term results (Anjorin et al., 2024; Majid & Farooq, 2024). These characteristics enhance consumer happiness, purchase intention, recommendation, and loyalty, hence substantially increasing sustainable outcomes in the real estate sector (Mironiuc et al., 2021).

2. LITERATURE REVIEW

Organisations that emphasise sustainability can attain enduring success by concentrating on sustainable results, including customer happiness, purchasing choices, referrals, and continued patronage. Research indicates that environmental and social elements, together with their integration into company strategies, aim to enhance these outcomes (Mandung, 2024; Prihatiningrum et al., 2024). The integration of social media platforms with a company's accountability for environmental concerns, alongside transparent communication, enhances the congruence of intended brand values with consumer expectations, thereby cultivating customer trust and loyalty (Prihatiningrum et al., 2024; Srivastava, 2024). This particularly enhances a company's reputation, positively influences consumers, and elevates the probability of purchase and brand support (Iqbal & Elahi, 2024). These factors can be incorporated into a total of 11 hypotheses, presuming affirmative impacts and endorsement of sustainability in Thailand's real estate sector as follows:

2.1. Influencer Marketing--IFM

Social and influencer marketing has emerged as a highly valued instrument for enhancing the efficacy of content marketing tactics. This paper's analysis demonstrates that influencers, as credible content creators, can produce content that attracts customer attention and increases buy intentions (Kolo, 2024; Lestari, Maesaroh, & Hermawan, 2024). Content marketing enables brand supporters to share their favourable experiences with the brand, influencing consumer perception of value, brand image, and fostering long-term customer engagement with the target audience. By implementing this strategy,

organisations can convert potential targets into actual customers; however, cultural differences must also be considered (Rahman, Qolbiyah, & Sileuw, 2024; Rezki, 2023; Yong, Gao, & Poh, 2024).

H1: Influencer Marketing Positively Influences Content Marketing.

2.2. Social Media Platforms--SMP

Social media platforms are essential in revolutionising content marketing by allowing firms to create and disseminate engaging content specifically designed for their target audience. Emphasising user-centred design through engaging features such as polls, live streaming, and real-time interactivity significantly boosts involvement (Hruska & Maresova, 2020; Weller, 2016). The collaboration between social media platforms and high-quality content production significantly enhances visibility and encourages interaction from the target audience, while strengthening their brand identity (Weller, 2016; Zhang & Zhang, 2024). Moreover, algorithms and user-friendly content creation frameworks on social media enhance consumer pleasure, offering a competitive advantage in marketing real estate in the digital era (Wang, 2023).

H2: Social Media Platforms Positively Influence Content Marketing.

2.3. Green Marketing--GRM

Green marketing is a business strategy that influences customer perceived value and involvement. Consistent emphasis on sustainability and eco-friendly actions enhances brand trust and consumer happiness (Romón-Augusto et al., 2022). The articulation of this strategy confers a competitive edge, while sustainability and eco-friendly products foster enduring relationships between consumers and organisations, particularly by engaging responsible customers in marketing initiatives that influence their purchasing decisions (Hermayanti et al., 2024; Prihatiningrum et al., 2024; Yan et al., 2024).

H3: Green Marketing Positively Influences Customer Perceived Value.

H4: Green Marketing Positively Influences Customer Engagement.

2.4. Content Marketing--CTM

Content marketing is essential for establishing customer-perceived value and improving brand image through high-quality content that resonates with consumer demands. Producing articles, engaging videos, and maintaining consistent posting across social media platforms enhances brand awareness and fosters consumer trust (Hermayanti et al., 2024; Prihatiningrum et al., 2024). Content marketing involves creating material that provokes emotional and behavioural responses, specifically regarding customer engagement in brand campaigns and activities. Effective written communication by brand representatives, which promotes two-way interaction, enhances and cultivates the consumer-brand response relationship (Rizkia, Akbar, & Lina, 2024; Taiminen & Ranaweera, 2019). Ensuring the relevance of content marketing fosters brand loyalty and promotes sustained connection between customers and brands (Huang, 2024; Taiminen & Ranaweera, 2019).

H5: Content Marketing Positively Influences Customer Perceived Value.

H6: Content Marketing positively influences Brand Image.

H7: Content Marketing Positively Influences Customer Engagement.

2.5. Customer Perceived Value--CPV

Customer perceived value is a crucial factor in the creation of brand image and engagement. Product experience, utilisation, and brand trust foster positive perceptions of brand image, hence cultivating customer loyalty (Ahmadian, Sahraei, & Khosro, 2023; Janati & Kusmayadi, 2024). Consequently, when consumers perceive the desired value and deem it worthwhile, they are more inclined to participate

in various brand activities, such as commenting on social media or voluntarily recommending and encouraging acquaintances to engage with the brand (Iqbal & Elahi, 2024). The findings indicate that enhancing customer perceived value may foster long-term relationships that stimulate customer engagement through various means, including reciprocal communication and promotional initiatives, thereby cultivating brand trust and authenticity, which would benefit the business (Iqbal & Elahi, 2024).

H8: Customer Perceived Value positively influences Brand Image

H9: Customer Perceived Value positively influences Customer Engagement

2.6. Brand Image--BIM

Brand image is a pivotal element influencing brand loyalty, since favourable perceptions foster trust and confidence in the brand, resulting in heightened consumer satisfaction (Mandung, 2024). Research indicates that brand image, which embodies credibility and customer-valued ideas, can influence purchasing decisions and foster enduring customer connections. Moreover, a robust brand image reflecting environmental responsibility enhances client loyalty and trust (Srivastava, 2024). Content customers are likely to become brand champions by disseminating favourable experiences to others (Iqbal & Elahi, 2024). Furthermore, improving a favourable brand image is crucial for recruiting new customers and boosting profitability while fostering sustainability, leading to enduring organisational benefits (Sujanska & Nadanyiova, 2023).

H10: Brand Image Positively Influences Sustainable Outcomes

2.7. Customer Engagement--CEG

Customer involvement is essential for achieving sustainable results like as customer happiness, purchasing decisions, word-of-mouth promotion, and enduring loyalty. Customers with profound engagement in a brand typically exhibit contentment and helpful behaviours (Madhupriya, 2024; Yolanda & Keni, 2022). Demonstrates that fostering pleasant engagement experiences via effective communication and emotional brand linkages enhances trust and brand engagement, resulting in improved sustainable outcomes (Rahayu et al., 2024). Customer engagement fosters loyalty by elevating the probability of recurrent service utilisation and favourable referrals through improved interactive activities (Army et al., 2024; Iqbal & Elahi, 2024).

H11: Customer Engagement positively influences Sustainable Outcomes

All 11 hypotheses are summarized in the conceptual framework as shown in figure 1.

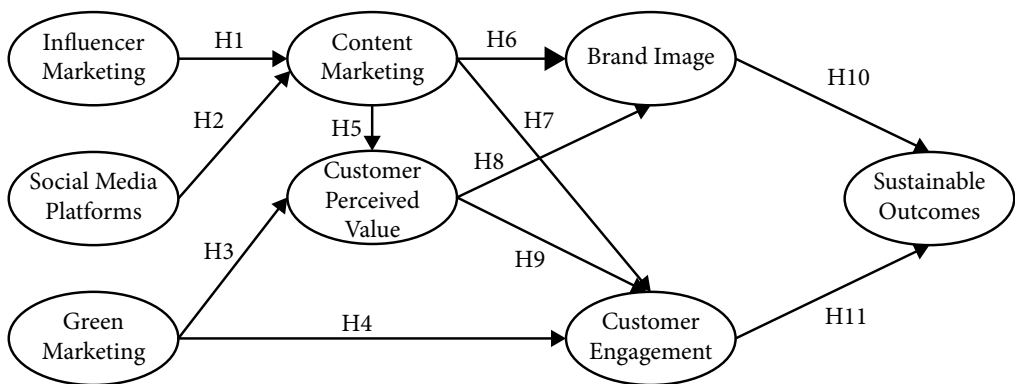


Figure 1: Conceptual Framework.

3. RESEARCH METHODOLOGY

This study used a mixed-methods design. A qualitative technique employing the Rough Set e-Delphi Technique was initially implemented to mitigate data ambiguity and achieve a definitive agreement by gathering expert opinions from 21 real estate professionals. The last phase involves quantitative analysis, employing advanced statistical methods to investigate the correlations among variables and evaluate the research hypotheses through structural equation modelling (SEM) with the target demographic engaged in buying, selling, renting, and investing in real estate via social media. Due to the indeterminate population size, the sample size was determined by employing a factor of 10-20 times the quantity of observable variables. The dual methodologies enhanced the study's depth and reliability, ensuring the validity of findings and their practical applicability (Creswell & Creswell, 2017; Makmee, 2020). The Ethics Review Board of Rangsit University in Thailand has examined and approved the study, issuing Certificate of Approval (COA) No. RSUERB2024-128.

3.1. Research Instruments

3.1.1. Qualitative Research

The researcher employed the Rough Set e-Delphi Technique, consisting of three rounds of online surveys to gather expert opinions for the identification and development of factor indicators. The responses obtained from this exercise will serve as the foundation for the subsequent quantitative study design (Pankham & Chadcham, 2017).

3.1.2. Quantitative Research

The researcher created an online questionnaire measuring scale utilising components and indications derived from qualitative research, employing a 7-point Likert scale for quantitative data from the intended sample group. The acquired quantitative data will be analysed by SEM to assess variable correlations and examine a model utilising empirical data (Hair et al., 2010).

3.2. Data Collection

Qualitative data collection engaged 21 specialists possessing a minimum of five years of expertise in the real estate sector from August to October 2024. These professionals have extensive information, knowledge, experience, and proficiency in the sector. Quantitative data was gathered from 740 participants electronically, comprising buyers, sellers, tenants, and investors utilising real estate platforms on social media, with data collecting conducted from November 2024 to January 2025.

4. DATA ANALYSIS

The data collecting encompassed both qualitative and quantitative methodologies. The qualitative data gathering step involved data analysis with the Rough Set e-Delphi Technique to assess expert consensus. Based on the recommendations of Nuamthong and Pankham (2023), it was established that indicators achieved consensus when the Quality of Lower Approximation (QL) was greater than or equal to 0.75. This degree of consensus facilitates the authenticated validation of the collective assessment of the expert panel.

The quantitative data collection phase employed Structural Equation Modelling (SEM) to evaluate the theoretical framework and hypothesised relationships of the study in the development of evaluation instruments, adhering to SEM research standards. The evaluation of the measurement model's goodness of fit with empirical data utilised many statistical criteria.

The statistical validation criteria encompassed factor loadings (λ) above 0.70, coefficient of determination (R^2) surpassing 0.50, Cronbach's alpha (α) being at least 0.70, composite reliability (CR) being no less than 0.70, and Average Variance Extracted (AVE) being a minimum of 0.50 (Hair et al., 2010; Ingard, 2022; Kline, 2023).

The following criteria were utilised for SEM fit indices: chi-square divided by degrees of freedom (χ^2/df) ≤ 3.00 , Goodness of Fit Index (GFI) ≥ 0.90 , Comparative Fit Index (CFI) ≥ 0.90 , Tucker-Lewis Index (TLI) ≥ 0.90 , Standardised Root Mean Square Residual (SRMR) < 0.08 , and Root Mean Square Error of Approximation (RMSEA) < 0.08 (Hair et al., 2010; Ingard, 2022; Kline, 2023).

5. RESULTS

5.1. Qualitative Research Results

The qualitative investigation employing the Rough Set e-Delphi Technique for real estate sustainability discovered 53 indicators. These indicators were utilised to create quantitative research instruments. The instrument's quality was subsequently confirmed using various validation procedures, encompassing content validity assessment, Item-Objective Congruence Index (IOC) evaluation, construct validity analysis via factor analysis, and reliability testing. The reliability evaluation encompassed the verification of internal consistency by Cronbach's Alpha coefficient. Subsequent to these validation procedures, the questionnaire was distilled to 39 indicators as outlined below:

Table 1: Indicators for Qualitative Implementation.

Item	Indicator	QL	Item	Indicator	QL	Item	Indicator	QL
1	SMP1	1.00	14	GRM4	0.95	27	CEG3	1.00
2	SMP2	1.00	15	GRM5	0.90	28	CEG4	0.95
3	SMP3	1.00	16	CTM1	1.00	29	CEG5	1.00
4	SMP4	1.00	17	CTM2	1.00	30	BIM1	1.00
5	SMP5	0.95	18	CTM3	1.00	31	BIM2	1.00
6	IFM1	0.86	19	CTM4	1.00	32	BIM3	1.00
7	IFM2	0.90	20	CTM5	1.00	33	BIM4	0.95
8	IFM3	1.00	21	CPV1	0.95	34	BIM5	0.90
9	IFM4	1.00	22	CPV2	1.00	35	SOC1	0.90
10	IFM5	0.76	23	CPV3	1.00	36	SOC2	0.95
11	GRM1	0.95	24	CPV4	1.00	37	SOC3	0.86
12	GRM2	0.95	25	CEG1	1.00	38	SOC4	0.95
13	GRM3	0.90	26	CEG2	0.95	39	SOC5	1.00

QL ≥ 0.75 = Consensus

Table 1, the analysis of all 39 indicators achieved consensus, reflecting the reliability of these indicators.

5.2. Quantitative Research Results

The researcher employed 39 indicators to create quantitative study instruments, obtaining 740 complete and valid responses. Subsequent to data verification, the ensuing analyses were performed:

5.3. Measurement Model Testing

Refer to Table 2 for the outcomes of Factor Loading, Construct Validity, and Reliability Analysis pertaining to the model's factors. All factors exhibit substantial reliability, with factor loading (λ) above 0.70, coefficient of determination (R^2) surpassing 0.50, Cronbach's alpha (α) being no less than 0.70, and composite reliability (CR) being at least 0.70. Convergent validity was evaluated using an

average variance extracted (AVE) of ≥ 0.50 , signifying that the measurement instrument demonstrates strong validity and reliability.

Table 2: Factor Loading, Construct Validity, and Reliability Analysis.

Factor	Indicator	Loading	R ²	Cronbach's Alpha	CR	AVE
IFM	IFM1	0.81	0.65	0.92	0.92	0.70
	IFM2	0.81	0.65			
	IFM3	0.88	0.78			
	IFM4	0.84	0.71			
	IFM5	0.84	0.70			
SMP	SMP1	0.82	0.67	0.92	0.92	0.67
	SMP2	0.85	0.73			
	SMP3	0.87	0.77			
	SMP4	0.80	0.63			
	SMP5	0.79	0.63			
GRM	GRM1	0.81	0.66	0.93	0.93	0.72
	GRM2	0.83	0.68			
	GRM3	0.89	0.80			
	GRM4	0.87	0.76			
	GRM5	0.84	0.70			
CTM	CTM1	0.78	0.62	0.92	0.92	0.70
	CTM2	0.88	0.77			
	CTM3	0.88	0.77			
	CTM4	0.81	0.66			
	CTM5	0.82	0.67			
CPV	CPV1	0.82	0.68	0.91	0.91	0.71
	CPV2	0.89	0.80			
	CPV3	0.86	0.74			
	CPV4	0.78	0.61			
BIM	BIM1	0.82	0.67	0.92	0.92	0.71
	BIM2	0.84	0.70			
	BIM3	0.88	0.78			
	BIM4	0.86	0.74			
	BIM5	0.81	0.65			
CEG	CEG1	0.78	0.61	0.92	0.93	0.72
	CEG2	0.81	0.66			
	CEG3	0.88	0.78			
	CEG4	0.87	0.76			
	CEG5	0.84	0.71			
SOC	SOC1	0.87	0.75	0.92	0.93	0.72
	SOC2	0.83	0.70			
	SOC3	0.85	0.71			
	SOC4	0.88	0.78			
	SOC5	0.81	0.66			

5.4. Model Fit with Empirical Data

Table 3: Model Fit Indices of SEM Test.

Fit Index	χ^2	df	X ² /df	AGFI	GFI	CFI	TLI	SRMR	RMSEA
Criteria	-	-	≤ 3.00	≥ 0.90	≥ 0.90	≥ 0.90	≥ 0.90	< 0.08	< 0.08
Results	1369.54	675	2.03	0.90	0.91	0.98	0.97	0.04	0.04
Conclusion	-	-	Fit	Fit	Fit	Fit	Fit	Fit	Fit

Table 3 indicates that the model exhibits a superior fit with the empirical data: $\chi^2 = 1369.54$, $df = 675$, $\chi^2/df = 2.03$, $AGFI = 0.90$, $GFI = 0.91$, $CFI = 0.98$, $TLI = 0.97$, $SRMR = 0.04$, and $RMSEA = 0.04$. These values signify an exceptional alignment of the model with the data.

5.5. Hypothesis Testing Results

Table 4: Path Coefficients.

	Hypothesis	β	S.E.	T-Test	p-value	Results
H1	IFM --> CTM	0.47	0.04	11.49	***	Support
H2	SMP --> CTM	0.45	0.04	10.74	***	Support
H3	GRM --> CPV	0.48	0.04	10.12	***	Support
H4	GRM --> CEG	0.23	0.05	4.52	***	Support
H5	CTM --> CPV	0.48	0.05	10.07	***	Support
H6	CTM --> BIM	0.56	0.05	11.53	***	Support
H7	CTM --> CEG	0.42	0.06	7.56	***	Support
H8	CPV --> BIM	0.42	0.05	9.09	***	Support
H9	CPV --> CEG	0.29	0.06	5.02	***	Support
H10	BIM --> SOC	0.54	0.05	10.95	***	Support
H11	CEG --> SOC	0.42	0.05	8.55	***	Support

* p < 0.05, ** p < 0.01, *** p < 0.001

The examination of Structural Path Coefficients in Table 4 indicates that all eleven hypotheses posited in this study were substantiated by empirical evidence, as illustrated in Figure 2.

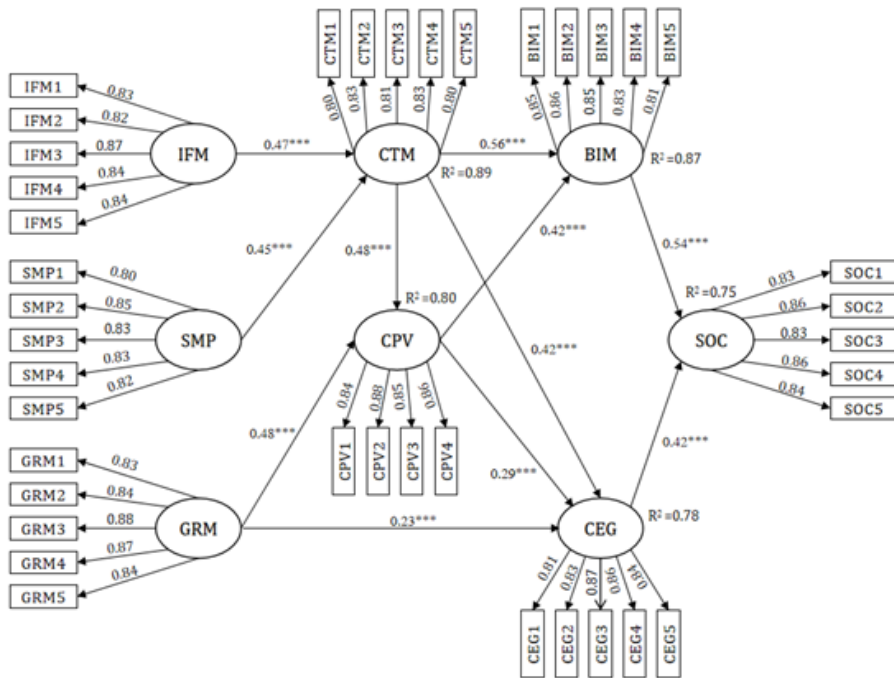


Figure 2: The Results of the Structural Equation Model Analysis for the Influence of Social Media on Sustainable Real Estate Outcomes in Thailand.

Figure 2. Structural Equation Model (SEM) diagram illustrating the interactions among latent variables exhibiting positive impacts. The RI values are as follows: CTM = 0.89, CPV = 0.80, BIM = 0.87, CEG = 0.78, and SOC = 0.75. The analysis results indicate the model's suitability for predicting customer behaviour about sustainable outcome strategies in Thailand's real estate sector.

6. DISCUSSION

Organisations prioritising sustainability can improve sustainable outcomes through the effective management of content marketing, brand image, customer perceived value, and customer engagement, which are interrelated essential aspects.

Kolo (2024) asserts that influencer marketing and social media platforms are essential in enhancing content marketing, hence augmenting brand image, customer perceived value, and fostering consumer engagement (Hruska & Maresova, 2020; Lestari et al., 2024; Yong et al., 2024).

Romón-Augusto et al. (2022) discovered that green marketing positively affects environmentally concerned customers' perceived value and engagement, which subsequently influences purchasing decisions and brand loyalty (Mendrofa, 2024; Yan et al., 2024).

Huang (2024) contends that content marketing is an additional factor that enhances brand image and customer engagement levels. Delivering high-quality information and value that resonates with the target audience enhances customer perceived value in purchasing decisions (Muhic & Klico, 2022).

Ahmadian et al. (2023) assert that enhancing customer engagement and brand image, essential components for cultivating enduring relationships, will promote socially and environmentally responsible consumption behaviours, resulting in word-of-mouth endorsements and sustained brand loyalty (Srivastava, 2024; Yuen, Zeng, & Lo, 2021).

Hernando and Sugiyanto (2024) shown that consumer perceived value significantly influences the development of brand image and customer engagement, as well as fostering sustainable outcomes. Customers who have positive experiences and perceive a brand's products or services as valuable are more likely to offer lasting support to the organisation and, in turn, participate in sustainable actions (Iqbal & Elahi, 2024; Nadjwa, Srivania, & Mardhiana, 2024).

Implementing strategies to comprehend customer perceived value and content marketing regarding their beneficial impacts on brand image and customer engagement will allow organisations to grasp their perceived value and enhance their capacity to promote sustainability and attain sustainable competitive advantages.

7. CONCLUSIONS AND RECOMMENDATIONS

This research focusses on sustainable outcomes in the Thai real estate sector. The research shows that brand image and customer interaction significantly impact sustainability outcomes in the real estate sector. The research demonstrates the necessity of integrating social media tools with sustainability in the real estate sector, highlighting the requirement for a comprehensive strategy to meet the demands of sustainability-oriented clients through effective communication, brand image enhancement, customer engagement, and the introduction of environmentally sustainable innovations.

The essay advises real estate companies to leverage social media platforms while emphasising the creation of high-quality, credible content that reflects sustainability principles. The research has certain limitations, including its unique emphasis and the necessity for ongoing evaluation based on its findings. Further research is required to obtain more comprehensive and precise information regarding sustainable real estate development.

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