

THE EFFECT OF REAL ESTATE ADVERTISING ON FACEBOOK ON THE PURCHASE INTENTION OF PROSPECTIVE BUYERS IN CHANTHABURI PROVINCE

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Abstract

This study examined the effects of real estate advertising on Facebook on the purchase intention of prospective buyers in Chanthaburi Province. The research focused on three areas: identifying the types of advertising content that attracted consumer interest, assessing the relationship between demographic characteristics and purchase intention, and evaluating how different Facebook advertising formats influenced consumer decisions. A quantitative research design was employed, using a structured questionnaire distributed to 400 residents aged 25 and above, selected based on Yamane's formula. The instrument was validated by experts, and data was collected through both online and offline channels. Descriptive statistics—including frequency, percentage, mean, and standard deviation—and inferential tests such as t-test and ANOVA were used for analysis. The findings showed that consumers were highly exposed to Facebook real estate advertisements, with video formats generating the strongest interest due to their clarity and ability to present realistic project details. Demographic factors, particularly occupation and income, were significantly associated with purchase intention. Advertisements that provided clear, relevant, and timely information encouraged consumers to seek additional details and consider the projects more seriously. The results demonstrated that Facebook advertising played a meaningful role in stimulating awareness, interest, and evaluation within the decision-making process. Overall, the study concluded that Facebook advertising significantly influenced purchase intention and provided valuable insights for developing effective marketing strategies in the real estate sector.

Keywords: *Real estate advertising, Facebook, Purchase intention, Consumer behavior, Prospective buyers, Chanthaburi Province*

Introduction

Real estate is one of the fundamental factors essential to human life, encompassing housing, investment, and long-term stability. Consequently, real estate development has become a major industry that plays a significant role in the national economy and faces increasing competition, particularly in the digital era in which consumers have rapid access to information through online media. Social media, in particular, has emerged as a powerful marketing communication tool for businesses across all sectors, including the real estate industry.

Chanthaburi Province has experienced continuous expansion in its real estate market due to economic and tourism-related growth. This has intensified competition among real estate developers, prompting them to adopt suitable and effective marketing tools to build awareness, attract consumer interest, and stimulate information-seeking behavior and purchase decision-making.

Facebook is one of the most widely used online platforms in Thailand and serves as a primary channel for promoting housing projects, townhomes, and commercial buildings. Its ability to target specific audiences based on gender, age, income, interests, and geographic location enables real estate businesses to reach potential buyers accurately. According to the Digital 2023 report, Thailand has over 48 million Facebook accounts, highlighting Facebook advertising as a strategic tool for generating awareness and influencing consumer consideration in real estate purchases.

Facebook offers a variety of advertising formats, such as Image Ads, Video Ads, Canvas (Instant Experience) Ads, and Carousel Ads. Each format has its own strengths in attracting consumer attention. The use of appealing visuals, concise video content, and clear information presentation can influence consumer attitudes, increase interest, and enhance awareness—ultimately contributing to the formation of purchase intention.

Despite the widespread use of Facebook advertising, it remains essential to examine which advertising formats and which influencing factors contribute most effectively to consumer interest and purchase intention among prospective buyers in Chanthaburi Province. It is also important to consider whether demographic characteristics—such as age, occupation, income, and education level—affect purchase intention to varying degrees. Understanding these factors will enable real estate developers to design advertising content that aligns more closely with the needs and expectations of their target audiences.

Therefore, this study, entitled “The Effect of Real Estate Advertising on Facebook on the Purchase Intention of Prospective Buyers in Chanthaburi Province,” was conducted to investigate the advertising formats that influence consumer interest, examine the relationship between demographic characteristics and purchase intention, and analyze the relationship between Facebook advertising formats and the purchase intention of prospective real estate buyers in Chanthaburi Province. The findings are expected to support developers in designing more effective online advertising strategies and provide valuable insights for future real estate business planning.

Conceptual Framework

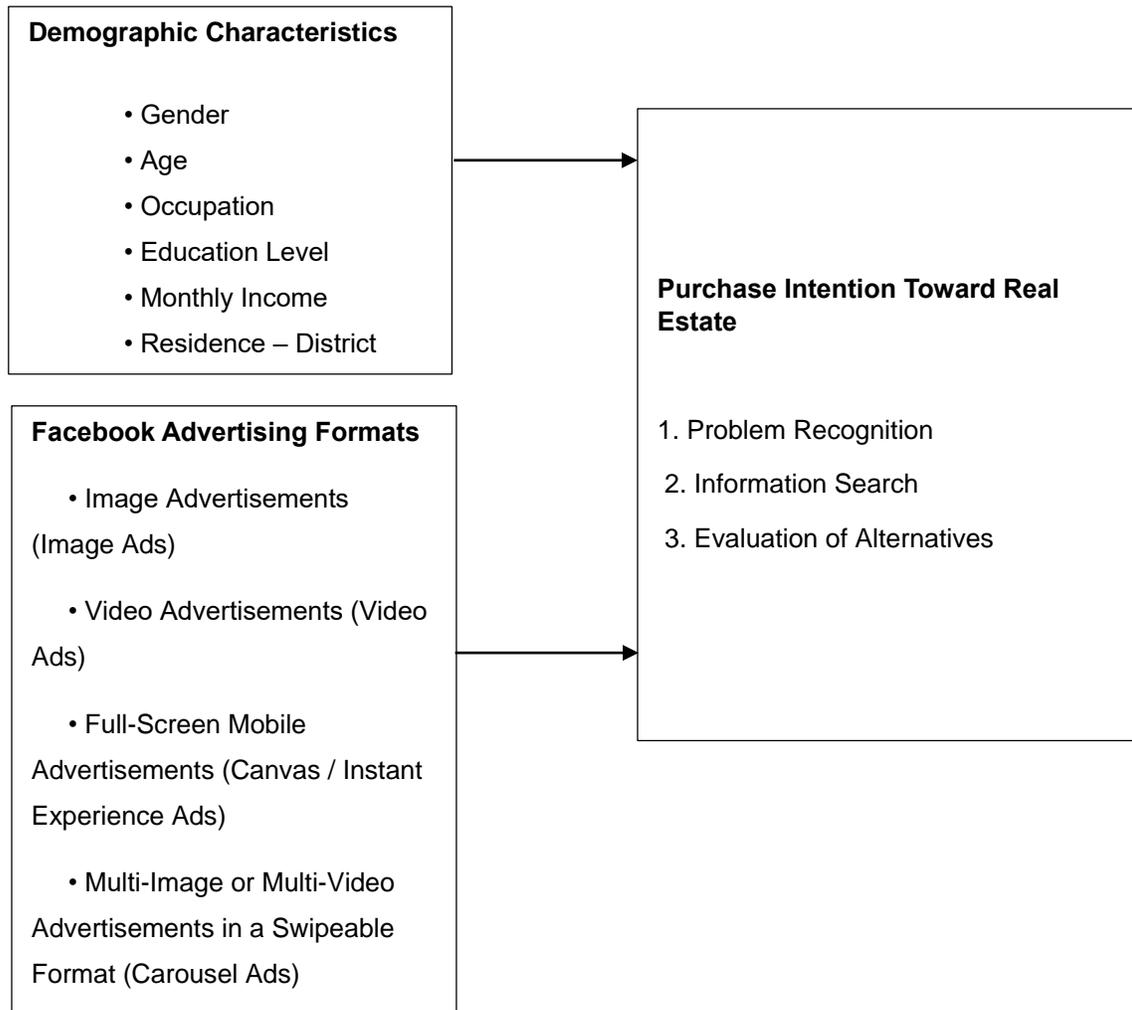


Figure 1: illustrates the conceptual framework of the study.

Literature Review

This study examines the relevant concepts, theories, and literature, which are organized into five main sections:

- 1) The concept of perception
- 2) The concept of Facebook advertising
- 3) The concept of purchase intention
- 4) The theory of prospective customers
- 5) Related research studies.

The first section, the concept of perception, refers to the process through which individuals interpret, filter, and select stimuli received through various senses in order to construct meaning from their

surroundings. Perception plays a fundamental role in consumer decision-making. According to Kittisak Saksri (1987), perception involves using sensory experiences to interpret and identify stimuli. The perceptual process consists of three main stages: (1) exposure to stimuli, (2) interpretation, and (3) the use of prior knowledge. Various personal and situational factors can also influence perceptual outcomes. The second section concerns the concept of Facebook advertising, which has become one of the most widely used social media platforms and an effective marketing tool for reaching specific target audiences. Facebook allows advertisers to target users based on age, gender, interests, behaviors, and geographic location. Its primary advertising formats include Image Ads, Video Ads, Canvas (Instant Experience) Ads, and Carousel Ads. Facebook advertising objectives can generally be categorized into three levels: awareness, consideration, and conversion. The third section, the concept of purchase intention, refers to a consumer's willingness or readiness to purchase a product or service. Purchase intention forms through the evaluation of information, attitudes, and prior experiences. This concept aligns with Kotler's (2000) five-step consumer decision-making process: (1) problem recognition, (2) information search, (3) evaluation of alternatives, (4) purchase decision, and (5) post-purchase behavior. The fourth section addresses the theory of prospective customers, referring to individuals who have the potential to purchase a product even if they have not yet made an immediate decision. Prospective customers often display behaviors such as searching for information, following relevant content, showing interest in promotions, and visiting project sites. The final section presents related research studies. Sutthisak Thanathipanont (2022) found that emotional image-based content in advertisements stimulates consumer desire more effectively than product-only images. Thanarat Semaopak (2020) revealed that advertising perception is significantly associated with purchasing decisions and that individual demographic factors play an important role. Jiratat Asadwanitchakorn (2019) reported that content presented through Facebook Pages significantly influences attractiveness and service usage intention. International research likewise supports these findings. Xiuzhi Zhang et al. (2022) reported that online advertising increases new home sales, with stronger effects when housing prices decrease. Dwi Rachmawati et al. (2019) found that product quality, price, location, promotions, and corporate image all have significant positive effects on home purchase decisions, with location emerging as the most influential factor.

Research Objectives

1. To examine the types of real estate advertising content on Facebook and the level of interest among prospective buyers in Chanthaburi Province.
2. To investigate the relationship between demographic characteristics and the purchase intention of prospective real estate buyers in Chanthaburi Province.
3. To study the relationship between Facebook advertising formats and the purchase intention of prospective real estate buyers in Chanthaburi Province.

Research Methodology

The study entitled “The Effect of Real Estate Advertising on Facebook on the Purchase Intention of Prospective Buyers in Chanthaburi Province” employed a quantitative research design. The primary instrument used for data collection was a questionnaire. A non-probability sampling technique was applied, targeting residents of Chanthaburi Province aged 25 years and above. A total of 400 respondents were selected based on Yamane’s formula at a 95% confidence level. Data were collected through both online channels—such as Facebook and Line—and offline channels, including shopping malls, community areas, and locations related to real estate transactions within Chanthaburi Province.

The questionnaire consisted of four sections. The first section gathered general demographic information and exposure to real estate advertisements in Chanthaburi, using a checklist format. The second section focused on Facebook advertising formats for real estate, using a five-point Likert scale. The third section measured purchase intention toward real estate, also using a five-point Likert scale. The fourth section consisted of open-ended questions that allowed respondents to provide additional comments or suggestions.

Data analysis employed descriptive statistics, including frequency, percentage, mean, and standard deviation, as well as inferential statistics such as the t-test and ANOVA.

Research Results

Results for Objective 1: The findings indicate that most respondents frequently encounter real estate advertisements on Facebook, particularly in the form of images, videos, Carousels, and Canvas advertisements, which are commonly used by real estate businesses to present project details and locations. Among these formats, video advertisements received the highest level of interest, as they allow viewers to clearly visualize the atmosphere and functions of the property, present concise yet complete information, and encourage users to click for further details more effectively than other formats.

The results indicate that most respondents demonstrated a high level of exposure to and interest in real estate advertising on Facebook. In terms of distribution, video advertisements received the highest level of interest, accounting for 95.10% of the respondents. This was followed by image advertisements at 94.85%, while Canvas advertisements and Carousel advertisements accounted for 93.63% and 90.93%, respectively.

These findings suggest that advertising formats featuring dynamic visual elements and the ability to present detailed and realistic real estate project information are more effective in capturing consumer attention. Such formats enable consumers to better understand property features and overall project environments, thereby enhancing their level of interest in real estate advertising on Facebook.

Results for Objective 2: The analysis revealed that certain demographic characteristics were clearly associated with levels of purchase intention, particularly occupation and monthly income, which reflect consumers’ purchasing capability. Individuals with stable or higher incomes showed greater interest in seeking information and demonstrated higher readiness to purchase a home.

Differences in real estate purchase intention across demographic groups were analyzed using inferential statistics, including t-tests and One-way ANOVA. The t-test was applied to compare purchase intention between male and female respondents, and the results indicated no statistically significant difference between the two groups.

One-way ANOVA was used to examine differences in purchase intention across age groups, occupation categories, education levels, and monthly income ranges. The findings revealed that occupation and monthly income had a statistically significant influence on purchase intention, whereas age and education level did not show significant differences.

These results indicate that consumers' economic stability and occupational characteristics play an important role in shaping their readiness to purchase real estate.

Results for Objective 3: The findings further demonstrated that Facebook advertising formats have a significant impact on consumers' purchase intention. Video and image advertisements containing complete information—such as pricing, location, sample house images, and project features—were shown to enhance consumer understanding of the project, reduce uncertainty, and strengthen confidence in decision-making.

Respondents who perceived the advertisements as “interesting” or “relevant to their needs” were more likely to seek additional information, inquire about project details, and plan site visits compared to those who felt indifferent. Carousel and Canvas advertisements also facilitated information evaluation, making them useful supportive formats in the decision-making process.

Among all formats, videos had the strongest influence on purchase intention, followed by image advertisements and Carousel advertisements. Advertisements that conveyed information clearly and aligned with consumer interests were found to have the greatest impact on consumers' final consideration and purchase decision.

Conclusion

The findings of this study indicate that consumers in Chanthaburi Province are widely exposed to real estate advertising on Facebook, with video advertisements emerging as the most effective format for capturing interest. Video ads enabled consumers to better visualize project environments, understand housing features, and decide whether to seek further information. Static image advertisements also played an important role by clearly presenting essential information such as price, location, and key selling points, while Carousel advertisements facilitated comparisons of different house layouts within a single post. Although Canvas/Instant Experience ads were encountered less frequently, respondents who had experienced them expressed positive perceptions due to their ability to present comprehensive information in an immersive format. Overall, advertisements that were clear, realistic, and relevant to consumer needs generated the highest levels of engagement, supporting previous findings that visually appealing and emotionally engaging content—particularly video—has a strong influence on consumer attention and decision-making.

In addition, the analysis revealed that demographic factors, especially occupation and monthly income, were significantly associated with real estate purchase intention. Individuals with stable or higher incomes demonstrated greater readiness to seek information and make purchase decisions, while respondents aged 25–44 showed higher purchase intention due to life-stage housing needs. Gender and education level did not present significant differences. The results further suggest that consumer decision-making follows Kotler's model, beginning with problem recognition and progressing through information search and evaluation of alternatives. Facebook advertising serves as an initial trigger in this process, encouraging consumers to compare projects and assess options. These findings highlight that Facebook advertising not only enhances awareness but also effectively reaches consumer segments with actual purchasing power, particularly when advertisements provide accurate, detailed, and realistic information.

The findings of this study can be explained through the concept of perception, which suggests that consumers selectively attend to and interpret advertising messages that are relevant to their needs and interests. In particular, video advertisements allow consumers to visualize real estate projects more clearly by presenting spatial layout, design features, and surrounding environments, leading to a higher level of attention and engagement.

Furthermore, the results are consistent with the consumer decision-making process proposed by Kotler, which involves problem recognition, information search, and evaluation of alternatives. Facebook advertising functions as an initial stimulus that encourages consumers to recognize housing needs and seek further information. The strong influence of video advertisements on purchase intention reflects the effectiveness of digital media in reducing uncertainty and increasing confidence during the evaluation stage of real estate decision-making.

Based on the findings, the following marketing communication strategies for Facebook are recommended:

1. Use video advertisements as the primary format, as they best explain housing features, project atmosphere, and key selling points, thereby enhancing consumer confidence and decision-making.
2. Static images should be high-quality and highlight essential information, such as starting prices, prime locations, and plot sizes, enabling viewers to make quick initial assessments.
3. Carousel advertisements should be used for projects with multiple house types, as they facilitate faster comparisons for consumers.
4. Canvas (Instant Experience) should serve as a supplementary format, providing in-depth information such as amenities, interior layouts, and overall project details.
5. Advertising should be targeted based on income and occupation, as consumers with stable income and formal employment respond most positively and demonstrate the highest readiness to purchase.

Future studies should consider collecting qualitative data, such as interviews with prospective buyers, to gain deeper insight into purchase motivations. Expanding the study to other provinces would allow for comparisons of consumer behavior across regions. Additionally, examining the effectiveness of

other online platforms—such as TikTok, Instagram, or YouTube—would help identify the most influential media format. Finally, conducting experimental research using A/B testing to evaluate real advertisement performance would provide practical insights into the most effective advertising strategies for the real estate market.

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