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## The Effectiveness of Digital Marketing Strategies in Enhancing Real Estate Sales and Rentals: A Case Study on Real Estate in Bangkok

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### Abstract

This study examines the effectiveness of digital marketing strategies in enhancing real estate sales and rentals in Bangkok. With the shift from traditional marketing methods to digital platforms such as social media, SEO, CRM systems, and content marketing, the real estate sector has experienced profound transformations. This research adopts a quantitative methodology, surveying both real estate professionals and clients who have engaged with digital marketing in their property transactions. The objective is to identify the most effective digital strategies, assess their impact on customer decision-making, and analyze the challenges faced by agents in adopting these technologies. The findings aim to provide strategic recommendations for improving digital marketing practices, enhancing customer satisfaction, and increasing conversion rates. The study contributes to the academic field of digital business and offers practical insights for real estate professionals navigating an increasingly competitive digital marketplace.

*Keywords:* Digital Marketing, Real Estate Marketing, Lead Generation, Social Media Marketing, Online Advertising, CRM for Real Estate

### 1. Introduction

The real estate industry has undergone a major transformation due to digital technology, changing how properties are marketed, discovered, and transacted. Kotler (2016) noted that traditional marketing relied on offline methods such as newspaper listings and physical signage. Keller (2016) added that while those methods were effective in the past, they lacked speed, scalability, and access to data-driven insights.

In fast-developing markets like Bangkok, real estate professionals increasingly adopt digital tools to improve efficiency and expand client reach. Kaplan (2010) highlighted that online platforms facilitate real-time interaction between agents and customers. Haenlein (2010) pointed out that digital channels lower marketing costs while expanding visibility. Ryan (2016) emphasized that tools such as websites, mobile applications, and analytics have changed how businesses attract and retain clients.

Marketing tools including search engine optimization (SEO), customer relationship management (CRM) systems, social media, and email campaigns are now essential in real estate. Chaffey (2019) stated that SEO improves search visibility and draws relevant traffic to property listings. Fishkin (2020) explained that CRM platforms support lead tracking, personalized messaging, and effective follow-up communication.

Social media has also become a key driver of engagement. Tuten (2018) observed that platforms like Facebook and Instagram allow agents to create visual narratives and connect with audiences. Solomon (2018) added that these platforms support targeted advertising, making outreach more efficient. According to Statista (2023), more than 70 percent of Thai homebuyers now begin their property search online. Sashi (2012) argued that digital interaction strengthens trust between agents and prospective buyers.

Despite these tools, many agents remain uncertain about which strategies deliver the best results. Järvinen (2016) noted that a lack of performance tracking limits campaign effectiveness. Taiminen (2016) observed that poor integration between systems can disrupt the customer experience.

Although digital marketing has been widely studied in other industries, few studies focus on the real estate sector in emerging markets. In tourism, Bigné (2008) found that digital access improves decision-making by providing timely information. Sánchez (2008) emphasized that it enhances transparency and reduces consumer uncertainty. Andreu (2008) stated that personalization in digital experiences increases user satisfaction. In retail, Alalwan (2018) highlighted ease of use as a key factor in digital tool adoption. Dwivedi (2018) focused on platform trust and its impact on engagement. Rana (2018) found that perceived value strongly influences customer loyalty and repeated usage.

This study investigates the impact of digital marketing tools such as Facebook Ads, Google Ads, CRM systems, SEO, and email marketing on lead generation, customer satisfaction, and purchase decisions in

Bangkok's real estate market. The findings aim to provide practical strategies for real estate professionals and support academic understanding of digital transformation in property-related services.

## 2. Objectives

- 1) To examine the impact of digital marketing on real estate sales and rentals.
- 2) To identify the most effective digital marketing channels used by real estate professionals.
- 3) To explore challenges faced by real estate professionals in adopting digital tools.

### 2.1 Analytical Theoretical Framework, Hypotheses, and Supporting Theories

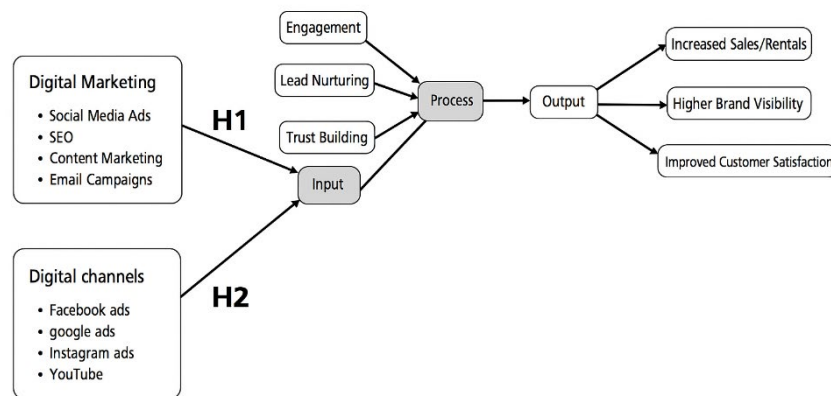
This research is grounded in the principles of digital marketing theory and social media marketing frameworks, which highlight the role of digital platforms in influencing consumer behavior, brand visibility, and lead generation. In the real estate industry, where decision-making involves both emotional and financial considerations, social media offers a powerful channel for building awareness and trust.

To guide the analysis and support the research objectives, the following hypotheses are proposed:

H1: Digital marketing has a significant positive impact on the performance of real estate sales and rentals.

H2: There are significant differences in marketing effectiveness among digital channels (Facebook, Google, Instagram, and YouTube) used in real estate.

These hypotheses are based on prior studies and theoretical models in digital marketing literature, particularly those focused on consumer engagement, platform influence, and channel performance. The conceptual framework designed for this study illustrates the relationship between the use of social media platforms and marketing performance outcomes. Hypotheses H1 and H2 are embedded in the paths shown in the framework diagram, which serves as a foundation for the research methodology and analysis.



**Figure 1:** Conceptual Framework of the Impact of Digital Marketing and Digital Channels on Marketing Performance Outcomes

## 3. Materials and Methods

### 3.1 Research Design

This study employed a quantitative research design, suitable for examining patterns and relationships between measurable variables (Creswell, 2014). A structured online survey was used to collect data from real estate professionals and clients active in Bangkok's property market. The research aimed to explore how digital marketing tools influence customer satisfaction, lead generation, and purchase intentions.

### 3.2 Population and Sampling

The study focused on two primary groups:

1. Real estate professionals currently working in sales or rentals in Bangkok.
2. Clients who had purchased or rented properties in Bangkok through digital channels.

Saunders (2019) emphasized that purposive sampling is particularly useful for selecting participants who have specific characteristics aligned with the research objectives. Lewis (2019) noted that this method enables researchers to target relevant individuals with specialized insights. Thornhill (2019) added that although purposive sampling may limit generalizability, it enhances the contextual relevance of the study.

### 3.3 Research Instrument

A structured questionnaire was designed and used as the primary instrument. It was adapted from previous research and revised for this study's context. The survey was divided into four sections:

Section A: Demographics

Section B: Usage of digital marketing tools

Section C: Perceived effectiveness of these tools

Section D: Customer satisfaction and purchase behavior

Most of the items used a five-point Likert scale, allowing participants to express their level of agreement on various statements. Bryman (2015) highlighted that Likert scales help capture attitudinal responses effectively. Bell (2015) added that clear scale design increases response consistency and interpretability.

### 3.4 Data Collection Procedures

Data were collected over a 15-day period from May 1 to May 15, 2025, using online platforms such as email and social media. Participants were informed of the purpose of the study and assured that their participation was voluntary and confidential. This approach allowed for efficient outreach to active digital real estate users in Bangkok.

### 3.5 Data Analysis

The data were analyzed using a combination of descriptive and inferential statistical techniques. Descriptive statistics such as frequencies, percentages, and means were used to summarize the demographic profiles and behavioral patterns of respondents. To examine relationships between variables such as digital tool usage, customer satisfaction, and purchase decisions, regression analysis and correlation analysis were applied. These techniques allowed for identifying significant predictors and the strength of associations between variables (Pallant 2020).

### 3.6 Reliability and Validity

A pilot study involving 30 respondents was conducted to assess the internal consistency of the questionnaire. The Cronbach's alpha values for each latent variable were as follows:

Digital tool usage: 0.81

User satisfaction: 0.78

Purchase decision: 0.75

According to Nunnally (1994), a Cronbach's alpha value above 0.70 indicates acceptable reliability. Bernstein (1994) also supported that this threshold reflects consistent measurement across multiple items within a construct. For content validity, academic experts reviewed the questionnaire for clarity, structure, and relevance to the research objectives. Bryman (2015) emphasized the value of expert validation in ensuring instrument accuracy, and Bell (2015) noted that well-structured questions enhance response reliability and interpretability.

## 4. Results and Discussion

### 4.1 Demographic Profile of Respondents

Demographic characteristics of the 400 respondents, the sample group consisted of licensed real estate agents, brokers and developers operating in Bangkok. Customers (buyers or tenants) who have interacted with online property listings within the past 12 months, with the majority of respondents being female (58.8%), age group 25–39 years (38.0%), Current Role as Real Estate Agent/Broker (68.0%) and income level 20,001–50,000 Baht (40.2%). Detailed results are shown in Table 4.1

Table 1: Demographic Profile of Respondents

Demographic value	Category	Frequency	Percent
Gender	Male	165	41.2
	Female	235	58.8
	Total	400	100.0
Age Group	18–24 years	70	17.4
	25–39 years	152	38.0
	40–60 years	97	24.3
	60+ years	81	20.3
	Total	400	100.0
Current Role	Real Estate Agent/Broker	272	68.0
	Property Buyer	106	26.5
	Property Renter	22	5.5
	Total	400	100.0
Income Level	Below 20,000 Baht	32	8.0
	20,001–50,000 Baht	161	40.2
	50,001–100,000 Baht	108	27.0
	Over 100,000 Baht	99	24.8
	Total	400	100.0

#### 4.2 Digital Marketing Usage and Behavior

Digital Marketing Usage and Behavior. Most of them use digital platforms to search for properties weekly (88.0%), use digital marketing tools from social media (eg, Facebook, Instagram) 36.3%, digital marketing influences their property selection decision 80.5%, rely on online property information 33.8% and have attended virtual property tours or webinars organized by real estate agents 72.3%. Detailed results are shown in Table 2.

Table 2: Digital Marketing Usage and Behavior

Usage and Behavior	Category	Frequency	Percent
How often do you use digital platforms to search for properties?	Daily	88	22.0
	Weekly	312	88.0
	Total	400	100.0
Which of the following digital marketing tools have you interacted with?	Social media (e.g., Facebook, Instagram)	145	36.3
	Email campaigns (real estate newsletters)	116	29.0
	Online property listings (e.g., websites, apps)	106	26.5
	Customer Relationship Management (CRM) communications	33	8.2
	Total	400	100.0
Do you feel that digital marketing has influenced your decision-making when choosing a property?	Yes, significantly	322	80.5
	Yes, somewhat	58	14.5
	No, not at all	20	5.0
	Total	400	100.0
How much do you rely on online property information?	Fully rely	135	33.8
	Mostly rely	93	23.2
	Partially rely	82	20.5
	Rarely rely	90	22.5
	Total	400	100.0
Have you ever participated in virtual property tours or webinars hosted by real estate agents?	Yes	289	72.3
	No	111	27.8
	Total	400	100.0

#### 4.3 Relationship between Digital Marketing and Quality of Digital Marketing Campaigns

This research used Linear Regression Analysis to study the relationship between Digital Marketing and Perceived Effectiveness of Digital Marketing Strategies in 6 factors; Quality of Digital Marketing Campaigns, Perceived Value of Digital Marketing, Perceived Innovativeness of Digital Marketing Strategies, Perceived Brand Popularity of Real Estate Agencies, Consumer Satisfaction with Digital Marketing in Real Estate and Purchase Intention in Real Estate Transactions.

Table 3: Relationship between Digital Marketing and Quality of Digital Marketing Campaigns

Digital Marketing	Quality of Digital Marketing Campaigns			t	Sig.
	Unstandardized	Coefficients	Standardized		
	B	Std. Error	Beta		
(Constant	1.78	.73	.00	6.18	.000
Social media (e.g., Facebook, Instagram)	1.48	.57	.29	2.11	.000
Email campaigns (real estate newsletters)	1.07	.46	.21	2.14	.065
Online property listings (e.g., websites, apps)	1.13	.53	.08	4.65	.001
Customer Relationship Management (CRM)	.47	.04	1.17	3.97	.000
R Square = 0.27			F=19.43	Sig (F) = 0.000	

Table 3 indicates that Digital Marketing variables in this study significantly affect the dependent variable Quality of Digital Marketing Campaigns as  $F=19.43$  with  $Sig(F)=0.000$ , which is less than 0.05. The regression analysis found that  $R\text{ square} = 0.27$ . Moreover, the standardized Coefficient Beta of the Digital Marketing is all positive, meaning that Digital Marketing has a positive relationship with Quality of Digital Marketing Campaigns. Furthermore, it can be seen that the Social media (e.g., Facebook, Instagram), Online property listings (e.g., websites, apps) and Customer Relationship Management (CRM) communications are good variables for Quality of Digital Marketing Campaigns, with ( $T = 6.18$  with  $Sig\ 0.000$ ,  $p<0.05$ ), ( $T = 2.11$  with  $Sig\ 0.000$ ,  $p<0.05$ ), ( $T = 4.65$  with  $Sig\ 0.001$ ,  $p<0.05$ ), and ( $T = 3.97$  with  $Sig\ 0.000$ ,  $p<0.05$ ) respectively. In comparing the impact of variables, analysis of Digital

Marketing's variable contributions to the Quality of Digital Marketing Campaigns reveals that, with a beta value of 1.17, Customer Relationship Management (CRM) contributes the most, followed by social media (e.g., Facebook, Instagram) (Beta = 0.29) Email campaigns (real estate newsletters) (Beta = 0.21) and Online property listings (e.g., websites, apps) (Beta = 0.08) respectively. Based on the results, the regression equation can be defined as follows, Quality of Digital Marketing Campaigns =  $1.75 + 1.48$  social media (e.g., Facebook, Instagram) +  $1.07$  Email campaigns (real estate newsletters) +  $1.13$  Online property listings (e.g., websites, apps) +  $0.47$  Customer Relationship Management (CRM).

Therefore, it can be said that Digital Marketing has a significant impact on overall Quality of Digital Marketing Campaigns. Therefore, this study aligns with the finding of the study by Kotler et al., 2017 stating that Digital marketing renege customer engagement and turned it into real-time communication Adding more channels to sales and rental estate. Therefore, this study accepts H2: Facebook Ads, Google Ads, Instagram, YouTube are most effective Digital channels for estate Marketing.

#### 4.4 Relationship between Digital Marketing and Perceived Value

Table 4: Relationship between Digital Marketing and Perceived Value

Digital Marketing	Perceived Value				
	Unstandardized	Coefficients	Standardized	t	Sig.
	B	Std. Error	Beta		
(Constant	.52	.41	.00	3.72	.000
Social media (e.g., Facebook, Instagram)	.46	.13	.48	1.99	.000
Email campaigns (real estate newsletters)	.95	.34	.19	2.03	.675
Online property listings (e.g., websites, apps)	0.91	.27	.11	2.11	.000
Customer Relationship Management (CRM)	.98	1.03	.96	2.32	.071
R Square = 0.18			F=14.13	Sig (F) = 0.000	

Table 4 indicates that Digital Marketing variables in this study significantly affect the dependent variable Perceived Value as  $F=14.13$  with  $Sig(F)=0.000$ , which is less than 0.05. The regression analysis found that R square = 0.18.

Moreover, the standardized Coefficient Beta of the Digital Marketing is all positive, meaning that Digital Marketing has a positive relationship with Perceived Value. Furthermore, it can be seen that the social media (e.g., Facebook, Instagram) and Online property listings (e.g., websites, apps) are good variables for Perceived Value of Digital Marketing, with ( $T = 1.99$  with  $Sig\ 0.000$ ,  $p<0.05$ ), ( $T = 2.11$  with  $Sig\ 0.000$ ,  $p<0.05$ ), respectively. In comparing the impact of variables, analysis of Digital Marketing's variable contributions to the Perceived Value reveals that, with a beta value of 0.96, Customer Relationship Management (CRM) contributes the most, followed by Social media (e.g., Facebook, Instagram), respectively. Based on the results, the regression equation can be defined as follows,  $Perceived\ Value = 0.52 + 0.46\ social\ media\ (e.g.,\ Facebook,\ Instagram) + 0.95\ Email\ campaigns\ (real\ estate\ newsletters) + 0.91\ Online\ property\ listings\ (e.g.,\ websites,\ apps) + 0.98\ Customer\ Relationship\ Management\ (CRM)$

Therefore, it can be said that Digital Marketing has a significant impact on overall Perceived Value. Therefore, this study aligns with the finding of the study by Kaplan and Haenlein., 2010 stating that Digital Marketing in term of Perceived Value will rise sales and rentals of real estate. Therefore, this study accepts  $H1$ : Digital Marketing has impact on estate sales and rental and sale performance.

#### 4.5 Relationship between Digital Marketing and Perceived Innovativeness

Table 5: Relationship between Digital Marketing and Perceived Innovativeness

Digital Marketing	Perceived Innovativeness				
	Unstandardized	Coefficients	Standardized	t	Sig.
	B	Std. Error	Beta		
(Constant	1.74	.85	.00	2.14	.000
Social media (e.g., Facebook, Instagram)	1.17	.54	.47	1.97	.000
Email campaigns (real estate newsletters)	1.04	.68	.22	2.01	.000
Online property listings (e.g., websites, apps)	1.22	.36	.58	2.11	.000
Customer Relationship Management (CRM)	1.36	0.32	.49	1.99	.001
R Square = 0.13			F=17.42	Sig (F) = 0.000	

Table 5 indicates that Digital Marketing variables in this study significantly affect the dependent variable Perceived Innovativeness as  $F=17.42$  with  $\text{Sig}(F)=0.000$ , which is less than 0.05. The regression analysis found that  $R^2 = 0.13$ . Moreover, the standardized Coefficient Beta of the Digital Marketing is all positive, meaning that Digital Marketing has a positive relationship with Perceived Innovativeness.

Furthermore, it can be seen that the Social media (e.g., Facebook, Instagram), Email campaigns (real estate newsletters), Online property listings (e.g., websites, apps) and Customer Relationship Management (CRM) are good variables for Perceived Innovativeness, with ( $T = 2.14$  with  $\text{Sig} 0.000$ ,  $p<0.05$ ), ( $T = 1.97$  with  $\text{Sig} 0.000$ ,  $p<0.05$ ), ( $T = 2.01$  with  $\text{Sig} 0.000$ ,  $p<0.05$ ), ( $T = 2.11$  with  $\text{Sig} 0.000$ ,  $p<0.05$ ) and ( $T = 1.99$  with  $\text{Sig} 0.001$ ,  $p<0.05$ ) variable contributions to the Perceived Innovativeness reveals that, with a beta value of 0.58, Online property listings (e.g., websites, apps) contributes the most, followed by Customer Relationship Management (CRM) (Beta = 0.49), Social media (e.g., Facebook, Instagram) (Beta = 0.47) and Email campaigns (real estate newsletters) (Beta = 0.22) respectively. Based on the results, the regression equation can be defined as follows, Perceived Innovativeness =  $1.74 + 1.17$  Social media (e.g., Facebook, Instagram) +  $1.04$  Email campaigns (real estate newsletters) +  $1.22$  Online property listings (e.g., websites, apps) +  $1.36$  Customer Relationship Management (CRM).

Therefore, it can be said that Digital Marketing has a significant impact on overall Perceived Innovativeness. Therefore, this study aligns with the finding of the study by Chaffey, 2019 stating that Digital Marketing in term of Perceived Innovativeness will rise sales and rentals of real estate. Therefore, this study accepts H1: Digital Marketing has impact on estate sales and rental and sale performance.

#### 4.6 Relationship between Digital Marketing and Perceived Brand Popularity

Table 6: Relationship between Digital Marketing and Perceived Brand Popularity.

Digital Marketing	Perceived Brand Popularity			t	Sig.
	Unstandardized	Coefficients	Standardized		
	B	Std. Error	Beta		
(Constant)	1.79	.82	.00	3.18	.000
Social media (e.g., Facebook, Instagram)	0.86	.77	.65	2.13	.000
Email campaigns (real estate newsletters)	1.23	.93	.57	2.14	.744
Online property listings (e.g., websites, apps)	1.14	.35	.19	1.98	.216
Customer Relationship Management (CRM)	0.69	.62	.62	2.36	.000
	R Square = 0.22		F=18.31	Sig (F) = 0.000	

Table 6 indicates that Digital Marketing variables in this study significantly affect the dependent variable Perceived Brand Popularity as  $F=18.31$  with  $\text{Sig}(F)=0.000$ , which is less than 0.05. The regression analysis found that  $R^2 = 0.22$ . Moreover, the standardized Coefficient Beta of the Digital Marketing is all positive, meaning that Digital Marketing has a positive relationship with Perceived Brand Popularity.

Furthermore, it can be seen that the Social media (e.g., Facebook, Instagram) and Customer Relationship Management (CRM) are good variables for Perceived Brand Popularity, with ( $T = 2.113$  with  $\text{Sig} 0.000$ ,  $p<0.05$ ) and ( $T = 2.36$  with  $\text{Sig} 0.000$ ,  $p<0.05$ ), respectively. In comparing the impact of variables, analysis of Digital Marketing's variable contributions to the Perceived Brand Popularity reveals that, with a beta value of 0.65, Social media (e.g., Facebook, Instagram) contributes the most, followed by Customer Relationship Management (CRM) (Beta = 0.62) Email campaigns (real estate newsletters) (Beta = 0.57) and Online property listings (e.g., websites, apps) (Beta = 0.19), respectively. Based on the results, the regression equation can be defined as follows, Perceived Brand Popularity =  $1.79 + 0.86$  Social media (e.g., Facebook, Instagram) +  $1.23$  Email campaigns (real estate newsletters) +  $1.14$  Online property listings (e.g., websites, apps) +  $0.69$  Customer Relationship Management (CRM).

Therefore, it can be said that Digital Marketing has a significant impact on overall Perceived Brand Popularity. Therefore, this study aligns with the findings of the study by Chaffey (2019) stating that Digital

Marketing in terms of Perceived Brand Popularity will increase sales and rentals of real estate. Therefore, this study accepts H1: Digital Marketing has impact on estate sales and rental and sale performance.

#### 4.7 Relationship between Digital Marketing and Consumer Satisfaction.

Table 7: Relationship between Digital Marketing and Consumer Satisfaction

Digital Marketing	Consumer Satisfaction			t	Sig.
	Unstandardized	Coefficients	Standardized		
	B	Std. Error	Beta		
(Constant)	1.31	.83	.00	3.76	.000
Social media (e.g., Facebook, Instagram)	0.85	.61	1.25	2.37	.000
Email campaigns (real estate newsletters)	1.29	.69	1.05	2.19	.002
Online property listings (e.g., websites, apps)	1.35	.77	.94	2.04	.001
Customer Relationship Management (CRM)	0.74	.85	.88	3.11	.263
R Square = 0.16			F=15.73	Sig (F) = 0.000	

Table 7 indicates that Digital Marketing variables in this study significantly affect the dependent variable Consumer Satisfaction as  $F=15.73$  with  $Sig(F)=0.000$ , which is less than 0.05. The regression analysis found that  $R\text{ square} = 0.16$ . Moreover, the standardized Coefficient Beta of the Digital Marketing is all positive, meaning that Digital Marketing has a positive relationship with Consumer Satisfaction with Digital Marketing in Real Estate.

Furthermore, it can be seen that the Social media (e.g., Facebook, Instagram), Email campaigns (real estate newsletters) and Online property listings (e.g., websites, apps) are good variables for Consumer Satisfaction with Digital Marketing in Real Estate, with ( $T = 2.37$  with  $Sig\ 0.000$ ,  $p<0.05$ ), ( $T = 2.19$  with  $Sig\ 0.002$ ,  $p<0.05$ ) and ( $T = 2.04$  with  $Sig\ 0.001$ ,  $p<0.05$ ), respectively. In comparing the impact of variables, analysis of Digital Marketing's variable contributions to the Consumer Satisfaction reveals that, with a beta value of 1.25, social media (e.g., Facebook, Instagram) contributes the most, followed by email campaigns (real estate newsletters) (Beta = 1.05) and Online property listings (e.g., websites, apps) (Beta = 0.94), respectively. Based on the results, the regression equation can be defined as follows,  $Consumer\ Satisfaction = 1.31 + 0.85\ social\ media\ (e.g.,\ Facebook,\ Instagram) + 1.35\ Email\ campaigns\ (real\ estate\ newsletters) + 1.35\ Online\ property\ listings\ (e.g.,\ websites,\ apps) + 0.74\ Customer\ Relationship\ Management\ (CRM)$ .

Therefore, it can be said that Digital Marketing has a significant impact on overall Consumer Satisfaction. Therefore, this study aligns with the finding of the study by (Statista., 2023) stating that Digital Marketing in term of Consumer Satisfaction will rise sales and rentals of real estate and have a positive of the brand. Therefore, this study accepts H1: Digital Marketing has impact on estate sales and rental and sale performance.



#### 4.8 Relationship between Digital Marketing and Purchase Intention

Table 8: Relationship between Digital Marketing and Purchase Intention

Digital Marketing	Purchase Intention				
	Unstandardized	Coefficients	Standardized	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.47	.69	.00	3.33	.000
Social media (e.g., Facebook, Instagram)	0.62	.44	1.21	2.41	.000
Email campaigns (real estate newsletters)	0.69	.78	.62	2.03	.681
Online property listings (e.g., websites, apps)	0.75	.56	1.32	1.96	.001
Customer Relationship Management (CRM)	0.31	.91	.64	3.16	.000
R Square = 0.12			F=18.11	Sig (F) = 0.000	

Table 8 indicates that Digital Marketing variables in this study significantly affect the dependent variable Purchase Intention as  $F=18.11$  with  $Sig(F)=0.000$ , which is less than 0.05. The regression analysis found that  $R$  square = 0.12.

Moreover, the standardized Coefficient Beta of the Digital Marketing is all positive, meaning that Digital Marketing has a positive relationship with Purchase Intention. Furthermore, it can be seen that the Social media (e.g., Facebook, Instagram), Online property listings (e.g., websites, apps) and Customer Relationship Management (CRM) are good variables for Purchase Intention in Real Estate Transactions, with ( $T = 2.41$  with  $Sig$  0.000,  $p<0.05$ ), ( $T = 2.03$  with  $Sig$  0.000,  $p<0.05$ ) and ( $T = 1.96$  with  $Sig$  0.000,  $p<0.05$ ), respectively. In comparing the impact of variables, analysis of Digital Marketing's variable contributions to the Purchase Intention reveals that, with a beta value of 1.45, Online property listings (e.g., websites, apps) contributes the most, followed by social media (e.g., Facebook, Instagram) ( $Beta = 1.21$ ) and Customer Relationship Management (CRM) ( $Beta = 0.64$ ), respectively. Based on the results, the regression equation can be defined as follows, Purchase Intention in Real Estate Transactions =  $1.47 + 0.62$  social media (e.g., Facebook, Instagram) +  $0.69$  Email campaigns (real estate newsletters) +  $0.75$  Online property listings (e.g., websites, apps) +  $0.31$  Customer Relationship Management (CRM)

Therefore, it can be said that Digital Marketing has a significant impact on overall Purchase Intention. Therefore, this study aligns with the finding of the study by Fishkin., 2020 stating that Digital Marketing will rise sales and rentals of real estate. Therefore, this study accepts  $H1$ : Digital Marketing has impact on estate sales and rental and sale performance.

#### 5. Conclusion

This study investigated the impact of digital marketing tools on the performance of real estate sales and rentals in Bangkok, with a focus on platforms such as Facebook Ads, Google Ads, CRM systems, SEO, and email campaigns. Based on data collected through surveys and interviews, the findings confirm that digital marketing has become an essential strategy for enhancing visibility, improving client engagement, and driving lead conversion in the highly competitive Bangkok real estate market.

The results provide clear support for the research hypotheses. First, the performance of real estate sales and rentals is significantly impacted by digital marketing. Participants identified Facebook Ads and CRM systems as particularly influential, aligning with previous studies that highlight the role of digital tools in facilitating targeted communication and long-term relationship management. Second, the most effective digital channels identified were Facebook, Google, Instagram, and YouTube, supporting the hypothesis that these platforms are key to reaching and influencing potential clients.

Additionally, the findings address the study's research objectives by demonstrating that while digital marketing tools offer substantial benefits, many professionals lack clear evaluation frameworks. This indicates the need for better performance tracking, including the use of well-defined key performance indicators (KPIs), to ensure that digital efforts translate into measurable business outcomes.

In light of these insights, it is recommended that real estate professionals invest in developing skills related to digital campaign management and CRM system integration. Agencies should establish consistent KPIs to evaluate the effectiveness of each digital tool and adjust their strategies accordingly. Integrating SEO, CRM, and paid media is likely to result in more holistic client engagement and improved decision-making.

Future research should expand on the current study in several ways. Comparative studies across different cities in Thailand or Southeast Asia could explore how local market conditions influence the effectiveness of digital marketing. Mixed-methods research, combining surveys with interviews or focus groups, would allow for a deeper understanding of agent and client behavior. Longitudinal studies could track how digital marketing impacts performance over time. Finally, future research should examine the role of advanced technologies such as artificial intelligence, virtual reality, and big data analytics in shaping client experiences and enhancing real estate operations.

In conclusion, digital marketing is no longer an optional tool but a strategic necessity in Bangkok's real estate industry. Its influence on sales performance, customer satisfaction, and business competitiveness is clear. However, its full potential will only be realized when paired with structured performance measurement and continued innovation.

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