






# “Multidimensionality of visual social media marketing and its impact on customer purchase intention on the real estate market”

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# MULTIDIMENSIONALITY OF VISUAL SOCIAL MEDIA MARKETING AND ITS IMPACT ON CUSTOMER PURCHASE INTENTION ON THE REAL ESTATE MARKET

**Abstract**

The modern real estate industry, including real estate market in Jordan, is highly competitive and challenging. This descriptive study aims to examine the effect of visual social media marketing (VSMM) on customer purchase intentions of Jordanian real estate companies. The paper used electronic word-of-mouth (e-WOM) as a mediator and reliability as a moderator of the relationship between e-WOM and customers' purchase intention. A conceptual model comprised VSMM dimensions (informative content, entertainment content, and remunerative content), which affect the purchase intention of customers, mediated by the WOM construct. The construct of reliability moderated the link between e-WOM and purchase intention. Questionnaires were distributed through Google Forms to respondents selected by convenience sampling; as a result, 250 responses were received. PLS-SEM was used to analyze the data and test the hypotheses. The results confirmed a significant impact of VSMM and e-WOM on purchase intentions. In addition, the study found that e-WOM mediates the relationship between VSMM and purchase intention, and reliability moderates the link between e-WOM and purchase intention. The results can help Jordanian real estate companies employ VSMM to increase their customers' purchase intentions.

**Keywords**

marketing, purchase intentions, electronic word-of-mouth, reliability, real estate, conceptual model, mediator, Jordan

**JEL Classification**

M31, M15, O35

**INTRODUCTION**

The real estate industry significantly influences a nation's ability to increase income, create jobs, and address poverty (Elile et al., 2019). This sector is one of the leading forces behind a nation's overall economic and social development. According to Khatib (2020), real estate is a crucial investment in all nations, including Jordan. With a 2.4% annual population growth rate and a sizable young population, Jordan offers a secure political environment conducive to real estate investment (Alheet et al., 2021; Alnsour, 2016). In order to sell properties as quickly as possible, real estate corporations will use every marketing tool at their disposal (Dumpe, 2015).

Real estate is a high-involvement product because it encompasses major financial decisions for purchasing. Le-Hoang et al. (2020) indicated that the decision process requires acquiring factual information concerning a resident or apartment. Social media has been widely used for marketing to ease communication between the involved parties

(i.e., manufacturers, marketers, and consumers). Clow and Baack (2018) showed that it is much easier for consumers to recall visual content. Thus, today's advertisements increasingly use visual content and focus less on verbal data. Customers frequently ask other customers for feedback on the goods or services they are interested in before purchasing to feel more confident about their purchase. Customers' feedback is disseminated via various channels, including multimedia messages and electronic word-of-mouth (e-WOM) (Yaseen & Jusoh, 2021).

Multimedia messages, such as e-WOM, can share customer reviews of products or services (Yaseen & Jusoh, 2021). In order to increase the likelihood that these customers will return to the website, Lee et al. (2016) have emphasized the necessity for on line sellers to provide their customers (both current and new) with accurate and reliable information on their web pages. Purchase intentions will also be harmed by negative e-WOM (Halim et al., 2022). Reliability indicates how much clients trust the information they are given, and customers are likely to buy with faith in the information. Ghalandari (2021) stated that customer confidence could be increased by the perceived reliability of product information, promoting the relationship between intentions and buying behavior.

## 1. LITERATURE REVIEW

### 1.1. Visual social media marketing (VSMM)

VSMM involves the application of video, images, and different visible content, such as chart or diagram, to distinguish particular messages from other messages to more effectively reach the intended audience. Gretzel (2017) divided visual social media platforms into three main classes: photos, video, and live casting. Social media, as described by Kunja and Acharyulu (2020), comprise online websites that allow users or customers to make a semi-public profile. Through the profile, they can interact with other users or customers and share their experiences or ideas within a virtual setting. Ismail (2017) reported a boost in the use of social networks among consumers in their product or service information search. Bianchi and Andrews (2018) reported that the emergence of social networks softwares like YouTube, Facebook, Twitter, and Instagram has transformed how people communicate with companies and brands.

McMurray (2021) described visual content marketing as revealing and sharing applicable information with people through pictures, videos, and infographics. The use of symbols and visuals is common in visual communication, especially in the delivery of ideas and information. Hellberg (2015) mentioned that symbols and visuals appeal to a customer's emotions and intellect. In addition, pictures, videos, infographics, and other visual

elements attract social media users and online consumers. Aside from facilitating a company as a marketer in capturing the attention of its target audience, Leonard (2022) noted the ability of visual material to increase views, engagement, and social following.

Based on Kujur and Singh (2020), visual content has three dimensions: informative, entertaining, and remunerative. Informative content concerns informing the consumers of the product so that consumers can make the most satisfying purchases. Entertaining content is the degree to which online media is enjoyable and pleasant for media users (Muhamad & Shahrom, 2020). Araujo et al. (2022) described entertainment as the capability of a given advertisement to provide aesthetical pleasures, enjoyment, and satisfaction. In addition, entertaining content could attract online users through its excellent, exciting, and sometimes comic features. Finally, remunerative content provides financial, incentive, or economic benefits to attract consumers' attention (Muhamad & Shahrom, 2020). It involves situations in which people use social media to gain rewards like financial incentives, job-related benefits, or personal aspirations. According to Buzeta et al. (2020), the common forms of economic incentives include monetary incentives, coupons, discounts, and promotions.

Many academics have studied the connection between mobile VSMM and buying intention. For instance, Maria et al. (2019) researched the effects

of SSM, WOM, and advertising effectiveness directly on brand awareness and purchase intention. They discovered that these factors had a sizable beneficial effect on these outcomes. Likewise, Laksamana (2018) confirmed that SMM boosts PI and brand loyalty.

Sharifi and Yazdani (2022) examined how social identity, perceived value, and customer happiness mediated the impact of SMM activities on CPI. Social media-based marketing initiatives had a favorable and significant impact on social identity, customer happiness, perceived value, purchase intention, involvement intention, and perseverance intention. Dewi et al. (2022) analyzed how social media in marketing affected brand recognition and purchase intention. They discovered that brands' use of social media marketing impacted consumers' purchase intentions. Finally, Karpenka et al. (2021) investigated the effects of visual content among social media community groups and reported the effects of image-based content on brand engagement with brand material.

Fox et al. (2019) evaluated the connection between figurative language and consumers' attention to the aforementioned verbal element in a company- and consumer-generated VSMM content on Snapchat. They also reported the potential impact of VSMM graphical information on this relationship. Additionally, Argyris et al. (2021) discovered that the extroverted influencer was represented visually to boost the influencer's perceived credibility and the resulting intention to make the purchase. Finally, Shaouf et al. (2016) examined the impacts of web advertising visual design on purchasing intention through a framework of a combined model. They found that web advertising visual cues affected the purchase intentions of consumers via advertising attitudes and brand attitudes.

Kim and Lennon (2008) scrutinized how varied formats of offspring offering (visual vs. verbal) affect consumers' attitudes toward purchase intentions of a garment product. They finalized a significant impact of visual and verbal information on consumers' affective and cognitive attitudes toward purchase intentions. Aji et al. (2020) considered the potential impact of companies'/brands' SMMA on their brand equity, the spread

of e-WOM on SM, and purchase intention. They confirmed a direct effect of SMMA on purchase intention.

According to Setiawan and Briliana (2021), entertainment and informativeness affect purchase intentions significantly. Hashim and Sajali (2018) concluded that the entertainment and informative content in advertising messages delivered through mobile phones affected the attitude of consumers. The authors further mentioned the link between attitudes toward mobile advertising and purchase intentions toward the advertised products or services. In a related study, Moslehpour et al. (2022) found a significant direct effect of the entertainment dimension of social media marketing on purchase intention. Majeed et al. (2021) reported a positive and significant impact of information and remuneration on brand equity, concluding that brand equity and customer purchase intention were positively and significantly related.

Seo et al. (2020) considered the impact of the characteristics of social media usage (personality, social, and information) on e-WOM, trust, and brand equity. They reported a significant impact of personality and SM on e-WOM. Dülek and Aydin (2020) examined the impact of SMM on brand loyalty, e-WOM communication, and PI. The study found a positive impact of social media marketing on brand loyalty and e-WOM. Finally, Pramudhita and Madiawati (2021) viewed the role of SMM activities in boosts e-WOM and intention to purchase via brand equity, confirming a significant and positive impact of SMM on e-WOM.

## 1.2. Purchase intention

Purchase intention describes attitudes and preferences of a consumer. It encompasses a consumer's inclination toward making a future purchase of a given product or service (Alnsour et al., 2018). According to Al-Adamat et al. (2020), consumers decide to obtain goods or services because they are confident that they will fulfill their needs and match their general perspective. Equally, an aspect of a consumer's cognitive behavior exposes the purchase intention toward a specific brand (Pauzi et al., 2017). Purchase intention affects behavior and is the beginning step toward actual purchasing behavior within social media. Yaseen

and Jusoh (2021) stated that purchase intention is comparable to conventional purchasing methods.

Karunaratne and Ariyawansa (2015) indicated that intentions toward home ownership affect the actual purchasing activity within the housing market domain. Intentions encompass an individual's motivation, in the form of a measured plan or decision, to purchase a particular product or service. Such an intention influences the purchase; a strong desire to buy a specific product or service will increase the purchase probability. Hence, house purchase intention characterizes how eager customers are to purchase a home within the shortest duration of time possible (Chia et al., 2016).

### 1.3. e-WOM

e-WOM is a new form of online WOM connexion (Yang, 2017). It entails online word-of-mouth communication and comprises all informal communication concerning the use or qualities of goods, services, or sellers (Litvin et al., 2008). e-WOM is highly accessible; all users can share their thoughts and opinions (Litvin et al., 2008). Huete-Alcocer (2017) regarded e-WOM as a beneficial information source concerning companies, products, or brands. As opposed to traditional media (radio and print advertisements), Cheung and Thadani (2012) indicated that word-of-mouth media has high reliability. Positive WOM communication causes purchase intentions to increase, and vice versa (Baker et al., 2016).

Customers frequently use e-WOM for goods or service information (Nieto et al., 2014). e-WOM uses various methods: verbal or personal communication, online through photographs, videos, ratings, rankings, and other content, and ambassador-specific formats (Pourfakhimi et al., 2020). Additionally, Haibin (2018) claimed that e-WOM could be disseminated through a variety of channels, including blogs, forums, e-commerce websites, and, more recently, social media websites. WOM in social media is currently the Internet's most trustworthy information source (Abubakar & Ilkan, 2016). According to Park et al. (2021), WOM in social media makes it easier for customers to compare products and services; find out about other customers' experiences using a particular brand, product, or service; search

for brand and product information. All of these things aid customers in making informed purchasing decisions.

According to Kim et al. (2014), social media, where users publish comments containing images, videos, words, or even apps, are good e-WOM platforms. Visually enhanced material makes e-WOM more appealing and engaging. Sohn (2014) showed that social media platforms simplify access to e-WOM information for a broad spectrum of consumers. Erkan and Evans (2016) concluded that social media gives e-WOM a new dimension because it allows users to talk about a product or service with peers and acquaintances and share their thoughts on it. Park et al. (2021) offered a conceptualized model to explain usage of social media by consumers WOM and intentions to buy luxury brands, revealing the importance of luxury perceptions. Social media WOM positively affected consumers' intentions to buy premium brands. Therefore, social media WOM can boost consumers' purchasing intentions for premium businesses.

Sosanuy et al. (2021) found that consumer perceptions of ready-to-eat food's monetary value, utilitarian value, and value consciousness all significantly increased purchase intentions. Nurittamont (2021) investigated the influence of e-WOM communication on working-age consumers' decisions to purchase healthy food items. Thus, e-WOM communication does have an impact on these customers' decisions. Halim et al. (2022) discovered that negative WOM messages lower purchase intention, attitudes, subjective norms, and perceived behavior control. Purchase intention decreases more noticeably in response to high negative e-WOM than low negative e-WOM.

### 1.4. Reliability

For online vendors, reliability is measured by their capacity to accurately complete customers' orders, deliver the goods or services on schedule, and protect the privacy of customers' personal information. Dependably delivering the promised service is another way to define reliability. According to Lee et al. (2016), buyers recognize online vendors as reliable when they receive what they were promised on their websites. Trustworthiness, pricing, and cost are crucial factors to consider while

making an online purchase (Sohn & Kim, 2020). According to Lau and Lee (1999), the consensus among relevant parties is that a specific brand demonstrates soundness and reliability when discussing a topic. Since reliability is an indicator of customers' expectations that a specific online company is trustworthy, Yahaya Nasidi (2020) recognized it as risk-related. Li and Liu (2019) claimed that reliable service promotes a positive brand image and maintains client loyalty.

Perceived information reliability denotes how much a person trusts a certain piece of information and the veracity and sincerity of the information's source. Ghalandari (2021) stated that a product's informational reliability could improve customer confidence, strengthening the link between intentions and purchase behavior. Tran et al. (2022) discovered that consumers look for credible Internet reviews before deciding whether to purchase a particular good or service. They consider reviews with prominent and reputable sources to be more reliable. Zhou (2011) noted systemic reliability and data quality as two characteristics that significantly affected initial trust in e-commerce platforms.

### 1.5. Mediating effect of e-WOM

In order to examine the relationship between content marketing and customers' intention to make green purchases in Jordan, Al-Gasawneh and Al-Adamat (2020) employed e-WOM as a mediator. They discovered that e-WOM mediated the relationship mentioned above. Purwianti and Khoviati (2021) used WOM as a mediator to examine how the service recovery dimensions of distributive justice, procedural justice, and interactional justice affected hotel guests' levels of customer loyalty. They discovered that WOM significantly mediated both satisfaction and customer loyalty. In contrast, Rawal and Saavedra (2017) evaluated the mediating role of WOM on the relationship between pre-release studio actions and box office revenue in the movie theater sector. They concluded that WOM fully mediates the stated relationship.

### 1.6. Moderating effect of reliability

Lee et al. (2016) investigated the effects of website reliability and quality on the purchase intentions of online customers. They found a positive and

substantial relationship between website design and reliability and the likelihood that online buyers will make additional purchases. In contrast, Zoghلامي et al. (2018) investigated the drivers of e-WOM (e-service quality and e-loyalty). They found that the e-service quality component of dependability favorably influences e-loyalty and e-WOM.

Li and Liu (2019) examined the moderating effect of service reliability on the impact of airline company brand image on purchase behavior. Based on their findings, service reliability strongly moderated the impact of airline company brand image on purchase behavior. This result demonstrated how customer purchase behavior is affected by airline firms' service reliability.

Lee and Ha (2015) discovered that reliability affected customer loyalty and satisfaction. Ghalandari (2021) proved that information dependability acted as a mediating factor in the association between purchase intention and ethical shopping behavior. Finally, Afroze et al. (2021) showed a positive link between customer happiness and e-banking loyalty, with reliability as a moderator.

## 2. AIM AND HYPOTHESES

This paper aims to assess the impact of visual social media marketing on customer purchase intention. Moreover, it assesses the mediating role of e-WOM on the relationship between visual social media marketing on customer purchase intention and the moderating role of reliability on the relationship between electronic word-of-mouth and customer purchase intention. Hence, the following hypotheses are proposed (Figure 1):

*H1: VSMM positively affects CPI.*

*H2: VSMM positively affectse WOM.*

*H3: e-WOM positively affects CPI.*

*H4: e-WOM mediates the relationship between VSMM and CPI.*

*H5: Reliability moderates the relationship between e-WOM and CPI.*

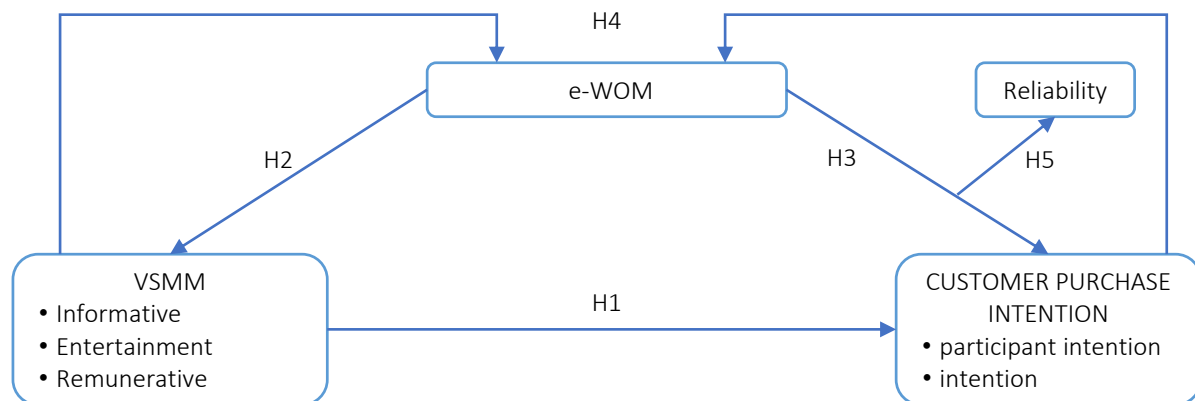


Figure 1. Research framework

### 3. METHODS

This quantitative descriptive study used e-WOM as a mediator and reliability as a moderator to examine the influence of visual social media marketing on clients of Jordanian real estate businesses. A two-section questionnaire was used to collect the data: one section contained questions about the respondents' demographics (gender, age, educational background, and income), and the other section contained questions about the components of the study model.

The variables of informative content, covered by four items, entertainment content, covered by four items, and remunerative content, covered by two items, were used to represent VSM. The foundation for all VSM goods was Kujur and Singh (2020). The five pieces based on Al-Gasawneh and Al-Adamat covered the e-WOM construct. Based on Kim and Cha (2021), four items addressed the reliability construct. Finally, four items based Aji et al. (2020) covered the construct of purchase intention. While e-WOM, reliability, and purchase intention were unidimensional constructs, VSM was multidimensional. A 5-point Likert scale was provided for each item corresponding to the study constructs to provide more accurate results.

The target population comprised all Jordanian potential real estate customers; key informant methodology was employed in selecting the sample size. G-power statistical software was used to propose 92 respondents, based on an F-statistical test, error probability = 0.05 (a power level of  $1 - \beta = 0.95$ ), power standard = 0.80, with three predictors (Alotaibi & Roussinov, 2016).

Considering the probability of achieving a weak response rate and yet attempting to increase the accuracy of the results, this study followed the suggestion of Hair et al. (2010) to use more than 100 samples. Thus, the questionnaires were sent to 300 customers. Respondents were selected by non-probability convenience sampling methods from the target population. The study used Google Forms to distribute questionnaires online. SPSS version 18 and PLS-SEM version 3.2.8 were the data analysis software.

### 4. RESULTS

Table 1 shows that 250 respondents provided adequate responses to the study questionnaire. Regarding the confirmatory analysis (Hair et al., 2010), AVE measurements were higher than the 0.5 cut-off value. The CR values also exceeded the 0.7 cut-off value. The loadings were higher than the specified cut-off value of 0.7.

Table 2 reveals that the HTMT values for the latent constructs in the overall model were all between 0.080 and 0.821. The readings were lower than the recommended tolerable value of 0.90 (Henseler et al., 2015). To put it another way, all latent concept measurements were completely discriminatory. The overall measurement model has demonstrated both convergent and discriminate validity. As a result, the measuring scale can truly and consistently evaluate the constructs and their related items in the overall model.

The structural model investigated the direct effects of visual social media marketing as an ex-

**Table 1 .Discriminant validity**

	IC	EC	RC	E-WOM	REL	VSMM	CPI
IC							
EC	0.565						
RC	0.833	0.545					
E-WOM	0.234	0.131	0.177				
REL	0.654	0.443	0.791	0.231			
VSMM	0.655	0.876	0.621	0.477	0.554		
CPI	0.788	0.876	0.743	0.122	0.632	0.811	

**Table 2. Hypotheses testing**

H	Path shape	Standard Beta	Standard Deviation	t-value	p-value	R <sup>2</sup>	F <sup>2</sup>	Q <sup>2</sup>	VIF	Decision
H1	VSMM → CPI	0.225	0.069	3.260	0.003	0.531	0.119	0.321	3.211	Supported
H2	VSMM → E-WOM	0.633	0.256	2.472	0.000		0.033		3.321	Supported
H3	E-WOM → CPI	0.244	0.047	5.191	0.002		0.028		2.153	Supported
H5	E-WOM-CPI*REL	0.341	0.122	2.795	0.000	0.697	—	—	—	Supported
H	Path shape	Standard Beta	Standard Deviation	t-value	p-value	LL	UL		Decision	
H4	VSMM-E-WOM-CPI	0.532	0.156	3.410	0.001	0.042	0.543		Supported	

ogenous variable on consumer purchase intention as an endogenous variable. Moreover, it assessed the mediating influence of e-WOM on the link between visual social media marketing and customer purchase intention (H4) and the moderating influence of trustworthiness on the connection between e-WOM and customer purchase intention (H5).

VSMM received a t-value of 3.260 and a p-value of 0.003 for CPI prediction (H1). For H2, VSMM showed a t-value of 2.472 and a p-value of 0.000 for e-WOM prediction. For H3, e-WOM got a t-value of 5.191 and a p-value of 0.002 for CPI prediction. According to the bootstrapping results, at the 0.05 significance level, e-WOM exhibited a favorable and substantial mediating effect on the relationship between VSMM and CPI, with values = 0.532, t-value = 3.410, and p-value = 0.001. Further analysis showed that neither the upper nor lower level values (LL = 0.042, UL = 0.543) crossed zero. The connection between E-WOM and CPI was successfully moderated by reliability at the 0.05 significant level, according to the bootstrapping results, with values = 0.341, t-value = 2.795, and p-value = 0.000. Therefore, the study confirmed all of the hypotheses (Table 2).

## 5. DISCUSSION

This study examined five hypotheses. First, the findings supported H1, which addressed the impact of VSMM (informative, entertainment, and

remunerative content) on consumer purchase intention in Jordanian real estate enterprises. VSMM had a positive, impact on CPI. Laksamana (2018) and Hashim and Sajali (2018) reported the favorable and significant effect of VSMM on purchase intention. VSMM increases customer satisfaction because it enables the communication between clients and companies via social media platforms. Social media offers communications with visual content that draw clients and are practical and efficient.

The results confirmed H2, which predicted that VSMM would affect e-WOM in Jordanian real estate enterprises. VSMM had a favorable impact on e-WOM. Dülek and Aydin (2020) and Pramudhita and Madiawati (2021) noted the effect of VSMM on e-WOM. VSMM influences e-WOM in Jordanian real estate companies through its informativeness and entertainment aspects. Moreover, it satisfies customers with its feedback-sharing option for users.

Since the results demonstrated a favorable direct significant effect of e-WOM on CPI, H3, which concerned the influence of e-WOM on CPI in Jordanian real estate enterprises, was confirmed. Sosanuy et al. (2021) and Nurittamont (2021) also mentioned the impact of e-WOM on purchase intention. Hence, a product with positive reviews from consumers will affect purchase intention, as it is common for people to review the information

by others before purchasing a product or service to feel better about the purchase.

H4, which concerned the mediation of e-WOM on the link between VSMM and customers' purchase intention in Jordanian real estate companies, was supported. The mediation of e-WOM on the relationship involving purchase intention was supported by Al-Gasawneh and Al-Adamat (2020) and Purwianti and Khoviati (2021). By way of social media, e-WOM increases CPI.

Lastly, H5, which claimed the moderation of reliability on the link between e-WOM and CPI in Jordanian real estate companies, was also supported. The moderation of reliability in the relationship involving purchase intention was affirmed by Lee et al. (2016), Afroze et al. (2021), Lee and Ha (2015), and Zoghlami et al. (2018). The increase in reliability can increase customer confidence, boosting the relationship strength between customers' intentions and purchase behavior.

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## CONCLUSION

This study confirmed that purchase intentions increase due to visual social media marketing on the Jordanian real estate market. It was demonstrated that e-WOM acts as a mediator between purchase intention and visual social media marketing. The findings discovered direct and indirect relationships between visual social media marketing and purchase intention.

Effective use of visual social media tools enhances consumers' desire to buy, especially when companies use promotional videos and photographs. In addition, when the ads are good and convincing, this will spread positive word of mouth, leading to increased purchase intention. In the same vein, this study concluded that if word-of-mouth is reliable, it would neutralize any negativity or doubt that it may have, thus increasing the purchase intention.

Finally, the findings of this study give practitioners the right tools and philosophy for leveraging the intention to purchase in the real estate sector. This study only examined the mediating role of e-WOM in the relationship between VSMM and purchase intention. It is therefore recommended that future research investigates other moderators that might influence the relationship.

## AUTHOR CONTRIBUTIONS

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