

HOW SOCIAL MEDIA MARKETING IMPACT THE APARTMENT PURCHASE INTENTION OF GENERATION Z IN HO CHI MINH CITY

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APPENDIX

Appendix 1. Measurable

I. SOCIAL MEDIA-BASED ATTITUDE REGARDING PURCHASE INTENTION
1. I am more likely to purchase from a brand that has a strong social media presence
2. My purchase decision is influenced by the number of likes, comments, and shares on a product post on social media sites
3. Social media has made it easier for me to compare products and prices before making a purchase
4. I am more likely to trust a brand that has a transparent social media presence
5. What I read on social media prior to buying a product/service affects my buying decision
6. I trust recommendations from people I follow on social media more than traditional advertising
II. E-WOM
1. I believe review & ratings from customers more than from influencers
2. Positive posts related with brands shared in social media influences my purchasing intention
3. I trust what I read about an apartment if it is written by another customer
4. I will write a post about the good experiences with intended-buying apartment through social media
III. ONLINE COMMUNITY
1. I often read review posts regarding apartment selling in real estate community group on Facebook
2. I find the online community informative and reliable when it comes to review
3. Online community offers realistic information and recommendation that could not find in other types of social media (project legality, developer's financial resources, etc)
4. I am more likely to purchase an apartment if I see positive reviews with real images & videos in community groups
IV. ONLINE ADVERTISEMENT
1. Social media advertisements that are relevant to my interests are more likely to catch my attention
2. I gain information related to apartment project's promotion and key information thanks to online advertisement
3. I will click on the ad from apartment's project when it appears online
4. I will be looking for information regarding online advertising from apartment's project