A Study of the Impact of Social Media Marketing Efforts on Brand Awareness in the Real Estate Industry in Vietnam

Trinh Tran Thi Thuy, Long Le Phuoc Cuu[*]

Faculty of Digital Economy and E–commerce, Vietnam-Korea University of Information and Communication Technology, Danang, Vietnam

Email address:
ttttrinh@vku.udn.vn (Trinh Tran Thi Thuy), lpclong@vku.udn.vn (Long Le Phuoc Cuu)
[*]Corresponding author

Abstract: Vietnam's real estate market has grown enormously as the government promotes public investment. In particular, the COVID-19 pandemic has had a great impact on changing consumer habits. Customers often search for information about real estate projects and brands through social media platforms before consulting relatives or brokers. A brand with a higher level of awareness will be more valuable and trusted by many customers choosing projects. Therefore, it can be affirmed that it is necessary to determine the influence of social media marketing efforts on brand awareness. This study examined the relationship between social media marketing efforts and customer brand awareness in the real estate industry in Vietnam. This study employed a deductive methodology coupled with a quantitative approach. The data collected from six hundred real estate clients were subjected to Cronbach's Alpha reliability analysis, exploratory factor analysis, correlation analysis, multiple regression, T-Test, and ANOVA techniques to determine the existence of an indirect relationship. According to the findings of this study, social media marketing efforts include five factors: Interaction, Trendiness, Entertainment, Customization, and Electronic Word of Mouth (eWOM) positively impact real estate customers' brand awareness. While customization significantly influences the customer's brand awareness, Trendiness has little impact on consumers' brand awareness. Still, it remains a crucial factor in enhancing the efficacy of social media marketing. Thus, real estate enterprises must improve social media marketing efforts to collect information efficiently, reach target customers, and facilitate sales.

Keywords: Social Media, Social Media Marketing, Brand Awareness, Real Estate

1. Introduction

In the context of Vietnam's public investment promotion, implementing a series of large-scale projects will serve as an impetus for the real estate market's continued robust expansion [10]. Particularly the disruption caused by the COVID-19 pandemic has accelerated the digitization of numerous fields [27]. In January 2022, it is estimated that social network users in Vietnam will account for 78.1% of the total population; the number of social media users in Vietnam will increase by 5 million (+6.9%) between 2021 and 2022 [6]. The real estate industry is no exception. Before consulting acquaintances and brokers or viewing actual products, customers tend to search for information on popular social media platforms such as Facebook, Zalo, and Youtube. As a result, the real estate industry will need to adapt to the influence of digitization in all of its activities to meet customer demands and increase its market advantage [33].

According to marketingai.vn, social media marketing is the optimal solution in terms of costs and resources for many businesses, given the current trend of allocating budgets to digital media. Fanion [7] also confirmed that the explosion of social media marketing is crucial to boosting brand awareness. Similarly, Shojaee and Azman [24] concluded that marketers should influence brand awareness via social media. Marketing for the project itself is a prominent aspect of real estate marketing, closely following the project formation and development process. Awareness of a company's brand is the first step in the procurement procedure and the criterion for determining its market

strength. Consequently, a brand with a greater level of awareness will be more valuable and selected by a more significant number of customers. Therefore, social media marketing will be crucial in promoting the real estate brand [32].

Recent empirical studies indicated that companies from various industries are incorporating social media marketing into their online marketing strategies to increase customer brand awareness. However, some studies have a broad survey scope [9, 16]. In addition, the research process showed no empirical studies describing a direct relationship between social media marketing and brand awareness for real estate companies. According to David Aaker [1], brand equity consists of five components: Brand loyalty, Brand awareness, Perceived quality, Brand associations, and Other proprietary assets. A prior study by Tran Thi Thinh and Le Thuy Huong [30] has explored the significance of social media marketing in the Hanoi real estate industry. However, this study is limited to Hanoi and does not discuss in depth the influence of social media marketing efforts on brand awareness. Therefore, this research aims to provide a comprehensive conceptual framework investigating the role of social media marketing efforts on brand awareness in the real estate industry on a national scale to the following social media marketing aspects: Interaction, Trendiness, Entertainment, Customization, and eWOM. Thereby providing practical solutions for real estate businesses in improving brand awareness to attract customers, boost sales and increase competitive advantage in Vietnam's real estate market.

2. Literature Review and Hypothesis Development

2.1. Social Media Marketing Efforts

Social media is a set of programs that encourage interaction, publishing, exchange, and co-creation of information between organizations and their linked consumer groups. These media serve as alternate communication tools, bolstering current connections and activities to enhance the user experience [15]. Tracy L. Tulen, Michael R. Solomon [28] said that social media marketing takes advantage of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization's stakeholders. According to Mangold and Faulds [17], social media marketing is one of the best ways for businesses to communicate with their consumers. Social media marketing enables businesses to contact customers via a variety of methods. They demonstrated that social media marketing provides various online channels for word-of-mouth, such as company-sponsored discussion boards, blogs, customer emails, chat rooms, and consumer review sites for goods and services. Based on theory and related research, social media marketing efforts include five aspects: (1) Interaction, (2) Trendiness, (3) Entertainment, (4) Customization, and (5) eWOM.

2.2. Brand Awareness

Alongside the brand image, brand awareness is a vital component of brand equity [13]. Aaker [1] described brand awareness as "the capacity of a prospective purchaser to identify or remember that a brand belongs to a certain product category." This is made feasible by the consumer's consistent and memorable brand exposure. Social media platforms, announcements, reminders, and convincing people about their brand, goods, or services may also be used to increase brand awareness [26].

2.3. The Relationship Between Social Media Marketing Efforts and Brand Awareness

According to Keller [13], firms have started to employ social media marketing to disseminate critical brand messages and establish strong brand awareness in customers' minds. Gallaugher and Ransbotham [8] and Tsimonis and Dimitriadis [31] both confirmed that social media marketing activities are vital for firms' branding efforts. Thanks to marketing efforts on social networks, businesses may develop a distinct brand identity and regularly provide services, product information, and special offers to clients in a cost-effective, simple, and scalable manner. This establishes a unique brand identity and improves brand communication with customers [5]. As a result, many companies have considered social media one of the most effective ways to communicate and empower consumers in recent years. This creates a distinct brand identity and enhances brand communication with consumers [25].

Bruno Godey et al. [9] performed research on the impact of social media marketing on brand equity, comprising two primary components: brand awareness and brand image, using luxury companies as a case study. The research evaluated firms' social media marketing efforts as a concept comprised of five dimensions: Entertainment, Interaction, Trendiness, Customization, and eWOM. According to the research procedure, the author discovered a second addition to the study: it demonstrates that social media marketing activities greatly influence brand awareness. Entertainment, Interaction, and Trendiness have a substantial impact; however, the rankings vary by nation.

Bilgin Yusuf [4] conducted a study to determine the effect of social media marketing on brand awareness. The research findings have shown that four factors, including Entertainment, Interaction, Trendiness and Customization have an influence on customers' brand awareness. In particular, Customization has the most significant impact.

Ra'ed Masa'deh et al. [23] researched the influence of social media marketing on brand awareness and brand image. According to research, Customization, Interaction, eWOM, and Trendiness considerably impact brand awareness. However, Entertainment has a small impact. This is one of the few studies to analyze the direct effect of social media marketing on brand awareness in the Middle Eastern airline sector.

Social media marketing researchers frequently employed the model of Bruno Godey et al. [9], which includes five independent variables representing five aspects of social

media marketing efforts. In addition, domestic writers have praised the model of Bruno Godey et al. [9] while investigating the function of social media marketing efforts in brand awareness in the real estate business. This model's application is thus deemed suitable.

2.4. Research Hypotheses

2.4.1. The Relationship Between Interaction and Brand Awareness

The Interaction is the first variable discussed in this research. According to Muntinga et al. [20], Interaction in social media marketing happens when users offer their thoughts to trade and debate with like-minded individuals on a particular product or brand on the social media platform. In other words, Interaction refers to the degree to which social media platforms facilitate the exchange of ideas, two-way interaction, and the dissemination of information [14].

Increasing user interaction and engagement in particular topics and debates on social media platforms assists companies in establishing and fostering customer relationships [34]. Jamali et al. [12] also found that customer engagement increases brand awareness. Before investing in a real estate project, clients will have a great deal of knowledge about the firm and the brand if they can engage with relevant things like previous customers in the real estate industry [30]. Customers' perceptions of the real estate brand are therefore strengthened. Thus, the first hypothesis is:

H1: Brand awareness is positively affected by Interaction in Social media marketing.

2.4.2. The Relationship Between Trendiness and Brand Awareness

Trendiness is the second factor that the author inherited. Trendiness relates to how a brand conveys the most recent and relevant information about itself [21]. Consumers increasingly seek product-related information through social media platforms, which they believe to be more useful and current than conventional outlets. Therefore, this aspect contributes to customer confidence in the brand and reinforces good brand awareness [3].

In the rising trend of the real estate market after the COVID-19 outbreak, enterprises are attempting to disseminate the most recent information on the status of Vietnam's real estate market and ongoing real estate initiatives. When clients are exposed to messaging and become aware of a new real estate buying and selling trend, they will follow and value the brand more than less inventive businesses. Therefore, the author presents the following second hypothesis:

H2: Brand awareness is positively affected by Trendiness in Social media marketing.

2.4.3. The Relationship Between Entertainment and Brand Awareness

Entertainment is the third component absorbed by the author. Entertainment signifies how social media platforms give users entertaining, engaging, and hilarious material and information [8]. Offering Entertainment on social media platforms, such as games, video sharing, and competitions, may enhance the social media experience for consumers and encourage their participation in brand-based social media communities [18].

Le Thuy Huong and Pham Thi Thu Thuy [29] found that entertaining and calming real estate marketing messages will make clients feel appreciated by the company, make the name simple to recall, and create a favorable brand image. Bilgin [4] also showed that entertainment is the aspect that compels people to follow a company's news page and a factor that provides a chance to increase brand awareness. To make consumers pleased and encourage their creative imagination, the company's communications should be more lively [22]. Thus, the third hypothesis is as follows:

H3: Brand awareness is positively affected by Entertainment in Social media marketing.

2.4.4. The Relationship Between Customization and Brand Awareness

Customization is the fourth aspect that the author acquired from earlier investigations. In the research by Bruno Godey et al. [9], Customization entails adapting a specific service to customer preferences. The flexibility of social media platforms to deliver personalized services and information retrieval makes Customization a crucial component of social media marketing.

Customization enables companies to create brand distinctiveness and boost client preference [19]. Therefore, businesses provide clients with several access points to product information. When companies provide many methods for consumers to get information about real estate goods and projects, customers will have more options for receiving news, fostering emotional formation and brand awareness in the real estate industry. Therefore, the following is presented as the fourth hypothesis:

H4: Brand awareness is positively affected by Customization in Social media marketing.

2.4.5. The Relationship Between Electronic Word Of Mouth (Ewom) and Brand Awareness

eWOM is the last brand awareness component identified by the author. According to Hennig-Thurau et al. [11], eWOM refers to remarks and comments made by prospective, current, or former consumers regarding a product, brand, or business that are accessible to the firm through social media platforms.

Thus, eWOM is seen as a reliable source of information by many users [16] because people trust other users more than they trust companies on social media platforms. This causes individuals to recall the brand more vividly, enhancing brand awareness. Algharabat & Rana [2] also supposed that consumers would have faith in the same user experience. Therefore, electronic word of mouth is a valuable instrument for enhancing the interaction between customers and companies. Thus, the following is the final hypothesis:

H5: Brand awareness is positively affected by eWOM Social media marketing.

2.5. Research Model

From related theories and results of previous studies, the proposed research model is as follows:
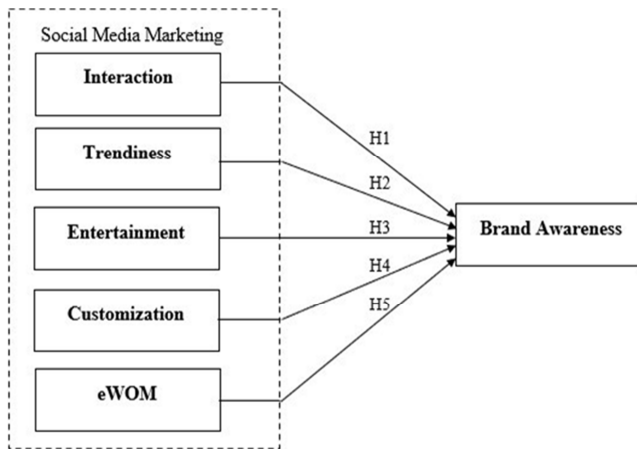

Figure 1. Research Model (authors).

3. Research Methodology

3.1. Data Collection Methods

The research employed a quantitative approach. The questionnaire is constructed with 23 observed variables for six groups of proposed research model factors. The questionnaire's scale variables are measured on a 5-point Likert scale, with one representing "Absolutely disagree" and five representing "Absolutely agree." The scales used in the questionnaire are based on previous research and were created to fit the research context, which is the impact of social media marketing efforts on brand awareness in the real estate industry.

3.2. Participants and Sampling

Survey subjects are customers of real estate companies in Ho Chi Minh City, Danang, and Hanoi between the ages of 25 and 55. These customers and investors have wanted a compelling and exciting investment channel and are interested in real estate items from reputed companies for long-term residences or business.

The author implemented cluster sampling. Using this strategy, the author divides the population into 3 groups corresponding to 600 clients of real estate enterprises in 3 locations: Hanoi, Ho Chi Minh City, and Danang. A simple random sample technique is then used to choose clients at each site. A Google survey questionnaire was used to gather data. The questionnaires were emailed to the customer's email address and through the client's most popular social media platform, Facebook.

3.3. Data Analysis Methods

After coding and screening, data were entered into SPSS software for measurement and analysis, including (1) Analysis of Cronbach's Alpha reliability coefficient. The scale has acceptable reliability when Cronbach's Alpha coefficient is more significant than 0.6; (2) Exploratory factor analysis EFA to evaluate the scale's validity; (3) Multivariable regression analysis method to evaluate the relationship between the dependent variable and influencing factors; (4) T-Test, ANOVA techniques to determine the influence of each element of social media marketing efforts on brand awareness among real estate customers.

4. Research Results

4.1. Data Descriptive Statistics

With 600 samples included in the data analysis, 345 males (57.5%) and 255 females (42.5%) participated in the survey. Regarding age, the author divided into three groups: From 25-35 years old accounted for 31.8%; From 36-45 years old accounted for 41%; From 46-55 years old accounted for 27.2%. Customers aged 25–55 are financially independent and tend to seek information about real estate projects through social media. Regarding the academic level, 15.3% have intermediate vocational qualifications, 23.2% have a postgraduate degree, 25.8% have a high school degree, and 35.7% of customers have a college/university degree. Regarding domicile, Danang has 246 people (41.0%); Ho Chi Minh City has 191 people (31.8%), and Hanoi has 163 people (27.2%). Regarding professions, 139 people (23.2%) are professional investors; 131 people (21.8%) are business owners; 110 people (18.3%) are managers; 81 people (13.5%) are freelancer; 78 people (13%) are retail business people, and 61 people (10.2%) are civil servants and public employees. Regarding monthly income, 25.8% have income from 61-80 million VND; 20.7% have a monthly income of 81-100 million VND; 17.2% have income from 41-60 million VND; 16.2% have monthly income over 100 million VND; from 20-40 million VND account for 12.7%, and under 20 million VND accounting for 7.5%.

4.2. Reliability Test Results

According to the Cronbach's Alpha reliability test findings, all observable variables of the group Interaction, Trendiness, Customization, eWOM, and Brand Awareness have a Corrected item-total Correlation higher than 0.30. All scales have a Cronbach's Alpha coefficient better than 0.60. Therefore, these scales assure dependability.

Cronbach's Alpha for the factor Entertainment is more than 0.6, whereas the variable EN4 has a variable-total correlation value of 0.278 less than 0.3. This is defined as Entertainment in real estate social media marketing is not judged by time-killing. Due to the impossibility of estimating the proportion of clients that access real estate-related social media to waste time compared to other things. Consequently, the author eliminated the EN4 variable. After deleting the EN4 variable from the model, the Corrected Item - Total Correlation for all observed variables is more significant than 0.3. The alpha coefficient of the scale is 0.788 more than 0.6. Thus, the scale guarantees dependability. All 22 observed

variables will be used for exploratory factor analysis (EFA).

***Table 1.** Cronbach's Alpha of the scales.*

Observed variables	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Interaction (IN) = 0.752 (N=3)				
IN1	7.29	2.846	0.513	0.743
IN2	7.45	2.288	0.628	0.612
IN3	7.47	2.187	0.612	0.633
Trendiness (TR) = 0.740 (N=3)				
TR1	7.75	1.817	0.584	0.634
TR2	7.82	1.867	0.588	0.632
TR3	7.79	1.711	0.531	0.703
Entertainment (EN) = 0.788 (N=3)				
EN1	8.12	1.821	0.634	0.707
EN2	8.11	1.715	0.654	0.685
EN3	8.27	2.049	0.604	0.741
Customization (CU) = 0.827 (N=5)				
CU1	15.10	5.813	0.627	0.791
CU2	15.20	5.817	0.605	0.798
CU3	15.13	6.074	0.553	0.812
CU4	15.20	5.993	0.606	0.797
CU5	15.25	5.927	0.742	0.763
eWOM = 0.732 (N=3)				
eWOM1	7.29	2.201	0.594	0.605
eWOM2	7.36	2.270	0.572	0.631
eWOM3	7.58	1.937	0.518	0.709
Brand Awareness (BA) = 0.785 (N=5)				
BA1	15.27	5.954	0.582	0.738
BA2	15.31	5.703	0.564	0.744
BA3	15.11	6.133	0.538	0.752
BA4	15.55	6.004	0.520	0.758
BA5	15.32	5.666	0.602	0.730

4.3. Exploratory Factor Analysis (EFA) Results

According to the findings of the factor analysis, the variables of the study model had both convergent and discriminant values. Six components are derived from the examination of 22 observable variables. All observed variables within each component fulfill the requirements and are included in future analysis rounds.

In Bartlett's test, the independent variables had Sig values of 0.05, indicating that the observed variables in the population are associated. The cumulative coefficient percentage of the independent variable is more than 50 percent, indicating that five variables account for 67.286% of the data variance. The fact that the KMO coefficient is more than 0.5 indicates that the factor analysis is compatible with the research data shown by the KMO coefficient being more significant than 0.5. All factor Eigenvalues are more than 1, and all observed variable factor loadings are more significant than 0.5.

The findings indicated that Bartlett's test had Sig 0.05 for dependent variables. KMO coefficient > 0.5. This demonstrated that factor analysis is compatible with research data. The EFA analysis yielded one extracted component. For all observed variables, the SPSS software generated cumulative coefficient percentages more than fifty (53.825%), Eigenvalues of all factors greater than one, and factor loading coefficients greater than 0.5.

***Table 2.** The results of exploratory factor analysis EFA for variables.*

	Component					
	1	2	3	4	5	6
CU1	.806					
CU2	.802					
CU3	.747					
CU4	.699					
CU5	.653					
EN1		.861				
EN2		.788				
EN3		.782				
IN1			.836			
IN2			.802			
IN3			.737			
TR1				.834		
TR2				.785		
TR3				.759		
eWOM1					.857	
eWOM2					.766	
eWOM3					.646	
BA1						.763
BA2						.751
BA3						.739
BA4						.716
BA5						.696
Eigenvalue	4.853	1.880	1.691	1.659	1.355	2.691
% of Variance	28.548	11.060	9.945	9.760	7.973	53.825
Cumulative %	28.548	39.609	49.553	59.313	67.286	53.825
Sig	.000					
KMO	.771					

4.4. Hypothesis Testing

At the 1% significance level, the correlation analysis revealed that all independent variables are connected with the dependent variable. This tight correlation is anticipated in the study since the close linear connection between the variables will explain the impact of the research model's elements.

Using the enter technique, the author performed a multivariate regression analysis between the dependent variable Brand Awareness and the five independent variables Interaction, Trendiness, Entertainment, Customization, and eWOM. Five independent factors explain 58.7% of the variance of the dependent variable, brand awareness, as measured by the adjusted R^2 value of 0.587. Utilize the F test to evaluate the model's fit. Sig = 0.000 < 0.05, as shown in Table 4, signified that the study model is significant.

***Table 3.** Model summary.*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.772a	.596	.587	.380	1.845

***Table 4.** ANOVA.*

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	52.855	5	10.571	73.315	.000b
1	Residual	35.902	249	.144		
	Total	88.757	254			

***Table 5.** Regression coefficients.*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.251	.221		-1.137	.256		
IN	.190	.035	0.237	5.406	.000	0.847	1.180
TR	.179	.040	0.191	4.464	.000	0.887	1.127
EN	.194	.040	0.213	4.857	.000	0.842	1.188
CU	.277	.045	0.279	6.086	.000	0.774	1.292
eWOM	.225	.040	0.262	5.652	.000	0.758	1.320

Table 5 revealed that all five factors, Interaction, Trendiness, Entertainment, Customization, and eWOM, correlate with Brand Awareness (because Sig value is more than 0.05). Moreover, the variables listed above lack multicollinearity (because all the VIF values of the variables are less than 2). The regression's findings are reported in the following mathematical format:

$$BA = -0.251 + 0.237*IN + 0.191*TR + 0.213*EN + 0.279*CU + 0.262*eWOM$$

***Table 6.** Hypothesis testing results.*

Hypothesis	Path	Standardized coefficients	p	Result
H1	IN -> BA	0.237	0.000	Supported
H2	TR -> BA	0.191	0.000	Supported
H3	EN -> BA	0.213	0.000	Supported
H4	CU -> BA	0.279	0.000	Supported
H5	eWOM -> BA	0.262	0.000	Supported

All five hypotheses were confirmed by the results of hypothesis testing ($p < 0.05$). Customization has the greatest influence on Brand Awareness with a standardized coefficient of 0.279, while Trendiness has the most negligible significant impact with a standardized value of 0.191.

4.5. Differences in Means Testing

The Independent Samples T-Test showed the Sig value in Levene's Test is less than 0.05, indicating that the variance between the two genders is not similar. Sig value T-Test is 0.030 < 0.05, so there is a statistically significant difference in customers' brand awareness in the survey of different genders. According to the results of gender descriptive statistics in the T-Test, men have a higher level of real estate brand awareness than women.

The ANOVA analysis for age results showed the Sig value < 0.05, so there is a statistically significant difference in brand awareness among customers of different ages. According to ages descriptive statistics in the ANOVA analysis result, 25-35 years old have the highest level of real estate brand awareness.

5. Discussion

The research has defined the model of the component variables that describe the influence of social media marketing efforts in affecting a customer's brand awareness of a real estate company across all five parameters. The data analysis findings demonstrated the validity and dependability of the model's scales. Customization significantly influences

consumer brand awareness (= 0.279), while the component Trendiness has a minor influence on customer brand awareness (= 0.191). According to Bilgin Yusuf's [4] research, Customization has the greatest influence on brand awareness. This is significant since real estate customers are interested in a company's capacity to deliver tailored services and quick information access. In addition, the independent sample T-Test results showed a difference in customers' real estate brand awareness between the two genders. Specifically, men have higher real estate brand awareness than women. The ANOVA analysis for age results shows that 25-35 years old have the highest real estate brand awareness level.

In this study, the author provided a complete research methodology to elucidate the influence of social media marketing efforts on brand awareness among consumers. This research added to the current literature on the influence of social media marketing on brand awareness by proving the beneficial effect of social media marketing on brand awareness. For real estate organizations, determining the influence of social media marketing efforts on client brand awareness is crucial. This is the foundation upon which managers plan business strategies, create conditions for businesses to quickly reach target customers, easily collect information, and provide timely professional advice to increase brand awareness and facilitate the process of entering the market and selling products.

This research contributed to the literature on social media marketing initiatives in Vietnam's real estate business. The construction of the proposed research model is based on the previous research model of Bruno Godey et al. [9], and documents explaining the relationship between social media marketing efforts and brand awareness demonstrate that the model's application is entirely consistent with the survey data in Vietnam. Moreover, these data aid academic and practical researchers in comprehending the influence of social media marketing activities on client brand awareness in the real estate industry.

A prior study by Tran Thi Thinh and Le Thuy Huong [30] has explored the significance of social media marketing in the Hanoi real estate industry. However, this study is limited to Hanoi and does not discuss in depth the influence of social media marketing efforts on brand awareness. Therefore, the author's research is the first empirical study to provide a comprehensive conceptual framework investigating the role of social media marketing efforts on brand awareness in the real estate industry on a national scale to the following social media marketing aspects: Interaction, Trendiness, Entertainment, Customization, and eWOM. According to the data research findings, all five variables influence the degree of brand awareness among consumers. Customization and eWOM are the two variables that significantly impact the brand awareness of real estate clients. The more proactively clients seek useful information sources, the more favorable their brand awareness. In addition, Interaction and Entertainment substantially affect consumer brand awareness. It is believed that trends have minimal impact on consumer brand awareness, but they are vital for enhancing the efficacy

of social media marketing.

6. Conclusion

6.1. Conclusion and Implication

To boost brand awareness in the minds of their clients via social media marketing, real estate organizations must prioritize the essential components and improve the model's impact factor with minimal significance. Mainly as follows:

Firstly, focus on Customization. This research revealed that Customization is the most important factor in influencing brand awareness among real estate clients (= 0.279). Before purchasing real estate items, consumers often do extensive research. Consequently, companies may construct personalized conversations (Chatbots) based on client feedback when consumers contact you through corporate social media with project-related customer information. For instance, the project's size, selling price, utilities, time of sale launch, etc.

Secondly, keep the prospect of electronic word-of-mouth alive (eWOM). eWOM must also be maintained when it favorably influences brand awareness among consumers (= 0.262). Customers will not hesitate to recommend a brand in the real estate industry if it offers items that are profitable and worth investing in. Contrariwise, if there is a mistake, particularly on the legal side, the firm will rapidly lose its consumers' faith. Therefore, the first and most essential thing that firms must guarantee is that consumers get the same value as the company's information on social networks to instill confidence and encourage customers to share information. In addition, businesses can create unique content about the project to generate excitement and encourage customers to discuss the project's outstanding benefits (opening up an international standard green lifestyle, complete legalization with 100 percent correction, impressive initial sales numbers, etc.).

Thirdly, maintain Interaction. According to the regression analysis, the interaction variable has a moderate effect on the brand awareness of real estate clients (= 0.237). Therefore, businesses must actively reply to client comments on their social media platforms. Customers will perceive that the company values their thoughts and input. In addition, the mix of message design with visual or emotional stimulus may boost consumer engagement.

Fourthly, enhance Entertainment. The entertainment aspect has a favorable effect on brand awareness among real estate clients (= 0.213). Building project assessment films, creating minigames, and Livestreaming advertising real estate projects are a few strategies for businesses to boost Entertainment and attract clients via disseminating information about real estate projects. In addition, TikTok for business is a helpful tool that helps businesses establish unique relationships with customers to transmit information about real estate projects.

Lastly, enhance Trendiness. The trendiness element has the lowest influence on clients' real estate brand awareness (= 0.191), yet it is still a crucial part of enhancing the efficacy of

social media marketing. Real estate firms may create content strategies for social media platforms such as Facebook, YouTube, etc., to provide relevant material about the real estate market scenario. In addition, it is vital to guarantee that the material about real estate projects on social networks is up-to-date to build brand awareness among consumers.

6.2. Limitations and Further Research

Although there are academic and practical contributions to the influence of social media marketing efforts on brand awareness of customers in the real estate industry, this research has the following limitations:

First, the sample size is small. Thus, it is uncertain if all real estate clients have the same brand awareness. Future research must gather many geographically diverse survey samples to boost the sample's representativeness.

Second, the present study has examined five social media marketing components influencing consumers' brand awareness. The regression analysis results indicate that the model has an R^2 value of 58.7%, meaning that five independent factors explain 58.7% of the variance in brand awareness. The remaining 41.3% of the dependent variable is accounted for by variables not included in the proposed study model. Future studies may investigate other facets of social media marketing, such as advertising or perceived risk.

Appendix: Questionnaires

Interaction

IN1 It is possible to share information about real estate projects with other users through social media of real estate company.

IN2 It is possible to have two-way interaction with investors through social media of real estate company.

IN3 It's easy to convey my opinion about real estate projects through social media of real estate company.

Trendiness

TR1 Using social media of real estate company is very trendy.

TR2 Content about the real estate market situation is updated daily on social media of real estate company.

TR3 The content about real estate projects on social media of real estate company is the newest information.

Entertainment

EN1 It is exciting to use social media of real estate company.

EN2 The content found in social media of real estate company seems interesting.

EN3 It is fun to collect information about real estate projects through social media of real estate company.

EN4 It is easy to kill time using social media of real estate company to research projects and the real estate market.

Customization

CU1 Social media of real estate company provide customized services.

CU2 Social media of real estate company can be used anytime, anywhere.

CU3 It is easy to use social media of real estate company.

CU4 It is possible to search for customized information on social media of real estate company.

CU5 Social media of real estate company provide lively feed information I am interested in.

Electronic Word of Mouth (eWOM)

eWOM1 I would like to pass information about projects from social media of real estate company to my friends.

eWOM2 I would like to share content from social media of real estate company to my Facebook page or another social network.

eWOM3 I would like to share my experience using the services of social media of real estate company with my friends.

Brand Awareness

BA1 I can recognize the character of the real estate brand.

BA2 I have always known about the real estate company brand.

BA3 Characteristics of real estate company come to my mind quickly.

BA4 I can quickly recall the symbol or logo of a real estate company.

BA5 I can remember real estate company brand often.

References

[1] Aaker, DA (1996), "Measuring brand equity across products and markets," California Management Review, 38 (3), 102-120.

[2] Algharabat, R. S., & Rana, N. P. (2020), "Social commerce in emerging markets and its impact on online community engagement," Information Systems Frontiers, 23 (2), 1499-1520.

[3] Ashley, C. and Tuten, T. (2015), "Creative strategies in social media marketing: an exploratory study of branded social content and consumer engagement," Psychology & Marketing, 32 (1), 15–27.

[4] Bilgin Y. (2018), "The effect of social media marketing activities on brand awareness, brand image, and brand loyalty," Business & Management International Journal, 6 (1), 128–148.

[5] Breitsohl, J., Kunz, W. & Dowell, D. (2015), "Does the host match the content? A taxonomical update on online consumption communities," Journal of Marketing Management, 31 (9-10), 1040-1064.

[6] Data Report Digital in Vietnam (2022), Digital 2022: Vietnam, https://datareportal.com/reports/digital-2022-vietnam, (Accessed: September 2022).

[7] Fanion, R. (2011), "Social media brings benefits to top companies," Central Penn Business Journal, 27 (3), 76-77.

[8] Gallaugher, J. and Ransbotham, S. (2010), "Social media and customer dialog management at starbucks," MIS Quarterly Executive Journal, 9 (4), 197-212.

[9] Godey, B. et al. (2016), "Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior," Journal of Business Research, 69 (12), 5833–5841.

[10] Hanoi Times (2022), Vietnam's real estate market set for strong growth in remainder of 2022, https://hanoitimes.vn/vietnams-real-estate-markets-set-for-strong-growth-in-remainder-of-2022-321737.html, (Accessed: September 2022).

[11] Hennig-Thurau, T., Gwinner, KP, Walsh, G. and Gremler, DD (2004), "Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?," Journal of Interactive Marketing, 18 (1), 38-52.

[12] Jamali, M., & Khan, R., 2018, "The impact of consumer interaction on social media on brand awareness and purchase intention! Case Study of Samsung," Journal of Marketing and Logistics, 1, 114-129.

[13] Keller, K. (1993), "Conceptualizing, measuring, and managing customer-based brand equity," Journal of Marketing, 57 (1), 1-22.

[14] Kim, A. J. and Ko, E. (2012), "Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand," Journal of Business Research, 65 (10), 1480–1486.

[15] Larson, K. and Watson, RT (2011), "The value of social media: toward measuring social media strategies," International Conference on Information Systems (ICIS), ICIS'11.

[16] Man-Lai Cheung (2019), "Developing a conceptual model for examining social media marketing effects on brand awareness and brand image," Int. J. Economics and Business Research, 17 (3), 243–261.

[17] Mangold, W. G. and Faulds, D. J. (2009), "Social media: the new hybrid element of the promotion mix," Business Horizons, 52 (4), 357–365.

[18] Manthiou, A., Rokka, J., Godey, B. and Tang, LR (2016), How social media marketing efforts influence brand equity creation and its consequences: the case of luxury brands, in Obal.

[19] Martin, K.; Todorov, I. (2010), "How Will Digital Platforms be Harnessed in 2010, and How Will They Change the Way People Interact Brands?," J. Interact Advert, 10, 61–66.

[20] Muntinga, DG, Moorman, M. & Smit, EG (2011), "Introducing COBRAs: exploring motivations for brand-related social media use," International Journal of Advertising, 30 (1), 13-46.

[21] Naaman, M., Becker, H. and Gravano, L. (2011), "Hip and trendy: characterizing emerging trends on Twitter," Journal of the Association for Information Science and Technology, 62 (5), 902-918.

[22] Nguyen, C., & Nguyen, D. (2020), "A study of factors affecting brand awareness in the context of viral marketing in Vietnam," International Journal of Advanced Science and Technology, 29 (5), 5401-5411.

[23] R Masa'deh, S Al-Haddad, D Al Abed, H Khalil, L AlMomani, T Khirfan (2021), "The Impact of Social Media Activities on Brand Equity," MDPI journals, 12 (11), 477-494.

[24] Shojaee, S., & Azman, A. b. (2013), "An Evaluation of Factors Affecting Brand Awareness in the Context of Social Media in Malaysia", Asian Social Science, 9, 72-78.

[25] So, K. K, Wu, L., Xiong, L. and King, C. (2017), "Brand Management in the Era of Social Media: Social Visibility of Consumption and Customer Brand Identification," Journal of Travel Research, 6 (1), 1-16.

[26] Somayeh, S., Azman, AB (2013), "An Evaluation of Factors Affecting Brand Awareness in the Context of Social Media in Malaysia," Asian Social Science, 9 (17), 72-78.

[27] Taha et al. (2021), "The Use of Social Media and Its Impact on Shopping Behavior of Slovak and Italian Consumers during COVID-19 Pandemic," MDPI Journals, 13.

[28] Tracy L. Tulen, Michael R. Solomon (2012), Social Media Marketing (3th Ed), Financial Times Press.

[29] Lê Thùy Hương, Phạm Thị Thu Thủy (2017), "Ảnh hưởng của truyền thông qua mạng xã hội tới giá trị thương hiệu của doanh nghiệp," Kỷ yếu hội thảo Trường Đại học Công nghiệp Hà Nội.

[30] Trần Thị Thịnh, Lê Thị Hương (2018), "Ảnh hưởng của truyền thông qua mạng xã hội đến giá trị thương hiệu của doanh nghiệp bất động sản Hà Nội," Tạp chí Khoa học & Công nghệ Trường Đại học Công nghiệp Hà Nội, số đặc biệt 2018, 101-106.

[31] Tsimonis, G. and Dimitriadis, S. (2014), "Brand strategies in social media," Marketing Intelligence & Planning, 32 (3), 328-344.

[32] Visar Rrustemi (2021), "The impact of social media activities on raising brand awareness during the COVID-19 pandemic: the case of fashion industry in Kosovo," Journal of Contemporary Management Issues, 26 (2), 295-310.

[33] Vietnam Investment Review (2022), Property sales in Industry 4.0 era, https://vir.com.vn/property-sales-in-industry-40-era-57137.html, (Accessed: August 2022).

[34] Zhu, YQ and Chen, HG (2015), "Social media and human need satisfaction: implications for social media marketing," Business Horizons, 58 (3), 335–345.