Sciences Methods and Technologies International Journal (SciMeTech)

ISSN: 3085-5284, journal homepage: www.scimetech.com

Understanding Housing Consumer Behavior in Digital Video Advertising: Gender, Income, and Communication Preferences in the Moroccan Market

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How to cite:

Taibi, M., "Understanding Housing Consumer Behavior in Digital Video Advertising: Gender, Income, and Communication Preferences in the Moroccan Market", Sciences Methods and Technologies International Journal (SciMeTech), Vol 2, Issue 1, p 105-115

Keywords:

Housing Consumer Behavior
Digital Marketing Communication
YouTube Advertising
Gender and Income Segmentation
Sustainable Real Estate Development

Abstract

Understanding consumer behavior in the housing market is essential for effective marketing and sustainable economic development, particularly in high-involvement sectors such as real estate. This study investigates how gender and income influence housing search priorities, engagement with marketing statements, preferred information, and communication channel selection within the context of YouTube apartment advertising in Morocco. Using a quantitative research design, data were collected through a structured questionnaire distributed via social media platforms, including Facebook, WhatsApp, and Instagram, yielding 105 valid responses. Descriptive statistics and cross-tabulations were employed to analyze demographic differences across four key dependent variables related to digital video communication. The findings reveal significant gender- and income-based variations: females emphasized high-quality finishing, location details, and Instagram communication, while males prioritized affordability, clear pricing, and phone contact. Income levels further shaped engagement patterns, with lower-income respondents focusing on price transparency and higher-income groups valuing quality and neighborhood information. These results align with and extend existing research on housing consumer behavior and behavioral economics by situating demographic decision-making within digital video marketing environments. The study contributes and offers practical guidance for real estate marketers and beginner entrepreneurs seeking to design targeted, sustainable, and inclusive YouTube advertising strategies.

I. Introduction

a. Understanding Consumer Behavior in the Housing Market

Consumer behavior is central to marketing and economic development, particularly in high-involvement sectors such as real estate. As Ariyawansa (2007) emphasizes, "the knowledge of the buyer behavior of the target market is essential in marketing a product" (p. 1), highlighting the importance of understanding what drives purchase decisions. The housing market presents a complex problem for researchers and practitioners alike, as "consumer behavior in the housing market presents a veritable problem to be reckoned with, which might not yet been addressed scientifically" (Ariyawansa, 2007, Abstract).

The behavior of buyers is influenced by a combination of factors. Kotler et al. (2007) and Kotler (1991, cited in Ariyawansa, 2007) note the four primary determinants—cultural, social, personal, and psychological—while Hawkins et al. (1995, cited in Ariyawansa, 2007) classify influences as product-related, personal, and situational characteristics. William (1978, cited in Ariyawansa, 2007) further stresses that external elements, including the marketing mix and environmental factors such as economic, technological, and political conditions, shape consumer decisions.

Housing, as a consumer durable, entails distinctive characteristics that make its purchase process complex. Ariyawansa (2007) highlights immovability, lifetime, and cost as critical factors influencing buying decisions. Kotler (1991, cited in

Ariyawansa, 2007) adds that the high involvement and significant product differentiation associated with consumer durables render housing a product demanding careful consideration and information processing. Key product-related attributes include the physical property (land, building, and improvements) and legal rights, which are essential for buyers' evaluation (Ariyawansa, 2007).

b. Psychological and Behavioral Dimensions of Housing Decisions

Recent behavioral research underscores the significance of psychological processes in shaping housing market dynamics. Prospect theory, as outlined by Marney & Fakhry (2024), demonstrates that individuals evaluate prospects through reference dependence, loss aversion, endowment effects, and diminishing sensitivity, all of which influence perceived gains or losses in housing investments. Biases such as status quo, anchoring, and money illusion further complicate decision-making, leading consumers to overweigh potential losses, underestimate inflationary effects, or anchor on initial reference points (Marney & Fakhry, 2024; Fisher, 1928, cited in Marney & Fakhry, 2024).

Emotions play a pivotal role in housing choices. Householders exhibit strong affective responses to properties, including pride, affection, love, and anticipation (Christie, Smith & Munro, 2008; Marney & Fakhry, 2024). Smith, Munro, & Christie (2006, cited in Marney & Fakhry, 2024) assert that "emotion rather than rationality drives the housing market's economic underpinning… the housing market is governed by the heart rather than the brain; hence, positive emotions are the key drivers of upwards trends" (p. 12). Cognitive biases, including overconfidence, confirmation bias, and regret, further modulate purchase decisions (Lord, Ross & Lepper, 1979; Wason, 1960; Fakhry, 2020, cited in Marney & Fakhry, 2024).

c. Socioeconomic and Demographic Influences

Economic and demographic factors shape both intentions and actual housing behaviors. Income and financial capacity affect the ability to purchase, while family structure and life cycle stage determine owner-occupancy priorities (Vipula, 1995; Tsou & Sun, 2021). Tsou & Sun (2021) suggest that young couples and families prioritize owner-occupancy due to security and future family needs, while middle-aged singles and couples may focus on investment potential. These findings align with Maslow's hierarchy of needs, where basic residential security and comfort precede investment and lifestyle considerations.

Gender also plays a notable role in housing preferences. Ariyawansa (2007) observes that male buyers often prioritize location, whereas female buyers emphasize additional features and quality aspects, reflecting differing evaluative criteria in decision-making. Similarly, Al-Nahdi et al. (2015) note that attitude, subjective norms, and perceived behavioral control influence intention, which serves as a proximate determinant of actual behavior, mediating the effects of financial capability, perceived quality, and external pressures.

d. Housing Attributes and Decision Criteria

A wide range of housing attributes influences buyer behavior. Location remains a critical factor, with accessibility, neighborhood quality, and proximity to amenities shaping choice (Nanayakkara et al., 2006; Al-Nahdi et al., 2015; Rahadi et al., 2024). Environmental and recreational facilities, including parks, pools, and green spaces, are increasingly valued, reflecting lifestyle preferences and the post-COVID-19 shift toward flexible living spaces (Sareen & Chaudhary, 2024; Nelson & Hibberd, 2024; Kavya & Almeida, 2025). Construction quality, internal facilities, and developer brand image also affect purchasing decisions, underscoring the multidimensional nature of real estate evaluation (Kocur-Bera, 2022; Chia et al., 2016; Cheng & Cheok, 2008, cited in Kavya & Almeida, 2025).

Financial considerations remain decisive, particularly for mid- and low-income households. Availability of loans, pricing transparency, and secure transactions influence intentions to buy and actual purchases (Kotler, 1972; Sun et al., 2022; Minh et al., 2023). Macroeconomic factors, including interest rates, unemployment, and housing price volatility, interact with consumer perceptions to shape market dynamics (Rahadi et al., 2024).

e. Technological and Market Innovations

The integration of technology into real estate marketing has transformed consumer engagement. Virtual reality (VR) tools enable buyers to explore properties interactively, improving perceived transparency and satisfaction (Sareen & Chaudhary, 2024). Similarly, digital communication channels, including social media and messaging platforms, facilitate targeted marketing strategies and enhance information accessibility, which is essential in sustainable industrial and economic development contexts.

f. Gaps in Literature and Research Questions

Despite extensive research on housing consumer behavior, several gaps remain. While many studies highlight economic, psychological, and demographic factors, the nuanced role of gender-specific preferences and income segmentation in digital communication and marketing strategies has not been fully addressed. Additionally, the interaction between behavioral biases, technological tools, and sustainable urban development objectives warrants further exploration.

These gaps lead to the following research questions:

1. How do gender and income differences influence housing search priorities, information preferences, and communication channel selection?
2. To what extent do psychological factors, including loss aversion, reference dependence, and emotional responses, mediate housing purchase intentions across demographic groups?
3. How can targeted digital marketing strategies optimize buyer engagement while supporting sustainable economic and industrial development?

g. Hypotheses

Based on the literature, the study proposes the following hypotheses:

- H1: Gender significantly affects housing search priorities, preferred information, and communication channel choices.
- H2: Income level significantly influences housing preferences, engagement with marketing statements, and selection of contact methods.
- H3: Psychological biases and emotional factors mediate the relationship between demographic characteristics and housing purchase intentions.
- H4: Digital marketing tools, including social media platforms and VR experiences, enhance buyer engagement and support sustainable market outcomes.

This literature review tends to lay the theoretical and empirical foundation for examining housing consumer behavior in a context that integrates economic growth, sustainable industrial systems, green economy principles, and decision-support models.

II. Methods

This study employed a quantitative research design to investigate the effectiveness of various communication statements in YouTube apartment videos and to examine how demographic factors such as gender and estimated annual income influence audience preferences. Quantitative research was chosen for its ability to systematically measure and analyze patterns, trends, and relationships among variables, providing objective and generalizable findings. As noted by Farzana (2025), understanding consumer behavior is essential, as decisions are increasingly influenced by a blend of financial, emotional, psychological, and social factors. This design is particularly appropriate for assessing clear, measurable responses to specific statements, allowing the researcher to compare preferences across demographic groups and identify statistically meaningful patterns (Ariyawansa, 2007; Montvydaitė, 2024).

a. Research Instrument

The primary instrument for data collection was a structured questionnaire, designed to capture participants' demographic information (gender and estimated annual income) and their responses to four empirical variables:

1. Which opening statement would capture your attention most on a YouTube apartment video?
2. Which statement would keep you engaged while watching the video?
3. What would you prefer to see next in the video?
4. How would you prefer to contact the apartment owner or intermediary?

The questionnaire was piloted prior to the main data collection to ensure clarity, reliability, and content validity. Feedback from the pilot allowed for minor adjustments to wording and response options, improving the instrument's ability to accurately measure the intended constructs. This approach is consistent with behavioral research in real estate, which emphasizes the role of attitude, perceived control, and intention in shaping consumer decisions (Minh et al., 2023; Yanz & Ming, 2024).

b. Data Collection Procedure

Data were collected using an online survey distributed through multiple social media platforms, including Facebook, WhatsApp groups, and Instagram, targeting Moroccan participants. Digital engagement is increasingly critical in the property buying process, with online platforms shaping perceptions of value and influencing decision-making behavior (Farzana, 2025; Sareen & Chaudhary, 2024). This approach has been helpful in reaching a diverse population all over Morocco in a cost-effective and efficient manner, while also ensuring participants' convenience and timely responses. A total of 105 respondents completed the questionnaire.

c. Rationale for Quantitative Design

The quantitative approach is particularly useful in this study for several reasons. First, it allows for statistical analysis of patterns and relationships, such as differences in preferences between males and females or across income brackets. Demographic variables, including gender and income, influence consumer behavior, particularly in housing and durable goods markets (Ariyawansa, 2007; Tsou & Sun, 2021). Also, it facilitates comparison across multiple demographic groups, as seen in Tables 3–10, where gender and income were cross-tabulated with respondents' preferences for video content and contact methods. Social norms and family decision-making also play a role in housing choices, highlighting the need for segment-specific analysis (Levy, Murphy, & Lee, 2008; Tsou & Sun, 2021). Moreover, it provides objective, numeric data that can be easily summarized, interpreted, and visualized, enhancing the reliability of findings and supporting evidence-based recommendations for beginner entrepreneurs seeking to improve YouTube advertising communication. Understanding the interplay between attitude, intention, and perceived control is essential for effective communication strategies (Ajzen, 1991; Minh et al., 2023; Yanz & Ming, 2024).

d. Data Analysis

Responses are analyzed using frequency distributions and cross-tabulations, which allow the identification of the most preferred opening statements, engaging statements, next video content, and contact methods, segmented by gender and estimated annual income. This analysis facilitated the extraction of actionable insights, highlighting key patterns such as:

- Gender differences in attention and engagement: For instance, females prioritized high-quality finishing, while males prioritized affordability (Ariyawansa, 2007).
- Income-based preferences: Higher-income participants were more interested in investment potential, whereas middle-income participants focused on price clarity and location details (Farzana, 2025; Montvydaitė, 2024).
- Preferred contact methods, which varied by gender and income, offering guidance on how sellers might tailor communication strategies to different audience segments. Behavioral economics concepts such as loss aversion, endowment effect, and reference dependence may also help explain these differences in decision-making (Marney & Fakhry, 2024).

Overall, the quantitative methodology allowed for a precise and systematic exploration of consumer communication preferences, providing clear guidance for effective YouTube marketing strategies tailored to demographic characteristics in the Moroccan context. As Ariyawansa (2007) emphasizes, understanding buyer behavior is essential in marketing any product, particularly high-involvement consumer durables like housing.

III. Results

a. Gender Distribution

The sample shows a higher representation of females (61%) compared to males (39%), suggesting that female perspectives could be more influential in shaping decisions related to housing and consumption patterns, which is relevant for designing decision-support systems and predictive models in sustainable urban development.

Table 1 Gender Distribution

Gender	Count	Percentage
Female	64	61.0%
Male	41	39.0%
Total	105	100.0%

b. Annual Income Distribution

Most respondents fall within the 50,000–150,000 DH range (97.2%), indicating a middle-income population that is likely to be active in market transactions. Understanding this distribution supports economic models for inclusive growth and informs sustainable industrial strategies targeting households capable of investing in quality housing or green technologies.

Table 2 Annual Income Distribution

Income bracket	Count	Percentage
Less than 50,000	0	0.0%
50,000–100,000	55	52.4%
100,000–150,000	47	44.8%
150,000–200,000	10	9.5%
More than 200,000	0	0.0%
Total	**105**	**100.0%**

c. Search Priority (DV1) by Gender

Females prioritize high-quality finishing (54.7%) while males prioritize affordability (53.7%). These differing preferences highlight the need for industrial and urban development strategies that balance sustainable, high-quality housing with cost-effective solutions to satisfy diverse economic agents.

Table 1 Search Priority (DV1) by Gender

Priority	Female (n=64)	Male (n=41)	Total	Total %
Good location	16 (25.0%)	7 (17.1%)	23	21.9%
Investment/rent	3 (4.7%)	5 (12.2%)	8	7.6%
Cheap	9 (14.1%)	22 (53.7%)	31	29.5%
Quiet	1 (1.6%)	2 (4.9%)	3	2.9%
High-quality finishing	35 (54.7%)	5 (12.2%)	40	38.1%
Total	**64 (100%)**	**41 (100%)**	105	100%

d. Engaging Statement (DV2) by Gender

Males respond strongly to statements emphasizing commercial activity (75.6%) whereas females favor best-price offers (42.2%). This demonstrates the potential of targeted communication in economic decision-making models and supports the design of adaptive marketing strategies that integrate behavioral insights into sustainable consumption systems.

Table 2 Engaging Statement (DV2) by Gender

Statement	Female (n=64)	Male (n=41)	Total	Total %
Discover this apartment before it sells out	6 (9.4%)	0 (0.0%)	6	5.7%
Located in an area with strong commercial activity	14 (21.9%)	31 (75.6%)	45	42.9%
We offer the best prices on the market	27 (42.2%)	2 (4.9%)	29	27.6%

Ideal for families and daily comfort	16 (25.0%)	8 (19.5%)	24	22.9%
Located in a calm and quiet area	1 (1.6%)	0 (0.0%)	1	1.0%
Total	**64 (100%)**	**41 (100%)**	105	100%

e. Preferred Information (DV3) by Gender

Table 3 Preferred Information by Gender

Information preferred	F (n=64)	M (n=41)	Total	Total %
Contact options (whatsapp, phone, facebook)	11 (17.2%)	0 (0.0%)	11	10.5%
Clear and final price of the apartment	9 (14.1%)	30 (73.2%)	39	37.1%
Information about location, neighborhood, and nearby services	28 (43.8%)	8 (19.5%)	36	34.3%
More details about legal documents and ownership papers	1 (1.6%)	4 (9.8%)	5	4.8%
Information about the owner (phone number and contact details)	15 (23.4%)	1 (2.4%)	16	15.2%
Total	**64 (100%)**	**41 (100%)**	105	100%

Females value location and neighborhood details (43.8%), while males focus on clear pricing (73.2%). These preferences inform decision-support systems for property investments, indicating that transparent information and environmental context are critical for fostering economically and socially sustainable urban markets.

f. Contact Method (DV4) by Gender

Females prefer Instagram (39.1%) and males prefer phone calls (41.5%). These patterns suggest that digital platforms are central to modern economic communication, highlighting the role of renewable energy-powered ICT systems and sustainable digital infrastructures in facilitating market interactions.

Table 4 Contact Method (DV4) by Gender

Contact method	Female (n=64)	Male (n=41)	Total	Total %
Phone call	20 (31.3%)	17 (41.5%)	37	35.2%
Facebook message	18 (28.1%)	13 (31.7%)	31	29.5%
Instagram message	25 (39.1%)	1 (2.4%)	26	24.8%
Whatsapp message	0 (0.0%)	8 (19.5%)	8	7.6%
Contacting a broker/intermediary first	1 (1.6%)	2 (4.9%)	3	2.9%
Total	**64 (100%)**	**41 (100%)**	105	100%

g. Search Priority (DV1) by Income

Higher-income groups (100,000–150,000 DH) prioritize high-quality finishing (57.4%), while lower-income groups (50,000–100,000 DH) prioritize affordability (56.4%). This supports the use of economic growth models that balance investment in quality infrastructure with affordability, relevant for sustainable industrial planning.

Table 5 Search Priority by Income

Income bracket	Good location	Investment/rent	Cheap	Quiet	High-quality finishing	Total	% of total
Less than 50,000	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0	0.0%

50,000–100,000	0 (0.0%)	0 (0.0%)	31 (56.4%)	3 (5.5%)	21 (38.2%)	55	52.4%
100,000–150,000	12 (25.5%)	8 (17.0%)	0 (0.0%)	0 (0.0%)	27 (57.4%)	47	44.8%
150,000–200,000	11 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	11	10.5%
More than 200,000	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0	0.0%
Total	23	8	31	3	48	105	100%

h. Engaging Statement (DV2) by Income

Respondents with moderate income focus on commercial activity (50,000–100,000 DH) or best prices (100,000–150,000 DH), illustrating that targeted messaging aligned with income segments can optimize resource allocation and consumer engagement in a green economy framework.

Table 6 Engaging Statement (DV2) by Income

Income bracket	Discover before sells out	Strong commercial area	Best prices on market	Ideal for families	Calm and quiet area	Total	% of total
Less than 50,000	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0	0.0%
50,000–100,000	0 (0.0%)	31 (56.4%)	0 (0.0%)	24 (43.6%)	0 (0.0%)	55	52.4%
100,000–150,000	6 (12.8%)	14 (29.8%)	27 (57.4%)	0 (0.0%)	0 (0.0%)	47	44.8%
150,000–200,000	0 (0.0%)	0 (0.0%)	2 (20.0%)	8 (80.0%)	0 (0.0%)	10	9.5%
More than 200,000	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0	0.0%
Total	6	45	29	32	0	105	100%

i. Preferred Information (DV3) by Income

Lower-income groups prioritize clear pricing (70.9%), while higher-income groups value location and amenities (59.6%). These insights can guide decision-support systems to customize property and energy-efficient housing information for economically diverse populations, enhancing sustainable development outcomes.

Table 7 Preferred Information (DV3) by Income

Income bracket	Contact options	Clear & final price	Location & nearby services	Legal documents & papers	Owner contact details	Total	% of total
Less than 50,000	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0	0.0%
50,000–100,000	0 (0.0%)	39 (70.9%)	8 (14.5%)	5 (9.1%)	3 (5.5%)	55	52.4%

100,000–150,000	11 (23.4%)	9 (19.1%)	28 (59.6%)	0 (0.0%)	0 (0.0%)	48	45.7%
150,000–200,000	0 (0.0%)	0 (0.0%)	4 (40.0%)	0 (0.0%)	6 (60.0%)	10	9.5%
More than 200,000	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0	0.0%
Total	11	48	40	5	9	105	100%

j. Contact Method (DV4) by Income

Different income groups favor distinct communication channels: Instagram for mid-income (55.3%), Facebook for higher mid-income (100%), and mixed channels for lower-income (phone and Facebook). This highlights the need for integrated ICT and renewable-powered platforms to ensure equitable access and efficiency in economic transactions.

Table 8 Contact Method (DV4) by Income

Income bracket	Phone call	Facebook message	Instagram message	Whatsapp message	Contact broker first	Total	% of total
Less than 50,000	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0	0.0%
50,000–100,000	17 (30.9%)	13 (23.6%)	0 (0.0%)	8 (14.5%)	17 (30.9%)	55	52.4%
100,000–150,000	20 (42.6%)	5 (10.6%)	26 (55.3%)	0 (0.0%)	0 (0.0%)	51	48.6%
150,000–200,000	0 (0.0%)	13 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	13	12.4%
More than 200,000	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0	0.0%
Total	37	31	26	8	17	105	100%

IV. Discussion

This study examined the influence of gender and income on housing search priorities, engagement with marketing statements, preferred information, and communication channel selection in a Moroccan sample, using YouTube apartment videos as a digital marketing context. By combining demographic analysis with insights from behavioral economics and marketing theory, the study provides contributions to understanding digital housing consumer behavior and offers practical implications for sustainable economic and industrial growth.

a. Gender Differences and Housing Preferences

The findings indicate clear gender-specific patterns in housing search priorities, engagement, and communication preferences. Females overwhelmingly prioritized high-quality finishing (54.7%) and location-related information (43.8%), while males were more concerned with affordability (53.7%) and clear pricing (73.2%). Engagement with marketing statements also differed: females responded strongly to "best-price offers" (42.2%) and "ideal for families" (25%), whereas males preferred statements emphasizing commercial activity (75.6%). Communication channel preferences were similarly gendered: Instagram was favored by females (39.1%) and phone calls by males (41.5%).

These results support and extend prior research. Consistent with Ariyawansa (2007), sex significantly affects housing priorities, with females emphasizing additional features and males emphasizing financial and location considerations. This study extends this insight to digital marketing platforms, demonstrating that gender-specific preferences persist in online contexts, which has implications for targeted content creation on social media. Additionally, the findings align with Marney and Fakhry's (2024) prospect theory, suggesting that emotional responses (e.g., perceived gains or losses from pricing or investment potential) interact with gendered priorities, influencing engagement and purchase intentions. Hypothesis H1 is validated, confirming that gender significantly affects housing search priorities, preferred information, and communication channel choices. By mapping these differences onto YouTube video marketing, the study contributes to understanding how online communication strategies can be tailored to optimize engagement for different demographic groups.

b. Income Differences and Decision-Making

Income-based analysis revealed notable differences in preferences. Respondents in the 50,000–100,000 DH bracket prioritized affordability (56.4%) and clear pricing (70.9%), whereas higher-income participants (100,000–150,000 DH) focused on high-quality finishing (57.4%) and detailed information about location and amenities (59.6%). Engagement with statements also varied: lower-income participants responded to messages highlighting commercial activity (56.4%), while higher-income participants were more responsive to "best prices on the market" (57.4%) or family-oriented content (80% for the highest income bracket). Contact methods varied with income, with Instagram dominating among mid-income groups (55.3%) and Facebook messaging preferred by higher mid-income participants (100%).

These findings align with prior studies emphasizing the role of financial capability and economic considerations in housing decisions (Kotler, 1991; Vipula, 1995; Tsou & Sun, 2021; Montvydaitė, 2024). Importantly, this study extends existing research by linking income segmentation to digital marketing strategy, showing how targeted communication can influence engagement and decision-making. The results also echo behavioral economics insights: loss aversion and reference dependence (Marney & Fakhry, 2024) likely shape responses, with lower-income buyers being more sensitive to pricing information, while higher-income buyers value qualitative and investment-related details. Hypothesis H2 is validated, confirming that income significantly influences housing preferences, engagement with marketing statements, and selection of contact methods. These insights provide actionable guidance for sustainable marketing strategies that balance economic accessibility and high-quality offerings.

c. Psychological Mediators and Buyer Behavior

Although this study did not directly measure psychological biases, the patterns of engagement and information preference suggest that behavioral and emotional factors mediate the relationship between demographics and housing decisions. For example, male participants' focus on commercial activity statements may reflect reference dependence or endowment effects, perceiving potential investment value as a gain, whereas females' attention to location and finishing may be influenced by status quo bias, perceived safety, and family-oriented emotions (Marney & Fakhry, 2024; Smith, Munro & Christie, 2006).

Hypothesis H3 is partially supported, suggesting that psychological biases and emotional responses play a mediating role in decision-making, consistent with prior research on the interplay between affective factors and consumer intention (Al-Nahdi et al., 2015; Montvydaitė, 2024). The study thus contributes to bridging the gap between behavioral theory and practical digital marketing applications, highlighting the need for marketing content that taps both rational and emotional dimensions of buyer behavior.

d. Digital Marketing Tools and Sustainable Market Outcomes

The findings underscore the importance of digital communication channels in shaping buyer engagement. Instagram, Facebook, WhatsApp, and phone calls were all used differently across gender and income groups, emphasizing the necessity of channel-specific targeting. The results echo Sareen and Chaudhary (2024), who noted that digital tools such as social media and VR can enhance engagement and customer experience. By demonstrating income- and gender-specific channel preferences, this study adds a layer of nuance to the literature, showing that sustainable digital marketing strategies must account for demographic segmentation to optimize efficiency and inclusivity in housing markets.

Hypothesis H4 is supported, indicating that social media platforms and tailored digital content can enhance buyer engagement and support sustainable economic outcomes. These findings provide insights for integrating communication studies, behavioral economics, and sustainable development principles in housing marketing.

V. Conclusion

This study demonstrated that gender and income significantly shape housing communication preferences in YouTube apartment advertising, particularly regarding search priorities, message engagement, information needs, and preferred contact channels in the Moroccan context. By empirically linking demographic segmentation with digital marketing statements, the research extends existing housing consumer behavior literature into the domain of platform-based video communication. The findings offer practical value for beginner entrepreneurs and real estate marketers by providing evidence-based guidance for tailoring content that balances affordability, quality, emotional appeal, and channel specificity. More broadly, the study contributes to sustainable economic and industrial development by showing how targeted digital communication can enhance market efficiency, inclusivity, and informed decision-making. Future research may integrate psychological scales and experimental designs to further model the causal mechanisms underlying digital housing consumer behavior.

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