

ONLINE MARKETING COMMUNICATION POTENTIAL PRIORITIES FOR CHINESE GEN X AND GEN Y PURCHASING THAILAND CONDOMINIUM

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ABSTRACT: *The purpose of this study is to identify the aspects of online marketing communication potential priorities for Gen X and Gen Y Chinese purchasing Condominiums in Thailand. During covid-19, most of the companies try to find a way of online marketing communication potential priorities to attract potential clients. Online marketing communications are moving towards connections between individual users and customers, rather than being delivered to millions of consumers through a marketing agency. Anyone now can just become as effective in communicating information of an entity, both from the positive and negative aspects, rather than a larger company advertising by itself. Furthermore, online marketing contact is important to develop the brand and create marketing plan in future for a company. The sample (n = 450) was gathered by using convenient sampling techniques via distributing online questionnaires. The data were analyzed by using Confirmatory Factor Analysis (CFA) and Structural Equation Model (SEM) to confirm the goodness of fit of the model and hypotheses testing. The study analyzed that there is no significance of online relationship communication, online interactive communication, methods for prioritization of OMC for future potential of OMC. However online advertising, online public relations, mobile communication, prioritization of OMC have significant direct or indirect effect on future potential of OMC. The findings illustrated that online advertising that includes online display advertisement, banners or video advertising, Search engine advertising, and online application and optimizing the online public relationship can drive customers to purchase condominiums in Thailand. The results of this research do not completely represent all customers who have intentions to purchase condominiums in Thailand, and the research factors do not cover all possible variables. The study have shown the importance of online marketing communication priorities for real estate companies and help businesses to develop online marketing communication approaches in their decision making process. The study represents original findings to investigate and examine the influences on online marketing communication potential priorities for Chinese Gen X and Gen Y customers purchasing condominiums in Thailand, and thus adding in to a green field of lacking in theory as well as concrete instructions.*

Keywords: *Online marketing, Potential priorities, Gen X, Gen Y, Online marketing communication, Online advertising, Online relationship communication, OMC*

Introduction

The term online Marketing was first used in the 1990s. In 2018, there were more than 800 million Chinese internet users

from China in 2018. Out of those 800 million, 98% used their mobile devices to access the Internet, making China as the number one one country to become a "Mobile First Nation." The nation now has a penetration rate of 57.5 Percent for Internet users (Niall McCarthy,2018). By constantly increasing network access and Chinese customers who did not seem to be able to disconnect themselves from their

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phones, companies need to concentrate on online marketing strategies.

In comparison to conventional advertisement and direct mail marketing strategies, online marketing gives prospects and consumers the ability to connect. Social media, forums, chatbots and other networking platforms provide a platform for two-way interactions that foster meaningful relationships. Companies of all sizes, using online marketing initiatives, can generate higher revenues with less investment. While that was a great opportunity having the belief that online marketing never stops. Company is available 24/7 to a global audience and provides limitless possibilities for engagement and revenue.

74 percent of B2B customers conduct more than half of their product and business research online before making any purchase decisions. 81 percent of people conducted online research before finalizing any big purchase. (Christopher Ryan,2018) 491.4 Billion Yuan was an estimation from China's 2019 internet-based advertisement revenue. The number continued to grow at a rate of 31 per cent. 70 per cent of the overall online advertisement market in China was for smart phones. Until the end of 2019, this figure was expecting to hit 82.8 per cent (Hemant Joshi,2015).

With Chinese Generations X and Y and new generations constantly connecting due to the smartphones, they spent a lot time on social media, such as blogs, WeChat and Weibo is steadily increasing. 70 per cent of Chinese Gen Y is projected to go directly to social media to purchase goods or services. This group numbered more than 350 Million people, or more than 25 percent of the population of China.(Thibaud,2020) Gen Y has a special and changing attitude towards their life style, working, community issues and world problems. Characterized by a positive attitude, interdependence and consumerism, Chinese Gen Y has better technical skills and global ability to interact closely to its Western partners with regards

to internet connectivity and increased usage, digital players and cell phones. Even as a young individual, they communicate with leaders outside the world with confidence and influence on their country's future.

They are the key drivers of the rise in consumption in the country, with spending by those under the age of 35, accounting for approximately 65 per cent of total growth in consumption. It is estimated that this spending will increase by 11 per cent annually until 2021. More than 90 percent of them have a smart phone and more than half of all luxury products purchased. (Faisal Kidwai,2019). There for generation X, this generation has grown up with more personal rights and freedom than the previous two generations. For this generation, the influx of new ideas, learning opportunities and world awareness has been highly appealing and has influenced a lifelong desire to learn from many sources. Economic opportunity was open to those who studied and worked hard, including a rising consumer market. According to the country's central bank, the Bank of Thailand, Mainland China and Hong Kong accounted for 43 percent of the 92.16 Billion baht transferred from foreign countries by all investors to buy condominiums in Thailand in 2018, the COVID-19 outbreak resulted in a sharp decline in transactions. In the first quarter of this year, only 1,791 units were sold from the new supply out of a total of 6,007 units, indicating a selling rate of 30 per cent – reflecting a 9 per cent decrease in sales compared to the same time in the previous year or a 20 per cent decrease compared to the previous quarter (Surachet Kongcheep, 2019). The selling strategy has moved to the digital platform; many businesses are now using software to connect with consumers, including sales through WeChat, blogs and applications. For gen X and gen Y, they are more open-minded and have more purchasing power and technological skills to search items online and get more knowledge from the website.

As a result, this research explores and discusses on the factors influencing Online marketing communication potential priorities for Chinese Gen X and Gen Y purchasing condominiums in Thailand. The purpose of this research is to analyze the factors influencing purchase intentions of Chinese Gen X and Gen Y considering online marketing priorities.

Literature Review and Hypotheses Development

Online Marketing Communication

Throughout recent culture, online networking is seen in several ways as more successful than traditional media. This helps to capture and increase an organization's market share. This is also used as a more powerful determinant of positive contact (Besseah *et al.*, 2017). Therefore, the right combination of promotion or integrated marketing communication strategy, particularly with the young respondents, should always be used (Duffy, 2009).

Hassan *et al.* (2010) indicate that entertainment, a quest for information, value development, reputation and economic usefulness are the predominant antecedents of attitude towards online communication. Online marketing shows customers embracing the notion that Internet can act as a mean of marketing communication (Ghose and Dou, 1998). For example, if customers prefer a website of a company, they will be more sensitive to their content, including their advertisements (Bruner & Kumar, 2000; Stevenson *et al.*, 2000).

Gen X and Gen Y in China

Generation of person with similar experience in critical developmental or historical stages is characterized as a group (Benckendorff *et al.*, 2010). Generational theory suggests that the interpretation of their attitude and behavioral patterns not only impact on the generations but also individuals at their early age (Gardiner *et al.*, 2013). The characteristics found in the

western sense are very different from those in China following a detailed study on Western world generation features (Arlt, 2006). Gen X is defined as those who were born between 1965 and 1979 in China, while Gen Y was born in between 1980 and 1995 (Erickson, 2009; Zopiatis *et al.*, 2012). In China Gen X-ers are people who were born mainly in the era of mass propaganda during the Cultural Revolution. In its early adolescence, China's Gen X could still have dim memories of deprivation, political instability, and societal values during mid-30s to 50s. the innovation of new information were exciting for the country, as well as academic and economic opportunities. They were the proactive and hardworking generation who emerged and termed as Chinese first middle-class family (Erickson, 2009). During the Post 80's, which is also known as Gen Y's in China, was born after the promulgation of a single-child policy and is now grown up before the early 30's (Stanat, 2006). The parents and grandparents used to cook and love the individuals, and the generation were good in academic in order to full their family needs. In China Gen Ys are mostly seen as aggressive, intimidating and critical-allergic in spite of their high intelligence (Lynton and Torgersen, 2010). In summary, Gen Y 's future optimism, modern consumerism, innovation, and the appreciation of its historical position in turning China into a superpower (Jin *et al.*, 2014).

Condominiums

The word "condominium" is a legal definition of construction and possession of real property (Sim, 1989), requiring shared control over the property by several individuals. With affluence, show their wealth and life style in society (Sim 1989). Hence it is normal for developers to involve renowned local or foreign architecture. people are gradually seeking for structural material improvements in their living conditions, and to design

their private housing development. In order to reach potential customers, architects prefer to adopt to the concept of "action follows form" to cater their potential customers, disregarding the wholeness of environment and life style of "topicality." As is easily to notice, features such as heavy use of glass external surfaces and centralized air condition are energy ineffective in most condominiums. Nevertheless, with the introduction of the GM Program, designers, architects and contractors were encouraged to construct more environmental friendly housing (Maheswaran and Ang, 2007).

Social Media

Social media known as "a group of internet-based applications that is built on the political and technological foundations of Web 2.0 and allow the production and sharing of user-generated content" (Kaplan and Haenlein, 2010). Social networking offers a wide variety of online knowledge resources that consumers create, share and use to learn about the products, services and brands on the market (Murugesan, 2007). Recent studies have already shown that 88 percent of advertisers use social media, who spent more than \$60 billion annually on ads on social media (Gil-Or, 2010; Smith, 2011). It is predicted that in the coming years, the productive interaction with consumers via social media will yield great returns for marketers (Okazaki *et al.*, 2007).

Online Advertising

Most corporations choose online advertisements when internet starts to develop. The greatest advantage of online advertising is the use of network infrastructure to obtain rich consumer data and therefore providing expanded exposure to target markets, compared to conventional offline advertising (Evans, 2008). As shown in a recently published e-marketer international advertisement survey, International Advertisement revenue in 2016 achieved a total of \$615 billion.

Online advertising has sustained a strong annual growth of about 20 percent from 2012 amongst various forms of advertisement investment, taking the total sum of \$198 Billion in 2016, which contributed 32 percent of total global advertisement. (Russell *et al.*, 2013). Many consumers use internet to search for entertainment, relaxation and value for entertainment (Childers *et al.*, 2001), and expect high entertainment value. In view of the narrative theory of transportation,

The present study suggested that, in the production of highly engaging online narrative ads, consumers can easily be transported by attentive, emotionally compelling and imaginative entertainment (Batat & Wohlfeil, 2009). Moreover, it can prevent cognitive analysis of the statement strengths of the advertising (Escalas, 1998). Online advertising, is comprised of three key indicators. Online advertising, such as posters, pop-ups and interstitial ads, proved to be highly successful (Briggs, 2002). Online advertising is gaining popularity and is rapidly rising (Shankar & Hollinger, 2007). Exploiting the online advertisement framework is a solution for showing clutter and preventing advertisement problems (Cho & Cheon, 2004), and understanding of how brand engagement in social media platforms impact online advertising performance.

SEO is a way to increase the quantity of website visits by attaining a high level of searches returned from the search engine. Search Engine Optimization (SEO), the greater the likelihood of a customer visiting the customer (Russell *et al.*, 2013), the higher the results pages in search engines (SERPs), the greater the chance that users are likely to access this website (Russell *et al.*, 2013). The higher the rank of a web page on the results pages of the search engine (SERPs), the greater the chance of users visiting the site. It is increasingly important for businesses to rank their sites on SERPs as being only present on the Internet as higher as their rivals. While several search engines are in

use, general search engines such as Google – currently the most widely used at 83 percent are most relevant in terms of results rankings (Netmarketshare, 2013).

A link to the site of the marketer for affiliate programs is given on the site of the host company. Affiliate programs bring together clients and consumers through sources usually inaccessible to most businesses. Most businesses could not compete effectively with time, resources and costs of advertising and online sales. Therefore, affiliate companies offer an important opportunity to increase brand awareness and reaping full sales profits. Steven Taylor, Chief Executive Officer of the SCT Media affiliate site (www.sctmedia.com) quoted, "*We relate our revenue to the sales of our customers online, we link prospects, consumers, suppliers, authorized dealers, re-sellers and distributors*"(Michelle, 2005).

Online Relationship Communication

The relationship of online contacts is considered as critically important factor (Chung & Shin, 2010), since it is key to evaluate the online link effectively. However, the online versus offline environment may lead to emotional involvement, which is essentially an emotional concept, harder to create, since the latter prefer social ties to more directly available to employees. (Walsh *et al.*, 2010).

Direct e-mail

Direct e-mail is maybe the only OMC resource with the highest marketer penetration. Internet direct marketing provides a more versatile, faster and less cost effective way to personalize, penalize and target niches than offline direct marketing (Kitchen & Pelsmacker, 2004). In direct comparison to offline direct marketing. Yesmail 's study showed that e-mails sent without a goal or a penalty were near 5%, while Ansari's and Mela 's research (2003) relayed on Click Stream Information (CSI) for e-mails containing

seven or eight penalizing components to a maximum of 15%. The response rate was almost 5%. along the same lines that consumer leaves behind while, for example, using a firm homepage. Through using this information to configure e-mail, response levels may increase up to 60 percent.

Context-oriented Services

Providing location-and time-based services, such as direct communications which are dependent on a situational but not always applicable to the material's end. For example, (Strauss *et al.*, 2003) providing a case while driving through your mobile device to get a promotional message from your favorite place. Permission and approval are critical problems to be addressed in conjunction with context-based services; the way forward will be to value consumer privacy and a simple opt-in (Barnes & Scornavacca, 2004)

E-Learning

E-Learning is essentially a replacement in a growing number of companies for face to face classroom training (Schweizer, 2004). Learning management systems (LMS) may include any kinds of synchronous and asynchronous multimedia content that are all connected and customized (Li *et al.*, 2005). Thus e-learning is viewed as a platform for communication of relationship.

Online Interactive Communication:

The process of communication happened to humans or computers in both verbal or non-verbal ways. It is a latest communication model for emerging technologies such as human-computer interaction, since the mechanism is circular, and senders swap information with each time.

To improve sales and facilitate interaction and repeat access, online competitions, discounts, demos, championships can be used (Pickton & Broderick, 2004).

According to Kitchen and Pelsmacker (2004), more than 30 percent of population use online coupons. A 2003 survey from Jupiter Research reported around 52 percent of online adults actively takes part in competitions (Whitney, 2003). Such online promotions of their nature warrant have more consumer interactivity.

Microsites are comparatively small websites that are designed for a limited time and use, including the product launch or promotions (Kitchen & Pelsmacker 2004). Similar to the corporate websites, the final aim of online marketing communication 507 of micro sites is not knowledgeable, but a great deal of interactivity including the customer. The use of video games is third in this category. Although online games are sometimes referred to as "advergaming" (Lee, 2003). In this regard, they are far more relative than historically regarded as advertising resources to generate user interactivity. Gaming itself involves a high degree of interaction, creating not only recognition and desire, but also a presence of the brand (Garcia, 2004). A common stereotype for online gaming is a male with a socially withdrawn identity for the role of sex. Research conducted by Griffifiths, Davies and Chappell (2003), but this interpretation is probable.

Online PR (Online public relations)

Online PR is the public relations work of communicators via available online communication channels (and also communication tools). In addition to the online pages of classic media, these channels include social media, blogs and websites. Based on the measures taken in the print sector, the possibilities and opportunities offered by online media are used and the strategies are adapted accordingly. (smart pr, 2018)

Macleod (2000) mentions five best practice parameters that should be considered when implementing online media relations:

- (1) supply time-critical information (e.g. financial information) in real time;
- (2) apply a "net-friendly", not corporate, tone of voice;
- (3) enable full transparency and openness with data and content;
- (4) monitor and evaluate non-corporate views on the firm; and
- (5) monitor and evaluate individuals' views expressed in communities.

Public relations practitioners have two basic tasks (Wilcox et al., 2000). One task involves message production, disseminating messages to public, clients and stakeholders in multiple media channels. The other comprises the planning and execution of communication strategies. The PR practitioner is the intermediary between clients/stakeholders and the organization's top management. These two tasks are naturally intertwined. (Pertti Hurme, 2001)

Mobile Communication

In contrast to other types of services, such as mobile training or hospitals, mobile communication systems also require fewer interpersonal connections. Interpersonal contact between mobile communication providers and their customers has a major influence on mobile communication services in the marketing literature (Kim *et al.*, 2004).

While SMS was not equipped for heavy personal or mobile marketing, it was still a widely used communication channel. SMS has already demonstrated its efficiency both as an individual feature and as part of the OMC, including, Television (Rettie *et al.*, 2005) and Multimedia Messaging (MMS) (New Media Age, 2005).

Mobile internet was aggressively adopted in Japan compared to the adoption of internet developed in Europe and USA (Ishii, 2004), As businesses continue to understand the benefits of mobile communication as mobile websites, along with technological development, there will be a rapid spread in future (Reynolds, 2003)

Methods for Prioritization of OMC

In order to connect with customers and to create high expectations for a company, online marketing communication approaches are used by Online businesses. It has a dual purpose, which strengthens the identity of the brand, by reminding consumers of its product characteristics. Firstly, sales are made by selling the product sooner or later (EnuSambyal, 2017). For the purposes of strategic marketing priorities, there is no online or offline silver metric or systematic quantitative forecasting tools available (EnuSambyal, 2003).

ROI (Return on Investment) or even ROMI (Return on Marketing/Media Investment) mostly regarded as a metric of tactical evaluation (Lenskold, 2003; Powell, 2003). More complex methods for calculating ROI have also been found (Cook, 2004).

Online advertising, Online relationship communication, online interactive communication, online PR, Mobile communication, offline personal communication, offline mass communication all of the above can be the methods for prioritization of OMC. So we make hypothesis as:

H₁: Online advertising has significant influence on methods for prioritization of OMC

H₂: Online relationship communication has significant influence on methods for prioritization of OMC

H₃: Online interactive communication has significant influence on methods for prioritization of OMC

H₄: Online PR has significant influence on methods for prioritization of OMC

H₅: Mobile communication has significant influence on methods for prioritization of OMC

Priority of OMC

Shared security (for example, one for N, two for N, and so on) is an effective

program which can improve network translators, switches, servers, etc., reliability of a variety of network communications devices, such as access nodes (with multiple identical units) (Cauvin, 2006), as well as of routers. The Service Level Agreement (SLA) (Lee,2006) mutual security schemes involving reliability controls also have certain preferences for end users (Hirokazu *et al.*, 2011). These policy goals, known as the "manufacturing strategies content variables" (Adam & Swamidass 1989), the "Organizational targets and standardized skills" (Ferdows & DeMeyer 1990), the "deepening of manufacturing strategies;"

Therefore, the researcher has identified the following hypotheses,

H₆: Online advertising has significant influence on priority of OMC

H₇: Online relationship communication has significant influence on priority of OMC

H₈: Online interactive communication has significant influence on priority of OMC

H₉: Online PR has significant influence on priority of OMC

H₁₀: Mobile communication has significant influence on priority of OMC

As of the prioritization methods of OMC can be a way to confirm the Priority of OMC, therefore the researcher has developed the following hypotheses,

H₁₁: Methods for prioritization has significant influence on priority of OMC

Future Potential of OMC

Two metrics measure the future potential of the OMC:

This was the OMC budget under the OMC current focus, and the other referred more broadly to OMC 's expected development over the next five years. A further explanation of the OMC priority will be given in future (i.e. an example of imminent opportunities and field insights). Current prioritization of the OMC. The use of OMC priority methods is expected to influence potential confidence in the OMC,

and furthermore it is anticipated that the use of methods will provide useful insights into the capacity of OMC.

H₁₂: Methods for prioritization has significant influence on Future potential of OMC

H₁₃: Priority of OMC has significant influence on Future potential of OMC

Research Framework and Methodology

Research Framework

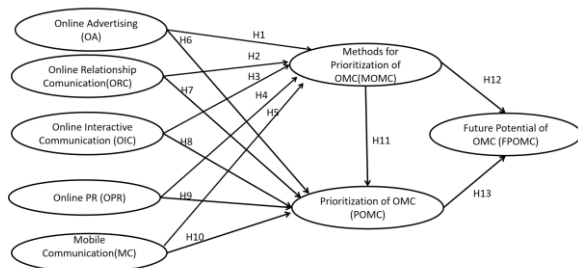


Figure 1: Conceptual Framework

Variables	Number of Items
Online Advertising (OA)	3
Online Relationship Communication (ORC)	4
Online Interactive Communication (OIC)	3
Online PR (OPR)	2
Mobile Communication (MC)	3
Methods for Prioritization of OMC (MOMC)	5
Priority of OMC (POMC)	3
Future potential of OMC (FPOMC)	3

Research Methodology

The study is conducted in a quantitative approach. The questionnaires were designed and distributed to the respondents through WeChat, QQ, Weibo of online application. Chinese aged 25-55 who use social media, were chosen as the target respondents. The data were collected from target respondents whose respondents will

be analyzed to identify the factors that influence the online marketing communication potential. The questionnaire is composed of three parts, with 25 questions.

Part I represents the screening questions. Part II refers to customer opinions of marketing, advertising, relationship communication and so on through online such as social media for priority of online marketing communication, Online interactive communication Mobile communication and methods for prioritization of OMC to see the future potential of OMC advertise. Part III, about demographic information of the target respondents.

Questionnaire instruments were constructed using scales from previous studies which have similar scope and interpretation to this research, in which 1 represents “Strongly Disagree”, 2 represents “Disagree”, 3 represents “Neutral”, 4 represents “Agree” and 5 represents “Strongly Agree”.

Population and Sample Size

For this study, the research population will include Chinese people aged 25-55 who are interested in condominiums in Thailand and who use online social media questionnaires. The research referenced sample size calculator was adapted to calculate the minimum sample size needed using the website of danielsooper's website A-priori Sample Size Calculator for Structural Equation Models (SEM). The parameter values used for the model structure were 8 latent variables and 26 observed variables with a probability level of 0.05. The researcher will collect information for Chinese residing in China and interested in Thailand condominium through online questionnaire. The researcher collected responses from 462 respondents, who are eligible respondents for the study finalized at 450 after screening the respondents according to their identified targeted category.

Sampling Technique

The online survey questionnaire was used as a non-probability sampling method to distribute convenience sampling survey to collect data from 462 respondents between 25 and 55 years of age living in China (Gen X and Gen Y), who are interested in Thailand condominiums. For the population where it would be convenient for respondents to participate in this survey, the questionnaires were arbitrarily disseminated through virtual channels such as WenjuanXing, WeChat, QQ, and Weibo.

Hence, using the above-mentioned methodology, it is convenient for the researcher to meet the target respondents, because the researcher may submit a connection to the online questionnaire survey to individuals with whom the researcher is linked through social networking sites and individual researchers, with whom the researcher knows in person and acquaintances, clients, colleagues. The convenient method of sampling is efficient and an easiest way of collecting primary data used in this study (Saunders, Lewis, and Thornhill, 2012). Questionnaires with missing data, inadequate responses or unsatisfied criteria for screening questions were removed from the statistical analysis to achieve consistency of the results.

Pilot Testing

In this analysis, each variable was evaluated using Cronbach's Alpha to ensure uni-dimensional reliability of the test and measurement scales. Using the SPSS software to check the questionnaire's reliability, a sample of 30 answered qualified questionnaires was tested.

Table I shows the results that Cronbach's Alpha Coefficient is 0.70 and above for all variables. The results ranged from 0.785 to 0.950 which means that the data and measurement of the participating variables are acceptable with a high reliance (Tavakol and Dennish, 2011).

Table I. Cronbach's Alpha for Reliability Test (N=30)

Variables	Source of Questionnaire (Measurement Indicators)	Number of Items	Cronbach's α
Online advertising (OA)	Evans, 2008	3	0.915
Online relationship Communication (ORC)	Chung & Shin, 2010	4	0.950
Online interactive Communication (OIC)	Bajracharya, 2018	3	0.810
Online public Relation (OPR)	Macleod, 2000	2	0.785
Mobile Communication (MC)	New Media Age, 2005	3	0.785
Methods for prioritization of OMC (MOMC)	Ambler, 2003	5	0.823
Priority of OMC (POMC)	Cauvin, 2006	3	0.850
Future potential of OMC (FPOMC)	Glazier <i>et al.</i> , 2004	3	0.868

Results and Discussions

Demographic Factors

In this research, the questionnaire respondents were Chinese living in China aged 25-55 years old and are interested in Thailand condominium. As shown in table II, the sample consists of 450 valid respondents, from which 42 percent (189) were women and 57.1 percent (257) were men, and 0.9 percent (4) were others. Age of the respondents were mostly ranged in between 31 to 55 for 49.1 percent (221), aged between 36 to 40 for 19.8 percent (89), age between 25 to 30 for 18.2 percent (82), aged between 41 to 45 for 11.1 percent (50), age range of in between 25-40 takes approximately 87.1 percent.

With yearly income from RMB 200,000 to RMB 400,000 for 31.6 percent (142) get the highest rank, and came with 60,000-200,000 for 22.9 percent (103), and RBM 400,000-600,000 for 20.2 percent (91). For the frequency of education, education of respondents were mostly Bachelor 71.3 percent (321) and Master's degree 16.4 percent (64). In terms of occupation, student take the least percent of 3.3 percent (15), and others such as Employee have 35.3 percent (159) as the occupation. Freelance and business owner both as 21.8 percent (98).

Table II Demographic Profile

Demographic and Behavior Data		Frequency	Percentage
Gender	Female	189	42
	Male	257	57.1
	Others	4	0.9
Age	25-30	82	18.2
	31-35	221	49.1
	36-40	89	19.8
	41-45	50	11.1
	46-50	4	0.9
	51-55	4	0.9
Income per year	Less than 60,000 RMB	41	9.1
	60,001-200,000 RMB	103	22.9
	200,001-400,000 RMB	142	31.6
	400,001-600,000 RMB	91	20.2
	600,000 RMB - 800,000 RMB	41	9.1

	800,000 RMB - 1,000,000 RMB	8	1.8
	More than 1,000,000 RMB	24	5.3
Education	Primary School	0	0
	Middle School	4	0.9
	High School	37	8.2
	Bachelors	321	71.3
	Masters	74	16.4
Occupation	Others	14	3.1
	Student	15	3.3
	Employee	159	35.3
	Freelance	98	21.8
	Business owner	98	21.8
	Others	80	17.8

Confirmatory Factor Analysis (CFA)

The researcher performed the CFA before the Structural Equation Model (SEM) is currently evaluated. The results of the CFA calculations showed that all items in each variable are substantial and have a loading factor adequate to be discriminatory. Tham (2006) guidelines also assess the significance of the loading factor and fitness values of each element. The p-value is below 0.05 and the factor is greater than 0.50. Table III shows that build reliability is above the 0.7 threshold and that the derived mean variance is above the 0.5 threshold, according to the Fornell and Larcker (1981) Guidelines. In the Table III.

A vast majority of squared correlations are larger than 0.30, with positive results.

Table VI shows the correlations that all exceed the correlation values of the component at the square root of the medial variation. GFI, AGFI, CFI, NFI, and RMSEA are also used in the CFA check as measures of a match model. The values shown in Table V are higher than the appropriate values in this analysis. Therefore, it guarantees the convergent validity and discriminating validity. In addition, the findings of this model estimation showed differential validity and consequently a justification to carry out the SEM estimate.

Table III Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variables	Factor Loading	S.E.	T-Value	CR	AVE	Squared Multiple Correlation
Online Advertising (OA)				0.767	0.524	
OA1	0.745					0.555
OA2	0.711	0.080	14.396*			0.506
OA3	0.715	0.078	14.468*			0.511
Online Relationship Communication (ORC)				0.881	0.581	
ORC1	0.813					0.661
ORC2	0.770	0.088	17.474*			0.592
ORC3	0.773	0.054	17.581*			0.598
ORC4	0.700	0.108	15.698*			0.490
Online Interactive Communication				0.780	0.542	

(OIC)						
OIC1	0.756					0.572
OIC2	0.704	0.065	14.374*			0.495
OIC3	0.748	0.090	13.195*			0.420
Online PR (OPR)						
OPR1	0.786				0.703	0.543
OPR2	0.684	0.072	14.293*			0.468
Mobile Communication (MC)						
MC1	0.752				0.774	0.534
MC2	0.741	0.097	12.301*			0.549
MC3	0.698	0.093	12.043*			0.487
Methods for prioritization of OMC (MOMC)						
MOMC1	0.696				0.843	0.519
MOMC2	0.637	0.070	13.168*			0.406
MOMC3	0.690	0.071	10.327*			0.476
MOMC4	0.786	0.078	11.245*			0.618
MOMC5	0.782	0.095	11.505*			0.611
Prioritization of OMC (POMC)						
POMC1	0.886				0.926	0.733
POMC2	0.867	0.040	23.475*			0.752
POMC3	0.825	0.044	21.883*			0.680
Future potential of OMC (FPOMC)						
					0.867	0.684

FPO MC1	0.847				0.717
FPO MC2	0.828	0.04	20.8		0.686
FPO MC3	0.806	0.04	20.0		0.649
		6	24*		

Remark: CR = Composite Reliability, AVE = Average Variance Extracted.
* = Significant at the 0.05 significant levels (p<0.05)

Table IV. Discriminant Validity

Variable	Factor Correlations							
	FPO MC	O A	O R C	O I C	M C	P O MC	M O MC	O P R
FPO MC	0.827							
OA	0.604	0.724						
OR C	0.541	0.665	0.762					
OIC	0.631	0.585	0.518	0.704				
MC	0.165	0.086	0.097	0.518	0.731			
PO MC	0.497	0.554	0.454	0.097	0.068	0.856		
MO MC	0.178	0.157	0.151	0.454	0.484	0.128	0.702	
OPR	0.613	0.641	0.630	0.151	0.095	0.478	0.153	0.737

Remark: The diagonally listed value are the AVE square roots of the variables

Table V: Goodness of Fit

Goodness-of-Fit Indices	Criterion	Results of this Study
Chi-Square (CMIN)	<3.00 (Hair, Black, Babin, Anderson, & Tatham, 2006)	1.510
Goodness-of-Fit Index (GFI)	> 0.90 (Miles & Shevlin, 1998)	0.937
Adjusted Goodness of Fit Index (AGFI)	> 0.90 (Hooper, Coughlan, & Mullen, 2008).	0.917

Normed Fit Index (NFI)	> 0.90 (Bentler & Bonnet, 1980)	0.936
Comparative Fit Index (CFI)	> 0.90 (Bentler, 1990)	0.977
Turker Lewis Index (TLI)	> 0.90 (Bentler & Bonett, 1980)	0.972
Root Mean Square Error of Approximation (RMSEA)	< 0.08 (MacCallum, Browne, & Sugawara., 1996)	0.034
Root Mean Square Residual (RMR)	< 0.05 (Hair <i>et al.</i> , 2006)	0.022
CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, NFI = normalized fit index, TLI = Tucker-Lewis index, CFI = comparative fit index, RMSEA = root mean square error of approximation, and RMR = root mean square residual		

Structural Equation Model (SEM)

The Structural Equation Model (SEM) serves to evaluate Kline's suggested conceptual fitness model (2005). For research purposes the suitability index is calculated (see Table V). Egypt *et al.* (2006) suggested the Chi-square / degree-of-life ratio (CMIN / DF) model fitness calculation not exceeding 3 and the GFI and CFI should be below 0.9. The goodness of the Fit Index is CMIN / DF = 1,717, GFI = 0,937, AGFI = 0,917, NFI = 0,936, CFI = 0,977, TLI = 0,972, RMSEA = 0,034, RMR = 0,022. Table V are running after SEM, and we use AMOS 5.0

Research Hypothesis Testing

Through its regression weights and R² variances, the relation importance of

each variables in the research model is then assessed. H₅, H₆, H₉, H₁₁, H₁₃ hypotheses have been supported with meaning at p = 0.05, as seen in Table VI,

H₁₃: OMC priority has the strongest influence on OMC's future potential. ($\beta = 0.850$)

Future potential of OMC have strongest influence of prioritization of OMC ($\beta = 0.850$), Prioritization of online marketing communication has strong E influence to Online advertising ($\beta = 0.587$), followed by method for prioritization of OMC ($\beta = 0.384$), prioritization of OMC ($\beta = 0.280$) followed by Prioritization of OMC ($\beta = 0.189$).

Table VI: Hypothesis Result of the Structural Model

Hypotheses	Paths	Standardized Path Coefficients (β)	S.E.	T-Value	Test Result
H ₁	MO MC <= OA	-0.009	0.230	-0.043	Not Supported
H ₂	MO MC <= ORC	-0.082	0.168	-0.507	Not Supported
H ₃	MO MC <= OIC	-0.041	0.160	-0.333	Not Supported
H ₄	MO MC <= OPR	0.280	0.224	1.357	Not Supported
H ₅	MO MC <= MC	0.384	0.072	5.841*	Supported
H ₆	PO MC <= OA	0.587	0.213	3.518*	Supported
H ₇	PO MC <= ORC	-0.195	0.149	-1.538	Not Supported
H ₈	PO MC	0.049	0.162	0.441	Not Supported

	<= OIC				ort
H ₉	PO MC <= OPR	0.381	0.199	2.339*	Supported
H ₁₀	PO MC <= MO MC	-0.052	0.059	-1.000	Not Supported
H ₁₁	PO MC <= MC	0.189	0.060	3.931*	Supported
H ₁₂	FPO MC <= MO MC	0.072	0.055	1.507	Not Supported
H ₁₃	FPO MC <= PO MC	0.850	0.065	13.236*	Supported

Remark: * $p < 0.05$

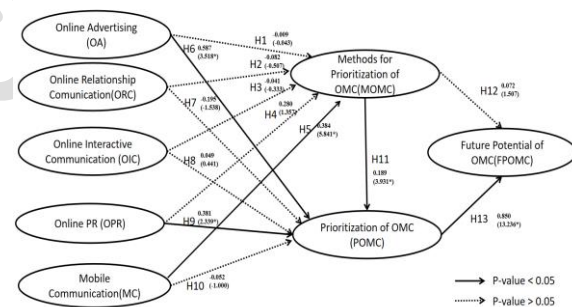


Figure 2: The Results of Structural Model

The results from Table VI and the result of Figure 2 can be explained as below.

H₁: The standardized track coefficient between Online Advertising and Methods for Prioritization of OMC was -0.09 (t-value = -0.043). Online Advertising has no significant influence on Methods for Prioritization of OMC when comparing with other independent variables.

Thus, H₁ was not supported.

This set of findings has a contrast with previous research conducted by Evans (2008).

H2: The standardized track coefficient between Online Relationship Communication and Methods for Prioritization of OMC was -0.082 (t-value = -0.507). Online Relationship Communication has no significant influence on Methods for Prioritization of OMC when comparing with other independent variables.

Thus, *H2* was not supported.

This set of findings has a contrast with previous research conducted by Chung & Shin (2010).

H3: The standardized track coefficient between Online Interactive Communication and Methods for Prioritization of OMC was -0.041 (t-value = -0.333). Online Interactive Communication has no significant influence on Methods for Prioritization of OMC when comparing with other independent variables.

Thus, *H3* was not supported.

This set of findings has a contrast with previous research conducted by Shraddha Bajracharya (2018).

H4: The standardized track coefficient between Online PR and Methods for Prioritization of OMC was 0.280 (t-value = 1.357). Online PR has no significant influence on Methods for Prioritization of OMC when comparing with other independent variables.

Thus, *H4* was not supported.

This set of findings has a contrast with previous research conducted by Macleod (2000).

H5: The standardized track coefficient between Mobile Communication and Prioritization of OMC was 0.384 (t-value = 5.841). Mobile Communication has significant influence

on Prioritization of OMC when comparing with other independent variables.

Thus, *H5* was supported.

This set of findings is aligned with the past research conducted by New Media Age (2005).

H6: The standardized track coefficient between Online Advertising and Prioritization of OMC was 0.587 (t-value = 3.518). Online Advertising has significant influence on Prioritization of OMC when comparing with other independent variables.

Thus, *H6* was supported.

This set of findings is aligned with the past research conducted by Evans (2008).

H7: The standardized track coefficient between Online Relationship Communication and Prioritization of OMC was -0.195 (t-value = -1.538). Online Relationship Communication has no significant influence on Prioritization of OMC when comparing with other independent variables.

Thus, *H7* was not supported.

This set of findings has a contrast with previous research conducted by Chung & Shin (2010).

H8: The standardized track coefficient between Online Interactive Communication and Prioritization of OMC was 0.049 (t-value = 0.441). Online Interactive Communication has no significant influence on Prioritization of OMC when comparing with other independent variables.

Thus, *H8* was not supported.

This set of findings has a contrast with previous research conducted by Shraddha Bajracharya (2018).

H9: The standardized track coefficient between Online PR and Prioritization of OMC was 0.381 (t-value = 2.339). Online PR has significant influence

on Prioritization of OMC when comparing with other independent variables.

Thus, *H9* was supported.

This set of findings is aligned with the past research conducted by New Media Age (2005).

H10: The standardized track coefficient between Mobile Communication and Prioritization of OMC was -0.052 (t-value = -1.000). Mobile Communication has no significant influence on Prioritization of OMC when comparing with other independent variables.

Thus, *H10* was not supported.

This set of findings has a contrast with previous research conducted by New Media Age (2005).

H11: The standardized track coefficient between Methods for Prioritization of OMC and Prioritization of OMC was 0.189 (t-value = 3.931). Methods for Prioritization of OMC has significant influence on Prioritization of OMC when comparing with other independent variables.

Thus, *H11* was supported.

This set of findings is aligned with the past research conducted by Ambler (2003).

H12: The standardized track coefficient between Methods for Prioritization of OMC and Future Potential of OMC was 0.072 (t-value = 1.507). OMC has no significant influence on Future Potential of OMC when comparing with other independent variables.

Thus, *H12* was not supported.

This set of findings has a contrast with previous research conducted by Ambler (2003).

H13: The standardized track coefficient between Prioritization of OMC and Future Potential of OMC was 0.850 (t-value = 13.236). Prioritization of OMC has no significant influence on Methods for

Future Potential of OMC when comparing with other independent variables. Thus, *H13* was supported.

This set of findings is aligned with the past research conducted by Glazier (2004).

Direct, Indirect, and Total Effects of Relationships

SEM explains the difference between direct, indirect, and total effect (Joreskog and Sorbom, 2001). Direct effect means influences among variables in the model, without mediating variables. Whereas indirect effect refers to the other mediating variables is the effects of one dependent variable. A total effect includes direct and indirect impacts (Asher, 1983).

Table VII: Direct, Indirect and Total Effects of Relationships

Variables	Methods for Prioritization of OMC (MOMC)			R ²
	Direct Effect	Indirect Effect	Total Effect	
OA	-0.009*	-	-0.009*	0.188
ORC	-0.082	-	-0.082	
OIC	0.041*	-	0.041*	
OPR	0.280	-	0.280	
MC	0.384	-	0.384	
	Prioritization of OMC (POMC)			0.698
OA	0.587	-	0.588	
ORC	-0.195	0.004*	-0.191	
OIC	0.049*	0.002*	0.051	
OPR	0.381	-0.015*	0.367	
MC	0.189	-0.020	0.588	

		*		
MOMC	- 0.052	-	- 0.052	
	Future Potential of OMC (FPOMC)			
OA	-	0.499	0.499	0.74 9
ORC	-	-0.168	- 0.168	
OIC	-	0.041 *	0.041 *	
OPR	-	0.332	0.332	
MC	-	0.171	0.171	
MOMC	0.072	-	0.028 *	
POMC	0.850	-	0.850	

Remark: * $p < 0.05$

Table VII shows online marketing communication potential priorities for Chinese Gen X and Gen Y purchasing Thailand Condominium, that the highest influences of direct and indirect effects on methods for prioritization of OMC is mobile communication (0.384). The highest influences of direct and indirect effects on prioritization of OMC is online advertising (0.588) and mobile communication (0.588). The highest influences of direct and indirect effects for future potential of OMC, priority of online marketing communication (0.850), followed by online advertising (0.499).

From table VII, online advertising, online interactive Communication, methods for prioritization of OMC are significant to drive direct and indirect effects on online marketing communication potential priorities for Chinese Gen X and Gen Y customers purchasing condominiums in Thailand.

Conclusion, Recommendation and Limitation

Conclusion

The objective of this research is to concentrate on factors related to online marketing communication potential

priorities for Chinese Gen X and Gen Y purchasing Thailand Condominium.

In this study, the researcher has explained the online advertising, online relationship, online interactive communication, online PR, mobile communication, methods for prioritization of OMC, prioritization of OMC, and future potential of OMC. As the study found out, not all the hypotheses are accepted. Five of all hypotheses are accepted in this model. The results of this research empirically demonstrate that there is significant positive relationship between the five primary dimensions: The future potential of OMC is influenced by prioritization of OMC, which effected by online advertising, online PR, and methods for prioritization of OMC, and methods for prioritization of OMC only influenced by mobile communication. The present priority of OMC positively affects the confidence in future OMC potential, and surprising methods for prioritization of OMC have no effect for the confidence in future OMC potential factors.

Moreover, it measures the Chinese Gen X and Gen Y overall purchasing intention of Thailand condominium, online interactive communication and online relationship communication is not important as online advertising and mobile communication. Therefore, Thai developers or other firms in the Thailand real-estate company may utilize this research to improving their existing customer or develop new customer to increase the sales, efficient customer, help to support decision making. From the research, online advertng, online PR, Mobile communication is significance for future potential of OMC. As the Internet evolves constantly, new technologies and innovations in online marketing will emerge and define how products and services will be arise and shape the marketing in the near future, how to do online advertising includes using online tools such as ads, email, search engine (baidu) and social media (WeChat, QQ,

Weibo, tiktok etc.) is also an important and effective tool of online public relation. Mobile communication such as using SMS, MMS, mobile homepage, and mobile application of social media (WeChat, QQ, Weibo, tiktok etc.) are important indicator. The results also suggested to develop professional online platform or forum, search engine, and social media can help to improve the method for prioritization of OMC.

Recommendation

The findings of this study indicated on the potential priorities for Chinese Gen X and Gen Y purchasing Thailand Condominium through online marketing communication. Firstly, From the demographic point of view, 1989s to 1980s generations (68.9%) are becoming one of the driving forces in the real estate market. They have their own attitude and lifestyle for online purchasing behavior and can focus on smaller group of Gen Y to explore more for the research.

Secondly, as from the research, online advertising mainly focuses on online display advertising, such as banners or short video advertising, Search engine (baidu, sogou) advertising, and online application (WeChat, Sina, tiktok etc.) which more focus on video advertising. Many businesses are using search engine advertising but are sometimes reluctant to try online display advertising, and business owner may can think about combining online display and search engine advertising, to create content leading video to get more attraction.

Thirdly, Online PR are interactivity, dynamism, from the research, compared to traditional tools, live video, virtual tour can be more acceptable. Organizations need to understand the new communication models and rethink about their public relations strategies and tactics to be more interactive.

Furthermore, in terms of mobile communication: surprisingly, Mobile advertise via SMS and MMS still working and efficiency, advertising from mobile

homepage and WeChat moments, QQ, Sina are good ways to advertise. Organizations may can focus on the mobile communication rather than web communication.

Moreover, for the prioritization of OMC, optimize a professional online platform or forum, get keywords from search engine, and creating social media in differentiation can have positive effect for future potential of OMC, and it can help Chinese Gen X and Gen Y customer purchasing condominiums in Thailand.

Limitation and Further Study

The sample in this research, although were randomly collected through online questionnaires in China, but not all customers who have intention to purchase Thailand condominium may not completely reflect on it.

The sample collected randomly in China in this study, but not all customers who plan to buy Thailand condominiums may not completely reflect from the results. As the result shows the variable of online relationship, online interactive communication is not significant, researcher need to find more variables which should be applied for further study.

For further research, first, researcher can examine a broader profile of customers, and narrow the sample population. Secondly, using a qualitative assisted quantitative viewpoint to support findings. Thirdly, this study primarily investigated the factors influence the future potential of OMC, for future investigation could focus on how online advertising and online PR can influence the future potential of OMC, and which mobile communication more efficiency for the future potential of OMC, and other factors which may need to identify more.

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