International Journal of Advanced Engineering, Management and Science (IJAEMS)
Peer-Reviewed Journal
ISSN: 2454-1311 | Vol-12, Issue-2; Mar-Apr, 2026
Journal Home Page: https://ijaems.com/
DOI: https://dx.doi.org/10.22161/ijaems.122.23

The Impact of Place and Promotion Strategies on Consumers' Home Purchase Intention: A Case Study of Construction Companies in the Greater Tainan Area

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Received: 17 Jan 2026; Received in revised form: 20 Feb 2026; Accepted: 23 Mar 2026; Available online: 22 Apr 2026

Abstract— *In an increasingly competitive real estate market, how construction companies effectively utilize place layout and promotional tactics to accurately convey product information to target customers and stimulate their purchase intention has become a critical issue. This study focuses on the Place and Promotion dimensions of the 4P marketing theory to explore their influence on consumers' willingness to purchase houses from construction companies. Based on a questionnaire survey of 122 consumers in the Greater Tainan area, empirical analysis was conducted using the Linear Probability Model (LPM). The research results indicate that, within the Place dimension, the location of the sales center has a significant positive impact on home purchase intention. However, entrusting real estate agencies for sales and establishing online virtual storefronts show a significant negative impact, contradicting traditional expectations. Within the Promotion dimension, offering free interior decoration and low down payment with low interest rates have significant positive impacts, while lucky draw and grab bag events show no significant effect. This study provides empirically based strategic guidance for construction companies in planning place selection and promotional activities, along with concrete suggestions for future research.*

Keywords— ***Greater Tainan Area, Home Purchase Decision, Linear Probability Model, Marketing 4P, Place Strategy, Promotion Strategy.***

I. INTRODUCTION

1.1 Research Background and Motivation

The domestic real estate industry has long been regarded as a bellwether of economic development. Its rise and fall not only affect related industrial chains but also directly impact the national economy and people's livelihoods. In the past, construction companies primarily relied on traditional sales centers and word-of-mouth for promotion. However, with the rapid advancement of digital technology, the diversification of consumer information acquisition channels, and the drastic fluctuations in the real estate market cycle, traditional marketing models are facing unprecedented challenges. Particularly in the age of information overload, consumers can obtain property information through various channels such as online platforms, social media, and real estate apps, making the home purchase decision process more complex and information-intensive. Concurrently, to stand out in a fiercely competitive market, construction companies have launched a wide array of promotional activities, ranging from "buy a house, get free interior decoration," "low down payment and low interest rates," to lucky draws and celebrity lectures. However, what is the true effectiveness of these place and promotion strategies? Which strategies can truly move consumers to make a purchase decision? Which strategies merely increase costs with limited effectiveness? These questions urgently require clarification through rigorous empirical research.

Specifically in the Greater Tainan area, recent major developments such as the expansion of the Southern Taiwan Science Park, TSMC's establishment of new fabs, and MRT planning have driven rapid growth in the real estate market, followed by a unique phase of consolidation. According to 2025 statistics from the Tainan City Government Land Administration Bureau, the primary homebuyer demographic in Greater Tainan consists of owner-occupiers (approximately over 80%). These consumers exhibit high price sensitivity and a strong sense of identity with their local living circles. Such market characteristics make the localization of place and promotion strategies particularly important. For instance, a project relying solely on online advertising without a physical reception center may struggle to gain the trust of local consumers. Similarly, a simple lucky draw event without substantial purchase incentives might only attract crowds of onlookers rather than converting into actual sales.

Given this context, this study focuses on the Place and Promotion dimensions of the 4P marketing theory. Through a questionnaire survey of consumers in the Greater Tainan area and rigorous econometric analysis, it seeks to answer the following core questions:

a. Among different place types—traditional sales centers, entrusting real estate agencies, and online virtual storefronts—which is most effective in enhancing consumers' home purchase intention?

b. Among promotional activities—free interior decoration, low down payment/low interest rates, and lucky draw events—which holds the most substantial influence?

c. By answering these questions, this study aims to provide construction companies with scientific, data-driven marketing decision-making references under resource constraints.

1.2 Research Objectives

Based on the research background and motivation stated above, the specific objectives of this study are as follows:

a. Analyze the impact of place strategy on consumers' home purchase intention: Explore the direction and magnitude of the impact of three place types—sales center location, entrusting real estate agencies, and online virtual storefronts—on consumers' home purchase intention.

b. Analyze the impact of promotion strategy on consumers' home purchase intention: Explore the effects of three promotional methods—free interior decoration, low down payment/low interest rates, and lucky draw events—on consumers' home purchase intention.

c. Compare the relative importance of different place and promotion strategies: Compare the influence of each strategy based on the magnitude and significance of regression coefficients to provide construction companies with recommendations for resource allocation priorities.

d. Provide practical recommendations: Based on the empirical analysis results and considering the market characteristics of the Greater Tainan area, propose concrete and feasible suggestions for construction companies regarding place layout and promotional activity planning.

1.3 Research Scope and Subjects

This study focuses on the Place and Promotion dimensions of the 4P marketing theory and adopts a cross-sectional quantitative research design. The research subjects are general consumers in the Greater Tainan area (including all 37 administrative districts of Tainan City) who have home buying experience or potential home purchase needs, regardless of industry, education level, age, or gender. Convenience sampling was employed, with data collected through two channels: online questionnaires (distributed via Line groups, PTT Real Estate Forum) and paper questionnaires (distributed at major shopping malls and project reception centers in Tainan City). A total of 130 questionnaires were distributed, with 122 valid responses collected, yielding an effective response rate of 93.8%. The sample structure consisted of 85% owner-occupier consumers and 15% investors, consistent with the actual market structure of the Greater Tainan area.

1.4 Research Process

This study first established the research theme and motivation, followed by a review and synthesis of relevant literature on place and promotion strategies to develop the research framework and hypotheses[1]. Subsequently, a questionnaire was designed and administered. After collection, reliability and validity analyses were conducted to confirm the quality of the instrument. Finally, regression analysis was performed using the Linear Probability Model (LPM), and conclusions and recommendations were drawn based on the empirical results. The overall research process is illustrated in Table 1-1.

Table 1-1 Overall Research Process

Step	Content	Phase
1	Research Theme and Motivation	Preparation Phase
2	Literature Review and Synthesis (Place & Promotion)	Preparation Phase
3	Establishment of Research Framework and Hypotheses	Design Phase
4	Questionnaire Design and Survey	Implementatio n Phase
5	Reliability and Validity Analysis	Implementatio n Phase
6	LPM Regression Analysis	Implementatio n Phase
Conc lusio n	Conclusions and Recommendations	Conclusion Phase

II. LITERATURE REVIEW

2.1 Characteristics of Place and Promotion for Construction Companies

The place and promotion strategies in the construction industry differ significantly from those for general consumer goods, primarily due to the unique characteristics of real estate products: high unit price, high heterogeneity, low transaction frequency, and severe information asymmetry[2]. In terms of place, the main options for construction companies include:

a. Self-built Sales Centers: The construction company establishes its own sales team and sets up a temporary reception center near the construction site to sell directly to consumers.

b. Commissioning Sales Agencies: Outsourcing the entire sales process to professional real estate marketing agencies responsible for planning, advertising, and sales.

c. Entrusting Real Estate Brokerages: Delegating the sale of projects to real estate brokerage firms, leveraging their existing storefronts and agent networks.

d. Online Channels: Establishing official websites, listing on real estate platforms (e.g., 591 Housing Network), and managing social media accounts.

In terms of promotion, common tactics used by construction companies include:

a. Price Promotions: Early bird discounts, limited-time offers, waived management fees, etc.

b. Gift Promotions: Free interior decoration with purchase, free appliances, free parking spaces, etc.

c. Financial Promotions: Collaborating with banks to offer low down payment, low interest rate, and long-term loan packages.

d. Event Promotions: Hosting seminars, celebrity lectures, lucky draw events, family carnivals, etc.

The cost-effectiveness of different promotional tactics varies significantly, and their effects may differ based on consumer characteristics (e.g., first-time buyers vs. existing homeowners, owner-occupiers vs. investors).

2.2 Impact of Place Strategy on Home Purchase Decisions

2.2.1 Sales Center Location

The sales center serves as the primary physical interface between the construction company and consumers. The choice of its location directly impacts consumer visitation willingness and experience quality. Prior research indicates that sales center site selection should consider the following factors[3]:

a. Transportation Convenience: Proximity to major roads and public transit stations for easy access.

b. Visibility: Prominent exterior and clear signage to attract the attention of passing traffic and pedestrians.

c. Parking Convenience: Provision of ample parking spaces or partnerships with nearby parking facilities to prevent loss of potential clients due to parking difficulties.

d. Pedestrian Traffic: Selection of high-traffic areas (e.g., commercial districts, transportation hubs) to increase natural footfall.

e. Display Functionality: Sufficient space to display project models, sample units, floor plans, etc. Based on this, the study proposes Hypothesis H3a: The sales center location has a significant positive impact on consumers' home purchase intention.

2.2.2 Entrusting Real Estate Agencies for Sales

Entrusting real estate agencies involves construction companies handing over project sales to brokerage firms (e.g., Sinyi Realty, Yungching Realty). The advantages of this model include: brokers possess extensive client databases, professional agent teams, and mature sales networks, allowing for rapid expansion of project exposure and reach. However, this model also has notable drawbacks: consumers generally perceive purchasing through an agent as incurring additional costs ("being skimmed"), as extra commission fees increase the overall purchase expense. Furthermore, agents may simultaneously handle multiple projects[4], potentially diluting their focus on any single development. Therefore, the empirical direction of the impact of entrusting real estate agencies on purchase intention is not definitively clear. This study proposes Hypothesis H3b: Entrusting real estate agencies for sales has a significant positive impact on consumers' home purchase intention, but its effect is expected to be weaker than that of self-built sales centers.

2.2.3 Online Virtual Storefronts

With the proliferation of the internet, a growing number of construction companies are establishing online virtual storefronts, including official websites, listings on platforms like 591, Facebook fan pages, Instagram project accounts, and even VR online property viewings. The advantages of online channels include fast information dissemination, wide reach, relatively low cost, and 24/7 availability. However, given that real estate is a high-value, high-involvement product, consumers typically prefer to see and feel the property in person before making a decision. Online photos, videos, and 3D renderings may deviate from the actual condition of the house and cannot fully replace the physical viewing experience[5]. Consequently, the role of online virtual storefronts in the home purchase decision may be more of an auxiliary tool for information gathering rather than a decisive factor prompting purchase. This study proposes Hypothesis H3c: Online virtual storefronts have a significant positive impact on consumers' home purchase intention, but their influence is expected to be smaller than that of physical sales centers.

2.3 Impact of Promotion Strategy on Home Purchase Decisions

2.3.1 Free Interior Decoration with Purchase

Offering free interior decoration is a very common promotional tactic in Taiwan's real estate market[6]. The core logic is that after purchasing a pre-sale or newly completed house, consumers usually face significant additional decoration costs (approximately NT$ 30,000-80,000 per ping) and a time-consuming, labor-intensive process. If the construction company provides the decoration service directly, it not only saves consumers time and money but also ensures the home is move-in ready upon handover, significantly reducing post-purchase hassles. Furthermore, through bulk purchasing of materials and consolidated contracting, construction companies can often achieve better quality at a lower cost. Therefore, free interior decoration is considered a win-win promotional strategy. This study proposes Hypothesis H4a: Offering free interior decoration has a significant positive impact on consumers' home purchase intention.

2.3.2 Low Down Payment and Low Interest Rates

For most consumers, the biggest barrier to homeownership is not the property price itself, but the burden of the down payment and subsequent mortgage payments[7]. Particularly in an era of high housing prices, insufficient savings for the down payment is often the primary reason young people cannot afford a home. Consequently, construction companies collaborating with financial institutions to offer low down payment and low interest rate loan packages has become an effective means of stimulating housing demand. Examples include offering zero payment during the construction period, deferred down payment until after handover, or negotiating mortgage rates below market average with extended loan terms. These schemes directly lower the financial threshold for home buying and reduce monthly repayment pressure, thereby enhancing purchase intention. This study proposes Hypothesis H4b: Low down payment and low interest rate offers have a significant positive impact on consumers' home purchase intention.

2.3.3 Lucky Draw and Grab Bag Events

Lucky draw and grab bag events are common methods used by construction companies to generate excitement and foot traffic at sales centers. Common practices include weekend raffles with prizes ranging from small appliances to cars, or limited-edition grab bags containing coupons and small gifts during holidays (e.g., Lunar New Year, Mid-Autumn Festival). The primary purpose of such events is to attract crowds, create buzz, and increase visitor numbers. However, whether this type of promotion can genuinely translate into purchase behavior remains debated academically. On one hand, crowds can indeed bring more potential clients. On the other hand, attendees may simply be bargain hunters with no actual purchase intention, potentially consuming the time and energy of sales staff without contributing to sales. Thus, the effectiveness of lucky draw events requires empirical testing. This study proposes Hypothesis H4c: Lucky draw events have a significant positive impact on consumers' home purchase intention, but their effect is expected to be smaller than that of substantive promotional schemes.

2.4 Summary of Research Hypotheses

Based on the literature review above, this study establishes the following six research hypotheses:

Table 2-1 Research Hypotheses

Code	Hypothesis Content	Expected Direction
H3a	Sales center location has a significant positive impact on home purchase intention.	Positive
H3b	Entrusting real estate agencies for sales has a significant positive impact.	Positive
H3c	Online virtual storefronts have a significant positive impact.	Positive
H4a	Offering free interior decoration has a significant positive impact.	Positive
H4b	Low down payment and low interest rates have a significant positive impact.	Positive
H4c	Lucky draw events have a significant positive impact.	Positive

III. RESEARCH DESIGN AND METHODOLOGY

3.1 Research Framework

This study utilizes the Place dimension[8] (sales center location, entrusting real estate agencies, online virtual storefronts) and Promotion dimension (free interior decoration, low down payment/low interest rates, lucky draw events) of the 4P marketing theory as independent variables. Consumers' home purchase intention serves as the dependent variable. Basic consumer demographic data (average annual income, down payment amount, purchase purpose, distance between home and workplace) are included as control variables. The research framework is illustrated in Fig. 3-1.

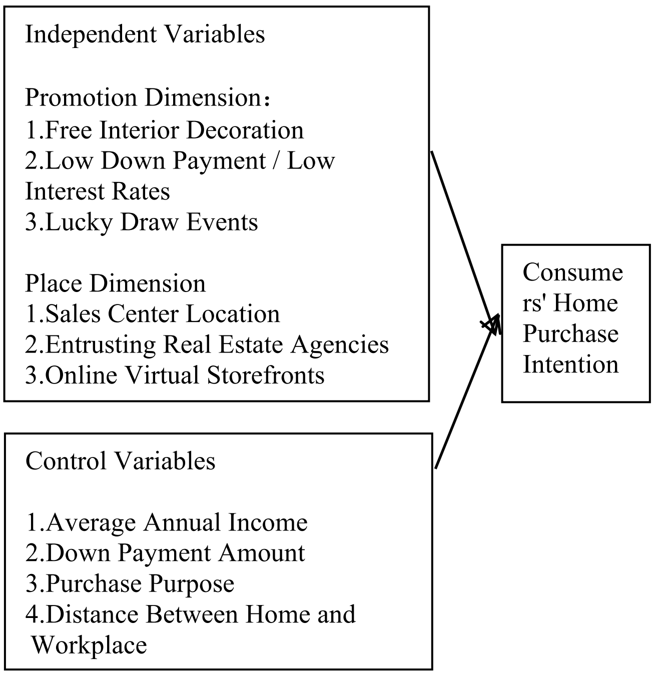

Fig. 3-1 Research Framework

3.2 Research Subjects and Sampling Design

This study conducted a questionnaire survey targeting consumers in the Greater Tainan area, yielding 122 valid responses. The sample structure, with 85% owner-occupiers, aligns with the predominantly owner-occupier driven market in Greater Tainan.

3.3 Operational Definitions and Measurement of Variables

3.3.1 Dependent Variable

Home Purchase Intention (Y) is defined as the consumer's willingness to enter into a purchase relationship with the construction company. It is measured as a dummy variable: 1 indicates willingness to purchase, 0 indicates unwillingness.

3.3.2 Independent Variables

X_7 Sales Center Location: Refers to the site selection of the construction company's sales reception center, including transportation convenience, visibility, parking convenience, etc. Measured on a 5-point Likert scale (1=Very Unimportant, 5=Very Important).

X_8 Entrusting Real Estate Agencies for Sales: Refers to the construction company delegating project sales to real estate brokerage firms. Measured on a 5-point Likert scale regarding consumer agreement with this channel.

X_9 Online Virtual Storefront: Refers to the construction company utilizing official websites, real estate platforms, social media, etc., for sales. Measured on a 5-point Likert scale.

X_{10} Free Interior Decoration with Purchase: Refers to the promotion scheme where the construction company provides complimentary interior decoration upon home purchase. Measured on a 5-point Likert scale.

X_{11} Low Down Payment and Low Interest Rates: Refers to preferential loan packages offered in collaboration with financial institutions. Measured on a 5-point Likert scale.

X_{12} Lucky Draw Events: Refers to raffles, sweepstakes, and similar activities held at the sales center. Measured on a 5-point Likert scale.

3.3.3 Control Variables

D_1: Average Annual Income (1 = NT$ 1 million and above, 0 = Below NT$ 1 million)

D_2: Down Payment Amount (1 = NT$ 2 million and above, 0 = Below NT$ 2 million)

D_3: Purchase Purpose (1 = Owner-occupier, 0 = Investor)

D_4: Distance between Home and Workplace ($D_{4\text{-}1}$ = 3-5 km, $D_{4\text{-}2}$ = Over 5 km; Reference group = Within 3 km)

3.4 Statistical Analysis Methods

3.4.1 Descriptive Statistics

Calculation of mean, standard deviation, and ranking for each variable to understand the importance consumers place on various place and promotion strategies.

3.4.2 Reliability Analysis

Cronbach's α coefficient was used to test the internal consistency of the questionnaire. An α value greater than 0.7 indicates good reliability.

3.4.3 Validity Analysis

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity were employed. A KMO value > 0.5 and a significant Bartlett's test ($p < 0.05$) indicate the data are suitable for factor analysis. Communalities greater than 0.5 were used as the criterion for retaining variables.

3.4.4 Linear Probability Model (LPM)

Since the dependent variable is binary (purchase/not purchase), this study employs the Linear Probability Model for regression analysis. The model is specified as in Equation 1:

$$Y=\alpha+\gamma_1D_1+\gamma_2D_2+\gamma_3D_3+\gamma_{4\text{-}1}D_{4\text{-}1}+\gamma_{4\text{-}2}D_{4\text{-}2}+\beta_1X_1+\beta_2X_2+\beta X_3+\beta_4X_4+\beta_5X_5+\beta_6X_6+\beta_7X_7+\beta_8X_8+\beta_9X_9+\beta_{10}X_{10}+\beta_{11}X_{11}+\beta_{12}X_{12} \quad (1)$$

Where Y represents consumers' home purchase intention, α is the constant term, γ represents the coefficients for control variables, β represents the coefficients for independent variables, and ε is the error term.

IV. EMPIRICAL RESULTS ANALYSIS

4.1 Sample Structure Analysis

The demographic distribution of the 122 valid samples is as follows:

Table 4-1 Demographic Data

Variable	Option	Count	Percentage	Cumulative Percentage
Average Annual Income	NT$ 1 Million and Above	76	62%	62%
	Below NT$ 1 Million	46	38%	100%
Down Payment	NT$ 2 Million and Above	58	48%	48%
	Below NT$ 2 Million	64	52%	100%
Purchase Purpose	Owner-occupier	104	85%	85%
	Investor	18	15%	100%
Distance (Home to Workplace)	Within 3 km	58	48%	48%
	3-5 km	47	39%	86%
	Over 5 km	17	14%	100%
Total	NA	122	100.0%	NA

Average Annual Income: 62% above NT$1M, 38% below.

Down Payment: 48% above NT$2M, 52% below.

Purchase Purpose: 85% Owner-occupier, 15% Investor.

Distance (Home-Workplace): 48% within 3km, 39% within 3-5km, 14% over 5km.

The sample structure indicates that respondents are primarily middle-to-high income earners with owner-occupier needs, and they tend to prefer purchasing homes closer to their workplace.

4.2 Descriptive Statistics

4.2.1 Descriptive Statistics for Place Dimension

Table 4-2 Place Dimension Statistics

Place Dimension Variable	N	Mean	Std. Deviation	Rank
Entrusting Real Estate Agencies for Sale	122	2.96	1.708	1
Online Virtual Storefront	122	2.85	1.694	2
Sales Center Location	122	2.71	1.593	3

Based on the mean scores, consumers attach the highest level of importance to entrusting real estate agencies (2.96), followed by online virtual storefronts (2.85), and finally sales center location (2.71). However, it is crucial to note that these means reflect perceived importance, not the actual impact on purchase intention (which requires regression analysis to ascertain). Notably, all three mean scores are below 3 (the midpoint of the 5-point scale), suggesting that overall, consumers do not place high importance on these place factors. This might be attributed to the high value of properties and consumers' tendency to personally gather information.

4.2.2 Descriptive Statistics for Promotion Dimension

Table 4-3 Promotion Dimension Statistics

Promotion Dimension Variable	N	Mean	Std. Deviation	Rank
Free Interior Decoration	122	3.11	1.719	1
Low Down Payment & Low Interest Rate	122	3.09	1.749	2
Lucky Draw Events	122	2.38	1.501	3

The mean scores indicate that consumers value "Free Interior Decoration" (3.11) and "Low Down Payment & Low Interest Rate" (3.09) almost equally, both slightly above the midpoint, indicating favorable reception. In contrast, the mean score for "Lucky Draw Events" is only 2.38, significantly below the midpoint, suggesting consumers find such activities generally unappealing. This aligns with practical observations: lucky draws may draw crowds but have minimal impact on actual purchase decisions.

4.3 Reliability Analysis

4.3.1 Reliability of Place Dimension

The Cronbach's α for the Place dimension is 0.956, well above the threshold of 0.7, indicating excellent reliability. The item-to-total correlations are: Sales Center Location (0.901), Entrusting Real Estate Agencies (0.881), and Online Virtual Storefront (0.943), all exceeding 0.5, demonstrating good internal consistency for each item.

4.3.2 Reliability of Promotion Dimension

The Cronbach's α for the Promotion dimension is 0.912, also exceeding 0.7, indicating good reliability. The item-to-total correlations are: Free Interior Decoration (0.869), Low Down Payment & Low Interest Rate (0.890), and Lucky Draw Events (0.727), all exceeding 0.5. While the correlation for Lucky Draw Events is relatively lower (0.727), it still meets the reliability requirement.

4.4 Validity Analysis

4.4.1 Validity of Place Dimension

For the Place dimension, the KMO value is 0.741 (>0.7), and Bartlett's test of sphericity yields an approximate Chi-Square of 408.280 (df=3, p=0.000<0.05), confirming the data's suitability for factor analysis. The communalities for the variables are: Sales Center Location (0.915), Entrusting Real Estate Agencies (0.894), and Online Virtual Storefront (0.952), all exceeding 0.5. The total variance explained is 92.054%, surpassing the 60% benchmark. Therefore, all variables are retained.

4.4.2 Validity of Promotion Dimension

For the Promotion dimension, the KMO value is 0.704 (>0.7), and Bartlett's test of sphericity yields an approximate Chi-Square of 293.201 (df=3, p=0.000<0.05), indicating suitability for factor analysis. The communalities are: Free Interior Decoration (0.891), Low Down Payment & Low Interest Rate (0.910), and Lucky Draw Events (0.752), all exceeding 0.5. The total variance explained is 85.082%, above 60%. Thus, all variables are retained.

4.5 Regression Analysis (Linear Probability Model)

4.5.1 LPM Analysis without Control Variables

First, a regression analysis was conducted using only the six independent variables from the Place and Promotion dimensions (X_7~X_{12}) on the dependent variable Y, excluding control variables (D_1~D_4). The results are shown in Table 4-4:

Table 4-4 Regression Analysis Results

Variable	Coefficient	Std. Error	t-value	p-value	Result
X_7	0.0307	0.01315	2.333	0.0215	Positive Significant
X_8	-0.0261	0.01062	-2.463	0.0154	Negative Significant
X_9	-0.0896	0.01280	-6.998	0.0000	Negative Significant
X_{10}	0.0289	0.01073	2.693	0.0082	Positive Significant
X_{11}	0.0512	0.01097	4.666	0.0000	Positive Significant
X_{12}	0.0060	0.00545	1.107	0.2709	Not Significant

Adjusted R^2 = 0.9858, Durbin-Watson statistic = 2.286.

Key Findings:

a. Place Dimension: X_7 (Sales Center Location) is significantly positive, supporting H3a. X_8 (Entrusting Real Estate Agencies) is significantly negative, not supporting H3b. X_9 (Online Virtual Storefront) is significantly negative, not supporting H3c.

b. Promotion Dimension: X_{10} (Free Interior Decoration) and X_{11} (Low Down Payment/Low Rate) are significantly positive, supporting H4a and H4b. X_{12} (Lucky Draw Events) is not significant, not supporting H4c.

c. Comparison of Coefficient Magnitudes: Among the significant variables, X_{11} (Low Down Payment/Low Rate) has the largest coefficient (0.0512), followed by X_7 (0.0307) and X_{10} (0.0289). This indicates that low down payment/low interest rate offers are the most potent promotion strategy influencing purchase intention, while sales center location is the only effective positive factor among the place strategies.

4.5.2 LPM Analysis with Control Variables

After including control variables (D_1~D_4) in the regression model, the results remain largely consistent with the previous analysis, albeit with slight changes in coefficient magnitudes. X_7, X_{10}, and X_{11} remain significantly positive; X_8 and X_9 remain significantly negative; and X_{12} remains non-significant. None of the control variables (D_1: Income, D_2: Down Payment, D_3: Purchase Purpose, D_4: Distance) reached statistical significance, suggesting these demographic factors do not significantly impact purchase intention in this sample. The adjusted R^2 remained high at 0.9859, and the Durbin-Watson statistic was 2.224, indicating excellent model explanatory power and no autocorrelation issues.

4.5.3 In-depth Discussion of Negative Findings

The significant negative impacts observed for X_8 (Entrusting Real Estate Agencies) and X_9 (Online Virtual Storefront) are counterintuitive findings[9]. Possible explanations are proposed below:

Entrusting Real Estate Agencies (X_8): Consumers widely believe that purchasing through an agent incurs additional commission fees (typically 1-2% of the transaction price), which they perceive as ultimately being added to their purchase cost. Even if the developer covers the commission in some cases, the perception of an extra layer of cost persists. Moreover, as agents may handle multiple projects concurrently, consumers may doubt receiving comprehensive and unbiased information. Consequently, this channel may inadvertently deter purchase intention.

Online Virtual Storefront (X_9): Real estate is a high-involvement, high-value product requiring physical inspection. Online photos and VR tours, while convenient, cannot fully convey the nuances of ventilation, natural light, material texture, and community ambiance. Furthermore, concerns about digitally enhanced or misleading representations online may heighten consumer skepticism. Therefore, relying solely on a virtual storefront might create unease and reduce purchase intention. This underscores that in real estate, online platforms are best positioned as information-gathering aids rather than standalone sales endpoints.

V. CONCLUSIONS AND RECOMMENDATIONS

5.1 Research Conclusions

Through a questionnaire survey of 122 consumers in the Greater Tainan area and LPM regression analysis, this study reveals the unique operational logic of place and promotion strategies in the real estate market. The main conclusions are as follows:

5.1.1 Empirical Findings on Place Strategy

Within the Place dimension, sales center location has a significant positive impact, while entrusting real estate agencies and online virtual storefronts show significant negative impacts. This finding challenges the conventional wisdom that "more channels are better," highlighting that in real estate, the quality of the place is far more important than quantity.

Specifically, the physical sales center remains the most trusted channel for consumers because it provides tangible product experience (sample units, material displays, community models), face-to-face professional consultation, and an opportunity to build trust. Conversely, entrusting agencies may trigger cost-related concerns, and virtual storefronts, burdened by high information asymmetry and inability to replicate physical experience, may actually deter potential buyers. This does not negate the value of agencies or online platforms but serves as a reminder to construction companies: these channels should function as supplementary tools, not replacements for the core physical sales center.

5.1.2 Empirical Findings on Promotion Strategy

In the Promotion dimension, offering free interior decoration and low down payment/low interest rates both exert a significant positive impact, while lucky draw events show no significant effect. This finding aligns closely with the concept of perceived value in consumer behavior theory: promotional schemes that directly address consumer pain points, lower the barrier to entry, and save on post-purchase costs are most effective at enhancing perceived value and driving purchase intent.

Free interior decoration directly resolves the onerous and costly post-purchase issue of fitting out a new home, enabling move-in readiness. Low down payment and low interest rates directly mitigate financial hurdles and monthly repayment burdens, particularly appealing to young buyers or those with limited savings. In contrast, lucky draw events, though capable of generating a festive atmosphere, are loosely connected to the core values of a home (living quality, price fairness). Consumers largely view them as incidental perks rather than decisive factors, limiting their impact on actual purchase decisions.

5.2 Theoretical Contributions

This study makes three primary theoretical contributions:

First, it supplements the empirical foundation of the 4P marketing theory in the real estate domain. Prior research on the 4Ps has predominantly focused on consumer goods or manufacturing, with less attention paid to unique, high-involvement goods like real estate. This study confirms that Place and Promotion strategies play a crucial role even in real estate, though the direction and magnitude of their effects diverge notably from typical consumer goods.

Second, it reveals the potential negative effects of certain place strategies. While existing literature often assumes that more diverse and convenient channels are inherently better, this study finds that entrusting agencies and relying on virtual storefronts can decrease purchase intention. This underscores the need for academia to consider product characteristics (e.g., credence attributes) and consumer decision psychology (e.g., risk aversion) when evaluating place strategies, rather than solely focusing on channel quantity or convenience.

Third, it differentiates the effects of distinct promotional tactics. The study demonstrates that substantive promotions (decoration, financing) have a significantly greater impact than atmospheric promotions (lucky draws)[10]. This aligns with Kotler's classification of promotional tools and provides empirical support for it within the real estate context.

5.3 Practical Recommendations

Based on the findings, the following practical recommendations are proposed for construction companies:

5.3.1 Recommendations for Place Strategy

Continue investing in and optimizing physical sales centers: Sales centers are indispensable trust-building environments. Developers should focus on:

a. Site Selection: Prioritize locations with convenient transportation, ample parking, and high visibility.

b. Hardware: Create high-quality sample units, material display zones, and project models for an immersive experience.

c. Software: Train professional, sincere sales staff to provide complete, transparent information and foster trust.

Carefully evaluate the necessity of entrusting real estate agencies: If using this channel is unavoidable, implement the following:

d. Transparency: Clearly communicate the arrangement regarding commission fees to alleviate cost concerns.

e. Consistency: Ensure pricing and service conditions are identical to those offered directly by the developer.

f. Exclusivity: Consider exclusive partnerships with select brokerage brands to ensure agents are knowledgeable and committed to the project.

Position online platforms as information and filtering tools, not final sales endpoints: The primary functions of a virtual storefront should be:

a. Providing comprehensive, accurate, and up-to-date project information.

b. Utilizing VR/360-degree tours for preliminary screening.

c. Guiding consumers towards the physical sales center for a deeper, in-person experience. Avoid overly embellished online content that could lead to mismatched expectations and erode trust.

5.3.2 Recommendations for Promotion Strategy

Prioritize low down payment and low interest rate schemes: Given its strongest effect size, developers should actively collaborate with financial institutions to develop diverse loan packages, such as:

a. 90% financing with interest-only payments for the first three years for first-time buyers.

b. Bridge loans for existing homeowners buying before selling.

c. Tailored programs for self-employed individuals with non-traditional income verification. These directly lower the entry barrier.

Effectively utilize the "free interior decoration" strategy: This tactic is also highly effective. Developers should:

a. Offer multiple design style options for flexibility.

b. Clearly specify the scope, specifications, and brands of included finishes to manage expectations and prevent disputes.

c. Consider offering a decoration allowance option, providing a subsidy for buyers to engage their own contractors.

Cautiously evaluate the ROI of lucky draw events: Given their insignificant impact on purchase decisions, these activities are best positioned as supplementary crowd-pulling tactics, not core promotional strategies. If held, budgets should be controlled, and participation should be linked to concrete purchase actions (e.g., contract signing) to target resources toward serious buyers.

5.3.3 Recommendations for Localized Operations in Tainan

The Greater Tainan real estate market is characterized by:

a.Predominantly owner-occupier demand (~85%).

b.High consumer price sensitivity.

c.Strong local identity.

Therefore, construction companies should:

In Place Strategy: Strengthen local physical sales centers and incorporate Tainan's cultural elements (e.g., revitalized old house aesthetics, temple square motifs) to enhance familiarity and appeal.

In Promotion Design: Tailor offers to local preferences (e.g., emphasis on living amenities, lower total price points). Implement combined packages of low down payment and basic interior decoration to meet rigid demand effectively.

5.4 Research Limitations and Future Research Directions

This study has several limitations that suggest avenues for future research:

Sample Representativeness: The sample is limited to the Greater Tainan area and predominantly consists of owner-occupiers (85%). Generalizability of the findings is thus geographically and demographically constrained. Future research should expand the survey scope to other regions in Taiwan (North, Central, South) for cross-regional comparisons and specifically target investor-type consumers.

Cross-sectional Design: The cross-sectional nature of this study captures consumer attitudes at a single point in time. The effectiveness of place and promotion strategies may vary with economic cycles and market competition. Future research could employ longitudinal designs (e.g., panel studies) to explore these variations across different market phases.

Measurement of Variables: Strategy variables were measured using subjective consumer perceptions on a 5-point scale rather than objective behavioral data. Future research could attempt to obtain actual sales data from developers (e.g., foot traffic per channel, conversion rates) or employ experimental designs (e.g., A/B testing promotional offers) for more objective causal inference.

Mechanisms Behind Negative Place Effects: While this study identified negative impacts for agency sales and virtual storefronts, the underlying psychological mechanisms (e.g., cost concerns, lack of trust, information asymmetry) require further elucidation. Future studies could employ in-depth interviews or experimental designs to investigate the specific causes of these negative effects.

Moderating Effects of Property Type: This study did not differentiate between property types (pre-sale, newly completed, existing homes). Future research could explore whether the effectiveness of place and promotion strategies varies by product type (e.g., pre-sale projects might rely more heavily on sales centers and show flats, while existing homes might depend more on brokerage channels).

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