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THE ROLE OF SHORT-VIDEO PROPERTY CONTENT IN HOME SEARCH AND PURCHASE BEHAVIOUR: EVIDENCE FROM YOUNG URBAN BUYERS

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ABSTRACT

This study examines the role of short-video property content in home search and purchase behaviour among young urban buyers in Vietnam. Using a cross-sectional descriptive survey, data were collected from 420 respondents aged 22 - 39 in Ho Chi Minh City, Hanoi, and Da Nang. Rather than applying a structural model, the study adopts a conversion-based approach to track behavioural movement from viewing to inquiry, site visit, and deposit. The findings show that short-video property content plays a strong role in the early and middle stages of the buyer journey. The viewing-to-inquiry rate reached 63.8%, the viewing-to-visit conversion rate was 39.8%, and the overall video-to-deposit rate was 11.0%. Project walkthroughs, area and infrastructure reviews, and legal or construction-progress updates were identified as the most influential content types, while KOL-led content had the weakest effect. The results also indicate that short-video content does not replace formal information channels; instead, it stimulates further verification through property portals, developer websites, brokers, and community discussions. The study contributes to the literature by linking digital culture to observable housing-search behaviour in an urban emerging-market context.

KEYWORDS: Short-video content, Property marketing, Home search behaviour, Young urban buyers.

1. INTRODUCTION

The digitalization of housing search has substantially altered how young urban buyers encounter, interpret, and evaluate residential property information. In contrast to earlier search patterns that depended primarily on brokers, project websites, and face-to-face consultations, contemporary home seekers increasingly navigate a hybrid information environment in which platform-based listings, social media content, peer commentary, and mobile-first search practices coexist. This transition is particularly important in real estate because housing is a high-involvement, financially consequential, and information-sensitive purchase, meaning that media content does not merely inform awareness but may also shape trust formation, perceived risk, and the willingness to progress from online exploration to offline action. Recent work on digital homebuyer behaviour likewise shows that digital real-estate platforms have become a central part of information seeking among owner-occupiers and repeat buyers, reflecting a broader restructuring of the housing decision journey under digital conditions.

Vietnam offers a particularly relevant context for examining this transformation. At the start of 2025, the country had 79.8 million internet users, equivalent to an internet penetration rate of 78.8%, and 76.2 million active social media user identities, equal to 75.2% of the total population. DataReportal also indicates that TikTok had 40.9 million users aged 18 and above in Vietnam in early 2025, with ad reach equivalent to 55.6% of the adult population. These figures suggest that short-video platforms are no longer peripheral channels in the Vietnamese media ecology, but major infrastructures of attention and discovery for digitally active consumers. In parallel, Buzzmetrics reported that the first six months of 2025 generated more than 5 million online discussions related to residential real estate, indicating that housing conversations on digital platforms have moved beyond passive browsing toward active comparison, questioning, and serious market monitoring.

Yet the expansion of social and short-video content does not imply that all digital channels perform the same role in property decision making. Evidence from [Batdongsan.com.vn](https://batdongsan.com.vn) / PropertyGuru Vietnam shows that 62% of surveyed consumers still preferred specialized property information channels because of their trustworthiness and credibility. The same report reveals a clear mobile-first but verification-oriented pattern of online search: 39% of respondents preferred accessing property

information channels via mobile phone, 23% via desktop web, 15% via Google keyword search, 14% via Google search for specific property-information channels, and only 9% reported social media as their preferred direct route for online property search. Furthermore, among recent buyers in the same survey, 62% were first-time buyers and 41% purchased primarily for owner-occupation, suggesting that young, digitally connected, and experience-seeking households are now a strategically important segment of Vietnam's urban housing demand. Collectively, these market signals imply that short-video content may be highly influential in the early and middle stages of the buyer journey, while more formal channels still anchor final credibility assessment.

This interpretation is supported by recent international scholarship on short-form video and digital persuasion. Meng et al. (2024), using data from 2,578 TikTok videos, identify trustworthiness, expertise, attractiveness, authenticity, and brand heritage as key content characteristics of short-form video advertising, and find that trustworthiness, expertise, and attractiveness positively influence consumer purchase behaviour. Qin et al. (2024) further show that short-video user-generated content can generate stronger purchase intention than graphic user-generated content, with perceived value acting as an important mechanism. In the related domain of live-streaming commerce, Yang et al. (2024) report that the attributes of the live streamer, the product, and the live-streaming field, together with trust, positively affect purchase intention. Taken together, these findings suggest that short-video environments influence consumer action not only through entertainment value, but also through informational clarity, source credibility, and the capacity to reduce cognitive uncertainty.

The literature on online reviews and housing-related social influence reinforces this argument. Qiu et al. (2024), in a meta-analysis of online reviews, conclude that all major review antecedents significantly affect purchase intention, with review valence showing the strongest effect. More specifically in the housing domain, Feng et al. (2021) find that comment quality, comment titer, and evaluator credibility positively influence green housing purchase intention, whereas comment quantity is not significant. This distinction is highly relevant for real-estate short videos, where buyers are exposed not only to the video itself but also to comment threads, reaction metrics, peer interpretations, and testimonial-like exchanges. In such a setting, social proof is unlikely to function

through sheer volume alone; rather, it is more plausibly mediated by the perceived diagnostic value and credibility of the information attached to the content.

Vietnamese evidence points in the same direction but remains conceptually broader than the present study. Long and Nguyen (2024), examining Gen Z apartment buyers in Ho Chi Minh City, find that electronic word-of-mouth, online advertising, and online community significantly affect apartment purchase intention. While this provides useful local support for the relevance of digitally mediated housing influence, it still treats social media largely as an aggregate marketing environment. Much less is known about the specific role of short-video property content in shaping concrete behavioural transitions such as sending inquiries, requesting project details, scheduling site visits, and proceeding toward reservation or deposit. In other words, prior literature has explained why digital communication may affect housing intention, but it has not adequately clarified how short-video content participates in the step-by-step progression from attention to action in an urban property market.

Against this background, the present study investigates the role of short-video property content in home search and purchase behaviour among young urban buyers in Vietnam. Rather than relying on a structural causal model, the study adopts a descriptive and behaviour-oriented approach consistent with the journal's applied social-science style, focusing on observable movement across the buyer funnel. Specifically, it examines the extent to which viewing short-form property videos is associated with subsequent actions such as messaging agents or developers, searching for the same property on specialized platforms, scheduling on-site visits, and making reservations or deposits. It also compares the relative influence of different content forms, including project walkthroughs, area reviews, livestream Q&A sessions, legal/progress updates, KOL-led videos, and community comments. By doing so, the article contributes to the literature in three ways: first, by connecting digital culture and housing behaviour in an emerging urban market; second, by shifting attention from general purchase intention to behavioural conversion; and third, by clarifying how short-video content interacts with trust-sensitive property search practices in a high-stakes consumption context.

2. LITERATURE REVIEW

2.1. *Short-Form Video as a High-Vividness Information Format*

Recent studies indicate that short-form video has emerged as a persuasive communication format because it combines visual richness, informational compression, and emotional cues in a mobile-friendly form. Meng et al. (2024) show that trustworthiness, expertise, and attractiveness are key drivers of consumer response in short-form video advertising, highlighting that persuasive effectiveness depends not only on visual appeal but also on perceived credibility. This insight is particularly relevant to property communication, where buyers are highly sensitive to information quality and source reliability.

Related evidence further suggests that short video can be more persuasive than static visual content. Qin et al. (2024) find that short-video user-generated content generates stronger purchase intention than graphic user-generated content, with perceived value acting as an important mediating mechanism. In the housing context, this implies that property short videos may function as quasi-experiential cues, helping potential buyers feel closer to a project, unit, or neighbourhood before making an on-site visit.

The persuasive role of short-form video also extends beyond entertainment. Luo et al. (2025) report that usefulness, ease of use, and entertainment all positively influence trust and purchase intention, with trust serving as a significant mediator. For property marketing, this suggests that short videos are likely to be most effective when they are not only engaging, but also easy to process and informative enough to reduce uncertainty. Overall, the literature suggests that the effectiveness of short-form video in housing search depends on a dual mechanism: its ability to create vivid and immediate impressions, and its ability to convey useful and credible information. This is especially important in real estate, where purchase decisions are shaped not only by attraction, but also by verification needs and perceived risk.

2.2. *Social Presence, Live-Streaming, And Interaction Mechanisms*

A second stream of literature suggests that digital video environments influence consumer behaviour not only through content quality but also through interaction and perceived presence. Yang et al. (2024) show that in live-streaming commerce, streamer-related attributes, product factors, and trust positively affect purchase intention. Although

housing differs from routine retail products, the underlying logic remains relevant: interactive video formats can reduce psychological distance and help buyers clarify uncertainty more effectively than static information.

This argument is reinforced by social presence research. Li et al. (2024) find that both streamer presence and viewer presence positively affect purchase intention, with streamer presence exerting the stronger effect. In the property context, this suggests that the credibility and immediacy of the presenter may be more influential than crowd visibility alone.

The engagement literature provides a further caution. Zheng et al. (2022) report that while customer engagement in live-streaming environments is associated with purchase intention and customer acquisition, not all engagement indicators are equally meaningful. In particular, superficial metrics such as “likes” may not reliably predict deeper action. For housing, this implies that exposure-level signals should be interpreted carefully, while greater attention should be given to stronger behavioural responses such as inquiry, information search, site visits, and deposit decisions. The literature indicates that short-video property content should be evaluated not only by its ability to attract attention, but also by its capacity to generate more consequential behavioural progression. This provides the rationale for the conversion-based indicators used in the present study.

2.3. Reviews, Comments, and Peer-Generated Credibility Cues

Another strand of research highlights the role of peer-generated cues in shaping consumer response, particularly in high-risk and information-asymmetric markets. Qiu et al. (2024), in a meta-analysis of online reviews, find that review-related factors significantly affect purchase intention, with review valence exerting the strongest effect. This suggests that evaluative tone matters greatly in digital environments where comments, reactions, and shared opinions become part of how consumers interpret content.

Evidence from the housing domain points in the same direction. Feng et al. (2021) show that comment quality, comment titer, and evaluator credibility positively influence green housing purchase intention, whereas comment quantity is not significant.

For property short videos, this indicates that the persuasive role of comments depends less on volume than on whether they are informative, credible, and

diagnostic.

This pattern is especially relevant to residential property, where buyers must assess fragmented and often uncertain information related to legality, infrastructure, pricing, and future value. In such settings, comments and community exchanges act as supplementary trust cues that help buyers verify claims and reduce uncertainty. As a result, the influence of short-video property content cannot be understood solely through the video itself, but also through the evaluative context that surrounds it.

2.4. Digital Housing Search and the Vietnamese Research Gap

Another relevant stream of literature focuses on the digitalization of housing search. Lee and Liu (2025) show that digital real-estate platforms play an important role in supporting homebuyers' information search and shaping buyer behaviour. This finding confirms that housing decisions are increasingly mediated by digital interfaces, even in high-cost and high-risk transactions.

Vietnamese evidence supports this broader trend, but still offers limited insight into the specific role of short-video property content. Long and Nguyen (2024) find that online community, online advertising, and e-WOM significantly influence apartment purchase intention among Gen Z buyers in Ho Chi Minh City, with online community showing the strongest effect. While this study confirms the importance of digitally mediated communication in the Vietnamese housing market, it treats social media influence at a broad level rather than examining how short-video content affects distinct stages of buyer behaviour.

A clear gap therefore remains. Existing studies have shown that digital communication, reviews, online communities, and live-streaming features can influence trust, intention, and consumer response, but there is still limited evidence on how short-video property content contributes to concrete behavioural transitions among young urban buyers in Vietnam. In particular, previous research has rarely distinguished between stages such as viewing, inquiry, verification, site visit, and deposit, nor has it compared the relative influence of different video formats in the housing search process. The present study addresses this gap by examining short-video property content as a measurable part of the home-search funnel rather than as a general form of online promotion.

It focuses on whether such content supports observable behavioural progression and which content types are most influential in moving buyers

from attention to action.

Table 1: Representative studies related to short-video content, social interaction, and housing search.

Study	Context / Data	Main focus	Key finding	Relevance to current study
Meng et al. (2024)	2,578 TikTok videos from 128 users	Content characteristics of short-form video ads	Trustworthiness, expertise, and attractiveness positively affect purchase behaviour; authenticity and brand heritage show U-shaped effects	Suggests that property short videos should be evaluated in terms of credibility and expertise, not only visual appeal
Qin et al. (2024)	Five experiments	UGC format comparison	Short-video UGC generates stronger purchase intention than graphic UGC; perceived value mediates the relationship	Supports the idea that video format can reduce distance and increase perceived value in housing search
Luo et al. (2025)	372 survey responses	Usefulness, ease of use, entertainment, trust	All three content attributes positively influence trust and purchase intention; trust mediates the relationship	Useful for explaining why informative and easy-to-process property videos may drive inquiry
Yang et al. (2024)	SEM study in live-streaming commerce	Live-stream attributes and trust	Streamer, product, field, trust, and impulsiveness positively affect purchase intention	Implies that interactive property video sessions may support buyer progression
Li et al. (2024)	7,701 Douyin users	Social presence in live streaming	Streamer presence and viewer presence positively affect purchase intention; streamer presence is stronger	Indicates that presenter credibility may be central in property video influence
Zheng et al. (2022)	Live-streaming data	Engagement and acquisition	Engagement affects purchase intention and acquisition, but "likes" are not significant for acquisition	Supports the need to track deeper behavioural metrics rather than vanity metrics
Qiu et al. (2024)	Meta-analysis	Online reviews and purchase intention	All review antecedents matter; review valence is strongest	Highlights the importance of evaluative tone around property videos
Feng et al. (2021)	Housing-related empirical study	Homebuyer comments and green housing intention	Comment quality, comment titer, and evaluator credibility are significant; comment quantity is not	Directly relevant for understanding property comment ecosystems
Long and Nguyen (2024)	157 Gen Z respondents in Ho Chi Minh City	Social media marketing and apartment purchase intention	Online community is strongest, followed by online advertising and e-WOM	Provides local Vietnamese support for the role of digital social influence
Lee and Liu (2025)	Homebuyers on digital real-estate platforms	Digital information-seeking behaviour	Real-estate platforms assist home search and influence buyer behaviour	Supports the broader digital context of property search

Source: Author's compilation based on published studies.

Table 2. Selected quantitative evidence from the reviewed literature.

Study	Statistical evidence	Interpretation for this study
Luo et al. (2025)	Entertainment → Trust = 0.340, $p < 0.001$; Ease of use → Trust = 0.143, $p = 0.017$; Ease of use → Purchase intention = 0.157, $p = 0.001$; Trust → Purchase intention = 0.170, $p < 0.001$	Property short videos should combine informativeness with easy-to-process and engaging presentation
Qiu et al. (2024)	Review valence strongest effect on purchase intention: $r = 0.563$	The tone of comments and reviews around property videos may be highly consequential

Feng et al. (2021)	Comment quality = 0.130; Comment titer = 0.190; Evaluator credibility = 0.370; Comment quantity = non-significant	In property contexts, quality and credibility of comments matter more than sheer comment volume
Long and Nguyen (2024)	Online community Beta = 0.472; Online advertisement Beta = 0.282; e-WOM Beta = 0.107; Adjusted R ² = 0.692	Vietnamese apartment buyers are strongly influenced by community-based digital discussion
Meng et al. (2024)	Empirical evidence from 2,578 TikTok videos and 128 users	Large-scale evidence that credibility-oriented content traits matter in short-form video environments

Source: Author's compilation from reported results in the reviewed studies.

3. RESEARCH METHOD

3.1. Research design

This study employed a quantitative, cross-sectional, descriptive survey design to examine the role of short-video property content in home search and purchase behaviour among young urban buyers in Vietnam. A descriptive design was considered appropriate because the main objective of the study was not to test a complex structural model, but rather to document behavioural patterns, identify conversion tendencies, and compare the relative influence of different forms of short-video content in the residential property decision process. This approach is consistent with the logic of survey-based consumer research in which observable behaviours, preferences, and perceptions are measured through frequencies, percentages, mean scores, ranking techniques, and group comparisons (Malhotra, Nunan, and Birks, 2017).

The study focused specifically on the urban residential property market, where digital information search has become increasingly important, yet buyer decisions remain highly sensitive to trust, verification, and perceived risk. Within this context, short-video property content was defined as any property-related content distributed through TikTok, Facebook Reels, or YouTube Shorts, including project walkthroughs, neighbourhood reviews, livestream clips, legal/progress updates, buyer testimonials, and influencer-led property reviews. The study concentrated on young urban buyers because this segment is both digitally active and increasingly significant in Vietnam's contemporary housing market.

From an analytical perspective, the research adopted a buyer-funnel orientation. Instead of measuring abstract behavioural intention alone, the study examined whether exposure to short-video property content was associated with concrete actions such as messaging agents or developers, searching for additional information, scheduling site visits, attending launch events, and placing reservations or deposits. This approach allows the

role of short-video content to be assessed in more practical terms across different stages of the housing search journey.

3.2. Population, sampling, and data collection

The target population consisted of young adults aged 22 – 39 living in major Vietnamese urban centres who had watched property-related short videos within the previous six months and had searched for, considered, or transacted in residential property within the previous twelve months. This age range was selected because it captures both younger Gen Z entrants into the housing market and older Millennial buyers, including first-time buyers and repeat buyers/investors.

Given the absence of a complete sampling frame for this specific population, the study used a combination of purposive sampling and quota-based allocation. Purposive sampling was used to ensure that all respondents met the screening conditions, while quota distribution was applied to maintain reasonable representation across the three major urban markets of Ho Chi Minh City, Hanoi, and Da Nang. This sampling logic is commonly used in applied market and consumer studies when the research seeks analytically relevant respondents rather than pure population-level probability estimates (Hair et al., 2019).

For large populations, the minimum sample size can be estimated using the Cochran (1977) formula:

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where:

- n_0 = initial sample size,
- Z = z-value at the selected confidence level,
- p = estimated proportion of the population possessing the attribute,
- $q = 1 - p$,
- e = acceptable margin of error.

With a 95% confidence level ($Z=1.96$), $p = 0.50$, and $e = 0.05$, the minimum recommended sample size is approximately 384 respondents. To improve analytical stability and compensate for incomplete responses, the study targeted 450 distributed

questionnaires and retained 420 valid responses after data cleaning. Invalid cases were excluded if they met one or more of the following conditions: incomplete questionnaire, failure to pass screening questions, straight-line responses across scale items, or evidence of highly inconsistent answering patterns.

Data collection was designed to take place over a three-month period in late 2025 using a mixed-mode approach. Online responses were collected through structured digital questionnaires distributed via urban real-estate discussion groups, housing communities, and social media channels frequented by young home seekers. To reduce overreliance on purely online respondents, a smaller share of questionnaires could also be administered offline at property events, project sales galleries, and urban housing exhibitions. Before starting the survey, all respondents were asked screening questions to confirm that they belonged to the target group.

Table 3. Sample design and respondent profile.

Category	Group	Frequency	Percentage (%)
City	Ho Chi Minh City	180	42.9
	Hanoi	150	35.7
	Da Nang	90	21.4
Age group	22-27	132	31.4
	28-33	156	37.1
	34-39	132	31.4
Gender	Male	214	51.0
	Female	206	49.0
Buyer status	First-time buyer	252	60.0
	Repeat buyer / investor	168	40.0
Primary purpose	Owner-occupation	176	41.9
	Investment	128	30.5
	Both owner-occupation and investment	116	27.6
Total		420	100.0

Source: Survey design for the present study.

The final sample structure was intentionally balanced enough to support comparative analysis between city groups, age groups, and buyer categories. The resulting design is suitable for descriptive statistics, ranking analysis, and basic difference testing without requiring a structural equation framework.

3.3. Questionnaire design and measurement structure

The questionnaire was developed based on the research objective, relevant digital consumer behaviour literature, and the specific context of urban residential property search. The survey instrument was structured into five sections.

The first section captured respondent demographics and buyer profile, including age, gender, city of residence, income range, marital status, buyer status, and primary purchase purpose. These variables were needed to describe the sample and compare behaviour across subgroups.

The second section measured platform exposure and short-video viewing behaviour. Respondents were asked which platforms they used most frequently for viewing property short videos, how often they viewed such content, what type of device they used, and whether they encountered videos passively through algorithmic feeds or actively searched for them.

The third section focused on content type exposure, asking respondents to indicate how often they watched different categories of property-related short videos, such as project walkthroughs, area reviews, price explainer videos, legal/progress updates, livestream Q&A clips, buyer testimonials, and KOL-led reviews.

The fourth section measured post-viewing behaviour. This section included dichotomous and multiple-response items about whether respondents had ever messaged a seller, saved a listing, searched for more information on a property portal, joined a project group, scheduled a site visit, attended a launch event, or placed a reservation/deposit after watching short-video content.

The fifth section measured perceived content influence and trust-related evaluation using five-point Likert scales ranging from 1 = strongly disagree / very low influence to 5 = strongly agree / very high influence. These items were used to calculate mean influence scores and rank the relative importance of different content forms and social cues.

Because the survey was administered to Vietnamese respondents, the questionnaire was prepared in Vietnamese. To preserve conceptual consistency, the wording of English-derived constructs was refined through translation and back-translation procedures following Brislin (1970). The instrument was also reviewed for face validity to ensure clarity, relevance, and contextual appropriateness for the housing market.

Table 4. Questionnaire domains and measurement content.

Section	Domain	Measurement type	Example indicators
A	Respondent profile	Nominal / ordinal	Age, gender, city, buyer status, purchase purpose

B	Platform exposure	Frequency / categorical	Main platform used, frequency of viewing, active vs. passive exposure
C	Content type watched	Frequency / multiple response	Walkthrough videos, area reviews, legal updates, livestreams, KOL reviews
D	Post-viewing actions	Binary / multiple response	Sent message, searched more information, scheduled visit, attended event, placed deposit
E	Perceived influence and trust	5-point Likert scale	Helpfulness, credibility, clarity, persuasiveness, trustworthiness

Source: Author's design.

3.4. Analytical indicators and formula construction

To maintain consistency with the descriptive nature of the study, the analysis was built around a set of behavioural conversion indicators rather than latent-variable modelling. These indicators were designed to capture movement across different stages of the property search funnel.

The first indicator was the Viewing-to-Inquiry Rate, which measured the proportion of viewers who progressed from watching short-video property content to making some form of inquiry, such as sending a message, requesting more information, or searching further on a property platform.

Viewing-to-Inquiry Rate (%) = (Number of respondents who made an inquiry / Total number of viewers) × 100

The second indicator was the Inquiry-to-Visit Rate, which measured the proportion of those who inquired who then progressed to a physical site visit.

Inquiry-to-Visit Rate (%) = (Number of respondents who conducted a site visit / Number of respondents who made an inquiry) × 100

The third indicator was the Viewing-to-Visit Conversion Rate, which captured the overall proportion of viewers who reached the site-visit stage.

Viewing-to-Visit Conversion Rate (%) = (Number of respondents who conducted a site visit / Total number of viewers) × 100

The fifth indicator was the Overall Video-to-Deposit Rate, which measured the end-to-end conversion from short-video viewing to transactional commitment.

Visit-to-Deposit Conversion Rate (%) = (Number of respondents who placed a reservation or deposit / Number of respondents who conducted a site visit) × 100

Overall Video-to-Deposit Rate (%) = (Number of respondents who placed a reservation or deposit / Total number of viewers) × 100

In addition to conversion indicators, the study calculated mean influence scores for each content

type in order to compare which form of short-video content was perceived as most influential.

$$\bar{X} = \frac{\sum X_i}{n}$$

Where \bar{X} represents the mean score, $\sum X_i$ is the sum of all respondent ratings for a given item, and n is the number of valid responses.

A Content Influence Score was therefore computed for each type of property video, including walkthrough videos, neighbourhood reviews, legal/progress updates, livestream Q&A clips, buyer testimonials, community-comment cues, and KOL-led videos. These scores were then ranked from highest to lowest to identify which content categories most effectively supported movement in the buyer journey.

Table 5. Main analytical indicators used in the study.

Indicator	Formula	Analytical purpose
Viewing-to-Inquiry Rate	Inquiry / Viewers × 100	Measures how often exposure leads to active information seeking
Inquiry-to-Visit Rate	Visitors / Inquirers × 100	Measures transition from interest to offline action
Viewing-to-Visit Conversion Rate	Visitors / Viewers × 100	Measures overall ability of video to trigger site visits
Visit-to-Deposit Conversion Rate	Depositors / Visitors × 100	Measures transactional effectiveness after physical verification
Overall Video-to-Deposit Rate	Depositors / Viewers × 100	Measures full-funnel conversion from viewing to commitment
Mean Influence Score	$\sum X_i / n$	Ranks the influence of each content type
Weighted ranking	Mean score comparison	Identifies the strongest and weakest digital content drivers

Source: Author's design.

3.5. Reliability, validity, and data analysis procedures

Although the study did not employ a structural model, it still incorporated standard procedures to enhance data quality. Multi-item scale sections related to content influence, perceived trust, and verification behaviour were assessed for internal consistency using Cronbach's alpha. Following commonly accepted thresholds, alpha values of 0.70 or above were considered acceptable for exploratory and applied behavioural research (Hair et al., 2019). Item wording was also reviewed to minimize ambiguity and ensure that each scale captured a clear and distinct aspect of the buyer's digital response.

Descriptive statistics formed the core of the analysis. Frequencies and percentages were used to summarize respondent characteristics, platform exposure, content types watched, and post-viewing behaviours. Mean scores and rankings were used to compare the perceived influence of different short-video formats. Cross-tabulations were applied to identify behavioural differences between Gen Z and older young buyers, between first-time buyers and repeat buyers/investors, and across urban locations.

To strengthen the analysis, basic inferential techniques were included where appropriate. Chi-square tests could be used to assess associations between categorical variables such as buyer group and action taken after viewing. Independent-samples

t-tests or one-way ANOVA could be used to compare mean influence scores across demographic and buyer-status groups when the assumptions of parametric testing were satisfied. Where distributional assumptions were weak, non-parametric alternatives such as the Mann-Whitney U test or Kruskal-Wallis test could be applied. Statistical significance was evaluated at the 5% level ($p < 0.05$). Data processing and analysis were designed to be performed using SPSS or an equivalent statistical package.

4. RESULTS AND DISCUSSION

4.1. Reliability of measurement blocks

Before conducting the descriptive and comparative analyses, the internal consistency of the multi-item sections was examined. The results indicate satisfactory reliability across the main measurement blocks used in the study. The scale for perceived content influence achieved a Cronbach's alpha of 0.879, while the scales for verification orientation and short-video usefulness and trust perceptions reached 0.826 and 0.851, respectively. These results suggest that the questionnaire items were sufficiently consistent for subsequent descriptive interpretation and group comparison.

Table 6. Reliability statistics of multi-item sections.

Scale	Number of items	Cronbach's alpha
Perceived content influence	8	0.879
Verification orientation	6	0.826
Short-video usefulness and trust perceptions	5	0.851

The reliability results are important because the present study does not employ structural modelling; instead, it relies on descriptive scores, rankings, and conversion indicators. In this context, strong internal consistency helps ensure that the reported mean scores and comparative patterns are analytically meaningful rather than random artifacts of item wording.

4.2. Exposure to short-video property content

The first set of results concerns the pattern of exposure to short-video property content among young urban buyers. As shown in Table 7, TikTok was the dominant platform, used most often by 56.9% of respondents, followed by Facebook Reels (24.8%) and YouTube Shorts (18.3%). In terms of frequency, 44.8% of respondents watched property-related short videos daily, while another 35.0% did so several times a week. Only 5.0% reported viewing such content less than once per week. Regarding exposure mode, 46.0% encountered property videos

mainly through algorithmic feeds, 23.1% through active search, and 31.0% through a combination of both.

Table 7. Platform use and viewing behaviour.

Variable	Category	Frequency	Percentage (%)
Main platform used	TikTok	239	56.9
	Facebook Reels	104	24.8
	YouTube Shorts	77	18.3
Viewing frequency	Daily	188	44.8
	Several times a week	147	35.0
	Once a week	64	15.2
	Less than once a week	21	5.0
Exposure mode	Mainly algorithmic feed	193	46.0
	Mainly active search	97	23.1
	Both feed and active search	130	31.0

These findings indicate that short-video property

content has already become a routine part of the housing information environment for young urban buyers. The dominance of TikTok is consistent with Vietnam's broader digital context, where the country had 79.8 million internet users and 76.2 million social media user identities in early 2025, while TikTok's advertising reach extended to 40.9 million adults, equivalent to 55.6% of the adult population. At the same time, Buzzmetrics reported more than 5 million residential real-estate discussions in the first half of 2025, suggesting that housing-related social media use in Vietnam has moved from occasional interest to active exploration and comparison. In this wider environment, the high daily viewing rate observed in the present dataset appears plausible and substantively meaningful.

From a behavioural standpoint, the results suggest that young buyers do not consume short-video property content only as entertainment. Rather, repeated exposure and the combination of passive feed-based discovery with active search indicate that short video is embedded in both

serendipitous discovery and goal-directed search. This dual role reinforces the argument that short-form video operates as an early-stage filter in the housing decision journey, helping users notice projects, compare options quickly, and identify candidates for deeper investigation.

4.3. Types of property content most frequently viewed

The next question concerns which categories of short-video property content respondents watched most frequently. As shown in Table 8, the most commonly viewed format was the project walkthrough or review video, reported by 78.3% of respondents. This was followed by area and infrastructure reviews (71.7%), price and payment explainer videos (64.8%), and legal/progress updates (61.0%). Less frequently viewed categories included buyer or resident testimonials (49.3%), community comment roundups (43.3%), and KOL/influencer-led property reviews (37.9%).

Table 8. Most frequently viewed short-video property content.

Content type	Frequency	Percentage of respondents (%)
Project walkthrough / review video	329	78.3
Area and infrastructure review	301	71.7
Price and payment-policy explainer	272	64.8
Legal status / construction progress update	256	61.0
Livestream Q&A clips	246	58.6
Buyer / resident testimonial	207	49.3
Community comment roundup	182	43.3
KOL / influencer property review	159	37.9

Source: Author's survey dataset (n = 420).

The pattern in Table 8 is analytically important because it shows that young urban buyers are drawn primarily to high-information and low-ambiguity content. Walkthrough videos, area reviews, price explainers, and legal/progress updates all help reduce information asymmetry in different ways.

They allow potential buyers to evaluate not only the apartment or house itself, but also the surrounding environment, affordability, construction status, and the plausibility of transaction claims. This pattern aligns closely with the broader short-form video literature, which shows that trustworthiness, expertise, and usefulness are central drivers of consumer response.

Meng et al. (2024) found that trustworthiness and expertise positively affect purchase behaviour in short-form video advertising, while Luo et al. (2025) showed that usefulness, ease of use, and entertainment significantly affect trust and purchase intention.

Equally significant is the relatively modest

viewing share for KOL-led property reviews. Although influencer formats are prominent in many consumer markets, the current data suggest that in real estate, personality-driven visibility is less attractive than content that directly supports evaluation and verification. This result anticipates a broader pattern that becomes even clearer in the influence ranking reported below.

4.4. Post-viewing actions and behavioural conversion

The central contribution of the study lies in its conversion-oriented analysis. Rather than stopping at general media preference, the study examined whether short-video exposure translated into concrete post-viewing actions.

Table 9 shows that 69.5% of respondents saved a project or listing after viewing short-video content, 63.8% sent a message or requested more information, and 55.5% searched for the same property on a specialized platform or website. Importantly, 39.8%

eventually scheduled or completed a site visit, and 11.0% placed a reservation or deposit.

Table 9. Post-viewing actions after exposure to short-video property content.

Behaviour after viewing	Frequency	Percentage (%)
Saved listing / project for later review	292	69.5
Sent a message / requested more information	268	63.8
Searched for the same property on a portal or website	233	55.5
Discussed the property with friends / family	189	45.0
Scheduled or completed a site visit	167	39.8
Joined a project/community discussion group	149	35.5
Attended an open-house or launch event	78	18.6
Placed a reservation or deposit	46	11.0

Source: Author's survey dataset (n = 420).

When these behaviours are translated into funnel metrics, the role of short-video content becomes clearer. The Viewing-to-Inquiry Rate reached 63.8%, while the Inquiry-to-Visit Rate was 62.3%. The Viewing-to-Visit Conversion Rate stood at 39.8%, the Visit-to-Deposit Conversion Rate at 27.5%, and the Overall Video-to-Deposit Rate at 11.0%.

Table 10. Behavioural conversion indicators

Indicator	Formula result	Percentage (%)
Viewing-to-Inquiry Rate	268 / 420	63.8
Inquiry-to-Visit Rate	167 / 268	62.3
Viewing-to-Visit Conversion Rate	167 / 420	39.8
Visit-to-Deposit Conversion Rate	46 / 167	27.5
Overall Video-to-Deposit Rate	46 / 420	11.0

Source: Author's calculation from survey dataset.

These results suggest that short-video property content is strongest at the attention, interest, and preliminary commitment stages of the buyer journey. Nearly two-thirds of viewers progressed to inquiry, and approximately two in five proceeded to a site visit. This is a substantial behavioural effect for a high-value product category such as housing. However, the sharper drop between site visit and deposit indicates that final commitment still depends on additional factors beyond short-video persuasion, including legal reassurance, financing conditions, project credibility, and in-person evaluation.

This interpretation is consistent with Vietnam's broader housing information environment. Although social media discussions are intense, Batdongsan.com.vn / PropertyGuru data show that 62% of consumers still prefer specialized property information channels because of their trustworthiness and credibility. The same report notes a strong mobile-first orientation but also a clear preference for verification-oriented channels over

direct social media search. The present results therefore support a nuanced conclusion: short-video content acts effectively as a discovery accelerator and visit trigger, but it does not replace formal trust anchors in the property decision process.

4.5. Relative influence of different content types

To determine which types of short-video property content were most influential, respondents rated each category on a five-point scale. The results are presented in Table 11. The highest mean score was recorded for project walkthrough / review videos (4.31), followed by area and infrastructure reviews (4.24) and legal/progress updates (4.18). Livestream Q&A clips (4.05) and price/payment explainers (4.01) were also positively evaluated. By contrast, KOL/influencer endorsement received the lowest score (3.37).

Table 11. Content influence scores.

Content type	Mean score	Standard deviation	Rank
Project walkthrough / review video	4.31	0.61	1
Area and infrastructure review	4.24	0.66	2
Legal status / construction progress update	4.18	0.71	3
Livestream Q&A with agent / developer	4.05	0.76	4
Price and payment-policy explainer	4.01	0.73	5
Buyer / resident testimonial	3.88	0.82	6
Community comments and discussion cues	3.84	0.79	7

KOL / influencer endorsement	3.37	0.94	8
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The ranking shows a clear preference for content that reduces uncertainty rather than content that merely increases visibility. Videos that help viewers “see the property,” “understand the area,” “clarify legality,” and “ask questions” all received stronger evaluations than KOL-driven promotion. This pattern strongly echoes recent evidence in the short-form video and review literature. Meng et al. (2024) showed that trustworthiness and expertise are positive drivers of consumer purchase behaviour, while Qiu et al. (2024) found that online review features significantly affect purchase intention, with review valence showing the strongest effect. Feng et al. (2021) further demonstrated in a housing context that comment quality and evaluator credibility matter more than simple comment volume.

For real-estate communication, this finding is particularly meaningful. Housing is a high-involvement, risk-laden purchase, so audiences appear to value diagnostic content over celebrity-led

persuasion. The implication is not that KOL content has no role, but that its role is likely limited to awareness creation rather than late-stage conversion support. In contrast, detailed walkthroughs, neighbourhood reviews, and legal/progress updates appear to function as practical aids to decision making.

4.6. Verification behaviour after watching property videos

An especially important result concerns what respondents did after being influenced by short-video content. Table 12 shows that 71.2% cross-checked the project on a specialized property portal, 63.6% visited the developer’s website, and 54.3% contacted a broker directly. Smaller but still notable shares asked friends or family (46.7%), read community-group discussions (41.4%), or requested legal documentation (28.8%). In total, 86.2% of respondents used at least one secondary verification source after watching property short videos.

Table 12. Verification behaviour after viewing short-video property content.

Verification action	Frequency	Percentage (%)
Checked the property on a property portal	299	71.2
Visited the developer’s website	267	63.6
Contacted a broker directly	228	54.3
Asked friends / family for opinions	196	46.7
Read community-group discussions	174	41.4
Requested legal documents / proof	121	28.8

Source: Author’s survey dataset (n = 420).

This finding provides one of the clearest insights of the study. Short-video property content is influential, but it is rarely sufficient on its own. Instead, it appears to function as a catalyst for verification behaviour. This is fully consistent with the local Vietnamese market evidence from Batdongsan.com.vn / PropertyGuru, where trust and credibility remain central reasons for preferring specialized property channels. It also helps reconcile two seemingly contradictory observations: social video is powerful in generating action, but formal information channels still matter because they support risk reduction and final judgment.

The verification pattern also supports the argument that short-video property content should be conceptualized not as a replacement for portals, agents, and developer websites, but as an upstream mechanism that activates these channels. In other words, video may not close the deal by itself, but it can shorten the path toward more serious forms of evaluation.

4.7. Differences across age groups and buyer status

To deepen the analysis, conversion rates were compared across age groups and buyer categories. As shown in Table 13, the youngest group (22–27) had the highest Viewing-to-Inquiry Rate (67.4%), indicating that they were the most responsive to short-video content at the initial action stage. However, their Overall Video-to-Deposit Rate was the lowest (6.8%). By contrast, the 34–39 group showed a lower inquiry rate (59.8%) but a higher deposit rate (15.9%), suggesting more selective yet more decisive behaviour.

Table 13. Conversion rates by age group and buyer status.

Group	Viewing-to-Inquiry (%)	Viewing-to-Visit (%)	Overall Video-to-Deposit (%)
Age 22–27	67.4	34.8	6.8
Age 28–33	64.1	40.4	10.3
Age 34–39	59.8	43.9	15.9

First-time buyers	66.7	36.1	8.3
Repeat buyers / investors	59.5	45.2	14.9

A similar contrast appears between first-time buyers and repeat buyers/investors. First-time buyers were more likely to respond to video content initially, with a Viewing-to-Inquiry Rate of 66.7%, but repeat buyers/investors displayed stronger later-stage progression, with a Viewing-to-Visit Rate of 45.2% and an Overall Video-to-Deposit Rate of 14.9%. This suggests that novice buyers are more easily activated by short-video content, but experienced buyers extract greater practical value from it once they engage.

This difference can be interpreted in light of prior literature. Long and Nguyen (2024) found that online community, online advertising, and e-WOM all significantly affect apartment purchase intention among Gen Z in Ho Chi Minh City, with online community showing the strongest effect. The current findings refine that insight by showing that digitally responsive younger buyers do not necessarily convert more strongly at the final stage. They may be more exploratory, while older or more experienced buyers behave more selectively but convert more effectively when content supports concrete evaluation.

5. CONCLUSION

This study examined the role of short-video

property content in home search and purchase behaviour among young urban buyers in Vietnam using a descriptive survey and a conversion-based framework. The findings show that short-video content is most influential in the early and middle stages of the buyer journey, particularly in encouraging inquiry and site visits rather than final commitment.

Among the content types examined, project walkthroughs, area and infrastructure reviews, and legal or construction-progress updates were found to be the most influential, while KOL-led content had the weakest effect. The results also indicate that short-video content does not replace formal property information channels, as buyers still rely on property portals, developer websites, brokers, and community discussions for verification before making serious decisions.

These findings suggest that short-video property content should be understood as a trust-sensitive tool for discovery and engagement rather than a standalone conversion mechanism. For practice, developers and brokers should emphasize clarity, transparency, and informational usefulness in video design. Although the study is limited by its cross-sectional design, urban sample, and self-reported data, it offers useful evidence on how digital video formats are reshaping housing search behaviour in Vietnam.

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