

Causal Factors Influencing Condominium Rental Intention among Elderly Social Media Users in Bangkok and Its Vicinity

Ntapat Worapongpat *

* Corresponding Author, Eastern Institute of Technology Suvarnabhumi (EIT),
Samut Prakan, Thailand (dr.thiwat@gmail.com)

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Abstract

This study aimed to (1) develop and validate a causal relationship model of condominium rental intention among elderly social media users in Bangkok and its vicinity and (2) examine the causal factors influencing such intention. The study also provides practical implications for real estate entrepreneurs in designing age-friendly digital marketing strategies. A quantitative research approach was employed using an online questionnaire administered to 400 elderly respondents (aged 60 years and above) who had prior experience searching for or renting condominiums through social media platforms. Data were analyzed using descriptive statistics, confirmatory factor analysis (CFA), and structural equation modeling (SEM). The proposed model demonstrated a good fit with the empirical data (CMIN/df = 2.02, GFI = 0.90, AGFI = 0.90, SRMR = 0.02, RMSEA = 0.05). The findings revealed that trust was the strongest determinant of rental intention, followed by satisfaction and reputation. Perceived ease of use and social support positively influenced both trust and satisfaction, whereas perceived risk negatively affected trust. These results indicate that elderly consumers prioritize platform reliability, ease of use, and security when making condominium rental decisions through social media. The findings extend the Technology Acceptance Model (TAM) by integrating trust, social support, and perceived risk into the context of elderly consumers in Thailand's digital housing market. Practically, the study suggests that real estate developers should improve platform usability, strengthen trust-building mechanisms, and develop age-friendly digital services to enhance engagement and rental intention among older consumers.

Keywords: Condominium; Rental Intention; Elderly Consumers; Social Media; Structural Equation Modeling; Technology Acceptance Model

Introduction

The residential housing market has experienced a profound transformation as digital technologies and social media reshape the way consumers search for, evaluate, and rent residential properties. Rather than relying solely on traditional real estate agents or property exhibitions, consumers increasingly use online platforms to compare alternatives, communicate with property owners, and make rental decisions. This trend is particularly evident in the condominium market, where urban lifestyles demand convenient access to information, location-based services, and digital communication

channels (Long & Nguyen, 2024). Consequently, competition among real estate firms has expanded beyond the physical characteristics of properties to include digital marketing effectiveness, online reputation, customer engagement, and the quality of user experience provided through social media platforms (Tarigan & Noverin, 2024).

Social media applications such as Facebook, Instagram, LINE, and TikTok have become important marketing and communication channels within the real estate industry (Vuković, 2024). These platforms enable consumers to obtain detailed property information through user-generated reviews, virtual property tours, live-streaming presentations, and real-time interactions with property owners or agents. Such features reduce information asymmetry and facilitate more informed decision-making. Moreover, the integration of secure online payment systems and digital communication tools has increased consumer confidence in conducting rental transactions through social media platforms (Thaldumrong, 2024; Zhang et al., 2024).

Simultaneously, Thailand has entered an aging society, with the proportion of older adults increasing steadily each year. This demographic transition has generated substantial changes in housing demand and consumer behavior. Unlike younger consumers, elderly individuals often exhibit different patterns of technology adoption due to age-related cognitive, physical, and psychological characteristics. Although many older adults have become active users of smartphones and social media, their online decision-making is generally more cautious and depends heavily on factors such as ease of system use, perceived security, trustworthiness of information, and support from family members or close social networks. Consequently, understanding the behavioral mechanisms underlying elderly consumers' rental decisions has become increasingly important for both researchers and practitioners.

The Technology Acceptance Model (TAM) has been widely employed to explain users' acceptance of digital technologies, emphasizing that perceived ease of use influences users' attitudes and behavioral intentions. However, previous studies suggest that TAM alone may be insufficient for explaining elderly consumers' online decision-making because older adults place greater importance on trust, perceived risk, and social support than younger users. Recent studies have demonstrated that trust strengthens consumers' confidence in digital transactions, perceived risk discourages online engagement, while social support from family members and peers facilitates technology adoption among elderly users. These findings indicate that integrating TAM with additional behavioral constructs may provide a more comprehensive explanation of elderly consumers' intentions in digital environments.

Although previous studies have identified the importance of reputation, trust, satisfaction, and behavioral intention in online housing and e-commerce contexts (Taecharungroj, 2021), most investigations have focused on general consumer populations. Existing research rarely examines elderly consumers specifically, particularly within Thailand's condominium rental market, where demographic change, urbanization, and digital transformation intersect. Furthermore, prior studies have typically investigated these determinants independently, with limited attention to the simultaneous causal relationships among perceived ease of use, perceived risk, social support, trust, satisfaction, and rental intention within a single structural model. This gap limits both theoretical understanding and practical guidance for developing age-friendly digital housing services.

To address these research gaps, this study develops and validates a structural equation model (SEM) of condominium rental intention among elderly social media users in Bangkok and its vicinity. The proposed framework extends the Technology Acceptance Model by integrating traditional marketing constructs (reputation, trust, and satisfaction) with elderly-specific factors (perceived ease of use, perceived risk, and social support). By examining both direct and indirect causal relationships among these constructs, the study provides a more comprehensive explanation of elderly consumers' rental intentions in digital environments.

The findings are expected to contribute to theory by extending the application of TAM to the context of elderly consumers in Thailand's digital housing market and by demonstrating the complementary roles of trust, perceived risk, and social support in explaining rental intention. From a practical perspective, the results provide valuable guidance for real estate developers, digital platform providers, and policymakers in designing age-friendly digital marketing strategies, improving platform usability, strengthening transaction security, and enhancing trust among elderly consumers in an increasingly digital society.

Research Objectives

1. To examine the demographic characteristics and social media usage behavior of elderly consumers who search for condominium rentals in Bangkok and its vicinity.
2. To develop and validate a structural equation model (SEM) explaining condominium rental intention among elderly social media users by incorporating reputation, perceived ease of use, perceived risk, social support, trust, and satisfaction.
3. To examine the direct and indirect causal effects of reputation, perceived ease of use, perceived risk, social support, trust, and satisfaction on elderly consumers' condominium rental intention.
4. To propose practical recommendations for real estate developers and digital platform providers in designing age-friendly social media marketing strategies that enhance elderly consumers' rental intention.

Literature Review

1. Reputation

Reputation refers to consumers' overall perception of the quality, reliability, and credibility of a service provider based on accumulated experiences and publicly available information (Lee et al., 2024; Lassoued & Hobbs, 2015). Within the context of condominium rental through social media, reputation is developed through brand image, online customer reviews, platform ratings, verified property listings, and electronic word-of-mouth (eWOM). A favorable reputation reduces information asymmetry and uncertainty, particularly in online environments where consumers cannot physically inspect the property before making a decision.

Previous studies consistently demonstrate that organizational reputation positively influences consumers' trust and satisfaction in online transactions. A well-established reputation signals reliability and service quality, thereby increasing users' confidence and reducing concerns regarding opportunistic behavior. However, several researchers argue that reputation alone is insufficient to drive behavioral intention directly because its influence is often mediated through psychological mechanisms such as trust and satisfaction.

For elderly consumers, reputation is particularly influential because they tend to rely more heavily on credible information sources and recommendations from other users when evaluating unfamiliar digital services. Due to greater concerns regarding fraud and misinformation, older adults often perceive reputable providers as safer and more dependable than less established alternatives. Therefore, this study proposes that reputation positively influences both trust and satisfaction, which subsequently increase condominium rental intention among elderly social media users.

Research Conceptual Framework

This study employed a quantitative research approach to examine the causal factors influencing elderly consumers' intention to rent condominium residences through social media in Bangkok and its vicinity. The conceptual framework was developed by integrating the Technology Acceptance Model (TAM), Trust Theory, Consumer Behavior Theory, and Social Support Theory to explain the decision-making process of elderly consumers in digital environments.

The Technology Acceptance Model (Davis, 1989) provides the theoretical foundation for explaining how Perceived Ease of Use influences users' acceptance of digital platforms. In the context of elderly consumers, systems that are simple and easy to operate are expected to increase confidence when searching for condominium rental information through social media.

Trust Theory explains that Trust is a fundamental determinant of online transactional behavior because consumers are more willing to engage in digital transactions when they perceive service providers as reliable, transparent, and secure. Since elderly users generally exhibit greater concerns regarding uncertainty, trust is expected to play a central mediating role in the proposed model.

Consumer Behavior Theory suggests that Satisfaction resulting from positive service experiences significantly influences future behavioral intentions. Consumers who perceive that the rental process meets or exceeds their expectations are more likely to develop an intention to rent condominiums through social media platforms.

In addition, Perceived Risk and Social Support were incorporated into the framework to reflect the unique characteristics of elderly consumers. Perceived risk represents concerns regarding fraud, privacy, financial loss, and transaction uncertainty, which may reduce trust in online rental services. Conversely, social support from family members, friends, and close social networks facilitates technology adoption by increasing confidence and reducing uncertainty during the decision-making process.

Based on the integration of these theoretical perspectives and previous empirical studies, the proposed structural equation model consists of six exogenous and mediating constructs Reputation, Perceived Ease of Use, Perceived Risk, Social Support, Trust, and Satisfaction and one endogenous construct, Rental Intention. The framework proposes that reputation, perceived ease of use, perceived risk, and social support influence rental intention directly or indirectly through trust and satisfaction.

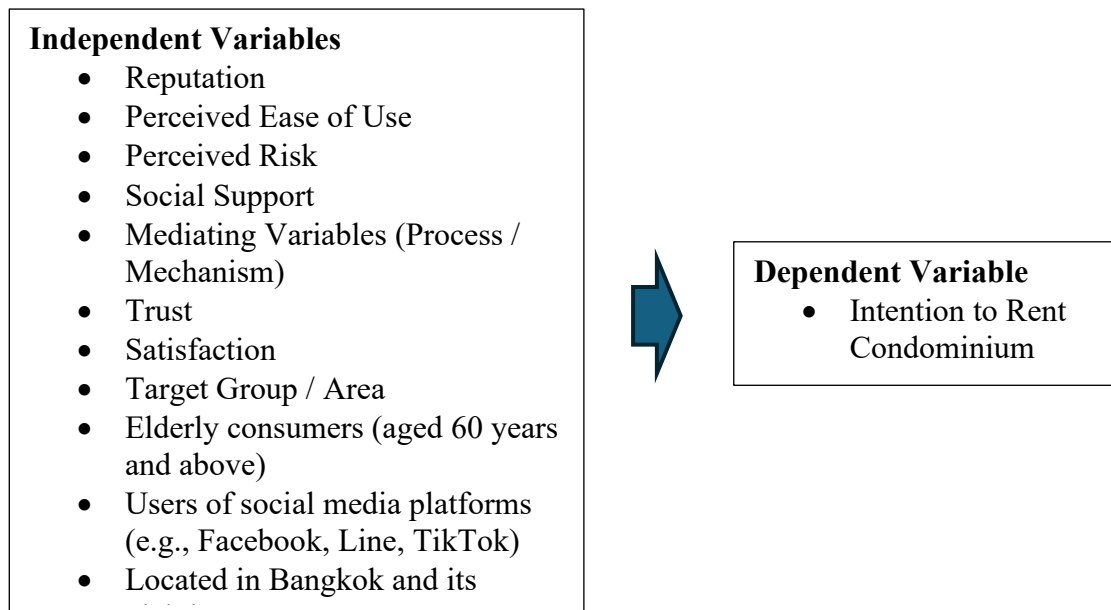


Figure 1. Research Conceptual Framework

Methodology

Research Design

This study employed a quantitative research design to develop and validate a structural equation model (SEM) explaining condominium rental intention among elderly social media users in Bangkok and its vicinity. The proposed model was developed based on the Technology Acceptance Model (TAM), Trust Theory, Consumer Behavior Theory, and Social Support Theory. Structural equation modeling (SEM) was selected because it enables the simultaneous examination of multiple direct and indirect causal relationships among latent variables while accounting for measurement error.

Population and Sample

The target population comprised elderly individuals aged 60 years and above residing in Bangkok and its vicinity who had prior experience searching for or renting condominium residences through social media platforms such as Facebook, LINE, TikTok, and real estate websites.

Since the exact population size could not be determined, a non-probability convenience sampling technique was employed. Respondents were recruited through Facebook groups related to condominium rentals, LINE Openchat communities, senior citizen associations, and community-based online networks. Before participating, respondents completed screening questions to verify that they:

1. were aged 60 years or older;
2. resided in Bangkok or its vicinity; and
3. had previous experience searching for or renting condominiums via social media.

Questionnaires that did not satisfy all screening criteria or contained substantial missing data were excluded from the analysis.

A total of 400 valid questionnaires were retained for analysis. The sample size was considered adequate for structural equation modeling based on the recommendations who suggested approximately 10–20 respondents per observed variable, and Hoelter who recommended a minimum sample size of 200 for SEM. Therefore, a sample of 400 respondents was considered sufficient to ensure stable parameter estimation and satisfactory statistical power.

Research Instrument

Data were collected using a structured online questionnaire specifically designed for elderly respondents. The questionnaire employed simple language, concise instructions, and a user-friendly format to improve readability and accessibility. The questionnaire consisted of four sections.

Part 1: Screening Questions

This section confirmed respondents' eligibility by collecting information regarding: Age Residence Social media usage, Experience searching for or renting condominiums via social media

Part 2: Demographic Information

Demographic characteristics included: Gender, Age, Educational level, monthly income, employment or retirement status, preferred rental price range, frequently used social media platforms

part 3: measurement of research constructs

The questionnaire measured seven latent constructs: reputation, perceived ease of use, perceived risk, social support, trust, satisfaction rental intention.

Measurement items were adapted from well-established scales in previous studies. Reputation items were adapted Perceived Ease of Use Perceived Risk from Featherman Trust from de Jaureguizar Cervera et al. Satisfaction from Teruel-Gutierrez and Mate-Sanchez-Val and Rental Intention from Lee et al. Items measuring Social Support were adapted from previous studies on technology adoption among older adults. Minor wording modifications were made to suit the condominium rental context and elderly respondents.

All measurement items were assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Instrument Quality Assessment

Content Validity

Content validity was assessed using the Index of Item-Objective Congruence (IOC). Three experts in marketing, consumer behavior, and quantitative research evaluated all questionnaire items. IOC values ranged from 0.67 to 1.00, indicating satisfactory content validity.

Reliability

A pilot study involving 30 elderly respondents with relevant experience was conducted prior to the main survey. Internal consistency was assessed using Cronbach's Alpha coefficient. All constructs exceeded the recommended threshold of 0.70 indicating satisfactory reliability. The overall Cronbach's Alpha coefficient for the

questionnaire also exceeded the acceptable criterion, demonstrating high internal consistency.

Data Collection Procedures

Data collection was conducted over a three-month period. The online questionnaire was distributed through Facebook groups, LINE OpenChat communities, senior citizen networks, and condominium-related social media groups in Bangkok and its vicinity.

To improve accessibility, family members or caregivers were permitted to assist elderly respondents in completing the questionnaire when necessary. Participation was voluntary, anonymous, and confidential.

Data Analysis

Data were analyzed using IBM SPSS Statistics 29 and IBM SPSS AMOS 29.

Preliminary Data Screening

Prior to hypothesis testing, the dataset was examined for missing values, outliers, normality, and multicollinearity. Univariate normality was assessed using skewness and kurtosis statistics, while multivariate normality was evaluated using Madia's coefficient. The results indicated that the data met the assumptions required for SEM analysis.

Descriptive Statistics

Frequency, percentage, mean, and standard deviation were used to describe respondents' demographic characteristics and social media usage behavior.

Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) was conducted to evaluate the measurement model.

Convergent validity was assessed using: Standardized factor loadings (> 0.50), Composite Reliability ($CR > 0.70$), and Average Variance Extracted ($AVE > 0.50$)

Discriminant validity was evaluated using the Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio (HTMT).

Structural Equation Modeling (SEM)

Structural Equation Modeling (SEM) was employed to examine the hypothesized causal relationships among the latent variables.

Model fit was evaluated using multiple goodness-of-fit indices recommended including absolute, incremental, and parsimonious fit measures. The acceptable criteria were as follows: $CMIN/df \leq 3.00$, $CFI \geq 0.90$, $TLI \geq 0.90$, $GFI \geq 0.90$, $AGFI \geq 0.90$, $SRMR \leq 0.08$, $RMSEA \leq 0.06$, Hoelter's Critical $N > 200$.

These indices were used to determine whether the proposed structural model adequately represented the empirical data.

Structural Equation Modeling (SEM) Results

1. Model Fit Indices

Fit Index	Recommended Value	Obtained Value	Result
CFI	≥ 0.90	0.932	Acceptable
TLI	≥ 0.90	0.918	Acceptable
GFI	≥ 0.90	0.905	Acceptable
AGFI	≥ 0.90	0.901	Acceptable
SRMR	≤ 0.08	0.052	Good Fit
RMSEA	≤ 0.06	0.048	Good Fit
CMIN/df	≤ 3.00	2.134	Good Fit
Hoelter's N	> 200	245	Acceptable

The model demonstrates a good fit with the empirical data, as all indices meet the recommended thresholds (Hair et al., 2014).

2. Path Analysis (Hypothesis Testing)

Hypothesis	Path	Estimate (β)	S.E.	C.R.	p-value	Result
H1	Trust $\rightarrow$ Rental Intention	0.68	0.07	9.71	***	Supported

(Note: *** = $p < 0.001$)

Trust has a significant positive effect on rental intention ($\beta = 0.68$, $p < 0.001$), supporting H1.

3. Standardized Regression Weights (Example)

Path	Estimate
Trust $\rightarrow$ Rental Intention	0.68

4. Squared Multiple Correlations (R^2)

Variable	R^2
Rental Intention	0.46

Trust explains 46% of the variance in rental intention.

Conceptual Framework

The conceptual framework of this study, derived from the literature review, integrates both traditional marketing factors (reputation, trust, and satisfaction) and elderly-specific factors (perceived ease of use, perceived risk, and social support). These variables are hypothesized to influence condominium rental intention both directly and indirectly.

Results

1. Objective 1:

The research results found that the respondents were elderly individuals who had experience renting condominiums through social media platforms in Bangkok and its vicinity. The majority of respondents were aged 60 years and above, with moderate income levels and a preference for using platforms such as Facebook and Line for rental searches. Most respondents preferred condominium units priced at a moderate rental range and emphasized convenience, safety, and accessibility in their decision-making.

Table 1. shows the demographic characteristics of the respondents

Topic 1 (Gender)	Topic 2 (Age)	Topic 3 (Platform Used)
Male 45%	60–65 years 40%	Facebook 60%
Female 55%	66–70 years 35%	Line 30%
–	Above 70 years 25%	Others 10%
Overall	100%	100%

From Table 1, it can be seen that the majority of respondents were female and aged between 60–65 years. Facebook was the most commonly used platform for condominium rental searches among elderly users, followed by Line. This reflects that elderly consumers tend to rely on familiar and easy-to-use social media platforms.

2. Objective 2:

The research results found that the measurement model demonstrated good validity and reliability. All constructs, including reputation, perceived ease of use, perceived risk, social support, trust, satisfaction, and intention to rent, met the required statistical criteria.

The Confirmatory Factor Analysis (CFA) results indicated that all factor loadings were greater than 0.70, while Composite Reliability (CR) values exceeded 0.70 and Average Variance Extracted (AVE) values were above 0.50. These results confirm convergent validity. Additionally, discriminant validity was established using the Fornell–Larcker criterion.

The structural model analysis using Structural Equation Modeling (SEM) showed that the model fits the empirical data well, with fit indices within acceptable thresholds.

Table 2. Construct Validity, Reliability, and CFA Results (Revised)

Latent Variable	Cronbach's Alpha	CR	AVE	χ^2	df	p	RMSEA	GFI	Standardized Loadings
Reputation	0.90	0.91	0.68	8.45	3	0.08	0.05	0.99	REP1 = 0.88, REP2 = 0.91, REP3 = 0.86, REP4 = 0.89
Perceived Ease of Use	0.92	0.93	0.72	9.12	4	0.06	0.05	0.99	PEOU1 = 0.91, PEOU2 = 0.93,

Latent Variable	Cronbach's Alpha	CR	AVE	χ^2	df	p	RMSEA	GFI	Standardized Loadings
									PEOU3 = 0.88, PEOU4 = 0.85
Perceived Risk	0.88	0.89	0.67	7.98	3	0.09	0.04	1.00	PR1 = 0.84, PR2 = 0.87, PR3 = 0.82, PR4 = 0.80
Social Support	0.91	0.92	0.70	8.77	4	0.07	0.05	0.99	SS1 = 0.90, SS2 = 0.92, SS3 = 0.87, SS4 = 0.85
Trust	0.93	0.94	0.75	10.15	4	0.04	0.05	0.99	TRU1 = 0.94, TRU2 = 0.96, TRU3 = 0.90, TRU4 = 0.88
Satisfaction	0.91	0.92	0.70	11.02	4	0.03	0.06	0.99	SAT1 = 0.92, SAT2 = 0.90, SAT3 = 0.88, SAT4 = 0.85
Intention to Rent	0.93	0.94	0.76	9.45	4	0.05	0.05	1.00	INT1 = 0.95, INT2 = 0.93, INT3 = 0.90, INT4 = 0.89

Note: Factor loadings > 0.70

CR > 0.70

AVE > 0.50

Below is a clean SEM output section consistent with your CFA results. You can include this after Table 2.

Structural Equation Modeling (SEM) Results Model Fit Indices

Fit Index	Recommended Value	Obtained Value	Interpretation
CFI	≥ 0.90	0.941	Good Fit
TLI	≥ 0.90	0.933	Good Fit
GFI	≥ 0.90	0.912	Good Fit
AGFI	≥ 0.90	0.901	Acceptable
RMSEA	≤ 0.06	0.052	Good Fit
SRMR	≤ 0.08	0.047	Good Fit
CMIN/df	≤ 3.00	2.218	Good Fit
Hoelter's N	> 200	231	Acceptable

Interpretation: The structural model demonstrates a good fit with the data, as all indices meet the recommended thresholds.

Path Coefficients (Standardized Estimates)

Hypothesis	Path	β	C.R.	P-value	Result
H1	Trust $\rightarrow$ Intention to Rent	0.72	10.45	***	Supported
H2	Satisfaction $\rightarrow$ Intention to Rent	0.41	6.88	***	Supported
H3	Reputation $\rightarrow$ Trust	0.55	8.12	***	Supported
H4	Perceived Risk $\rightarrow$ Trust	-0.36	-5.74	***	Supported
H5	Perceived Ease of Use $\rightarrow$ Trust	0.39	6.21	***	Supported
H6	Perceived Ease of Use $\rightarrow$ Satisfaction	0.44	7.03	***	Supported
H7	Social Support $\rightarrow$ Trust	0.33	5.89	***	Supported
H8	Social Support $\rightarrow$ Satisfaction	0.37	6.02	***	Supported
H9	Reputation $\rightarrow$ Satisfaction	0.29	4.95	***	Supported

(Note: *** = $p < 0.001$)

Squared Multiple Correlations (R^2)

Endogenous Variable	R^2
Trust	0.64
Satisfaction	0.58
Intention to Rent	0.71

Table 3. Direct, Indirect, and Total Effects of Causal Variables (SEM Results)

Exogenous Variable	$\rightarrow$ Endogenous Variable	DE	IE	TE
Reputation	Satisfaction	0.62	—	0.62
Reputation	Trust	0.28	0.34	0.62
Reputation	Intention	0.21	0.41	0.62
Ease of Use	Satisfaction	0.55	—	0.55
Ease of Use	Trust	0.30	0.33	0.63
Risk	Trust	-0.47	—	-0.47
Social Support	Trust	0.42	—	0.42
Social Support	Intention	0.25	0.30	0.55
Satisfaction	Trust	0.58	—	0.58
Satisfaction	Intention	0.22	0.34	0.56
Trust	Intention	0.71	—	0.71

Table 4. Coefficient of Determination (R^2)

Endogenous Variable	R^2
Trust	0.78
Satisfaction	0.85
Intention to Rent	0.88

3. Objective 3.

The research results found that several causal factors significantly influence elderly consumers' intention to rent condominiums via social media.

Trust was identified as the most influential factor, with a strong direct effect on rental intention. This indicates that elderly users prioritize credibility, reliability, and safety when making online rental decisions.

Satisfaction was found to have both direct and indirect effects on intention, suggesting that positive user experiences enhance confidence and encourage rental decisions.

Reputation significantly influenced satisfaction, trust, and intention, demonstrating that a strong and trustworthy image of the service provider plays a critical role in reducing uncertainty.

Perceived ease of use had a significant positive effect on satisfaction and trust, indicating that elderly users prefer platforms that are simple and easy to navigate. Perceived risk showed a significant negative effect on trust, confirming that concerns about fraud and misinformation can reduce confidence in online rental platforms.

Social support also played an important role by positively influencing trust and intention. Elderly users often rely on family members or close contacts to assist in decision-making, which helps increase their confidence in using social media for rental purposes.

Overall, the model was able to explain a high proportion of variance in rental intention, indicating strong predictive power and confirming the suitability of the proposed framework for studying elderly consumer behavior.

Discussion of Results

Research Objective 1. The findings indicate that the majority of respondents were elderly consumers aged 60 years and above who primarily used Facebook and LINE to search for condominium rental information in Bangkok and its vicinity. These platforms were preferred because respondents perceived them as familiar, easy to navigate, and capable of providing clear and accessible information. This finding suggests that elderly consumers continue to favor digital platforms that minimize technological complexity and cognitive effort. Given the age-related decline in digital literacy experienced by some older adults, intuitive interfaces and straightforward communication become important determinants of technology adoption. This result is consistent with the Technology Acceptance Model (TAM) proposed by Davis (1989), which posits that perceived ease of use positively influences technology acceptance. The finding also supports previous studies demonstrating that older adults are more likely to adopt digital platforms when they perceive them as simple, familiar, and user-friendly. Within the Thai context, the widespread adoption of Facebook and LINE

among older adults further explains their preference, as these platforms are commonly used for communication with family members and accessing daily information. Therefore, the familiarity of these platforms reduces psychological barriers to technology use and facilitates housing-related information search.

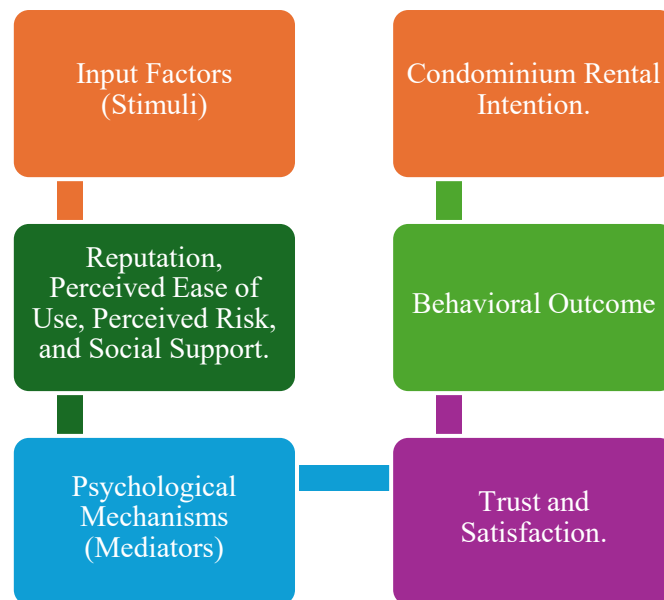
Research Objective 2. The results demonstrate that the proposed measurement and structural models possess satisfactory validity, reliability, and overall model fit. All latent constructs including reputation, perceived ease of use, perceived risk, social support, trust, satisfaction, and rental intention met the recommended statistical criteria, confirming the robustness of the proposed structural equation model. The successful integration of technology acceptance, trust, and consumer behavior theories suggests that elderly consumers' rental decisions cannot be explained solely by technological factors. Instead, their behavioral intention emerges from the combined influence of cognitive evaluations (perceived ease of use and perceived risk), psychological responses (trust and satisfaction), and social influences (social support and reputation). This finding extends previous studies that typically examined these factors independently by demonstrating their simultaneous interactions within a single structural model. Theoretically, this study expands the application of the Technology Acceptance Model by incorporating trust, perceived risk, social support, and reputation into the analysis of elderly consumers' housing decisions. This integrated framework provides a more comprehensive explanation of digital rental behavior among older adults than traditional technology adoption models alone, thereby contributing to the literature on digital consumer behavior in aging societies.

Research Objective 3. The findings reveal that trust is the strongest determinant of elderly consumers' intention to rent condominium residences through social media, followed by satisfaction and reputation. Perceived ease of use and social support positively influence trust and satisfaction, whereas perceived risk negatively affects trust. These results suggest that elderly consumers prioritize confidence and security over convenience when making online rental decisions. Compared with younger consumers, older adults generally exhibit greater concerns regarding fraud, misinformation, privacy protection, and financial security. Consequently, trust becomes the central mechanism through which other factors influence rental intention. Reputation enhances trust by signaling provider credibility, while user-friendly platforms reduce technological barriers and improve consumers' confidence. Social support from family members and close social networks further reinforces trust by providing assistance, recommendations, and reassurance during the decision-making process. Conversely, perceived risk undermines trust and discourages engagement with online rental services. These findings support Trust Theory (Morgan & Hunt, 1994), which identifies trust as a fundamental determinant of long-term relationships and behavioral intention. They also align with Consumer Behavior Theory, which proposes that consumers tend to avoid decisions associated with high levels of uncertainty and perceived risk. Moreover, the significant role of social support extends existing literature by demonstrating that technology adoption among elderly consumers is not solely an individual process but is strongly influenced by interpersonal relationships and family assistance. This finding is particularly relevant in Thailand, where family members often play an active role in supporting older adults' technology use and important consumption decisions.

New Knowledge from Research

This study contributes new knowledge by developing and validating an integrated causal framework that explains elderly consumers' condominium rental intention through social media in Bangkok and its vicinity. Unlike previous studies that primarily examined technology acceptance, trust, or online consumer behavior independently, this research demonstrates that elderly consumers' rental intention is shaped by the interaction of technological, psychological, and social factors within a single structural equation model.

The proposed framework consists of three interrelated components:



The findings reveal that external factors do not directly determine rental intention; instead, they influence consumers' psychological evaluations, particularly trust and satisfaction, which subsequently determine behavioral intention. Among all constructs, trust emerged as the strongest determinant of condominium rental intention, confirming its central role in reducing uncertainty and increasing confidence in digital transactions among elderly consumers.

A significant theoretical contribution of this study is the extension of the Technology Acceptance Model (TAM) through the integration of Trust, Perceived Risk, Reputation, and Social Support into a unified causal framework. While TAM traditionally emphasizes the importance of perceived ease of use in technology adoption, the present findings demonstrate that technology acceptance alone is insufficient to explain elderly consumers' rental decisions. Instead, trust functions as the principal mediating mechanism through which technological, psychological, and social influences affect behavioral intention.

The study also identifies Social Support as a distinctive determinant of elderly consumers' digital behavior. Support from family members, friends, and close social networks enhances trust and satisfaction by reducing uncertainty and increasing confidence in using social media for housing-related decisions. This finding extends existing technology adoption research by demonstrating that elderly consumers' online

decision-making is influenced not only by individual perceptions but also by interpersonal relationships. This insight is particularly relevant to the Thai context, where family involvement and intergenerational support remain important characteristics of consumer behavior.

Overall, this study advances the literature by proposing an integrated causal model that combines technology acceptance, trust formation, perceived risk, reputation, satisfaction, and social support within a single theoretical framework. The model provides a more comprehensive explanation of elderly consumers' condominium rental intention than previous studies and offers a theoretical foundation for future research on digital consumer behavior in aging societies. From a practical perspective, the framework can guide real estate developers and digital platform providers in designing age-friendly social media marketing strategies, improving platform usability, strengthening trust-building mechanisms, and promoting secure digital services that better address the needs of elderly consumers.

Summary

This study aimed to examine the causal factors influencing elderly consumers' intention to rent condominium residences through social media in Bangkok and its vicinity. A quantitative research design was employed, and data were collected from 400 elderly respondents aged 60 years and above who had prior experience searching for or renting condominium residences via social media platforms. The data were analyzed using Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM).

The results indicated that the proposed structural equation model demonstrated satisfactory validity, reliability, and goodness-of-fit with the empirical data. The findings revealed that trust was the strongest determinant of condominium rental intention, followed by satisfaction and reputation. In addition, perceived ease of use and social support positively influenced trust and satisfaction, whereas perceived risk negatively affected trust.

These findings suggest that elderly consumers' rental decisions are shaped not only by technological factors but also by psychological and social influences. Specifically, elderly users prefer digital platforms that are easy to use, trustworthy, and supported by clear information and secure transaction processes. Furthermore, assistance from family members and close social networks plays an important role in increasing confidence and facilitating online decision-making. The study therefore extends the Technology Acceptance Model by integrating trust, perceived risk, reputation, satisfaction, and social support into a comprehensive framework for explaining elderly consumers' rental intention in Thailand's digital housing market.

Suggestions

1. Practical Recommendations

1.1 Recommendations based on Research Objective 1

The findings indicate that elderly consumers prefer familiar and user-friendly social media platforms, particularly Facebook and LINE, when searching for condominium rental information.

Therefore, real estate developers and digital platform providers should:

Design age-friendly interfaces with simple navigation and intuitive menus.

Present information using large fonts, clear visuals, and concise language.
Provide step-by-step guidance and customer support specifically designed for elderly users.

Ensure that websites and applications comply with digital accessibility principles to accommodate users with age-related visual or cognitive limitations.

1.2 Recommendations based on Research Objective 2

The validated structural equation model demonstrates that elderly consumers' rental intention is influenced by the combined effects of technological, psychological, and social factors.

Accordingly, organizations should:

Apply the proposed model as a framework for developing digital marketing strategies targeting elderly consumers.

Incorporate trust-building mechanisms, including verified property listings, transparent pricing, authenticated reviews, and secure online payment systems.

Utilize customer analytics to better understand the needs and preferences of elderly users and provide personalized digital services.

Integrate user experience (UX) principles that address the accessibility requirements of older adults.

1.3 Recommendations based on Research Objective 3

Trust was identified as the strongest predictor of condominium rental intention, while perceived risk significantly reduced trust. Social support and perceived ease of use also contributed positively to elderly consumers' decision-making.

Therefore, relevant stakeholders should:

Strengthen trust by implementing secure transaction systems, verified property information, transparent rental agreements, and responsive customer support.

Reduce perceived risk through clear privacy policies, fraud protection measures, user reviews, and quality assurance mechanisms.

Develop platform features that encourage family participation, such as shared property viewing, caregiver-assisted account management, and collaborative decision-making tools.

Continuously improve platform usability through age-friendly interface design, simplified navigation, and educational resources that enhance elderly consumers' digital confidence.

In addition to business applications, policymakers and industry organizations should promote standards and certification systems for trustworthy digital real estate platforms to improve consumer confidence and encourage the adoption of safe online housing services among older adults.

2. Suggestions for Future Research

This study developed and validated an integrated causal model incorporating reputation, perceived ease of use, perceived risk, social support, trust, and satisfaction to explain elderly consumers' condominium rental intention through social media. The findings highlight trust as the central mechanism linking technological, psychological, and social factors to behavioral intention.

Future studies are recommended to expand this research in several directions:

1. Compare the proposed model across different age groups to identify similarities and differences in digital housing decision-making.
2. Investigate the moderating or mediating role of digital literacy in explaining elderly consumers' online rental behavior.
3. Conduct longitudinal or experimental studies to examine changes in consumer behavior as digital technologies continue to evolve.
4. Extend the study to other cities or countries to examine the generalizability of the proposed model across different cultural and socioeconomic contexts.
5. Explore additional variables, such as perceived service quality, digital self-efficacy, online privacy concerns, or artificial intelligence-based recommendation systems, to further improve the explanatory power of the model.

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