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The role of understanding customer behavior from the perspective of marketing anthropology in enhancing the performance of real estate marketing activities an analytical study of some real estate companies in the Kurdistan region of Iraq

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Abstract

The study aimed to identify the role of understanding customer behavior from the perspective of marketing anthropology in enhancing the performance of real estate marketing activities in its various dimensions. To achieve the objectives of the study and address its problem, the descriptive-analytical approach was adopted to describe and analyze the data collected through a questionnaire as the main tool of the study. Several real estate companies in the Kurdistan Region were selected as the research field, and information was obtained from the responses provided by the employees of these companies, who constituted the study population. The total study population included 215 individuals, while the sample used for analysis consisted of 198 individuals.

The study reached several findings, the most important of which is the existence of a significant correlation and influence of understanding customer behavior from the perspective of marketing anthropology in enhancing the performance of real estate marketing activities. The key recommendations include: real estate companies should enhance their awareness of the cultural environment, which has a direct and strong influence on customer behavior. It is not enough to theoretically recognize the importance of this variable; rather, it should be translated into practical applications by training work teams to understand cultural diversity and employing specialists in this field. The study also recommends avoiding reliance on stereotypes when identifying the real estate needs of customers and replacing this with in-depth field research that takes into account the cultural and social specificities of each customer segment.

Originality: There is a need to conduct further in-depth academic studies on consumer behavior from the perspective of marketing anthropology, which is still in the research stage and requires much more study and analysis, as well as linking it to various fields in marketing management and business administration.

Keywords: Customer behavior, marketing anthropology, performance of marketing activities, real estate companies, Kurdistan region of Iraq

Introduction

The contemporary business environment is witnessing rapid transformations and intense competition, compelling companies to seek innovative and effective marketing strategies to survive and grow. In this context, understanding customer behavior emerges as a fundamental and crucial element for the success of any marketing activity (Arun & Muthumani, 2024: 4648) ^[38]. It is no longer sufficient for companies to merely meet the apparent needs of customers; rather, it has become essential to delve deeper into understanding their motivations, desires, and the cultural and social values that drive their purchasing behaviors (Jordan, 2010: 16) ^[39].

Marketing anthropology has provided a unique and rich perspective for understanding customer behavior, focusing on the study of culture, values, and beliefs that shape customers' choices and their interactions with products and services. By applying this perspective, companies can gain valuable insights into how customers perceive their brands, how they interact with advertising campaigns, and how they are influenced by the surrounding social and cultural environment. This contributes to enhancing the capabilities of real estate companies in successfully marketing their products (Srivastava, 2024: 2) ^[40].

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The significance of this study stems from its contribution to the theoretical literature on customer behavior and marketing from the perspective of marketing anthropology in enhancing real estate marketing activities. However, there is a noticeable deficiency and knowledge gap in studies addressing the topic of marketing anthropology in enhancing business activities in general and marketing in particular. This study may open future research avenues in this field through the academic recommendations it provides regarding the need for a deeper exploration of this topic and linking it to other fields. Additionally, the study seeks to provide valuable practical insights for managers and employees in real estate companies in the Kurdistan Region, the research field, on developing more effective marketing strategies suited to the cultural and social characteristics of the targeted customers.

On the practical level, this study holds special importance in the real estate sector in the Kurdistan Region of Iraq, which is experiencing rapid growth and remarkable development, while also being influenced by distinctive cultural and social factors.

To achieve the objectives of the study and test its hypotheses, data were collected from employees working in real estate companies operating in the Kurdistan Region using a questionnaire tool. The data were analyzed using descriptive statistics, Pearson correlation coefficient, one-way ANOVA, and multiple regression analysis, utilizing the statistical software packages AMOS and SPSS.

The study comprised four sections: the first, research methodology; the second, the conceptual framework of the research; the third, the practical aspect; and the fourth, conclusions and recommendations.

Section One: Methodological Framework of the Study

1. Research Problem

Real estate companies, in general, and in the Kurdistan Region in particular, deal with a wide and diverse range of customers from different cultures and ethnicities. This presents a significant challenge in marketing their real estate products and services. Therefore, it is essential to understand customer behaviors from multiple perspectives, providing greater flexibility for the management of these companies to deliver a diversified and appropriate marketing mix that satisfies all individuals dealing with the surveyed real estate companies. This can be achieved by linking the marketing activities of real estate companies with the anthropological perspective as an approach that enables them to successfully gain valuable insights into how customers perceive their brands, interact with advertising campaigns, and are influenced by their surrounding social and cultural environment. This contributes to enhancing the capabilities of real estate companies in successfully marketing their products (Srivastava, 2024: 2) ^[40].

From this context, the main research question emerges: What is the role of understanding customer behavior from the anthropological perspective in enhancing the real estate marketing performance of the surveyed companies?

Several sub-questions arise from this main question

- To what extent do real estate companies in the Kurdistan Region understand the dimensions of marketing anthropology (cultural relativism, social networks, consumption drivers, cultural environment)?
- To what extent do real estate companies in the Kurdistan Region apply the dimensions of marketing

activities (promotion, pricing, place, product)?

- What is the nature of the relationship between the understanding of marketing anthropology dimensions by real estate companies in the Kurdistan Region and the enhancement of their marketing activities?
- To what extent does understanding customer behavior from the perspective of marketing anthropology impact the effectiveness of marketing activities in real estate companies in the Kurdistan Region?

Significance of the Study: The significance of this study stems from several aspects, which can be summarized as follows:

Theoretical Significance: The study contributes to enriching the literature related to customer behavior and marketing from the perspective of marketing anthropology, providing a theoretical framework for a better understanding of the role of cultural and social factors in influencing purchasing decisions. It also fills a knowledge gap in studies related to real estate companies in the Kurdistan Region from this perspective.

Practical Significance: The study's results offer valuable insights for managers and employees of real estate companies in the Kurdistan Region on how to develop more effective marketing strategies tailored to the cultural and social characteristics of the targeted customers. These findings may help improve promotional campaigns, determine appropriate pricing, select strategic locations, and develop products and services that better meet customer needs and expectations.

Research Significance: The study opens new avenues for future research in the field of marketing anthropology and customer behavior in the real estate sector and in other local contexts.

Objectives of the Study: The main objective of this study is to identify the role of understanding customer behavior from the perspective of anthropology and its essential necessity in marketing management and its activities in a group of real estate companies in the Kurdistan Region. From this main objective, the following sub-objectives are derived:

1. To determine the level of understanding of customer behavior according to marketing anthropology among real estate companies in the Kurdistan Region.
2. To identify the level of application of marketing activity dimensions by real estate companies in the Kurdistan Region.
3. To analyze the relationship between real estate companies' understanding of customer behavior from the perspective of marketing anthropology and the enhancement of their marketing activities.
4. To assess the impact of understanding customer behavior from the perspective of marketing anthropology on the effectiveness of marketing activities in the surveyed companies.

Study Framework: To clarify the relationship between the study variables and to formulate the study hypotheses, the hypothetical framework of the study can be presented as shown in Figure (1):

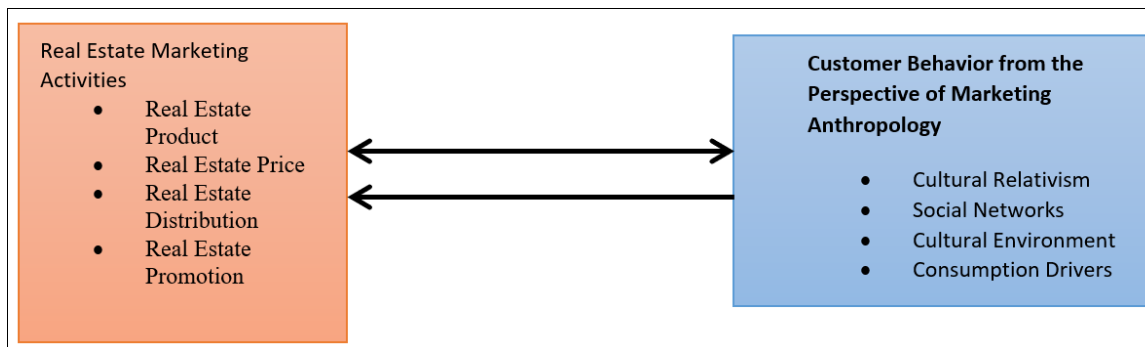


Fig 1: The Hypothetical Framework of the Study

Research Hypotheses: In line with the objectives of the study and its proposed framework, the researchers relied on a set of main and sub-hypotheses, which represent provisional answers to the posed questions and reflect the problem under study. The hypotheses are defined as follows:

1. **First Main Hypothesis:** There is a statistically significant correlation between understanding customer behavior from the anthropological perspective and the performance of real estate marketing activities in the surveyed companies.
2. **Second Main Hypothesis:** There is a statistically significant impact of understanding customer behavior through marketing anthropology on the performance of real estate marketing activities in the surveyed companies. This hypothesis includes several sub-hypotheses:

First Sub-Hypothesis: There is a statistically significant impact of cultural relativism on the performance of real estate marketing activities in the surveyed companies.

Second Sub-Hypothesis: There is a statistically significant impact of social networks on the performance of real estate marketing activities in the surveyed companies.

Third Sub-Hypothesis: There is a statistically significant impact of the cultural environment on the performance of real estate marketing activities in the surveyed companies.

Fourth Sub-Hypothesis: There is a statistically significant impact of consumption drivers on the performance of real estate marketing activities in the surveyed companies.

Theoretical Framework

The Concept of Marketing Anthropology

Anthropology

The word "Anthropology" is derived from two Greek words: *Anthropos*, meaning "human," and *logos*, meaning "science," thus forming the term "the science of human beings." One of the most well-known definitions of this discipline is: "the science of humans, civilizations, human societies, and human behaviors and actions" (Ali, 2019: 489)^[42]. According to Eriksen (2004: 2)^[43], a generation or two ago, anthropology was a rare and complex subject taught only in academic circles, regarded as specialized knowledge among its practitioners. Scholars conducted fieldwork in remote regions, but their results were often obscure and not easily understood by the general public. However, matters changed when non-academics in the West discovered that anthropology provides valuable insights into

the human condition, leading to its application in multiple fields, including professional education.

The term "anthropology" first appeared in Britain in 1593, referring to the comprehensive study of human beings from all dimensions—biological, psychological, and social. This term continued to denote the comparative study of the human race (Al-Atabi, 2014: 278). However, anthropology as a science of humans was not recognized in the West until about two centuries ago, with the European explorers believing that the foundational theories of anthropology emerged during the Renaissance, also known as the Age of Enlightenment.

Anthropology focuses on the behavior of groups. Scholars such as Boas and Malinowski explored the concept of culture, which is defined as an integrated system of shared learned ideas (such as ideals and attitudes), behaviors (actions), and distinctive materials (objects) characteristic of a group. Anthropologists are also concerned with individual behavior, but primarily in terms of how it conforms to, differs from, or influences group behavior (Jordan, 2010: 17)^[39].

Definition

Based on the foregoing, Khalid (2019: 362) and (Fni & Zarouqa, 2023: 1391) indicate that anthropology is a science that studies human beings in all aspects and examines both ancient and modern societies.

As for understanding customer behavior from the anthropological perspective, it has become an indispensable strategic tool in business development and achieving excellence in competitive markets. Today's customers are not merely seeking to fulfill their basic needs; they are looking for personal experiences that satisfy their emotional and intellectual aspirations. Therefore, major companies adopt these changes through in-depth analysis of consumer behavior, enabling them to offer innovative propositions that reflect a precise understanding of customer requirements (Al-Ghadeer & Al-Saeed, 2015: 3-15)^[1]. In light of the vast number of products offered for marketing, every organization must study its consumers' behavior to control the competitive game on one hand and meet the ambitions of its consumers on the other (Majdoub, 2017: 320)^[2].

Technology and big data are essential tools for creating a comprehensive picture of customer behavior, allowing companies to predict their future needs before they even express them. With these tools, promotional offers can be effectively personalized, and sustainable relationships based on trust and loyalty can be built. Moreover, direct interaction with customers through social media platforms provides real-time insights into their desires and future

expectations, enhancing companies' ability to quickly adapt to changes (Al-Khafaji & Rahimi, 2023: 144-145) ^[3]. In this context, continuous innovation becomes an urgent necessity, as customers have become more demanding, seeking a comprehensive and flexible experience that is not limited to the product itself but also includes the service style and the way they are treated (Fain & Roberts, 1997: 44) ^[41].

Recently, customer behavior has gained significant attention from companies. Today, companies strive through their various plans and programs, in light of environmental changes, to develop their products and services in a way that aligns with customer desires and fulfills their needs, thus gaining their satisfaction (Zuhaira & Fatima, 2020: 13). The customer has now become the central and most important element in marketing activities. Studying customer behavior and providing what suits them constitute the key for organizations to achieve their sales and profitability goals (Schiller & Mohammed, 2022: 316).

Operational Definition of Marketing Anthropology: It is the process of combining anthropological methodology with the practical approach of marketing in an integrated research style to deeply explore customer culture and uncover hidden motivations to understand their behavior accurately and comprehensively within a culturally diverse and technologically advanced environment.

Dimensions of Customer Behavior from the Perspective of Marketing Anthropology

Marketing anthropology is one of the modern fields aimed at understanding the consumer behavior of individuals across various cultures, environments, and societies. This anthropology addresses multiple dimensions that influence consumption and purchasing decisions. According to Srivastava (2024: 39-43) ^[40], these dimensions include cultural relativism, the cultural environment, social networks, and consumption drivers. (Kamkankaew et al, 2023: 10) ^[44] also referred to another dimension, ethnographic research, which is conceptually similar to the cultural environment and cultural relativism. Therefore, it has been excluded as it does not align with the focus of this study. The following is a detailed discussion of these dimensions:

1. Cultural Relativism

Cultural relativism is a theory that carries a diverse appeal; it may appear to some as precise scientific knowledge, while to others, it seems contemporary and modern. It is not surprising that cultural relativism has witnessed growing interest across various disciplines (Tilley, 2000), including sociology and anthropology. Cultural relativism emphasizes the importance of understanding cultural values, beliefs, and behaviors within their specific context, without judging them according to external standards.

This theory posits that values differ according to cultures and social contexts, making it impossible to objectively evaluate a particular culture without understanding it within its cultural framework. It also indicates that every culture has its own system that influences individuals' behaviors and thoughts, allowing for flexibility and change within cultures (Al-Zailai, 2024: 42).

When analyzing cultural relativism, it becomes clear that it is not as straightforward as it may initially appear. The first thing to observe is that cultural relativism is essentially based on a particular form of argument. The strategy

employed by cultural relativists involves arguing from the facts of differing cultural viewpoints to a conclusion about moral status.

For example, we are invited to accept this logic: the Greeks believed it was wrong to eat the dead, whereas the Callatians believed it was right to eat the dead (Rachels, 1999: 121) ^[45].

2. Social Networks

The theory of social networks explores the study of patterns of relationships and social interactions within groups or communities. Within the framework of marketing anthropology, this theory enables researchers to understand the informal networks of communication and influence that exist in societies. By mapping these social networks, researchers can identify key opinion leaders, decision-makers, and information flows, which helps guide marketing strategies more effectively (Srivastava, 2024: 445) ^[40].

As for its definition, (Abdel-Hafeez, 2022: 264) ^[11] defines social networks as an interactive process involving a group of individuals and the system, where they seek to use modern technology. (Al-Najjar and Al-Yahyai, 2023: 79) ^[12] describe social networks as the participation of a group of individuals in various groups of different sizes, whether professional or formal and informal, aimed at exchanging ideas and information easily from any place in the world. This social phenomenon is considered a means of generating organizational status in the future by achieving harmony between technological and social aspects.

Research has also shown that the representation of the social network, or the way individuals communicate within it, can influence responsible consumption and production choices (Shah & Asghar, 2023: 5) ^[46].

3. Cultural Environment

The cultural environment reflects the traditional behavior of a society; it does not emerge spontaneously but is passed down from generation to generation, guiding societal behaviors and being adapted and developed according to specific needs and circumstances in a particular place and time (Hofstede, 2001: 11) ^[47]. Each generation modifies or omits elements to fit its reality and needs, making the cultural environment dynamic and changing across time and place (Triandis, 1994: 231) ^[48].

It consists of a number of variables that do not exist in isolation but work together in balance and interact with natural environmental factors in an integrated and intertwined manner. Ultimately, this is reflected in the formation of the societal fabric, including historical background, religious beliefs, customs and traditions, living standards, social relationships, technology, and legislative laws (Al-Qaisi & Kazem, 2019: 20) ^[13].

Importance of the Cultural Environment: The cultural environment plays a vital role in an individual's growth and cultural development. It encompasses the factors that influence an individual, such as values, traditions, practices, customs, and cultural trends within the society to which they belong. The significance of these factors includes:

- **Encouraging Learning:** The cultural environment is a primary source of learning and development, providing opportunities for interaction with others and the exchange of ideas and information (Schneider, 1987: 17) ^[49].

- **Enhancing Cultural Identity:** Exposure to different cultural environments helps reinforce an individual's cultural identity and promotes awareness of cultural diversity and mutual respect (Hall, 1959: 21) ^[50].
- **Promoting Tolerance and Respect:** The cultural environment helps foster values of tolerance and respect among members of society and improves communication and interaction between them (Triandis, 1994: 131) ^[48].
- **Stimulating Creativity and Innovation:** The cultural environment stimulates creativity and innovation and encourages individuals to search for new solutions and innovative ways to deal with cultural and social challenges.
- **Improving Mental Health:** The cultural environment contributes to enhancing an individual's mental health by providing a sense of comfort and security, developing self-confidence, and promoting belonging and community participation (Hofstede, 2001: 26) ^[47].

The essential and distinguishing feature of anthropology is its focus on culture and the study of human groups in the environments in which they live (Munroe & Munroe, 1997: 173) ^[51].

4. Consumption Drivers

Researchers face challenges in defining the concept of consumption, especially in the social sciences, due to its inclusion of sub-concepts that are difficult to comprehend and interpret in isolation. If we consider consumption drivers as patterns and motivations for acquiring products and services, we find that these motivations vary across time periods and social groups according to individuals' differing cultures. This is because they are linked to individual behavior. Consumer behavior is defined as the set of actions and behaviors individuals engage in while searching for products and services they wish to acquire, aiming to satisfy their needs and desires, and subsequently evaluating them, along with the associated decision-making process. Consumer behavior is an inseparable part of human behavior (Yaqoub, 2021: 421).

Therefore, it is necessary to investigate the various factors that influence consumers' decisions when purchasing real estate, including preferences, motivations, perceptions, and attitudes toward real estate marketing strategies (Arun & Muthumani, 2024: 4648) ^[38].

Consumption drivers refer to the methods or ways in which money is spent. These drivers should not be viewed solely from an economic perspective but should also encompass the prevailing cultural factors in society, whether traditional or modern (Al-Dawi, 2018: 242-243). Consumer culture is considered a set of cultural aspects associated with the consumption process, including a collection of meanings, images, and symbols that accompany this process (Yaqoub, 2021: 423).

Moreover, consumption drivers mean the methods and ways adopted by individuals and groups in spending their money on products and services, whether they are consumer products used in daily life or investment products such as real estate or durable goods used in producing other goods. This concept also includes changes in consumption drivers over time (Junaidi *et al.*, 2024: 309). (Abu Siri and others, 2013: 4) ^[4] clarified that consumption drivers are the ways and methods by which individuals spend to acquire essential and luxury products, varying from one person to another

according to the environment in which they live.

In light of this, the researchers present a definition of customer behavior from the perspective of marketing anthropology: It is a set of visible and complex social and cultural behaviors and preferences related to consumption drivers (rituals, symbolic systems, traditions, and psychological and personal motivations), analyzed within a specific cultural context while adopting the principle of cultural relativism. This means that no single behavior is assumed to exist universally; rather, multiple cultural interpretations are recognized.

Real Estate Marketing Activities

Today, marketing is no longer confined to tangible products but has expanded to include all types of products (movable and immovable) and services (intangible). All marketing activities are linked to identifying and satisfying human and social needs. The shortest definition of marketing is "profitably meeting needs" (Kotler & Keller, 2016: 27) ^[52].

Marketing is known for the diversity of its application fields, where each field seeks to achieve the specific goals of the company. This is done by meeting the needs and desires of customers through identifying suitable products and providing them using appropriate tools and methods (Khouja, 2017: 75). Marketing refers to the set of strategies and activities that companies use to acquire and effectively engage customers, build strong relationships with them, and create distinctive value for them, with the aim of achieving mutual value from customers (Kotler *et al.*, 2024: 27) ^[53].

As for the term Real Estate, it is divided into two parts as stated in American law. The first is "Real," derived from the word "Reality," meaning something tangible, including land and all its permanent attachments. The second term, "Estate," refers to all tangible assets and personal property owned by an individual (Hamad, 2021: 463) ^[54]. Real estate includes land and everything that is fixed in place and cannot be moved without being damaged or destroyed, such as buildings and trees that are closely connected to the land (Al-Zuhaimat, 2016: 105) ^[19].

Real estate marketing is described as a process aimed at linking real estate buyers and tenants on one side with sellers or lessors on the other. This linkage aims to create a sustainable transaction cycle that meets the needs and desires of all stakeholders in the real estate and investment sector (Yalçın & Çatlı, 2024: 112) ^[55].

Real estate marketing requires a deeper understanding of customer needs and desires through marketing studies and addressing these needs by providing various types of real estate such as residential, commercial, and agricultural properties. Real estate marketing strategies also require consideration of changes and developments in the marketing environment and its components (Najati, 2020: 86) ^[20].

Objectives of Real Estate Marketing

In light of developments in real estate investments, companies aim through marketing processes to achieve a set of objectives that facilitate and pave the way to gain customer trust, retain them, and achieve profitability in return. These objectives reflect the essential goals of both customers and companies. For customers, the goals include increasing consumption, achieving profitability, improving choice, and enhancing quality of life, while for companies, the goals include profit generation, increasing market share, competitive ability, building a good reputation, and ensuring sustainability (Ibrahim, 2023: 266) ^[22].

The objectives for both parties can be summarized as follows (Najati, 2020: 88-89) ^[20]:

1. Objectives for the Customer

- a) Seeking to maximize customer consumption (Khouja, 2017: 79; Najati, 2020: 88) ^[20].
- b. Seeking to maximize company profitability through customer satisfaction and gaining their trust (Khouja, 2017: 79; Najati, 2020: 88) ^[20].
- b) Providing customers with a range of choices to select the best product from the options available (Najati, 2020: 89) ^[20].
- c) Striving to achieve a better quality of life through property ownership or rental, ensuring that the real estate product or service matches the customer's needs and desires (Najati, 2020: 88) ^[20].

2. Objectives for the Company

- a) Seeking to maximize company profitability by selling real estate at a price higher than production costs and achieving a higher market share. This requires planning, procedures, and determining activities that help reach these goals (Khouja, 2017: 80).
- b) Achieving competitive advantage, meaning the ability to maintain market leadership through strong sales performance (Ridha & Mohammed, 2024: 559).
- c) Building a good reputation, which is a vital element, even though it is considered an intangible asset and difficult to quantify (Ibrahim & Al-Azzawi, 2022: 114) ^[24].
- d) The ability to achieve sustainability, which is a concern for many stakeholders and is considered an indicator of the company's future ability to advance in the market or industry in which it operates (Ahmed, 2023: 536) ^[25].

Dimensions of Real Estate Marketing Activities

Despite the many innovations that researchers have introduced as modern models of the marketing mix, the model presented by Jerome McCarthy in 1960 remains the most common and widely referenced in marketing literature. This model has been adapted to modern developments and technologies and consists of four elements known as the 4Ps: Product, Price, Place (Distribution), and Promotion (Hijab, 2022: 220).

1. Real Estate Product: This dimension is one of the most important due to its close and direct relationship with meeting customer needs (Al-Diwaji, 1999: 30) ^[27]. It is considered the core of the marketing process, representing a diverse mix of tangible and intangible elements through which companies strive to satisfy the various needs and desires of their customers (Sayhoud, 2024: 56-57) ^[28].

Many researchers agree that companies maintain longevity, achieve distinction, and gain competitive superiority through their products, as the product is the primary and essential component of the marketing mix. It is also the foundation for achieving profits through the close relationship between the company and its customers (Al-Azzawi, 2018: 51) ^[29].

The real estate product is defined as a set of tangible and intangible characteristics and features that can satisfy the actual or potential tenant's current or future needs and desires (Arzouqi, 2013: 412). Najati (2020: 86) ^[20, 30] describes them as high-quality products offered by real estate companies in construction and building, which

customers seek to purchase at reasonable prices to meet their needs and desires. Bakri *et al.* (2021: 22) ^[56] describe real estate products as tangible and intangible offerings presented by companies to customers that influence their purchasing decisions.

When a customer purchases a product or service, the aim is to obtain a set of tangible benefits that fulfill their needs and desires, as well as symbolic values such as pride or status affirmation.

According to (Ghazil, 2017: 41-42) ^[31] and (Fatiha, 2024: 53), the product consists of three components

- a) **Core Product:** Refers to the fundamental benefits related to the primary motive driving the consumer to purchase the good or service.
- b) **Actual Product:** Involves a set of aspects related to **quality, unique features, and brand**, all of which play a vital role in enhancing the perceived value of the product or service in the eyes of the customer.
- c) **Augmented Product:** Represents a comprehensive product offering, referring to the core product in addition to complementary services.

2. Real Estate Price

Price is the only element of the marketing mix that generates revenue; the other elements generate costs. Price also conveys the intended value positioning of the company's product or brand. Even a well-designed and well-marketed product can command a premium price and generate substantial profits. However, new economic realities have led many consumers to reassess what they are willing to pay for products and services, prompting companies to carefully review their pricing strategies (Kotler & Keller, 2016: 482) ^[52].

Regarding real estate price, (Al-Sirfi, 2016: 42) ^[35] explains that it is the amount of money paid by the client in exchange for the benefit gained from the property. (Meng, 2019: 16) ^[59] defines real estate price as the amount at which the customer purchases the product, including discounts, payment terms, and related conditions. (Bakri *et al.*, 2021: 22) ^[56] state that real estate pricing refers to the total amount of money required by buyers to purchase the property, which is the primary consideration during the initial evaluation stage of the buyer's decision.

(Arzouqi, 2013: 413) ^[30] defines real estate price as the sum of all monetary values exchanged by the customer in return for the benefits and advantages obtained from using the real estate product.

Pricing can play a flexible and multi-dimensional role in helping a company achieve various objectives (Kotler *et al.*, 2024) ^[53]. (Meng, 2019: 17) ^[59] identifies three main factors that influence real estate pricing:

- **Demand:** Higher prices depend on strong market demand.
- **Cost:** Lower prices are determined based on the cost of the product.
- **Competition:** The final price set by the company falls within the range defined by competitors' pricing of the same product.

These factors are further elaborated by (Al-Diwaji, 1999: 328) ^[27], (Kotler, 2024: 313-321) ^[53], and (Fatiha, 2024: 64), who provide detailed insights into how demand, cost, and competition interact to shape real estate pricing decisions.

3. Real Estate Distribution (Place)

The location or place of the property plays a highly important role in both increasing the demand for real estate and determining its price, whether the property is commercial, industrial, or residential. Buyers view the location of the property from a strategic perspective, giving it major importance both in the present and in the future (Arzouqi, 2013: 416) ^[30].

The definition of place refers to the availability of the product to the target customers (Kotler *et al.*, 2024: 74) ^[53]. According to Riaz & Tanveer (2012: 46) ^[58], real estate place refers to the activity of selecting the appropriate distribution outlet to deliver goods and services to customers, ensuring adequate control over the flow of real estate products.

In many cases, companies rely on a single distribution outlet, but distribution can also occur through multiple outlets simultaneously, whether the company directly controls these outlets or not (Ibrahim, 2023: 266) ^[22].

Real estate place refers to the effective distribution of the real estate product to the right location at the right time, with a focus on methods of reaching the target market through distribution channels, as well as on the business location, the target market, and the market coverage strategy (Chuan & Hamzah, 2019: 41) ^[61].

(Alias *et al.*, 2018: 33) ^[62] further explain that real estate distribution relates to the location and concept of the property, providing marketing information to customers. The real estate place is a network of intermediaries closely linked together, responsible for distributing real estate products to customers (Rifai *et al.*, 2022: 353) ^[63].

Objectives of Real Estate Distribution

- Providing real estate products at the required prices and designs (Fatiha, 2024: 80).
- Achieving spatial utility by meeting customer demand in a location that suits them and fulfills their desires (Al-Saeed & Abdel Rahim, 2017: 44).
- Achieving possession utility through the process of selling and transferring ownership from the company or agent to the final customer, allowing them to use and benefit from the product (Abdullah & Adam, 2024: 36) ^[37].
- Achieving informational utility, mainly facilitated by intermediaries who open communication channels between the company and the customer (Al-Saeed & Abdel Rahim, 2017: 44).
- Increasing sales volume by providing products where potential customers are located.
- Ensuring a quick response to market changes to counter competitors (Fatiha, 2024: 80).

4. Real Estate Promotion

Promotion has two meanings in marketing literature: a general meaning and a specific one.

- The general meaning refers to all activities a company undertakes to increase its sales.
- The specific meaning refers to the communication between companies and customers (both current and potential), aiming to introduce them to the products, convince them of their value, and encourage them to purchase them (Bou Bakar, 2016: 10) ^[18].

(Daniel, 2018: 3) ^[64] defines promotion as an activity combining information dissemination, persuasion, and influence on customers' purchasing decisions.

In the context of real estate promotion, it is one of the fundamental elements of real estate marketing activities. Its

importance becomes particularly evident amid intense market competition and the evolving preferences and behaviors of customers.

Real estate promotion closely aligns with the general definition of promotion and refers to introducing the customer to the real estate product, convincing them that it matches their taste and needs, and encouraging them to make a purchase (Arzouqi, 2013: 414) ^[30].

(Li, 2020: 143) describes real estate promotion as an approach that companies rely on to promote their products to customers, highlighting the features of their products through various marketing tools and methods. The goal is to stimulate customer desire to buy, contributing to increased sales.

(Sirgy, 2014: 12) ^[66] also defines real estate promotion as the process of showcasing the features of real estate products in the target market to attract and persuade customers to acquire them.

(Aripin *et al.*, 2023: 1) ^[67] emphasize that promotion is one of the most important marketing tools used by companies to highlight the advantages of their products and services in a distinctive manner to gain customer trust.

(Ibrahim, 2023: 266) ^[22] defines real estate promotion as the process of introducing the targeted buyer to the real estate product and convincing them that it matches their needs and financial capabilities.

According to (Al-Sirfi, 2022: 282-284) ^[35], marketers use promotion for several key reasons:

- **Providing Information:** Promotion helps customers gain useful information about new real estate products and helps sellers inform their target audiences and potential customers about these properties.
- **Stimulating Demand:** One of the main direct objectives of promotion is to stimulate demand and attract more potential customers to purchase real estate.
- **Differentiating Real Estate Products:** Many companies use promotion to differentiate their properties from those offered by competitors, especially when there are clear differences between their offerings and those of others.
- **Reminding Customers:** Promotion serves to remind customers of the unique benefits offered by the company's real estate products.
- **Responding to Negative News:** Competitors often attempt to influence existing customers by portraying products negatively. Public relations, as part of the promotional mix, plays a key role in managing crises, addressing rumors, and reinforcing trust between the company and its diverse audiences.
- **Reducing the Impact of Demand Fluctuations:** Many companies face seasonal demand fluctuations, making promotion an important tool to minimize these effects.

Practical Aspect: Construct Validity Tests for the Study

Scale: Testing the study scale is a fundamental step to ensure the appropriateness, validity, and accuracy of the scale in relation to the nature of the study field. Accordingly, a set of tests was conducted, beginning with the normal distribution test for the variables and dimensions of the study, followed by an analysis of the suitability of the data for hypothesis testing, as detailed below:

First: Internal Consistency Reliability: The researcher verified the internal consistency and coherence of the questionnaire dimensions using Cronbach's Alpha

coefficient. According to (Hair *et al.*, 2022: 119), a Cronbach's Alpha value of 0.70 is considered acceptable in management sciences. Cronbach's Alpha values range between 0 and 1, with values closer to 1 indicating higher levels of internal consistency.

Table (1) presents the Cronbach's Alpha coefficient for the internal consistency of the questionnaire items, providing an estimate of reliability based on the inter-correlations among the study's variables, dimensions, and items.

Table 1: Cronbach's Alpha Internal Consistency Coefficient for the Questionnaire Items

No.	Variables and Dimensions	No. of Items	Cronbach's Alpha	Variables and Dimensions	No. of Items	Cronbach's Alpha
	Understanding Customer Behavior from the Perspective of Marketing Anthropology	25	0.812	Real Estate Marketing Activities	25	0.848
	- Cultural Relativism	6	0.750	- Real Estate Product	7	0.792
	- Social Networks	6	0.729	- Real Estate Price	6	0.720
	- Cultural Environment	6	0.753	- Real Estate Promotion	6	0.692
	- Consumption Drivers	7	0.767	- Real Estate Distribution	6	0.771

Source: Prepared by the researchers using SPSS Ver. 26.

The results presented in Table (1) indicate that the Cronbach's Alpha values for all variables and dimensions ranged between (0.692) and (0.848), demonstrating that the level of internal consistency varies between good and very good. This confirms that the instrument used by the researcher is reliable and trustworthy, and can be confidently relied upon to achieve the study's objectives, thereby enhancing the reliability of the forthcoming results. Second: Normal Distribution of the Study Variables and Dimensions: The normal distribution of the study variables

was verified by calculating both the Skewness and Kurtosis coefficients. According to the established criteria, if the Skewness value is less than ± 1 and the Kurtosis value is less than ± 3 , the variables and dimensions of the study are considered to follow a normal distribution. In addition to these statistical measures, the researcher also relied on the Q-Q Plots test as a visual tool to further support the results obtained from the skewness and kurtosis coefficients. Table (2) presents the detailed results of these tests.

Table 2: Normality Test for the Study Variables

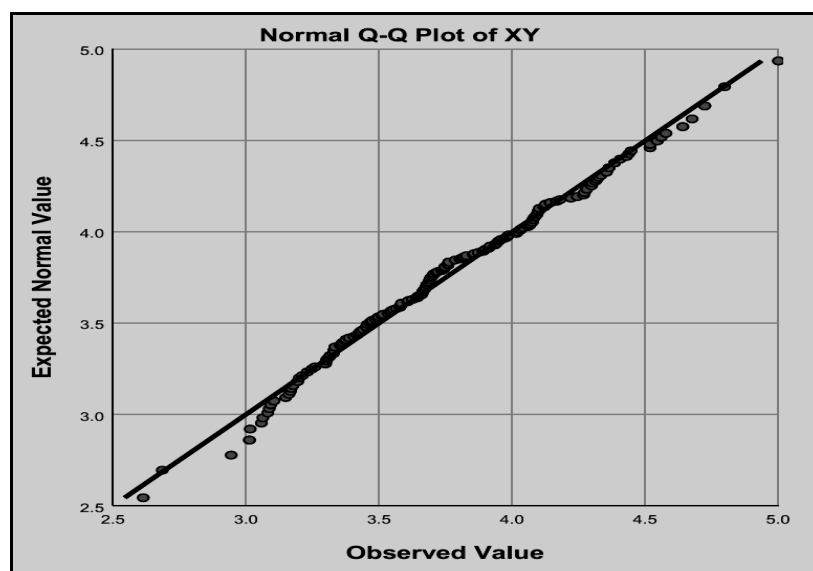
No.	Variables and Dimensions	Skewness	Kurtosis	Variables and Dimensions	Skewness	Kurtosis
	Understanding Customer Behavior from the Perspective of Marketing Anthropology	-0.018	-0.250	Real Estate Marketing Activities	0.312	-0.428
	Cultural Relativism	0.045	-0.909	Real Estate Product	0.135	-0.272
	Social Networks	-0.390	0.138	Real Estate Price	0.068	-0.640
	Cultural Environment	-0.126	-0.264	Real Estate Promotion	-0.034	0.232
	Consumption Drivers	-0.547	0.051	Real Estate Distribution	-0.129	-0.496

Source: Prepared by the researcher using SPSS Ver26.

The results in Table (2) indicate that all Skewness values for the study variables and dimensions in the surveyed real estate companies are less than ± 1 , while all Kurtosis values are less than ± 3 . This suggests that there are no significant deviations between the actual data distribution and the assumed normal distribution.

Moreover, the Q-Q Plots visually confirmed this, showing a

clear alignment between the plotted data points and the reference diagonal line. This further supports the assumption that the study variables follow a normal distribution and validates the reliability of the statistical test results obtained previously. Figure (2) illustrates the Q-Q Plots Test.



Source: Prepared by the researchers using SPSS Ver26.

Fig 2: Q-Q Plots Test

Third: Multicollinearity Test among the Dimensions of the Independent Variable

To ensure the suitability and validity of the study data when testing the hypotheses, the researcher verified the absence of multicollinearity among the dimensions of the independent variable (Understanding Customer Behavior through Marketing Anthropology) in the surveyed real estate companies. This verification was conducted using both the

Variance Inflation Factor (VIF) and the Tolerance value, ensuring that:

- The VIF does not exceed the critical threshold of 10,
- The Tolerance value is greater than 0.05.

Table (3) presents the results of this test and demonstrates the absence of multicollinearity in the data.

Table 3: Variance Inflation Factor (VIF) and Tolerance Values

No.	Dimensions of the Independent Variable (Understanding Customer Behavior through Marketing Anthropology)	VIF	Tolerance
1	Cultural Relativism	1.868	0.535
2	Social Networks	1.634	0.612
3	Cultural Environment	2.033	0.492
4	Consumption Drivers	1.528	0.654

Source: Prepared by the researchers using SPSS Ver26.

The results in Table (3) show that all Variance Inflation Factor (VIF) values were below the acceptable threshold of 10, ranging between 1.528 and 2.033, while the Tolerance values exceeded the minimum acceptable level of 0.05, ranging from 0.492 to 0.654. This confirms the absence of multicollinearity among the dimensions, thus reinforcing the validity of the data for use in subsequent statistical analyses.

Fourth: Exploratory Construct Validity (Exploratory Factor Analysis - EFA)

According to Hair *et al.* (2019: 124), Exploratory Factor Analysis (EFA) aims to test the sub-dimensions of each variable by uncovering the underlying structure of relationships among the items. It also allows for the ranking of items within each dimension according to their factor loadings, indicating how strongly they are related to the underlying factor.

This analysis is conducted according to several statistical standards and procedures, including:

- The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) value should be greater than 0.50.
- The minimum Eigenvalue for each factor should be greater than 1.
- The factor loading for each item should not be less than 0.40 when the sample size is around 200.

Exploratory Factor Analysis for the Independent Variable: Understanding Customer Behavior through Marketing Anthropology

Table (4) presents the factor loading matrix of the study items, the explained variance at the overall and partial levels, and the KMO test value for the independent variable (Understanding Customer Behavior through Marketing Anthropology).

Table 4: Factor Loading Matrix of the Independent Variable (Understanding Customer Behavior through Marketing Anthropology)

Partial Explained Variance (%)	Item No.	Factor Loading (Cultural Relativism)	Item No.	Factor Loading (Social Networks)	Item No.	Factor Loading (Cultural Environment)	Item No.	Factor Loading (Consumption Drivers)
	X1	.5980	X7	.4400	X13	.4400	X19	0.484
	X2	0.569	X8	.5380	X14	.538 0	X20	0.402
	X3	0.551	X9	.5160	X15	.5760	X21	0.433
	X4	0.653	X10	.4690	X16	.6600	X22	0.400
	X5	0.595	X11	.5850	X17	.5870	X23	.4890
	X6	0.496	X12	.4400	X18	.4910	X24	0.606
							X25	.5810
27.559		8.910		6.398		5.480		
Total Explained Variance(%)	48.347							
KMO Test Value	.8230							
Bartlett's Test Value	1692.017							
Statistical Significance	0.000							

Source: Prepared by the researchers using SPSS Ver26.

The results in Table (4) show that the factor loadings of the items measuring the dimensions of understanding customer behavior through marketing anthropology exceeded the acceptable threshold of 0.40, reflecting a high level of variance and coverage in the responses. The total explained variance for the scale of understanding customer behavior through marketing anthropology reached 48.347%, with

partial explained variance of 27.559% for cultural relativism, 8.910% for social networks, 6.398% for the cultural environment, and 5.480% for consumption drivers. Moreover, the KMO value was 0.823, which is higher than the minimum acceptable value of 0.50 according to Kaiser (1974), indicating the adequacy of the sample for factor analysis. Bartlett's Test of Sphericity showed statistical

significance at a level of 0.000, which is below the critical value of 0.05, confirming that the relationships among the scale items are statistically significant and that the sample size is sufficient and appropriate for the study.

Exploratory Factor Analysis for the Dependent Variable (Performance of Real Estate Marketing Activities)

Table (5) presents the factor loading matrix of the study items, the explained variance at both the overall and partial levels, and the KMO test value for the dependent variable (Performance of Real Estate Marketing Activities).

Table 5: Factor Loading Matrix of the Dependent Variable (Performance of Real Estate Marketing Activities)

Partial Explained Variance (%)	Item No.	Factor Loading (Product)	Item No.	Factor Loading (Price)	Item No.	Factor Loading (Promotion)	Item No.	Factor Loading (Distribution)
	Y1	.5990	Y8	0.558	Y14	0.445	Y20	0.640
	Y2	0.574	Y9	0.459	Y15	0.450	Y21	0.642
	Y3	0.595	Y10	0.553	Y16	0.478	Y22	0.610
	Y4	0.604	Y11	0.686	Y17	0.628	Y23	0.454
	Y5	0.544	Y12	0.482	Y18	0.495	Y24	.560
	Y6	0.472	Y13	0.519	Y19	0.549	Y25	5070.
	Y7	0.673						
30.551		6.862		5.680		5.470		
Total Explained Variance (%)	48.563							
KMO Test Value	.8510							
Bartlett's Test Value	1806.467							
Statistical Significance	0.000							

Source: Prepared by the researchers using SPSS Ver26.

The results in Table (4) show that the factor loadings of the items measuring the dimensions of real estate marketing activities exceeded the accepted threshold of 0.40, reflecting a high degree of diversity and coverage in the item responses. The total explained variance for the performance of real estate marketing activities across its dimensions reached 48.563%, with partial explained variances of 30.551% for product, 6.862% for price, 5.680% for promotion, and 5.470% for distribution. Moreover, the KMO value was 0.851, exceeding the minimum acceptable threshold of 0.50 according to Kaiser (1974), indicating the adequacy of the sample for factor analysis. Bartlett's Test showed statistical significance at a level of 0.000, which is lower than the accepted limit of 0.05, confirming that the relationships among the scale items are statistically significant and that the sample size is sufficient and appropriate for the study.

Fifth: Confirmatory Construct Validity

According to Hair *et al.* (2022: 3), Confirmatory Factor Analysis (CFA) is an essential tool for verifying the construct validity of the study and confirming the validity of the adopted theoretical model, in addition to assessing the extent to which the study data aligns with the nature of the target field. This process relies on various model fit quality indicators and is carried out according to several considerations, as follows:

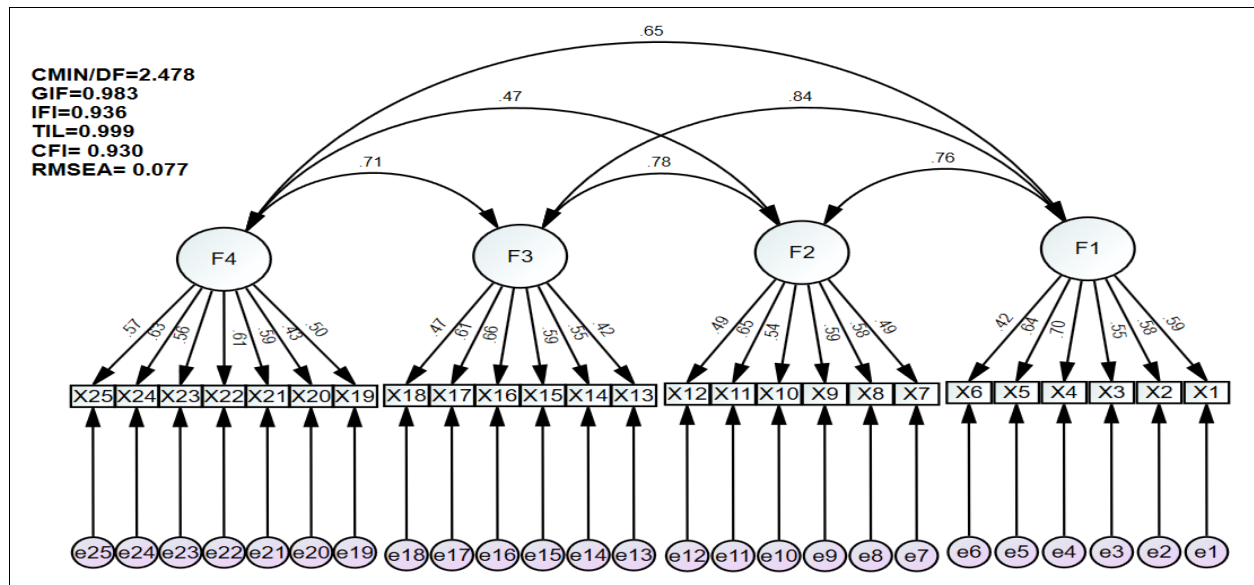
- The results of Exploratory Factor Analysis (EFA) are used as a starting point for Confirmatory Factor Analysis, relying on the factor loadings of each item across the study variables' dimensions.

- The structural model is defined, including both latent (unmeasured) variables and observed (measured) variables.
- Verification of the model fit indicators, and evaluation of the validity of the items and their appropriateness based on construct consistency indicators.
- It is not mandatory for the researcher to use all model fit indicators; rather, a selected set may suffice, as each indicator assesses the model fit from a different perspective.
- Verifying these indicators is a fundamental step in judging the validity of the model and its items, forming a comprehensive view of its adequacy, based on the criteria explained in Table (5).

Table 5: Model Fit Quality Indicators and Their Standards

Indicator	Standard
Chi-square probability (CMIN/DF)	5 or less
Goodness of Fit (GIF)	0.90 or higher
Incremental Fit Index (IFI)	0.90 or higher
Tucker-Lewis Index (TLI)	0.90 or higher
Comparative Fit Index (CFI)	0.90 or higher
Root Mean Square Error of Approximation (RMSEA)	0.80 or less

Source: Hassan, Mohammed Abu Hashem (2023). Indicators of Model Fit for Construct Validity and Their Applications in Arab Psychological Research, Arab Journal of Measurement and Evaluation, Vol. 4, No. 7, p. 18. Confirmatory Factor Analysis for the Independent Variable (Understanding Customer Behavior through Marketing Anthropology)



Source: Prepared by the researchers using Amos Ver24.

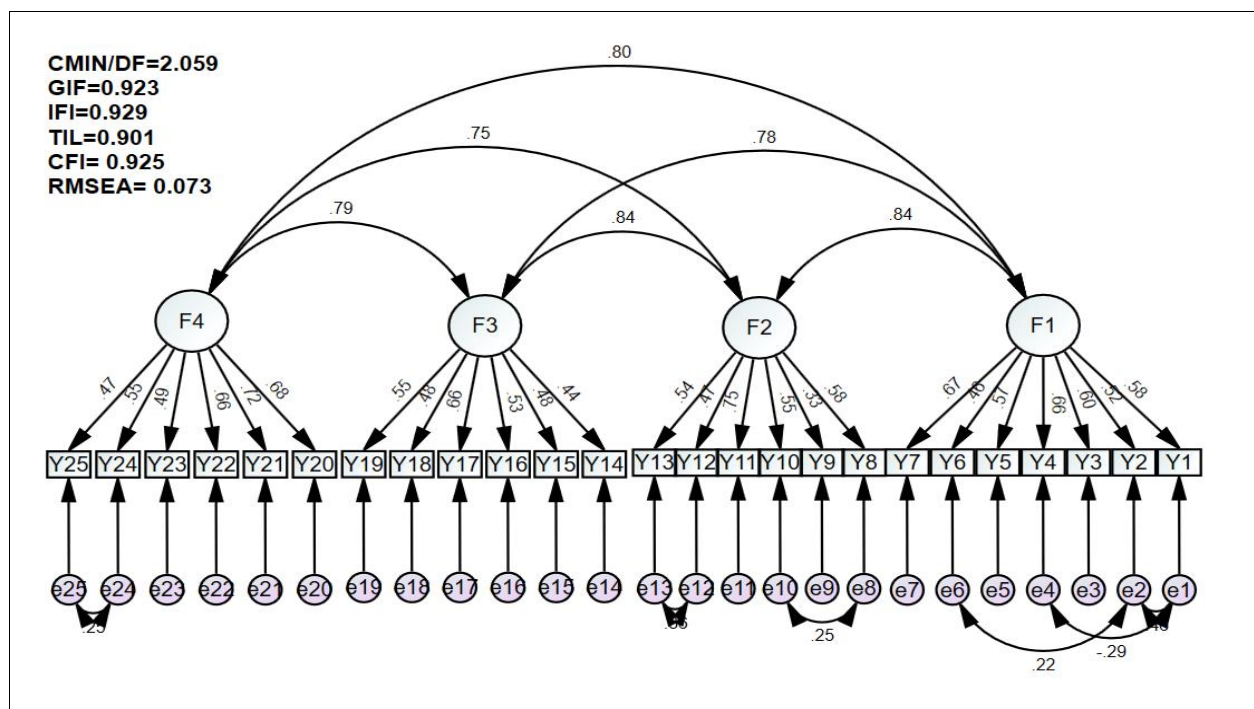
Fig 3: Confirmatory Factor Analysis of Understanding Customer Behavior through Marketing Anthropology

Figure (3) illustrates the results of the Confirmatory Factor Analysis (CFA) for the independent variable (Understanding Customer Behavior through Marketing Anthropology). It is evident that all the model fit indicators fall within the acceptable limits, indicating no unexplained common variance among the items and confirming that all indicators meet the criteria for model acceptance. The factor loadings ranged between 0.42 and 0.70, reflecting a good level of structural fit for the model.

The analysis results show that the Chi-square ratio (CMIN/DF) is 2.478, which is an acceptable value, indicating that the model fits the data well. The Goodness of Fit Index (GIF) reached 0.983, close to 1.0, reflecting a satisfactory model fit. Additional fit indicators also

produced positive results, with the Incremental Fit Index (IFI) at 0.936 and the Tucker-Lewis Index (TLI) at 0.999, both supporting the model's quality due to their proximity to 1.0. The Comparative Fit Index (CFI) recorded 0.930, demonstrating a strong model fit, while the Root Mean Square Error of Approximation (RMSEA) was 0.077, indicating an acceptable fit according to established statistical standards. These results collectively support the construct validity of the measurement model used in the study.

Confirmatory Factor Analysis for the Dependent Variable (Performance of Real Estate Marketing Activities)



Source: Prepared by the researchers using Amos Ver24.

Fig 4: Confirmatory Factor Analysis of the Dependent Variable (Performance of Real Estate Marketing Activities)

Figure (4) illustrates the results of the confirmatory factor analysis for the dependent variable (Performance of Real Estate Marketing Activities). The results show that all the model fit indicators fall within acceptable limits, indicating no unexplained common variance among the items, and confirming that all fit indicators meet the accepted criteria for model validation. The factor loadings ranged from 0.43 to 0.75, indicating a good level of structural fit for the model.

The analysis results reveal that the Chi-square ratio (CMIN/DF) was 2.059, which is acceptable and indicates that the model fits the data well. The Goodness of Fit Index (GFI) recorded a value of 0.923, which is close to 1.0, reflecting a satisfactory model fit.

Other additional fit indicators also showed positive results: the Incremental Fit Index (IFI) was 0.929, and the Tucker-Lewis Index (TLI) was 0.901, both of which support the model's quality due to their proximity to 1.0. The Comparative Fit Index (CFI) was 0.925, reflecting a strong

model fit, while the Root Mean Square Error of Approximation (RMSEA) was 0.073, indicating an acceptable level of fit according to standard statistical criteria.

These results collectively support the construct validity of the measurement model used in the study for evaluating the performance of real estate marketing activities.

Testing the Correlation Hypothesis

To verify the existence of a linear and statistically significant correlation between two quantitative variables and to measure the strength and direction of the relationship, the Pearson correlation coefficient was used. This coefficient is one of the most important measures for assessing the correlation between variables. The correlation coefficient has specific ranges that indicate the strength and direction of the relationship, as shown in the following table:

Table 6: Ranges of the Correlation Relationship

Correlation Strength and Direction	Weak Correlation (Positive or Negative)	Strong Correlation (Positive or Negative)	Very Strong Correlation (Positive or Negative)	Perfect Correlation (Positive or Negative)	No Correlation
Correlation Range	$\pm(0-30)$	$\pm(31-70)$	$\pm(71-99)$	$\pm(1)$	0

Source: Ratner, B. (2009) ^[68]. The correlation coefficient: Its values range between +1/-1, or do they? Journal of Targeting, Measurement and Analysis for Marketing, Vol. 17, No. 2, pp. 139-140.

1. First Main Hypothesis

There is a statistically significant correlation between understanding customer behavior from the perspective of marketing anthropology and the performance of real estate marketing activities.

Table 7: Correlation between Understanding Customer Behavior from the Perspective of Marketing Anthropology and the Performance of Real Estate Marketing Activities

Understanding Customer Behavior from the Perspective of Marketing Anthropology	Real Estate Marketing Activities Performance	Correlation Degree	Statistical Significance Level
	Marketing Activities Performance	0.778	0.000

Source: Prepared by the researchers using SPSS Ver26.

The results presented in Table (7) show a very strong, statistically significant positive correlation between understanding customer behavior from the perspective of marketing anthropology and the performance of real estate marketing activities, with a correlation coefficient of 0.778 at a significance level of 0.000. This indicates that the deeper the employees' understanding of customer behavior based on the cultural, social, and psychological dimensions presented by marketing anthropology, the better their performance in executing real estate marketing activities.

The anthropological understanding of customers helps account for family preferences, customs and traditions, and the social status of the property, enhancing the precision of marketing campaign targeting. Many customers purchase real estate not solely based on price or specifications, but also based on the symbolic value, location, and social prestige of the property. In this context, anthropology plays a vital role in uncovering and understanding these hidden motivations.

Based on the statistical results obtained, the first main hypothesis is accepted, stating that there is a statistically significant correlation between understanding customer

behavior from the perspective of marketing anthropology and the performance of real estate marketing activities.

Testing the Hypothesis of Influence

To evaluate the strength of the independent variable's influence and its dimensions on the dependent variable, the researchers relied on the regression coefficient (β) and assessed the statistical significance of this influence using the calculated t-value and statistical significance level (Sig). Additionally, the F-value was used to determine the overall significance of the regression model, along with its accompanying significance level (Sig).

The coefficient of determination (R^2) was used to measure the explanatory power of the independent variables in explaining the variations in the dependent variable. The correlation coefficient (R) was also interpreted to explain the relationship between the study variables.

1. Second Main Hypothesis

There is a statistically significant effect of understanding customer behavior from the perspective of marketing anthropology on the performance of real estate marketing activities.

Table 8: Simple Linear Regression to Test the Effect of Understanding Customer Behavior from the Perspective of Marketing Anthropology on the Performance of Real Estate Marketing Activities

Independent Variable: Understanding Customer Behavior from the Perspective of Marketing Anthropology	Dependent Variable: Performance of Real Estate Marketing Activities	Regression Coefficient	ANOVA Analysis	Model Summary					
		Constant	β	T	Sig	F	Sig	R	R ²
		0.504	0.824	17.312	0.000	299.718	0.000	0.778	0.605

Source: Prepared by the researchers using SPSS Ver26.

Table (8) shows a strong positive significant effect of understanding customer behavior from the perspective of marketing anthropology on the performance of real estate marketing activities in the surveyed real estate companies. The regression coefficient (β) was 0.824, indicating that an increase of one unit in the level of understanding customer behavior leads to an increase of 0.824 in the performance of marketing activities, reflecting a high and practically significant effect. The t-value was 17.312, which exceeds the tabulated value of 1.984, indicating significance at the 0.000 level, confirming the reliability of the effect and ruling out the possibility of random correlation.

The ANOVA analysis confirms that the explanatory model used enjoys a high degree of statistical validity, with an F-value of 299.718 at a significance level of 0.000. The coefficient of determination (R^2) was 0.605, meaning that 60.5% of the variance in the performance of real estate marketing activities can be explained by understanding customer behavior in light of the adopted cultural and social dimensions. The correlation coefficient ($R = 0.778$) reflects

the strength of the relationship between the two variables.

From the perspective of the employees of the surveyed real estate companies, these results highlight the importance of adopting anthropological approaches to understanding customer behavior, given the influence of values, customs, and cultural components on real estate decisions. This deep understanding can contribute to improving advertising campaigns, increasing customer engagement, and enhancing trust, thereby achieving more efficient and effective marketing performance.

Based on the statistical results obtained, the second main hypothesis is accepted, confirming that understanding customer behavior from the perspective of marketing anthropology has a statistically significant effect on the performance of real estate marketing activities.

A. First Sub-Hypothesis

There is a statistically significant effect of cultural relativism on the performance of real estate marketing activities.

Table 9: Simple Linear Regression to Test the Effect of Cultural Relativism on the Performance of Real Estate Marketing Activities

First Dimension of the Independent Variable	Dependent Variable	Regression Coefficient	ANOVA Analysis	Model Summary					
		Constant	β	t	Sig	F	Sig	R	R ²
Cultural Relativism	Performance of Real Estate Marketing Activities	1.557	0.549	12.961	0.000	167.995	0.000	0.679	0.462

Table (9) indicates a strong positive significant effect, as the regression coefficient (β) reached (0.549). This means that a one-unit increase in the level of cultural relativity leads to an increase of (0.549) in the performance of real estate marketing activities. This is a high and practically significant effect. The (t) value was (12.961), which is greater than the tabulated value of (1.984), considered significant at a significance level of (0.000). This reinforces the credibility of the effect and confirms that the relationship is not due to chance.

The analysis of variance indicates that the explanatory model used enjoys a high degree of statistical validity, as the

(F) value reached (167.995) at a significance level of (0.000), while the coefficient of determination (R^2) was (0.462). This suggests that (46.2%) of the changes in the performance of real estate marketing activities can be explained through cultural relativity in light of the adopted dimensions. The correlation coefficient ($R = 0.679$) reflects the strength of the relationship between the two variables. Accordingly, the first sub-hypothesis is accepted.

b. Second Sub-Hypothesis: There is a statistically significant effect of social networks on the performance of real estate marketing activities.

Table 10: Simple Linear Regression for the Effect of Social Networks on the Performance of Real Estate Marketing Activities

Independent Variable (Dimension)	Dependent Variable	Regression coefficient				ANOVA		Model Summary	
		Constant (α)	β	t	Sig	F	Sig	R ²	R
Social Networks	Performance of Real Estate Marketing Activities	1.757	0.496	9.789	0.000	95.820	.0000	0.328	0.573

Source: Prepared by the researcher using SPSS Ver.26.

Table (10) indicates a strong positive significant effect, as the regression coefficient (β) reached (0.496). This means that a one-unit increase in the level of social networks leads

to an increase of (0.496) in the performance of real estate marketing activities. This is a high and practically significant effect. The (t) value was (9.789), which is greater

than the tabulated value of (1.984), considered significant at a significance level of (0.000). This reinforces the credibility of the effect and confirms that the relationship is not due to chance.

The analysis of variance indicates that the explanatory model used enjoys a high degree of statistical validity, as the (F) value reached (95.820) at a significance level of (0.000), while the coefficient of determination (R^2) was (0.328). This suggests that (32.8%) of the changes in the performance of

real estate marketing activities can be explained through social networks in light of the adopted dimensions. The correlation coefficient ($R = 0.573$) reflects the strength of the relationship between the two variables. Accordingly, the second sub-hypothesis is accepted.

c. Third Sub-Hypothesis: There is a statistically significant effect of the cultural environment on the performance of real estate marketing activities.

Table 11: Simple Linear Regression for the Effect of the Cultural Environment on the Performance of Real Estate Marketing Activities

Independent Variable (Dimension)	Dependent Variable	Regression coefficient				ANOVA		Model Summary	
		Constant (α)	β	t	Sig	F	Sig	R ²	R
Cultural Environment	Performance of Real Estate Marketing Activities	1.302	0.619	13.151	0.000	172.957	.0000	0.469	0.685

Source: Prepared by the researcher using SPSS.Ver26.

Table (11) indicates a strong positive significant effect, as the regression coefficient (β) reached (0.619). This means that a one-unit increase in the level of the cultural environment leads to an increase of (0.619) in the performance of real estate marketing activities. This is a high and practically significant effect. The (t) value was (13.151), which is greater than the tabulated value of (1.984), considered significant at a significance level of (0.000). This reinforces the credibility of the effect and confirms that the relationship is not due to chance.

The analysis of variance indicates that the explanatory model used enjoys a high degree of statistical validity, as the

(F) value reached (172.957) at a significance level of (0.000), while the coefficient of determination (R^2) was (0.469). This suggests that (46.9%) of the changes in the performance of real estate marketing activities can be explained through the cultural environment in light of the adopted dimensions. The correlation coefficient ($R = 0.685$) reflects the strength of the relationship between the two variables. Accordingly, the third sub-hypothesis is accepted.

d. Fourth Sub-Hypothesis: There is a statistically significant effect of consumption orientations on the performance of real estate marketing activities.

Table 12: Simple Linear Regression for the Effect of Consumption Orientations on the Performance of Real Estate Marketing Activities

Independent Variable (Dimension)	Dependent Variable	Regression coefficient				ANOVA		Model Summary	
		Constant (α)	β	t	Sig	F	Sig	R ²	R
Consumption Orientations	Performance of Real Estate Marketing Activities	1.951	0.458	9.348	0.000	87.380	.0000	0.308	0.555

Source: Prepared by the researcher using SPSS.Ver26.

Table (12) indicates a strong positive significant effect, as the regression coefficient (β) reached (0.458). This means that a one-unit increase in the level of consumption orientations leads to an increase of (0.458) in the performance of real estate marketing activities. This is a high and practically significant effect. The (t) value was (9.348), which is greater than the tabulated value of (1.984), considered significant at a significance level of (0.000). This reinforces the credibility of the effect and confirms that the relationship is not due to chance.

The analysis of variance indicates that the explanatory model used enjoys a high degree of statistical validity, as the (F) value reached (87.380) at a significance level of (0.000), while the coefficient of determination (R^2) was (0.308). This suggests that (30.8%) of the changes in the performance of real estate marketing activities can be explained through consumption orientations. The correlation coefficient ($R = 0.555$) reflects the strength of the relationship between the two variables. Accordingly, the fourth sub-hypothesis is accepted.

Based on the statistical results obtained, all sub-hypotheses derived from the second main hypothesis are accepted.

Conclusions and Recommendations

Conclusions: This section presents a set of conclusions derived from the field study results, as a prelude to providing recommendations to the surveyed companies

aimed at strengthening their points of strength, addressing weaknesses, and offering proposed practical solutions, as follows:

1. Theoretically, the literature presented numerous intellectual perspectives emphasizing the necessity of understanding customer behavior from an anthropological viewpoint to enhance the organization's marketing activities in a way that contributes to creating value for both the organization and its customers.
2. The results of the descriptive analysis revealed that the level of perceived understanding of customer behavior among employees in the surveyed companies was high and positive, indicating that these employees were able to deliver superior-value marketing activities to their customers.
3. The descriptive analysis results regarding the dependent variable (real estate marketing activities) showed that this variable receives increasing attention from employees in the surveyed companies, which reflects their awareness of the importance of marketing activities in achieving superior value for customers, positively impacting the company's market share.
4. The hypothesis testing results showed a statistically significant correlation between customer behavior from an anthropological perspective and real estate marketing activities in the surveyed companies. This means that a higher level of understanding customer

behavior in its four dimensions is accompanied by a higher level of real estate marketing activities in these companies. This explains the presence of a strong positive relationship between the study variables from the perspective of the employees in the surveyed companies.

5. The hypothesis testing results showed a statistically significant effect of understanding customer behavior from an anthropological perspective on real estate marketing activities in the surveyed companies. This deep understanding can contribute to improving advertising campaigns, increasing customer engagement, and enhancing trust, thereby achieving more efficient and effective marketing performance.
6. The hypothesis testing results showed a statistically significant and high-level effect of cultural relativity on real estate marketing activities. This means that employees are aware that customers belong to diverse cultural backgrounds that influence their expectations and perceptions regarding the property, its location, and usage. When marketing personnel take these differences into account, they become more capable of tailoring their marketing offers and advertising messages in line with the specificities of each customer segment, which enhances trust and increases the effectiveness of persuasion and negotiation processes in the local real estate market.
7. The hypothesis testing results showed a statistically significant and high-level effect of social networks on real estate marketing activities. When marketing employees effectively leverage these networks—whether through personal relationships or via social media—they expand their reach to potential customers, enhance the credibility of their offers, and boost positive word-of-mouth referrals, which directly improves the marketing performance of real estate companies.
8. The hypothesis testing results showed a statistically significant and high-level effect of the cultural environment on real estate marketing activities. This means that understanding customer preferences and efficiently directing marketing activities enhances opportunities for positive engagement with the target audience and supports building long-term relationships with customers, ultimately improving the overall marketing performance of real estate companies.
9. The hypothesis testing results showed a statistically significant and high-level effect of consumption orientations on real estate marketing activities. Understanding these orientations can help marketers design marketing offers that better respond to what customers are looking for, whether in terms of property type, location, or features, thereby enhancing marketing performance and improving the efficiency of advertising campaigns.
10. The results of the significance difference tests among employees in the surveyed companies showed that all employees possess similar marketing expertise in understanding customer behavior from an anthropological perspective. This indicates that the employees share the same characteristics and traits, which is natural considering that the study sample is from the same region (Kurdistan Region of Iraq) and that the companies follow the same profit-oriented approaches and marketing experiences.

Recommendations and Future Proposals

First: Recommendations

This section presents a set of recommendations directed to the surveyed companies, in the hope that they will find appropriate solutions and achieve the objectives for which this study was conducted. The study's recommendations include the following:

1. It is essential to pay attention to understanding customer behavior from an anthropological perspective, as the customer is the core of corporate operations, and anthropology provides the most comprehensive framework for understanding customer behaviors in making real estate purchasing decisions.
2. The management of the surveyed companies should strengthen the relationship between cultural relativity and real estate marketing activities due to its significant impact on customer purchasing behavior. This trust can be enhanced through:
 - Developing qualitative research mechanisms based on anthropological tools such as in-depth interviews and cultural case studies.
 - Enhancing the capabilities of marketing teams to interpret cultural signals, thereby minimizing the risks associated with applying cultural understanding in practice.
 - Implementing more effective procedures in targeting customers and increasing the appeal of real estate offers.

It is crucial to increase interest in social networks due to their active role in developing customer relationships and obtaining useful information to offer products that meet customer expectations. This can be achieved by:

- Training real estate company employees on digital analysis techniques and enhancing their skills in handling big data.
- Integrating social networks into strategic planning.
- Utilizing information to support decision-making.
- Adopting a periodic evaluation system for the effectiveness of digital presence through clear performance indicators to ensure continuous improvement.

Efforts should be made to provide a cultural environment suitable for both genders that contributes to building values, traditions, practices, customs, and cultural attitudes that enhance communication with customers and understanding of their needs and desires within their community. This can be achieved by:

- Promoting awareness of the cultural environment and its impact on customer behavior.
- Not limiting the understanding of this factor to theoretical awareness but translating it into practical actions by training teams to understand cultural diversity, analyze the social context of target communities, and consult specialists in this field.
- Avoiding reliance on stereotypes in diagnosing customers' real estate needs, and instead conducting in-depth field research that considers the cultural and social specificities of each customer segment.

Attention must be given to consumption orientations due to their vital role in guiding real estate purchasing decisions. Understanding these orientations helps marketers design marketing offers that better respond to what customers are

seeking, whether in terms of property type, location, or features. This can be accomplished by:

- Enhancing marketing performance and increasing the efficiency of advertising campaigns.
- Enabling real estate companies to develop their marketing strategies by reinforcing the analysis of purchasing patterns.
- Adopting modern marketing approaches that consider changing consumption orientations such as economic factors, class affiliation, and interest in design, thereby reducing consumer response dispersion and increasing the effectiveness of marketing campaigns.

Second: Future Proposals

Based on the conclusions reached by the study, it is evident that employees in the surveyed companies have an understanding of customer behaviors in the Kurdistan Region of Iraq, which influence the marketing activities of the companies they work for. However, these topics require further in-depth and ongoing research, given that human behavior evolves in response to environmental developments and changes. Accordingly, the study proposes several scientific suggestions for future research, the most important of which are:

1. Testing the same research model in other fields and with a larger sample size.
2. Linking the topic of understanding customer behavior from an anthropological perspective to customer value in the service sector.

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