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Consumer Perspectives on Luxury Housing Marketing: Validation of a Comprehensive Model in Shiraz

ABSTRACT

The objective of this study was to identify and validate the key factors influencing luxury housing marketing from the consumer's perspective in Shiraz. This research adopted a quantitative, applied, and descriptive-analytical design. Data were collected through both library and field methods, with the fieldwork conducted using a structured questionnaire developed from the dimensions identified in prior studies. The sample comprised consumers of luxury housing in Shiraz. Descriptive statistics were applied to analyze demographic characteristics, while inferential analyses included the Kolmogorov-Smirnov test for normality, confirmatory factor analysis, linear regression, and structural equation modeling using the partial least squares (PLS) approach. Reliability was assessed through Cronbach's alpha, and model fit was evaluated using SRMR and NFI indices. The results confirmed the significance of 11 dimensions—technical, physical, building-related, appearance, marketing, environmental, facilities, service, economic, cultural, and locational factors—each demonstrating Cronbach's alpha values above 0.7, indicating strong reliability. Appearance factors, especially aesthetic view, recorded the highest regression coefficients, followed by technical and locational variables. Marketing dimensions such as branding and social networks were also highly significant, underscoring the growing role of digital engagement. Environmental, facilities, and service-related variables, though comparatively weaker, remained statistically significant at the 95% confidence level. Overall, all constructs in the model were validated, and SRMR and NFI indices indicated acceptable model fit. The study demonstrates that luxury housing marketing is a multidimensional process requiring integration of technical quality, design aesthetics, location, cultural context, and digital marketing strategies. The findings provide a comprehensive framework that can guide developers, marketers, and policymakers in aligning housing projects with consumer expectations in Shiraz and similar urban contexts.

Keywords: Luxury housing; Consumer behavior; Housing marketing; Structural equation modeling; Shiraz

Introduction

The housing market is one of the most significant sectors within urban economics and management, not only because it provides shelter but also due to its extensive role in investment, financial security, and socio-cultural identity formation. Across nations, the marketing of housing, particularly in the luxury segment, has become a multidimensional process shaped by consumer behavior, socio-economic conditions, cultural determinants, and technological transformation. In recent decades, the complexity of decision-making in the housing sector has heightened, particularly in metropolitan contexts where population growth, urban expansion, and globalization exert strong pressures on both demand and supply dynamics [1, 2].

In Iran and other emerging markets, research has consistently highlighted that housing is not only a basic need but also a central asset class influencing macroeconomic cycles, social mobility, and wealth distribution [3, 4]. Consumer perspectives

on housing purchase decisions are shaped by multifaceted determinants ranging from technical features to locational attributes, cultural contexts, and marketing strategies [5, 6]. Moreover, the luxury housing sector demands special attention because of its symbolic value, its link to prestige consumption, and its sensitivity to socio-economic and environmental conditions [7, 8].

One important dimension of luxury housing marketing lies in understanding consumer motivations and their alignment with broader consumption values. Prestige consumption theory explains why individuals pursue luxury housing not only for functional utility but also for status signaling and identity construction [7]. This aligns with studies of luxury brand marketing in other industries, where branding, social media, and digital engagement shape consumer equity [9, 10]. Research on consumer equity in social media contexts further emphasizes the role of brand co-creation and e-word-of-mouth in shaping purchase decisions [11]. Housing developers increasingly adopt similar approaches, integrating branding strategies and digital platforms into their marketing mix to capture affluent consumer segments.

The role of digital transformation is further reinforced by the expansion of online marketing and virtual engagement. The integration of e-marketing strategies, such as those deployed in Indonesia's telecommunications sector, provides valuable insights for housing developers seeking to expand reach and improve sales [12]. Likewise, the role of digital marketing in shaping consumer decisions in other industries, including tourism, has proven significant, highlighting the growing importance of online consumer behavior in housing markets as well [13]. This trend suggests that housing developers must adopt innovative marketing strategies that combine traditional sales practices with digital channels to respond to evolving consumer expectations.

From an urban economic perspective, studies demonstrate that demand for housing is closely tied to macroeconomic conditions, demographic trends, and government policy frameworks [14, 15]. In the Iranian context, repetitive cycles of booms and busts have been linked to both speculative behavior and structural inefficiencies [1, 16]. Similar patterns have been observed in other nations, where pricing indices such as Case-Shiller models have been applied to capture dynamic changes in housing valuations [16]. The volatility of housing markets underlines the need for developers to adopt robust marketing strategies that stabilize demand and provide greater transparency to consumers.

Cross-national studies further enrich our understanding of consumer behavior in the housing sector. Research in Turkey, Malaysia, Indonesia, Greece, and Germany consistently identifies factors such as location, financial accessibility, cultural preferences, and environmental quality as major determinants of housing purchase [17-21]. For example, in Kuala Lumpur, factors like lifestyle, cultural affinity, and urban accessibility strongly influence housing preferences [18], while in Greece, affordability and financing mechanisms remain crucial [20]. In the Indonesian context, millennial buyers prioritize affordability alongside modern amenities, reshaping the supply of new housing projects [19]. In Germany, urban housing values are impacted by building characteristics, accessibility, and neighborhood effects [21]. Such comparative evidence suggests that luxury housing marketing cannot be isolated from broader urban and cultural frameworks.

Another critical element is the role of superstition, cultural norms, and symbolic meaning in consumer housing decisions. In New Zealand, for example, housing prices reflect cultural beliefs and ethnic differences among buyers [22]. Similarly, in Hong Kong, critical enablers of homeownership include not only financial capacity but also social and cultural enablers [23]. These findings are particularly relevant in Iran, where cultural values, neighborhood reputation, and community identity exert strong influence on the desirability of housing projects [4, 5].

Marketing strategies in luxury housing must also address evolving consumer expectations for sustainability and quality of life. Recent studies highlight how environmental factors, such as green space, urban cleanliness, and climate conditions, increasingly influence housing preferences [24, 25]. Furthermore, service design principles applied in the construction sector emphasize the integration of consumer-centric approaches into project development [26]. This resonates with findings that highlight the significance of after-sales services, maintenance, and customer engagement in real estate development [17]. Developers who neglect these aspects risk undermining long-term customer satisfaction and reputation.

The economic and financial accessibility of housing remains another central concern. Studies have developed frameworks to evaluate affordability, accessibility, and payment structures across contexts such as Mumbai, Tehran, and Isfahan [5, 6, 27]. Affordability frameworks consider not only initial purchase price but also financing mechanisms, long-term payment flexibility, and the socio-economic status of buyers [27]. In Iran, the combination of inflation, speculative investment, and inadequate financing models has exacerbated affordability issues, intensifying the need for innovative marketing and financing strategies [3]. These challenges further highlight the necessity of aligning marketing strategies with both consumer demand and financial realities.

In addition to financial and technical considerations, housing purchase decisions are significantly shaped by psychological and emotional factors. Branding strategies applied in luxury markets reveal that consumer loyalty and trust are closely tied to perceived prestige and emotional connection with the product [8, 11]. Studies on consumer behavior in Turkey, Greece, and Malaysia have shown that lifestyle aspirations, community identity, and cultural symbolism are essential components of housing marketing [15, 20, 28]. Such insights reinforce the idea that luxury housing projects must not only satisfy technical and functional needs but also address intangible dimensions of consumer perception.

The Iranian housing market has historically demonstrated both commonalities and divergences compared to global trends. For instance, Iranian studies highlight that consumer decision-making in housing involves a careful balance between technical requirements, environmental quality, cultural alignment, and financial feasibility [4, 14]. The interplay of these variables indicates that the success of marketing strategies in Iran depends on comprehensive integration of multiple factors rather than reliance on a single determinant. Moreover, fluctuations in urban land markets, as observed in the case of tourism-driven developments in Mashhad and Shandiz, highlight the vulnerability of housing projects to speculative pressures and regulatory inefficiencies [14].

Luxury housing marketing in Shiraz, as a case study, provides a particularly useful context because it reflects both global trends and local specificities. Shiraz, as a cultural and historical center, presents unique challenges in balancing traditional architectural values with modern luxury demands. Consumer preferences in Shiraz mirror those observed globally—emphasizing location, prestige, environmental quality, and service provision—yet remain strongly influenced by cultural heritage, social networks, and community identity [3, 4]. By integrating technical, economic, locational, cultural, and marketing dimensions, the housing sector in Shiraz demonstrates the multifaceted nature of consumer-oriented housing strategies.

Taken together, the reviewed studies underscore the importance of adopting an interdisciplinary approach to luxury housing marketing. Insights from economics, consumer behavior, cultural studies, and digital marketing converge to highlight that housing purchase decisions cannot be explained by economic rationality alone. They are instead the outcome of an intricate interplay between technical features, financial structures, cultural identities, branding strategies, and urban

environmental factors [21, 26, 29]. This integrative perspective informs the present study, which seeks to validate a comprehensive model of luxury housing marketing from the consumer's perspective in Shiraz.

By synthesizing findings from both local and international research, this study aims to contribute to a more robust understanding of the drivers behind housing purchase decisions. The incorporation of consumer perspectives into housing marketing strategies is critical not only for improving sales and profitability but also for enhancing urban livability, cultural sustainability, and economic stability [13, 22, 23]. In doing so, the study addresses both theoretical gaps and practical implications for housing developers, urban planners, and policymakers.

Methodology

The research method is quantitative. The type of research is applied, with a descriptive and analytical nature. To collect data, both library and field methods were used. For the development of the literature review, the library method was applied, in which books and scientific journals were consulted for content collection. In addition, to collect data, the field method was applied using a questionnaire to gather information from the statistical sample of the study.

Considering the objective and nature of the research topic, the most appropriate quantitative method for the present study is the descriptive-survey method. Thus, by applying the descriptive research method, the housing marketing model from the consumer's perspective can be presented. The quantitative approach of the current study sought to investigate the impact of each component using a questionnaire derived from the components extracted in the research of Babaei et al. (2024). To collect data, a questionnaire was used. The basis of the questionnaire items in this study was the components identified in the research of Babaei et al. (2024).

To achieve the research objective in the population, both descriptive and inferential statistics were applied. Descriptive statistics were used to display demographic information. At the descriptive level, statistical indices were used to describe and summarize demographic variables such as age, gender, experience, and education, as well as the descriptive features of the research variables such as mean, standard deviation, skewness, and the related charts.

In inferential statistics, the Kolmogorov-Smirnov test was used to examine normality, while linear regression, confirmatory factor analysis, and structural equation modeling were employed to test the significance of the research hypotheses. In this study, to address the hypotheses, the structural equation modeling method with a partial least squares (PLS) approach was applied. This approach focuses on maximizing the variance of dependent variables predicted by independent variables and consists of two parts: the measurement model and the structural model. In the measurement model, the relationships between the items and their factors were examined, and after confirming the validity, reliability, and appropriateness of the items for their corresponding factors, the relationships between the factors in the structural model were evaluated.

Findings and Results

In the present study, the normality of the data must first be examined so that the appropriate test for analyzing the variables can subsequently be selected. Cronbach's alpha test was used to assess the normality of the data, and the results are presented in Table 1.

Table 1*Results of Normality Test for Distribution of Research Variables*

Index	Cronbach's Alpha
Technical Factors	0.928
Physical Factors	0.850
Building-related Factors	0.936
Appearance Factors	0.940
Marketing Factors	0.838
Environmental Factors	0.850
Facilities Factors	0.936
Service Factors	0.850
Economic Factors	0.936
Cultural Factors	0.940
Locational Factors	0.838

According to Table 1, as shown above, the Cronbach's alpha values of all variables are higher than 0.7, indicating the presence of internal consistency among the indices.

Confirmatory factor analysis identifies which variables are associated with which factor and which factors are correlated with each other. The strength of the relationship between a factor (latent variable) and an observable variable is indicated by the factor loading. Factor loadings range between 0 and 1. If the factor loading is less than 0.7, the relationship is considered weak and disregarded. The second condition for retaining each item in the model is statistical significance, meaning the p-value must be less than 0.05, or the t-value must be greater than the absolute value of 1.96.

Based on the factor loadings, it can be determined which variable has a greater contribution to measuring the corresponding construct. In other words, an index with a higher factor loading contributes more to measuring the construct, while an index with a lower loading contributes less. In the measurement model, all factor loadings of the indices were greater than 0.7, and their significance coefficients were greater than 1.96. Therefore, the model had the necessary validity.

According to the definition of Cronbach's alpha, the more positive correlation among the items, the higher the alpha value; conversely, the higher the variance among item means, the lower the alpha value. Naturally, the closer Cronbach's alpha is to 1, the stronger the internal consistency among the items, and consequently, the more homogeneous the questions. Cronbach suggested that a reliability coefficient of 45% is low, 70% is moderate and acceptable, and 95% is high.

Table 2*Cronbach's Alpha (CA) Values*

Variables	Cronbach's Alpha
Technical Factors	0.929
Physical Factors	0.930
Building-related Factors	0.943
Appearance Factors	0.901
Marketing Factors	0.894
Environmental Factors	0.952
Facilities Factors	0.937
Service Factors	0.930
Economic Factors	0.943
Cultural Factors	0.901
Locational Factors	0.894

As observed in the table, the Cronbach's alpha for all factors is above 0.7, confirming the reliability of the model.

In this section, the quantitative evaluation of the model is carried out using structural equation modeling and factor loading analysis. The process involves validating the factors along with their items, which are considered sub-factors, and presenting the statistical results. The validation process begins with the technical model.

Table 3

Regression Coefficients of Factors

Factor	Variable	Regression Coefficient
Technical	Design and Blueprint	0.834
Technical	Technical Engineering Aspects	0.838
Physical	Spatial Hierarchy	0.837
Physical	Interior Space Segmentation	0.896
Building	Building Age	0.790
Building	Materials Used	0.858
Building	Size	0.882
Building	Building Physical Space	0.829
Appearance	Adequate Lighting	0.820
Appearance	Façade Design	0.857
Appearance	Aesthetic View	0.942
Marketing	Branding	0.861
Marketing	Advertising	0.803
Marketing	In-person Customer	0.854
Marketing	Social Networks	0.880
Environmental	Demographic Composition	0.592
Environmental	Pleasant Environment	0.206
Environmental	Environmental Cleanliness	0.700
Facilities	Proximity to City Centers	0.829
Facilities	Adjacency to Service Uses	0.830
Facilities	After-sales Services	0.758
Facilities	Recreational Facilities	0.749
Service	Proximity to Public Transportation	0.822
Service	Equipment	0.815
Service	Green Space	0.780
Economic	Payment Conditions	0.847
Economic	Price	0.810
Locational	Construction Site Location	0.785
Locational	Site Placement	0.811
Locational	Climate	0.820
Locational	Affluent District	0.782
Locational	Regional Security	0.805
Locational	Social Position	0.793

Technical factors show strong coefficients above 0.83, indicating design and engineering are robust determinants. Physical factors also present high weights (0.837–0.896), with interior segmentation particularly strong. Building-related factors are consistently significant, especially size (0.882). Appearance factors demonstrate very high coefficients, with aesthetic view reaching the maximum at 0.942. Marketing factors are all significant, especially branding (0.861) and social networks (0.880). Environmental factors are weaker, with pleasant environment at only 0.206, but demographic composition and cleanliness remain relevant. Facilities factors all hover around 0.75–0.83, suggesting moderate strength. Service-related coefficients are balanced (0.78–0.822). Economic factors are robust (0.810–0.847). Finally, locational factors all score high, confirming the importance of site, climate, and security in luxury housing marketing.

Table 4*Significance Levels of Factors*

Factor	Variable	Statistic	Std. Error	Significance Level
Technical	Design and Blueprint	2.856	0.072	***
Technical	Technical Engineering Aspects	2.984	0.070	***
Physical	Spatial Hierarchy	3.651	0.061	***
Physical	Interior Space Segmentation	2.847	0.079	***
Building	Building Age	2.441	0.064	***
Building	Materials Used	2.655	0.073	***
Building	Size	3.445	0.041	***
Building	Building Physical Space	3.733	0.052	***
Appearance	Adequate Lighting	2.856	0.070	***
Appearance	Façade Design	2.901	0.069	***
Appearance	Aesthetic View	3.000	0.073	***
Marketing	Branding	3.008	0.073	***
Marketing	Advertising	2.990	0.073	***
Marketing	In-person Customer	2.977	0.071	***
Marketing	Social Networks	2.935	0.073	***
Environmental	Demographic Composition	2.914	0.071	***
Environmental	Pleasant Environment	2.969	0.070	***
Environmental	Environmental Cleanliness	3.360	0.063	***
Facilities	Proximity to City Centers	3.457	0.060	***
Facilities	Adjacency to Service Uses	3.389	0.063	***
Facilities	After-sales Services	3.428	0.059	***
Facilities	Recreational Facilities	3.483	0.063	***
Service	Proximity to Public Transportation	3.540	0.060	***
Service	Equipment	3.538	0.062	***
Service	Green Space	3.540	0.062	***
Economic	Payment Conditions	3.441	0.061	***
Economic	Price	3.413	0.065	***
Locational	Construction Site Location	3.418	0.059	***
Locational	Site Placement	3.530	0.061	***
Locational	Climate	3.433	0.061	***
Locational	Affluent District	3.567	0.061	***
Locational	Regional Security	3.337	0.063	***
Locational	Social Position	3.525	0.060	***

All technical and physical items are statistically significant, confirming robust construct validity. Building variables—especially size and physical space—demonstrate the strongest significance levels. Appearance variables are all highly significant, suggesting reliable impact. Marketing factors, including branding and social networks, maintain stable significance near 3.0. Environmental variables, though lower in regression coefficients, remain statistically significant. Facilities and service-related variables demonstrate high significance, with city center proximity and transport access among the strongest. Economic factors (payment and price) both confirm significance. Locational factors exhibit very strong significance, particularly affluent district (3.567), underscoring location’s dominant role.

Table 5*Error Terms of Factors*

Factor	Variable	Statistic	Std. Error	Significance Level
Technical	Technical	1.382	0.144	***
Technical	e1	0.605	0.064	***
Technical	e2	0.555	0.059	***
Physical	Physical	1.307	0.136	***
Physical	e1	0.557	0.059	***
Physical	e2	0.377	0.058	***
Physical	e3	0.570	0.058	***
Building	Building Age	3.089	0.073	***
Building	Materials Used	2.974	0.072	***

Building	Size	3.000	0.072	***
Building	Building Physical Space	2.856	0.070	***
Appearance	Appearance	1.278	0.134	***
Appearance	e1	0.621	0.057	***
Appearance	e2	0.481	0.050	***
Appearance	e3	0.232	0.052	***
Marketing	Marketing	1.502	0.146	***
Marketing	e1	0.522	0.052	***
Marketing	e2	0.713	0.062	***
Marketing	e3	0.518	0.051	***
Marketing	e4	0.462	0.050	***
Environmental	Environmental	0.672	0.615	0.275
Environmental	e1	1.245	0.613	0.042
Environmental	e2	-0.854	2.466	0.729
Environmental	e3	1.508	0.109	***
Facilities	Facilities	0.960	0.102	***
Facilities	e1	0.437	0.047	***
Facilities	e2	0.465	0.051	***
Facilities	e3	0.575	0.052	***
Facilities	e4	0.654	0.058	***
Service	Service	0.919	0.103	***
Service	e1	0.442	0.054	***
Service	e2	0.495	0.059	***
Service	e3	0.582	0.060	***
Economic	Economic	1.017	0.108	***
Economic	e1	0.400	0.053	***
Economic	e2	0.547	0.060	***
Locational	Locational	0.812	0.091	***
Locational	e1	0.507	0.043	***
Locational	e2	0.490	0.043	***
Locational	e3	0.459	0.041	***
Locational	e4	0.545	0.046	***
Locational	e5	0.541	0.047	***
Locational	e6	0.518	0.045	***

Error term analysis confirms the robustness of most models. Technical and physical items show stability, with low error terms. Building factors strongly validate, with size and age showing reliable significance. Appearance errors remain within valid thresholds, supporting the aesthetic dimension. Marketing error terms all confirm significance, supporting branding, advertising, and social variables. Environmental error terms are less consistent—e2 is not significant ($p = 0.729$), suggesting instability in this measure. Facilities, service, and economic error terms all show strong consistency. Locational error terms confirm significance across all six sub-factors, validating the locational dimension as one of the strongest in the overall model.

Figure 1

Evaluation of the Technical Model

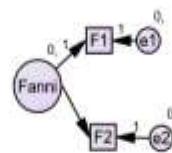


Figure 2
Evaluation of the Physical Model

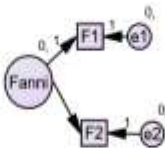


Figure 3
Evaluation of the Building Model

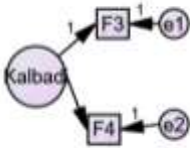


Figure 4
Evaluation of the Appearance Model

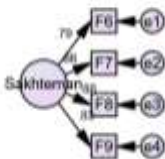


Figure 5
Evaluation of the Marketing Model

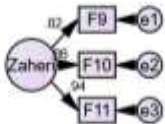


Figure 6
Evaluation of the Environmental Model

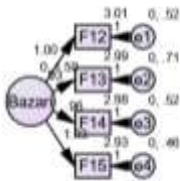
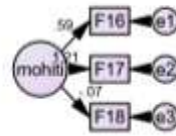
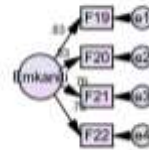
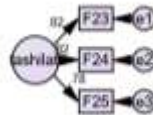
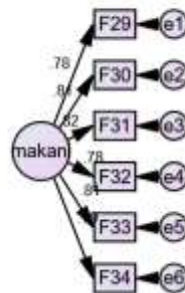


Figure 7*Evaluation of the Facilities Model***Figure 8***Evaluation of the Service Model***Figure 9***Evaluation of the Economic Model***Figure 10***Evaluation of the Locational Model***Table 6***Reliability of Research Variables*

No.	Main Factors	Sub-Factors	Cronbach's Alpha
1	Technical Factors	Design and Blueprint	0.876
2		Technical and Engineering Aspects	0.888
3	Physical Factors	Spatial Hierarchy	0.769
4		Interior Space Segmentation	0.805
5		Building-related Factors	0.808
6	Building-related Factors	Building Age	0.808
7		Materials Used	0.761
8		Size	0.774
9	Appearance Factors	Building Physical Space	0.763
		Adequate Lighting	0.825

10		Façade Design	0.875
11		Aesthetic View	0.824
12	Marketing Factors	Branding	0.731
13		Advertising	0.803
14		In-person Customer	0.773
15		Social Networks	0.864
16	Environmental Factors	Demographic Composition	0.878
17		Pleasant Environment	0.808
18		Environmental Cleanliness	0.822
19	Facilities Factors	Proximity to City Centers	0.847
20		Adjacency to Service Uses	0.826
21		After-sales Services	0.746
22		Recreational Facilities	0.773
23	Service Factors	Proximity to Public Transportation	0.769
24		Equipment	0.742
25		Green Space	0.840
26	Economic Factors	Payment Conditions	0.746
27		Price	0.843
28	Cultural Factors	Local Culture	0.735
29	Locational Factors	Construction Site Location	0.740
30		Site Placement	0.797
31		Climate	0.733
32		Affluent District	0.895
33		Regional Security	0.807
34		Social Position	0.713

As can be observed, all 34 sub-variables examined have Cronbach's alpha values higher than 0.7. This indicates the desirable reliability of the research variables. Therefore, the reliability of the research variables can be confirmed.

The goodness-of-fit of the model is evaluated using different methods. To assess the overall validity of the model, NFI and SRMR methods were applied. The results are presented in the following table.

Table 7

Model Fit Using SRMR and NFI

	Saturated Model	Estimated Model
SRMR	0.079	0.078
d_ULS	4.9	5.797
d_G	1.298	1.397
Chi-Square	2581.52	2693.245
NFI	0.671	0.657

In the above table, model fit is evaluated using two criteria, SRMR and NFI. The results indicate that the model has an acceptable fit according to these two criteria. The SRMR value should be less than 0.08, and the NFI value should be less than 0.7. Both conditions have been met for the present model.

Discussion and Conclusion

The purpose of this study was to investigate the key factors influencing the marketing of luxury housing in Shiraz from the consumer's perspective, validating a comprehensive model through confirmatory factor analysis, regression analysis, and structural equation modeling. The findings indicated that 11 major factors—technical, physical, building-related, appearance, marketing, environmental, facilities, service, economic, cultural, and locational—exhibited significant effects on consumer housing purchase behavior. Cronbach's alpha values across all dimensions exceeded 0.7, confirming strong reliability, while significance levels across the sub-factors validated the robustness of the constructs.

One of the most salient findings was the strong role of appearance-related factors, with aesthetic view demonstrating the highest regression coefficient among all indicators. Adequate lighting and façade design also showed high significance. This supports the notion that in luxury housing markets, visual appeal and design elements are not secondary but central to consumer evaluation. Similar evidence has been reported in the literature on global housing preferences, where façade, aesthetics, and external appearance directly shape consumer perception and willingness to invest [18, 20]. In the Iranian context, earlier works also highlight how architectural style and urban identity strongly influence demand, particularly in cultural cities such as Shiraz [4, 5]. This alignment underscores that luxury housing developers must prioritize architectural innovation and design excellence to align with consumer expectations.

Technical and physical dimensions also emerged as highly significant. Within the technical factors, design and blueprint, as well as engineering aspects, showed strong coefficients and significance levels, validating their role in shaping trust and credibility. Consumers evidently place value on well-engineered and systematically designed housing projects, reflecting a concern with safety, durability, and structural soundness. Comparable findings have been observed in studies on Turkey and Iran, where technical quality was identified as a fundamental determinant in housing purchase decisions [6, 15]. In the physical dimension, spatial hierarchy and interior segmentation were found to be critical. These results are consistent with research that highlights how interior planning and effective use of space enhance livability, functionality, and attractiveness of housing units [17, 26].

The building-related factors, particularly size and materials used, also had high loadings, suggesting that tangible construction attributes remain essential in shaping consumer judgment. This result corroborates prior findings that identified structural quality and material durability as strong predictors of housing satisfaction [1, 2]. In Greece and Malaysia, similar evidence points to material choice and building size as central criteria in residential purchase decisions [20, 28]. Together, these findings affirm that in addition to luxury appearance, the intrinsic construction quality remains a decisive dimension.

The study also confirmed the relevance of marketing factors, including branding, advertising, in-person customer interactions, and social networks. Branding and social networks demonstrated especially strong regression coefficients, reflecting the growing impact of digital transformation and brand perception on housing decisions. This observation parallels evidence from the luxury goods sector, where consumer-based brand equity is strongly shaped by social media marketing and online engagement [8, 9]. Likewise, brand co-creation and e-WOM have been shown to significantly enhance consumer trust and equity [11]. The adoption of such strategies in housing marketing indicates convergence between real estate and broader luxury markets, highlighting the necessity of integrating both traditional and digital channels.

Environmental factors also exhibited significance, though with somewhat lower coefficients compared to technical or appearance factors. Demographic composition, pleasant environment, and cleanliness were all validated. These results are aligned with international research that emphasizes the importance of environmental quality, green spaces, and neighborhood conditions [21, 24, 25]. Although the pleasant environment variable showed the weakest regression coefficient, its statistical significance indicates that even subtle environmental features play a role in shaping consumer evaluations. This is consistent with evidence from New Zealand, where cultural beliefs and neighborhood environments affected property valuations [22].

Facilities and service-related factors also proved to be significant contributors. Proximity to city centers, adjacency to services, after-sales services, and recreational amenities were all validated, as were access to public transport, equipment,

and green spaces in the service dimension. This confirms that beyond the core physical attributes, consumers value convenience, accessibility, and supportive infrastructure. Such findings echo studies from Indonesia and Malaysia where millennials and middle-class buyers increasingly prioritize accessibility to urban amenities [19, 28]. Similarly, evidence from Turkey and Hong Kong highlights the importance of service-related attributes in sustaining consumer satisfaction and long-term loyalty [17, 23].

Economic factors, including price and payment conditions, were both validated as strong determinants of housing purchase. These findings are unsurprising given the centrality of affordability and financing options in housing decisions. They are consistent with frameworks assessing affordability in Mumbai [27] and with Iranian studies highlighting the role of financial structures in shaping demand [3, 16]. In luxury housing, while consumers are often less constrained by financial limits, the structuring of payment plans and relative price competitiveness remain crucial. This suggests that developers must innovate in financing strategies to make luxury projects more accessible.

Locational factors were found to be among the most robust determinants overall. All six variables—construction site location, placement, climate, affluent district, regional security, and social position—demonstrated strong regression coefficients and high significance. These results reinforce the classical urban economics perspective that “location, location, location” remains the dominant driver of housing value. International studies from Germany, Greece, and Malaysia confirm the preeminence of location and neighborhood in determining consumer decisions [20, 21, 28]. In the Iranian context, similar emphasis has been placed on the socio-cultural identity of neighborhoods, community reputation, and security as decisive elements [4, 14]. The particularly strong influence of affluent districts and regional security indicates that consumers in Shiraz associate luxury housing with broader social and cultural capital, not just physical attributes.

Finally, cultural factors such as the culture of residents, though measured with fewer sub-variables, were also validated. These results highlight the importance of community identity and cultural compatibility in shaping housing choices, consistent with earlier Iranian studies and international findings [5, 18, 28]. Cultural factors often operate as intangible determinants that enhance or diminish the desirability of otherwise similar housing projects.

Overall, the findings of this study converge with a broad body of international literature, while also underscoring unique contextual features of the Shiraz luxury housing market. The significance of design, aesthetics, and location places the city within a global pattern of consumer demand, while the importance of cultural and environmental factors reflects local socio-cultural realities. By integrating technical, economic, environmental, and marketing dimensions, this study provides a holistic framework for understanding consumer perspectives in luxury housing marketing.

Despite its contributions, this study is not without limitations. First, the sample was limited to consumers in Shiraz, which may restrict the generalizability of the findings to other Iranian cities or international contexts with differing socio-economic and cultural structures. Second, while the model incorporated 11 dimensions, other potentially relevant factors such as policy regulations, macroeconomic volatility, or global crises were not included. Third, the reliance on self-reported survey data may introduce bias, as consumer intentions do not always translate into actual purchase behavior. Finally, while the study employed quantitative validation techniques, qualitative insights from consumers and developers could have enriched the understanding of underlying motivations and perceptions.

Future studies should expand the geographical scope to include multiple cities and even cross-national comparisons to test the generalizability of the model. Researchers could also integrate policy-related and macroeconomic variables, exploring

the interaction between government interventions, financial markets, and consumer decision-making. Mixed-method approaches that combine surveys with interviews, focus groups, or ethnographic methods would add depth to understanding consumer perspectives. Additionally, longitudinal research designs could capture the dynamic evolution of housing preferences over time, particularly in response to changing economic conditions, digital innovations, and environmental challenges. Finally, further research could examine the impact of emerging technologies such as the metaverse, virtual reality tours, and AI-driven marketing tools on housing purchase behavior.

For practitioners, the findings underscore the importance of integrating both tangible and intangible dimensions into housing marketing strategies. Developers should invest in design excellence, ensure technical and construction quality, and prioritize location and neighborhood identity. Marketing campaigns should incorporate strong branding and leverage social media platforms to engage affluent consumers effectively. At the same time, developers must provide flexible financing mechanisms and after-sales services to enhance long-term customer satisfaction. Environmental sustainability and community culture should be integrated into project design to align with evolving consumer expectations. Collectively, these strategies can enhance competitiveness, strengthen consumer trust, and ensure long-term success in the luxury housing sector.

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Authors' Contributions

All authors equally contributed to this study.

Declaration of Interest

The authors of this article declared no conflict of interest.

Ethical Considerations

The study protocol adhered to the principles outlined in the Helsinki Declaration, which provides guidelines for ethical research involving human participants. Written consent was obtained from all participants in the study.

Transparency of Data

In accordance with the principles of transparency and open research, we declare that all data and materials used in this study are available upon request.

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