Analyzing the Influence of Emotional Marketing to First-time Filipino Home Buyers in the Affordable Segment

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Abstract

This research investigates the influence of emotional marketing on first-time Filipino homebuyers in the affordable housing segment of Metro Manila. Based on the Theory of Planned Behavior (Ajzen, 1991) and Maslow's Hierarchy of Needs (1943), it examines the influence of emotional marketing strategies (EMS) on consumers' motivation, social conformity, perceived value, and ultimately, their purchase intentions. A structured survey was conducted with 385 respondents, and the data was analyzed using descriptive statistics, correlation, regression, and mediation analysis. The results demonstrated that emotional marketing significantly influences purchase intentions, with motivation and social conformity serving as primary mediators between emotional marketing tactics and purchasing decisions. Perceived value, although positively correlated, exhibited no significant mediating effect. The results show that emotional stories about safety, belonging, pride, and family are very effective in real estate marketing. Developers are encouraged to incorporate emotional engagement, community storytelling, and buyer relatability into their campaigns to strengthen purchase intention among the affordable market segments.

*Keywords:*Emotional Marketing; Affordable Housing Segment; Consumer's Motivation; Spcial Comformity; Perceived Value, Purchase Intentions; Purchasing Decisions

INTRODUCTION

Emotional marketing is a type of marketing and advertising that uses emotional appeals to get people's attention, establish relationships, and change their buying habits. Bowman (2023) says that it tries to get people to notice, remember, share, and buy goods or services by sending them messages that touch them emotionally.

When buying a house, emotional factors often outweigh rational ones, especially for first-time home buyers. This is because buying a property is a big decision that affects both your finances and your personal life.

According to Balita (2024), the average income of a middle-income household in Metro Manila is around PHP 460,000 annually, making affordability a key determinant of purchasing behavior. Among these are young professionals, mostly millennials and older Gen Zs who are actively entering the housing market for the first time. For this demographic, emotional marketing fills the gap between wanting to live a certain way and not being able to afford it.

This study investigates the influence of emotional marketing on the purchasing intentions of first-time Filipino homebuyers in the affordable housing segment of Metro Manila. While previous research has concentrated on emotional marketing within retail and digital commerce, there is a scarcity of studies that contextualize its significance in the real estate sector, an industry where emotional and financial factors converge.

The study specifically aims to determine:

1. The socio-demographic profile of first-time Filipino home buyers;
2. How emotional marketing significantly influences purchase intention; and
3. How motivation, social conformity, and perceived value mediate the relationship between emotional marketing and purchase intention.

Theoretical and Conceptual Framework

Theory of Planned Behavior. This study adopts the Theory of Planned Behavior (TPB) as one of its primary foundations. According to Ajzen (1991), an individual's behavioral intention is shaped by three key elements: attitude toward the behavior, subjective norms, and perceived behavioral control. Together, these determine a person's likelihood of performing a particular behavior.

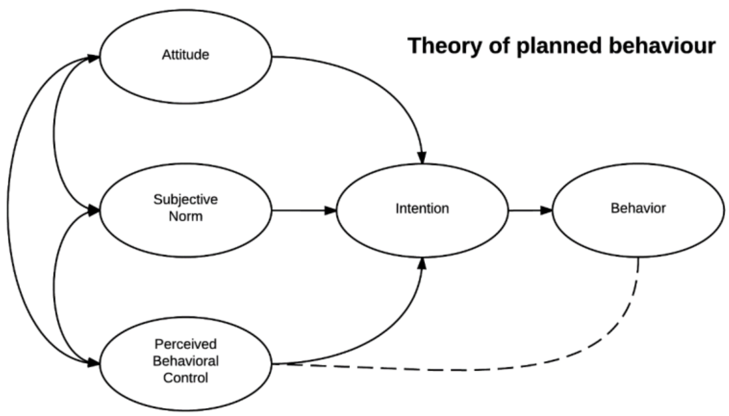

Figure 1. The Theory of Planned Behavior

In the context of emotional marketing in real estate, TPB explains how consumers' attitudes toward housing ads, social influence from peers or family, and perceived control over affordability collectively drive purchase decisions. For example, an individual exposed to emotionally compelling real estate ads or messages emphasizing safety, belongingness, or family pride may start to feel positive about owning a home. The perceived approval of family or peers forms the subjective norm, while perceived financial capability represents perceived behavioral control. These factors influence the intention to purchase a property, especially for people who are buying a home for the first time. Hence, TPB provides a framework to understand how emotional and cognitive drivers combine to shape purchasing intentions in a high-involvement decision such as buying a first home.

Maslow's Hierarchy of Needs. This theory of Maslow (1943) explains how people are1943) explains moving through levels, from basic needs to self-actualization. Homeownership, especially for first-time buyers, often satisfies several of these layers simultaneously. At its core, owning a home meets basic needs for shelter and safety (security and stability). At higher levels, it meets needs for belonging and esteem by representing family, independence, and recognition from society. Emotional marketing leverages these psychological requirements by making messages that link home ownership to safety, comfort, and personal success. Ads that say things like "a safe place to start your family" or "a home where dreams begin" appeal to both safety and self-esteem requirements. This link between marketing messaging and Maslow's hierarchy is why things like comfort, pride, and security work so well in real estate marketing.

Emotional Marketing Framework. Emotional marketing recognizes that emotions, more than logic, often drive purchasing behavior. It uses emotional triggers like trust, joy, anxiety, anticipation, or belongingness to create a stronger connection between the consumer and the brand (Vrtana & Krizanova, 2023). In real estate, these triggers manifest through imagery, narratives, and testimonials that evoke emotional resonance, helping potential buyers visualize themselves achieving a better life within a community. Anger, fear, grief, contempt, surprise, anticipation, trust, and joy are the eight main emotions that make up most emotional appeals. Among these, trust, joy, and anticipation are especially relevant in the home-buying journey. Developers use these to communicate hope for stability, pride of ownership, and confidence in investment value.

Conceptual Framework. This research posits that Emotional Marketing Strategies (EMS) exert both direct and indirect effects on Purchase Intention (PI) among first-time Filipino home buyers in the affordable housing market of Metro Manila. The model further asserts that this relationship is mediated by three principal psychological constructs: Motivation, Social Conformity, and Perceived Value.

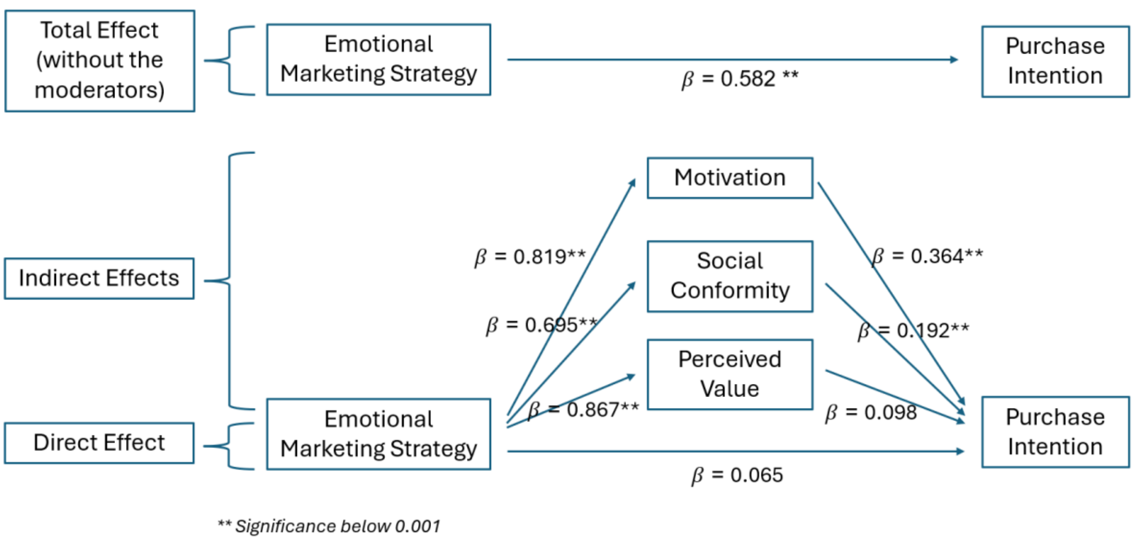

Figure 2. Mediation Analysis Paths for Emotional Marketing Strategy and Purchase Intention

This approach is in line with the Theory of Planned conduct (TPB), which looks at how intentions are formed, and Maslow's motivational theory, which explains the emotional roots of conduct. It demonstrates how emotional marketing serves as a psychological catalyst, stimulating motivational and social pathways that influence the buyer's decision-making process.

Nomenclature	
A	Emotional Marketing
PI	Purchase Intention, the likelihood or willingness of a consumer to purchase a residential property
MI	Motivation, the internal drivers that influence a buyer’s desire to own a home
SC	Social Conformity, the influence of family, peers and social norms on housing decisions
PV	Perceived Value, the buyer’s overall assessment of benefits relative to the cost of the property

REVIEW OF RELATED LITERATURE

The Influence of Emotional Marketing Strategy on Purchase Intentions

Emotional marketing has shown effectiveness in shaping consumer purchase intentions, especially in high-involvement decision-making scenarios, such as real estate. A study in Sri Lanka looked at how different types of appeals, emotional, moral and rational advertising appeals affect real estate consumers' intention to purchase. Despite the strongest influence of rational appeals, emotional appeals also has positively impacted purchase intention, too, especially through relatively high feelings of comfort and aspiration during an economic recession (The Impact of Advertising Appeal on Real Estate Purchase Intention, 2025. The findings indicate that while affordability and logic are significant, employing an emotional narrative in property marketing can still sway prospective buyers.

Bin (2023), in the context of digital engagement, explained that, the emotional marketing influence model of social network indicated that emotional marketing messages on Facebook and Instagram strongly affect purchase intention. Trust was recognized as a partial mediator, whereas emotional attachment was acknowledged as a complete mediator between the effects of marketing content and purchasing behavior. The results show that emotionally driven property promotions, like those that use client testimonials or stories about family milestones to appeal to buyers' lifestyle imagery, can make buyers feel more connected to the properties, which will make them more likely to buy them.

More specifically, in the area of livestreaming e-commerce, emotional trust and perceived emotional value are crucial in impacting consumers' purchasing intention. Research by Li et al. These emotional variables fully mediated the effects of livestream atmosphere and product presentation on purchase intentions and partially mediated the effect of promotions (Yadav et al., 2022). While the research was in an e-commerce environment, the ideas transfer to real estate: immersible virtual tours and engaging Q&A can deliver trust and emotional value, which positively impacts sale propensity.

Online reviews present an interesting woof for the emotional influence. As per the International Journal of Business Marketing and Management (2021), emotional tendencies of the reviews (positive tone, use of personal stories) significantly affected the perceived information usefulness that, in turn, strengthened purchase intentions. For first-time Filipino homebuyers, property listings with emotionally rich feedback from previous buyers boosts perceived trustworthiness and familiarity, as well as perceived value and purchase intention.

Finally, in social commerce area, Wang and Sun (2021) adopted the Stimulus Organism Response (SOR) framework and found that emotional interaction, experience factors like familiarity and intimacy can significantly improve purchase intentions, and that perceived usefulness is a mediator factor. The greater the connection consumers felt to the seller or brand and the more useful the information was perceived to be the greater the buying intention. This is related to affordable housing marketing where emotionally powerful and informative ads can make buyers feel more relevant and confident, which can lead to more purchases.

Taken together, these studies provide evidence that emotional marketing strategies impact purchase intention, whether via traditional marketing, social media, livestreaming, reviews, or interactive engagement. The impact appears to be mediated by variables such as trust, bond, emotional value, and perceived usefulness indicating the need to apply emotional approach in campaigns targeting first-time Filipino homebuyers from the affordable housing segment of Metro Manila.

Emotional Marketing and Consumer Motivation

Emotional marketing is intimately correlated with consumer motivation since individuals are influenced by the emotional context associated with the product or service. One study that examined emotional advertising as a mediator between consumer decision-making styles and purchase intention, showed that utilized emotion appeals were strong predictors of purchase intent for both utilitarian and hedonic products. The findings revealed that the attitude of consumers towards the advertisement influenced by emotional exposure in the advertisement played a mediating role between decision making style of an individual and intention to purchase (Elucidating the role of consumer decision making style…, 2023). That indicates that using emotional strategies may access and amplify deeper motivational drivers (either functional or hedonic in nature) and convert them into more intention to buy.

Today, and especially in experiential environments, purchasing behavior is also supported by emotional drivers such as belonging, respect, and self-actualization. Felling like you belong was highly and positively linked to purchasing behavior, followed by respect and self-actualization (Qiu et al., 2023). In the post-pandemic study by Qiu, Zhang and Zhang (2023) on live-streaming sales, the findings indicate that emotional motives significantly outweighed utility motivations in driving purchases during livestreaming events. However, initiatives that foster a sense of community connection and/or evoke recognition or pride in homeownership can enhance the motivational states that precede intention to acquire a first house or property among first-time Filipino homebuyers.

Aside from individual buying, emotional reactions concerning eWOM are remarkably important motivators and aspirational elements. In an organizational context, El Masri et al. (2025) conducted a recent study on eWOM credibility and showed that purchase intention was fully mediated by emotional responses to the recommendations provided online and perceived product quality and lower perceived risk. This means that marketeers in real estate can leverage emotionally activating success stories (or peer-shared testimonials) to not only increase purchase intention over time but over the short time provide additional motivation (make people feel confident and safe) to buy.

Emotional marketing has effects that go beyond just brand passion, which may both motivate people and make them want to buy something. Wohlfeil and Whelan (2006) and Bauer et al. One of the perception-study papers indicates that brand passion consistently predicts purchase intention, with most of the variance in brand passion attributed to factors like emotional branding (Emotional Marketing on Consumer Behavior – Perception Study, 2023), as noted by H. Tharangani (2007). Owners tend to prefer and choose a property brand with which they have a strong connection often because the brand's history is different or unique, or maybe because it is at an elite level.

Emotional Marketing and Social Conformity

Social conformity represents the influence of social norms and peer behavior on individual decisions. In emotional marketing, this occurs when consumers imitate the attitudes or actions of others because of emotional cues that signify acceptance or belonging. Poirier et al. (2024) found that social-presence cues such as images showing people interacting with products significantly increased perceived diagnostic and purchase intentions. In real estate, ads that display families enjoying amenities or celebrating move-ins create similar emotional identification, fostering a sense of social validation. Su, Gu, and Fabbri (2023) further established that spokesperson credibility and online word-of-mouth heightened herd behavior and purchase intention, emphasizing that trustworthy, warm endorsers are key activators of conformity tendencies.

Ou et al. (2022) examined normative and informational influence in community e-commerce, revealing that peer engagement amplified conformity-driven purchase decisions. This suggests that housing developers can build community-oriented campaigns—highlighting neighbor stories or community events to stimulate similar conformity effects. Additionally, fear of missing out (FoMO) is another emotional conformity mechanism. Kang and Ma (2020) demonstrated that FoMO-induced scarcity messaging significantly increased bandwagon consumption. For first-time home buyers, marketing lines such as "last few units available" or "be part of this thriving community" evoke urgency and collective belonging, both emotionally persuasive levers.

These studies confirm that social conformity, when emotionally framed, is a critical mediator linking emotional marketing to purchase intention, especially in high stakes purchases where social validation reassures the buyer's choice.

Emotional Marketing and Perceived Value

Perceived value captures the consumer's overall evaluation of a product's worth based on what is received versus what is given. Emotional marketing enhances perceived value by adding emotional satisfaction to the utilitarian benefit. Fan and Tham (2025) found that emotional value exerted a strong positive effect on purchase attitude and indirectly influenced purchase intention in the luxury-goods market. Although focused on a different segment, the implication is clear: emotional resonance elevates perceived value beyond price. Zhang, Zhang, and Daim (2023) discovered that emotional pleasure mediated the relationship between hedonic and utilitarian value and purchase intention, and that immersive "flow experience" strengthened this effect. Real-estate marketers can apply similar principles through immersive storytelling and engaging visuals that evoke emotional pleasure.

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Furthermore, the study of Cao, Wang, and Li (2023) found that the perceived informativeness and entertainment value of virtual-influencer campaigns increased purchase intentions among Gen Y and Z audiences. In real-estate marketing, such content translates to emotionally appealing digital walkthroughs or influencer-led community spotlights. Prasetiya et al. (2022) confirmed that brand image and integrity under Marketing 4.0 paradigms enhance both hedonic and utilitarian value, emphasizing that emotional cues strengthen perceived brand trust and satisfaction. Likewise, Zhou and Tong (2022) demonstrated that perceived emotional value completely mediated the effects of online atmosphere on purchase intentions in livestreaming contexts. These findings support that while perceived value may not always act as the strongest mediator, its enhancement through emotional resonance remains vital in reinforcing brand credibility and long-term satisfaction factors integral to real-estate investment decisions.

Methodology

Research Design. This study employed a quantitative–descriptive and correlational research design to determine the influence of Emotional Marketing Strategies (EMS) on the purchase intentions of first-time Filipino home buyers in the affordable housing segment within Metro Manila.

The descriptive part of the study aimed to describe the socio-demographic characteristics of respondents and their perceptions of emotional marketing. The correlational design, on the other hand, was used to measure the relationships among variables Emotional Marketing Strategy, Motivation, Social Conformity, Perceived Value, and Purchase Intention using statistical techniques such as Pearson correlation, linear regression, and mediation analysis.

This mixed analytical approach provided both a comprehensive descriptive picture and empirical validation of relationships among the study's key variables.

Respondents of the Study

- The target population consisted of Filipino residents aged 25 years and above residing or working in Metro Manila who have either:
- Recently purchased their first home, or
- Are in the process of purchasing one in the affordable housing segment.

Respondents were selected based on the following criteria:

- Must be Filipino citizens;
- Must reside or be employed within Metro Manila;
- Must have experience with or exposure to marketing campaigns of affordable housing developers; and
- Must be first-time home buyers or intending buyers.

Out of the targeted sample, a total of 385 valid responses were collected, ensuring adequate representation and statistical reliability. The respondents primarily belonged to socio-economic classes C and D, which represent the affordable housing market segment.

Sampling Technique and Sample Size. The study employed purposive sampling, a non-probability method appropriate for research necessitating respondents with particular characteristics. This strategy enabled the researchers to concentrate on first-time homebuyers in Metro Manila who had direct exposure to the emotional marketing strategies of property developers. To attain a 95% confidence level, the goal sample size should be 385 respondents. This study got the exact number of respondents needed to make sure the results were statistically valid. The sample's demographic composition provides a reliable cross-section of first-time home buyers, encompassing varying age groups, income levels, and employment statuses.

Research Instrument

The researchers made a structured survey questionnaire with the following four major sections:

1. Socio-demographic profile of respondents;
2. Perceived exposure to emotional marketing strategies (EMS);
3. Motivation, Social Conformity, and Perceived Value; and
4. Purchase Intention

Sections 2 to 4 employed a five-point Likert scale, ranging from 1 – Strongly Disagree to 5 – Strongly Agree, to measure the respondents' level of agreement with statements regarding emotional marketing influences. The instrument was designed through a literature review encompassing emotional marketing, consumer behavior and real estate purchase decisions and that items will be focused directly on this study research questions.

The questionnaire was distributed directly to respondents thru two (2) methods – printed and e-form. This format allows respondents, especially those that are not to computer-literate to be comfortable to answer the questionnaire. This instrument is validated and structured which guarantees the study in fulfilling the objective of determining/establishing the relationship between the emotional marketing strategies and the purchase intention of first-time Filipino home buyers in the affordable housing segment in Metro Manila.

Data Gathering Procedure

The process of collecting data was systematic and followed ethical guidelines:

1. **Preparation and Validation:** Marketing professionals checked the survey questionnaire to make sure it was appropriate for the people who would be taking it.
2. **Distribution:** The validated questionnaire was distributed both physically and digitally through online platforms such as Facebook Messenger, Viber and email groups. Recruitment was done via professional and social networks, targeting respondents residing or working in Metro Manila.
3. **Ethical Considerations:** Participants were informed about the study's goal and guaranteed confidentiality and voluntary participation. There were no personal identifiers collected, and completing the survey was taken as consent.
4. **Data Encoding and Analysis:** Responses were encoded and processed using JASP (Jeffreys 's Amazing Statistics Program). Descriptive statistics were applied for socio-demographic profiles, while correlation, regression, and mediation analyses were performed to test the hypothesized relationships among variables.

Results and Discussions

This section presents the findings of the study based on the responses of 385 first-time Filipino home buyers in the affordable housing segment of Metro Manila. The results are discussed according to the research questions and hypotheses formulated earlier.

Socio-Demographic Profile of Respondents

Table 1. Frequency Distribution of Respondents According to Socio-Demographic Characteristics

Socio-Demographics	Frequency (f)	Relative Frequency (%)
Age		
18 to 24	37	9.61%
25 to 34	232	60.26 %
35 to 44	89	23.12 %
45 to 54	17	4.42 %
55 or older	10	2.60 %
Gender		

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Socio-Demographics	**Frequency (f)**	**Relative Frequency (%)**
Female	251	65.20 %
Male	128	33.25 %
Non-Binary	3	0.78 %
Preferred not to say	3	0.78 %
Marital Status		
Single	270	70.13%
Married	111	28.83 %
Preferred not to say	4	1.04 %
Highest Level of Education		
High School Education	22	5.71 %
Bachelor's Degree	305	79.22 %
Master's Degree	36	9.35 %
Doctorate Degree	5	1.30 %
Vocational Degree	13	3.38 %
Preferred not to say	4	1.04 %
Monthly Income		
Less than PHP 30,000	150	38.96 %
PHP 30,001 - PHP 50,000	114	29.61 %
PHP 50,001 - PHP 70, 000	13	3.38 %
PHP 50,001 - PHP 70,000	19	4.94 %
PHP 70,001 - PHP 90,000	12	3.12 %
Greater than PHP 90,001	20	5.20 %
Preferred not to say	57	14.81 %
Current Employment Status		
Employed, Full-Time	360	93.51 %
Employed, Part-Time	5	1.30 %
Freelancer	2	0.52 %
Self-employed	8	2.078 %
Preferred not to say	10	2.60 %
Current Ownership of Residence		
Living with Parents	113	29.35 %
Living with Relatives	13	3.38 %
Owned	95	24.68 %
Rented	157	40.78 %
Preferred not to say	7	1.82 %
Current Position in the Company		
Entry-level	94	24.42 %
Associate/Junior level	91	23.64 %
Managerial level	49	12.73 %
Senior/Supervisor/Officer	110	28.57 %
Director level	4	1.04 %
Preferred not to say	37	9.61 %
Location of Current Residence		
Within Metro Manila	267	69.35 %
Outside Metro Manila	35	9.09 %
Preferred not to say	83	21.56 %
Total	**385**	**100.00%**

Table 1 presents the frequency distribution of 385 respondents according to the profile variables Age, Gender, Marital Status, Highest Level of Education, Monthly Income, Current Employment Status, Current Ownership of Residence, Current Position in the Company, and Location of Current Residents. Most respondents (60.26%) were 25–34 years old, representing the millennial group now at prime home-buying age. A majority were female (65%), aligning with studies showing that women increasingly take active roles in household financial decisions. About 70 % were single, indicating that young professionals are purchasing homes earlier for independence and investment purposes.

Nearly 79 % held bachelor's degrees, suggesting a well-educated market responsive to digital and informational marketing. The largest income bracket was below ₱30,000, confirming that most belong to the affordable-housing segment. Over 93% were employed full-time and in the senior/supervisor/officer level, supporting loan eligibility. Most lived in rented spaces or with parents, reflecting an aspirational desire for ownership. Finally, 69 % resided within Metro Manila, consistent with the study's geographic focus.

Emotional marketing strategies significantly influence purchase intentions

Table 2. Relationship between Emotional Marketing Strategy and Purchase Intentions

	Mean* and Standard Deviation	Pearson's r**	R^2	p-value	Remarks
Emotional Marketing Strategy (EMS)	$\bar{x}$ = 3.652 s = 0.744	0.606	0.367	< 0.001	Significant
Purchase Intentions (PI)	$\bar{x}$ = 3.502 s = 0.714				

* 1.00 – 1.49 (Strongly Disagree); 1.50 – 2.49 (Disagree); 2.50 – 3.49 (Somewhat Agree); 3.50 – 4.49 (Agree); 4.50 – 5.00 (Strongly Agree)
** 0.00 – 0.20 (Negligible Correlation); 0.21 – 0.40 (Low Correlation); 0.41 – 0.60 (Moderate Correlation); 0.61 – 0.80 (High Correlation); 0.81 – 1.00 (Very High Correlation)

Table 2 shows that respondents generally agreed on all the indicators of EMS ($\bar{x}$ = 3.652) and PI ($\bar{x}$ = 3.502). The two variables exhibited a high positive correlation ($r = 0.606$, $p < 0.001$), indicating that as appreciation for emotional marketing increases, so does purchase intention. Approximately 36.7 % of the variance in PI is explained by EMS.

This supports Niharika & Yadav (2023), who found emotional branding to be a significant predictor of purchasing decisions, mediated by celebrity endorsement and emotional resonance. Hence, rational factors (price, size, location) are necessary but insufficient; emotional narrative safety, pride, and family belonging accelerate purchase decisions.

Table 3. Linear Regression of the Influence of Emotional Marketing Strategy on Purchase Intentions

	Mean* and Standard Deviation	Pearson's r**	R^2	p-value	Remarks
Emotional Marketing Strategy (EMS)	$\bar{x}$ = 3.652 s = 0.744	0.606	0.367	< 0.001	Significant
Purchase Intentions (PI)	$\bar{x}$ = 3.502 s = 0.714				

* 1.00 – 1.49 (Strongly Disagree); 1.50 – 2.49 (Disagree); 2.50 – 3.49 (Somewhat Agree); 3.50 – 4.49 (Agree); 4.50 – 5.00 (Strongly Agree)
** 0.00 – 0.20 (Negligible Correlation); 0.21 – 0.40 (Low Correlation); 0.41 – 0.60 (Moderate Correlation); 0.61 – 0.80 (High Correlation); 0.81 – 1.00 (Very High Correlation)

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Based on the regression statistics, Emotional Marketing Strategy (y) has a significant positive influence on the first buyers' Purchase Intention (〖β〗_1= 0.582, t = 14.910, p < 0.001), as significantly modeled by the equation y = 1.378 + 0.582x (F = 222.314, p < 0.001). Hence, any extent of appreciation on various emotional marketing strategies directly influences the purchase intention of the first-time buyers. Similar findings were reported by Bin (2023) and Li et al. (2022), where emotional attachment and trust mediated marketing-content effectiveness. The result affirms that first-time home-buyer decisions are strongly emotion-driven, guided by feelings of pride, safety, and aspiration.

Motivation, social conformity, and perceived value mediate the relationship between Emotional Marketing Purchase Intention

Table 4. Mediation Analysis for Emotional Marketing Strategy and Purchase Intention

Paths	Estimates	SE	statistics	p-value	95% Confidence Interval
Direct Effects					
EM → PI	0.065	0.064	z = 1.014	0.311	-0.060 to 0.190
Independent Variable to Mediators					
EM → M	0.819	0.031	t = 26.437	< 0.001	0.758 to 0.880
EM → SC	0.695	0.039	t = 17.980	< 0.001	0.619 to 0.770
EM → PV	0.867	0.032	t = 27.272	< 0.001	0.804 to 0.929
Mediators to Dependent Variable					
M → PI	0.364	0.071	t = 5.096	< 0.001	0.223 to 0.504
SC → PI	0.192	0.054	t = 3.566	< 0.001	0.086 to 0.298
PV → PI	0.098	0.070	t = 1.411	0.159	-0.039 to 0.235
Indirect Effects					
EM → M → PI	0.298	0.059	z = 5.036	< 0.001	0.182 to 0.414
EM → SC → PI	0.134	0.038	z = 3.520	< 0.001	0.059 to 0.208
EM → PV → PI	0.085	0.060	z = 1.418	0.156	-0.033 to 0.203

Table 4 shows the respondents' perception on Emotional Marketing Strategy has a positive and significant influence on their Motivation ($\beta = 0.819$, $t = 26.437$, $p < 0.001$), and their Motivation has a positive and significant influence on their Purchase Intention ($\beta = 0.364$, $t = 5.096$, $p < 0.001$). Therefore, Motivation is a significant mediator between Emotional Marketing Strategy and Purchase Intention ($\beta = 0.298$, $z = 5.036$, $p < 0.001$). The respondents' perception on Emotional Marketing Strategy has a positive and significant influence on Social Conformity ($\beta = 0.695$, $t = 17.980$, $p < 0.001$), and that Social Conformity has a positive and significant influence on Purchase Intention ($\beta = 0.192$, $t = 3.566$, $p < 0.001$). Therefore, Social Conformity is a significant mediator between Emotional Marketing Strategy and Purchase Intention ($\beta = 0.134$, $z = 3.520$, $p < 0.001$).

The respondents' perception on Emotional Marketing Strategy has a positive and significant influence on Perceived Value ($\beta = 0.867$, $t = 27.272$, $p < 0.001$). However, Perceived Value has a positive but not significant influence on Purchase Intention ($\beta = 0.098$, $t = 1.411$, $p = 0.159$). Therefore, Perceived Value does not significantly mediate the influence of Emotional Marketing Strategy on Purchase Intention ($\beta = 0.085$, $z = 1.418$, $p = 0.156$). With the mediators (Motivation, Social Conformity, and Perceived Value) in play, it seemed that the respondents' perceptions of Emotional Marketing Strategy had a small influence on their Purchase Intention ($\beta = 0.065$, $z = 1.014$, $p = 0.311$) and is not significant anymore. Thus, the relationship between the Emotional Marketing Strategy (EMS) and the Purchase Intention (PI) was fully mediated by the mediators (Motivation, Social Conformity, and Perceived Value), such that the direct effect of EMS on PI became non-significant when the mediators were included in the model, also interpreted in figure 1 above.

These results align with Bagozzi & Dholakia (2006), who emphasized that social influence strengthens purchase intentions in high-commitment contexts, and Keller's Brand Equity Model (2013), which explains how emotional connections enhance brand resonance and intention.

Conclusion

Based on the results of this study, it can be concluded that the dominant buyers are young, single, employed millennials with bachelor's degrees and income under ₱50,000 which is the ideal targets for affordable housing projects. Furthermore, emotional marketing significantly affects first-time home buyers' purchasing decisions. Emotional storytelling, relatable imagery, and family-oriented narratives strengthen buyers' connection to a housing brand, leading to higher purchase intentions. Moreover, motivation and social conformity serve as key mediators between emotional marketing and purchase intention. Emotional marketing tactics are effective not only through direct persuasion but also by tapping into authentic motives such as security and belonging, along with social validation demands like peer influence and social proof. Although perceived value is positively associated with purchase intention, it is not a significant mediator. For buyers in the affordable-housing segment, emotional fulfillment such as a sense of stability and pride balances considerations of property value, indicating that marketers should emphasize emotional benefits rather than price rationality. The findings also validate the TBP and Maslow's Hierarchy of Needs, showing that attitude, subjective norms, perceived control (Ajzen, 1991), and needs for safety and belonging (Maslow, 1943) underpin the influence of emotional marketing on consumer behavior. In sum, the decision to purchase a first home is not purely financial, it is emotional, aspirational, and socially influenced. Developers that successfully connect with these emotional layers gain a stronger competitive advantage in the affordable-housing market.

Recommendations

Real estate developers and marketers should focus on emotional storytelling by featuring real-life homeowner experiences that highlight family, security, and life milestones. They should also use testimonials, neighborhood highlights, and move-in activities to develop trust and connection through social proof and community involvement. Campaigns must motivate and inspire people while also portraying affordability in a favorable light to give purchasers power. Finally, marketers should make the most of digital platforms by creating mobile-friendly, visually appealing, and emotionally compelling material that is shared by influencers and on social media to reach the generational cohorts – millennials and Gen Z.

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