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THE CONNECTION BETWEEN CULTURE-APPROPRIATE MARKETING STRATEGIES AND PUBLIC HOUSING APARTMENT SALES IN ISRAEL

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Abstract
The paper presents findings from a study that examined which marketing strategies align with public housing residents' consumer behavior to inform tailored strategies. The research hypothesis is that culture-appropriate marketing strategies correlate with sales. Namely, consumer-oriented marketing that reflects the needs, wants, preferences, and satisfaction of public housing residents will improve advertising and expand the reach to appropriate audiences.
The quantitative research was based on a questionnaire distributed to 100 public housing tenants. The data were analyzed using independent t-tests and regression analysis to examine the relationship between culture-appropriate sales strategies and sales frequency.
The findings indicate the significance of communication, consultation, and knowledge in attracting customers, delivering content, and educating residents about their rights. The importance of product, price, place, customization to needs, and promotion affects the decision to purchase a house. Hence, communication, consultation, and knowledge are key to raising awareness, generating interest, fostering consideration, and driving conversion.
Keywords: *marketing; public housing; advertising; marketing mix; consumer behavior.*
JEL Classification: M31; R21; R38.

1. INTRODUCTION

Public housing is a focal element of Israel's protective net for the weak in society. However, since its establishment in 1948, Israel has implemented profound changes in its "public housing" policies. As a social democracy with a progressive welfare policy, Israel viewed public housing as an essential policy tool. "Public housing" comprised 60% of the country's total housing stock, for which most of the population was eligible. However, when Israel transformed from a democratic welfare state to a globalized capitalist neoliberal state, the share of the total housing stock dwindled to only 1.9% of the population, and even less for the weakest in society (Hananel, 2020). The inventory of public

housing apartments decreases by an average of 2% annually, while demand continues to increase. Over the last 50 years, the share of public apartments in Israel's overall apartment market decreased from 23% in 1970 to about 2.5% in 2018. The supply declined from 90,000 in 1999 to 48,000 in May 2023 (State Comptroller's Report, 2024). If the situation continues, public housing will soon make up less than 1% of all apartments in Israel (Gildin, 2018; Zamir, Ben Ezra, and Kahalyi, 2019; Shahak, 2021).

The main reason for the decline in public apartment stock is the sale of apartments to tenants. From 1999-2012, the Ministry of Construction and Housing sold approximately 30,000 apartments to eligible tenants as part of promotions conducted under government decisions (State Comptroller's Report, 2024). Between 2014 and 2020, the country sold 10,984 houses to eligible public housing applicants. Yet, it purchased only 2,796 apartments. Hence, Israel bought one apartment for every four apartments sold (State Comptroller's Report, 2024).

The Public Housing Act (Purchase Rights), enacted in 1998 (came into effect in 2013), states that public housing residents who have lived in their apartments for 5 years are entitled to purchase them at a reduced price. The law aimed to reduce poverty among disadvantaged populations by transferring capital to eligible families for them to pass on to their children and by supporting private ownership of apartments. The country determines the discount rate based on the length of residence in public housing and the number of children. The discount can reach up to 90% of the apartment's free-market price, with a maximum cost of approximately 1.1 million NIS (State Comptroller's Report, 2024). Currently, there are about 48,000 apartments, and 42,000 tenants are legally entitled to buy them at a significant discount (State Comptroller's Report, 2024). Nonetheless, some tenants do not exercise their purchase rights. Understanding public housing tenants' perspectives is vital to effectively promoting, marketing, and managing public housing. Hence, this study examines marketing strategies that align with public housing residents' consumer behavior to develop tailored strategies.

Marketing is communication between a business and its customers to sell products or services. It is the management process by which goods and services move from concept to commodity in customers' hands. Marketing has less to do with getting customers to pay for a product than creating a demand for that product and fulfilling the customer's needs. The American Marketing Association (AMA) Board of Directors (2017) defines marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that hold value among customers, clients, partners, and society. Kotler and Keller (2012) describe marketing as the science and art of exploring, creating, and delivering value to satisfy the target market's needs profitably. Marketing recognizes unfulfilled needs and desires. It outlines,

measures, and quantifies the size of the identified market and the profit potential. It determines which segments the company can best serve and then designs and promotes the appropriate products and services.

Marketing focuses on creating customers. It is not purely a physical process but rather a managerial philosophy that emphasizes customers' wants and desires. Marketing centers on the customers' point of view since business success depends on the customer and is not determined by the producer (Drucker, 2008). It is the tool for promoting brands' credibility and generating confidence, familiarity, and trust. It allows organizations and marketers to present themselves to the public, share information with potential customers, advertise activities and products, and foster knowledge, familiarity, and confidence (Mansoury, 2016).

The ultimate goal of advertising is to reach broad audiences and stimulate purchasing power (Akar and Dalgic, 2018). Marketing permits labels to design effective strategies that resonate with consumer behavior and needs. It discovers suitable audiences, settings, messages, and approaches (Barmola and Srivastava, 2010). Companies balance needs, desires, customer behavior, and products by using preliminary information to establish a targeted marketing campaign. Through marketing, vendors create an overlap between the desired and the available and between service and product (Mansoury, 2016). Efficient advertisement allows effective tracking and analysis of consumer behavior. It enables monitoring the environment, examining potential buyers, conducting information searches, evaluating alternatives, and assessing purchase intentions (Enya, Pillay, and Dempsey, 2018). Marketing helps organizations understand consumers and adapt strategies to promote products, services, and sales (Barmola and Srivastava, 2010).

Marketing strategies include digital, experiential, and community-based approaches that promote products and services to potential customers, create unforgettable experiences through interactive events, and build relationships through local events, sponsorships, and community initiatives (Friedman, 2021; Miyazoe, 2022; Urdea, Constantin, and Purcaru, 2021). Audience segmentation and targeting are primary components of marketing frameworks. Precise targeting ensures marketing reaches the right people with the right message. Hence, marketing campaigns segment the audience based on demographics, behaviors, interests, and other factors. Content is the core of marketing. A solid content strategy defines the required content, targets the audience, and outlines the distribution timeline. The marketing plan specifies the tools (e.g., blog posts, videos, social media content, email campaigns) and emphasizes content personalization and storytelling (SMACK, 2024).

Media, online platforms, and social networks expose consumers to an abundance of products, reviews, and recommendations, potentially increasing their awareness and purchase intention. Through marketing campaigns and advertising,

brands successfully build familiarity, trustworthiness, reliability, responsiveness, and empathy. They stimulate interest and elicit reactions, gaining popularity and receiving greater recognition and attention (Naeem, 2019).

Consumer-oriented marketing reflects customer needs, wants, preferences, and satisfaction. It includes planning, product, price, promotion, place, people, and after-sales service. The essential marketing elements called the marketing mix are (1) product, which involves planning, developing, and producing products and services to be offered to the customers by the firm. The product encompasses the range, design, durability, branding, packaging, color, and other features. In this paper context, a well-maintained house. (2) Price- a product is worth what a customer is willing to pay. Thus, the retail price must cover the product's production and distribution costs, as well as a reasonable profit margin. Regarding public housing, the price should include discounts and payment options. (3) Promotion informs customers about the firm's product and persuades them to purchase it through personal selling, advertising, publicity, and sales promotion. Marketing public housing should encompass a diverse set of strategies, including communicating with formal representatives, understanding rights, and consulting with a formal public housing representative. (4) Place or physical distribution makes the product/service available to the customers at the right and convenient place, time, and quantity. Concerning public housing, marketing should emphasize location, job opportunities, customization to needs, accessibility, and apartment size. (5) People denote the business organization's employees who deal with the customers (Dominici, 2009). Hence, public housing representatives should adopt a culturally sensitive communication approach that considers language, religion, gender, mentality, and culture.

Marketing is dynamic, adaptable, and ever evolving. It must adapt to emerging technologies, changing consumer behavior, and evolving industry trends. Diverse marketing strategies target varied communities and different behaviors while considering market equilibrium (Friedman, 2021; Miyazoe, 2022; Urdea, Constantin, and Purcaru, 2021). Hence, culture-appropriate sales strategies can improve advertising, expand the reach to appropriate audiences, and target consumer behavior to determine which advertisements and messages resonate most. The Israeli advertising market is highly digitized and tech driven. It simultaneously uses digital, experiential, and community-based marketing strategies.

Nevertheless, the ***public housing industry*** in Israel lacks a profound marketing strategy. Marketing affects consumer behavior, influences the balance between supply and demand, and improves sales percentage. Diverse and personalized marketing strategies are vital for understanding consumer behavior, improving public housing in Israel, and balancing supply and demand. Therefore, the study explores marketing strategies that align with consumer

behavior to balance supply and demand. It seeks to identify culture-appropriate marketing strategies tailored to consumer behavior, enhance understanding of public housing marketing, and present a solution that satisfies both the public and policymakers. The research hypothesis is that culture-appropriate sales strategies correlate with sales. Namely, personalized marketing strategies will increase sales. Consumer-oriented marketing that reflects the needs, wants, preferences, and satisfaction of public housing residents will improve advertising and expand the reach to appropriate audiences.

Marketing public housing and fostering a positive identity among residents, the broader community, and potential investors are vital to physical, social, and economic development. Location, price, product, perception, promotion, branding, and value constitute the most crucial elements influencing home purchases; thus, marketing is essential to the development of affordable housing (Beck and Higgins, 2001). The term "affordable housing" implies an "image" problem. It is charged with stigma, misinformation, fear, imagery, and mistrust, namely, Not in My Back Yard Syndrome. Therefore, the public housing marketing focal point is to tailor a message that addresses the target audience's interests and concerns. The objectives are to gain support and approval for an affordable housing development and to raise awareness of the need for public housing and its benefits to the community. The strategy must focus on positive communication, provide facts, define the benefits, and not ignore fears. Marketing should ensure that the homes are safe, well-built, well-maintained, and fit with the community's character (Clark et al., 2013).

Affordable housing marketing should highlight the benefits of public housing to the community, which far outweigh the shortcomings. The marketing strategy must emphasize the capability to generate broad economic activities, strengthen municipalities' financial status, stabilize neighborhoods, create jobs, and improve residents' physical well-being (Clark et al., 2013). The Affirmative Fair Housing Marketing Plan (AFHMP) demonstrates a strong effort to identify and attract underserved populations in the housing market. It strives to promote fair housing and empower and give special assistance to historically disadvantaged groups. Affirmative marketing understands housing market demographics, identifies underserved populations, and employs marketing efforts beyond traditional advertising to expand housing opportunities. It reaches the target populations through community contacts, specialized publications, and alternative advertising formats (The Iowa Finance Authority, 2023). Public housing marketing must gather demographic, housing, and other data, add descriptive information, and present them attractively. Public housing advertising must also develop a strategic marketing and action plan. The plan should incorporate external and internal assessments, strategies, assignments, and decisive goals and objectives. The final stage is planning how to implement the plan, for instance, identifying target audiences and developing and using

effective marketing materials (e.g., press releases, brochures, community profiles) (Beck and Higgins, 2001). A successful public housing marketing strategy encompasses publication in numerous media outlets, for example, an internet media presence to keep people informed and up-to-date, paid advertising in newspapers, TV, and radio for promotion and press releases, communication through social media, and outreach with direct mail, flyers, bumper stickers, and events for good on-the-ground contact (Clark et al., 2013).

Choosing a strategy for a particular product or market segment depends on how its customers define value. Strategies based on customer value standards and perceptions will channel resources more effectively and better meet customer expectations. Hence, public housing marketing strategies should understand what quality and value mean to consumers, thereby improving brand positioning through more precise market analysis, segmentation, product planning, promotion, and pricing strategies. Marketing strategies can add value to products and services by reducing monetary and nonmonetary costs, lessening perceptions of sacrifice, including salient intrinsic attributes, evoking insights into pertinent high-level abstractions, and using extrinsic cues to signal value (Zeithaml, 1988).

The paper assumes that a suitable marketing strategy ensures successful outreach to specific customers with distinct interests and characteristics. The study's premise is that public housing marketing strategy should integrate a clear definition of the target market and develop and apply the proper marketing mix: product (value-for-money), price (payment options, customization to meet the customer's unique needs), place (location, job opportunities, lifestyle), promotion (diverse marketing strategies, knowledge of rights), and sales service (communication with formal representatives, consultation with a formal public housing representative, a culturally sensitive communication approach).

2. METHODS

The study posits that a culture-appropriate marketing strategy aligns with sales and enables effective outreach to consumers with distinct interests and characteristics. It assumes that public housing marketing should have a clear definition of the target market and develop a strategy that incorporates the marketing mix.

A closed-ended questionnaire was developed to inform urban marketing strategies that balance supply and demand for public housing in Israel, accounting for consumer behavior. The validated quantitative questionnaire was distributed via Facebook and WhatsApp to 100 residents of public housing across the State of Israel (north, center, and south). All recipients responded (12 males, 87 females; 1 respondent did not specify gender). Statistics were used to analyze the questionnaire data. The study used independent t-tests and regression analysis.

3. FINDINGS

The research assumption was that culture-appropriate sales strategies correlate with sales. Hence, the study defined the dependent variable as tailored sales strategies (i.e., knowledge of rights when contacted by a representative, communication with formal representatives, consultation with a formal public housing representative, native Israeli, native speaker), and the independent variable as the number of apartments sold (e.g., reasons to purchase or not).

As noted, the questionnaire was sent to 100 residents of public housing in Israel, and all recipients responded (12 males, 87 females, one respondent did not specify their gender). Table 1 presents the demographic data.

Table 1. Respondents' demographic data

Characteristic	Data
Age	19 (age 20-39)
	58 (age 40-54)
	23 (age 55 and above)
Country of origin	90 (Israel)
	10 (Other)
Native language (mother tongue)	91 (Hebrew)
	9 (Other)
Level of education	17 (Elementary)
	67 (Secondary)
	15 (Degree)
Number of rooms	54 (1-2 bedroom)
	46 (3 or more)
The number of people residing in the apartment	14 (1)
	34 (2-3)
	30 (4-5)
	22 (Six or more)
Marital status	21 (Single)
	23 (Married)
	6 (Widowed)
	46 (Divorced)
Primary income	63 (Pensions)
	33 (Salary)
Average income	20 (4,000 NIS)
	31 (4,000-6,000 NIS)
	27 (6,000-8,000 NIS)
	21 (8,000 NIS and above)

Characteristic	Data
Tenure in public housing	18 (0-5 years)
	27 (6-10 years)
	20 (11-20 years)
	33 (21 years or more)
Medical disabilities	70 (Yes)
	30 (No)

Source: author's own research

Independent t-tests were conducted to compare negative and positive responses on four culturally appropriate sales strategy variables. Two sales-strategy variables are positive indicators of propensity to purchase: the number of reasons to buy and the strength of those reasons. Two negative variables indicate resistance or reluctance to purchase: the number of reasons not to purchase and the strength of these reasons. According to the hypothesis, a significant difference is expected between positive and negative responses, with negative responses higher on the negative variables and positive responses higher on the positive variables. Table 2a-d exhibits the statistical analysis in question.

The Independent Samples t-test is one of the most prevalent statistical tests. Its objective is to determine whether there is a statistically significant difference between the means of two independent groups. If the t-test yields $p < 0.05$ and the purchasing group's mean is higher, ***this indicates a higher level of trust; conversely, if the mean is lower, it indicates a lower level of trust.***

Table 2a. Reasons to purchase the apartment

The number of reasons to purchase the apartment	No (32)		Yes (14)		t-test	
	Mean	SD	Mean	SD	t	Sig.
Knowledge of rights when contacted by a representative	1.41	0.61	1.74	0.63	1.99	0.020
Communication with formal representatives	1.33	0.54	1.75	0.69	1.92	0.024
Consultation with a formal public housing representative	1.30	0.76	1.95	0.51	1.97	0.030
Native Israeli	1.44	0.53	1.32	0.56	0.63	0.265
Native language (mother tongue)	1.33	0.56	1.38	0.52	0.22	0.825

Source: author's own research

Table 2b. Reasons not to purchase the apartment

The number of reasons not to purchase the apartment	No (32)		Yes (14)		t-test	
	Mean	SD	Mean	SD	t	Sig.
Knowledge of rights when contacted by a representative	2.66	1.90	2.01	1.21	1.89	0.049
Communication with formal representatives	2.54	1.86	2.17	1.49	2.11	0.016
Consultation with a formal public housing representative	2.85	1.57	2.18	1.83	1.94	0.031
Native Israeli	1.05	1.89	2.38	1.88	0.77	0.223
Native language (mother tongue)	2.38	1.87	1.75	1.04	0.94	0.348

Source: author's own research

Table 2c. The strength of reasons to purchase the apartment

The reasons' strength	No (32)		Yes (14)		t-test	
	Mean	SD	Mean	SD	t	Sig.
Knowledge of rights when contacted by a representative	1.31	0.64	1.23	0.72	0.40	0.347
Communication with formal representatives	1.32	0.69	1.31	0.56	0.05	0.482
Consultation with a formal public housing representative	1.52	0.44	1.21	0.86	1.47	0.075
Native Israeli	1.53	0.35	1.30	0.70	0.166	0.97
Native language (mother tongue)	1.31	0.70	1.48	0.38	0.66	0.512

Source: author's own research

Table 2d. The strength of reasons not to purchase the apartment

The reasons' strength	No (32)		Yes (14)		t-test	
	Mean	SD	Mean	SD	t	Sig.
Knowledge of rights when contacted by a representative	0.36	1.15	0.12	1.30	1.36	0.072
Communication with formal representatives	0.45	1.01	0.38	1.34	0.22	0.414
Consultation with a formal public housing representative	0.26	1.15	0.14	1.19	0.34	0.369
Native Israeli	0.54	1.44	0.43	1.00	0.30	0.383
Native language (mother tongue)	0.38	1.04	1.04	0.97	1.73	0.087

Source: author's own research

The findings indicate that the **hypothesis was partially confirmed**. Across the two variables on reasons for purchasing or not, the differences are in the direction expected by the hypothesis (i.e., knowledge of rights when contacted by a representative, communication with formal representatives, and consultation with a formal public housing representative). Across these three variables, a significant positive difference was found in the number of reasons for purchasing, and a negative difference in the number of reasons for not purchasing. For example, in Table 2a, the variable "knowledge of rights when contacted by a representative" shows an average of 1.74 among respondents who answered "yes," while the average for respondents who answered "no" is 1.41, indicating a significant difference ($t = 1.99$; Sig. $< .020$). In contrast, the differences for the other variables are not significant; however, in most cases, even when not significant, they are in the direction expected by the hypothesis.

To conclude the data analysis, a regression analysis was conducted to examine the overall predictive capacity of the independent variables for the two dependent variables: apartment purchase (active engagement in the purchase process) and consultation regarding the purchase. Given that the dependent variables in this analysis are categorical-dichotomous (Yes/No), a **binary logistic regression** was performed, as it is appropriate for such variables. All predictor variables in the regression model are dichotomous (some were originally dichotomous, while others were recoded for the regression). The results of the two regression analyses are presented below (Tables 3a-b):

Table 3a. Dependent variable: apartment purchase process

	B	S.E.	Wald	Sig.	Exp(B)
Do you know and understand your rights in connection with the purchase of an apartment from public housing?	11.3	26587.3	.000	1.000	82947.3
Personal Approach	10.7	17026.7	.000	.999	44740.7
Have representatives of the public housing contacted you regarding the possibility of purchasing the apartment?	-19.4	18783.0	.000	.999	.000
Born in Israel	4.3	184079.6	.000	1.000	74.9
Native Language	4.4	183920.4	.000	1.000	84.4
Did you have anyone else with whom you could consult about buying your apartment?	30.1	17033.7	.000	.999	96.4
Did you consult a representative of public housing?	10.4	17029.9	.000	1.000	35562.4

Source: author's own research

Table 3b. Dependent variable: consultation regarding apartment purchase

	B	S.E.	Wald	Sig.	Exp(B)
Do you know and understand your rights in connection with the purchase of an apartment from public housing?	18.9	27134.2	.000	.999	169791444.9
Personal Approach	18.6	27134.2	.000	.999	127343583.7
Have representatives of the public housing contacted you regarding the possibility of purchasing the apartment?	19.8	16895.5	.000	.999	428198325.0
Born in Israel	-29.9	1800105.2	.000	1.000	.000
Native Language	-8.6	1800105.2	.000	1.000	.000
Did you have anyone else with whom you could consult about buying your apartment?	1.3	20572.4	.000	1.000	3.6
Did you consult a representative of public housing?	-20.4	12806.9	.000	.999	.000

Source: author's own research

The results of the two regression analyses indicate that the overall model does not significantly predict the dependent variables. Consequently, it appears that while specific individual predictors consistent with the hypotheses indicate factors that promote purchase, the model as a whole, lacks significant predictive power.

4. DISCUSSION

A significant question in public housing marketing is whether and how the frequency of apartment purchases (i.e., the proportion of eligible people who ultimately purchase their apartments) can be increased by adapting sales strategies and marketing to customers' cultural contexts. The research hypothesized that a relationship exists between culture-appropriate sales strategies and sales frequency, since the exercise of purchase rights (the demand for apartment purchases) is influenced not only by personal background factors but also by how the opportunity is presented and by the marketing message conveyed by institutional factors. The results revealed that knowledge of rights when contacted by a representative, communication with formal representatives, and consultation with a formal public housing representative all impact residents' decisions to purchase the apartment. Nevertheless, being born in Israel or having a native language other than Hebrew does not significantly affect the relationship between culture-appropriate sales strategies and sales frequency.

A possible explanation for these findings is that communication, consultation, and knowledge help attract customers, deliver relevant content, and

educate residents about their rights. Introducing potential customers through comprehensive content attracts their interest by providing value, answering questions, and showcasing expertise, helping tenants make informed decisions. Location, price, product, perception, promotion, branding, and value are vital factors affecting home purchases (Beck and Higgins, 2001). Potential buyers want to ensure that the house is well-built and well-maintained, and the neighborhood is safe and accommodating (Clark et al., 2013). Thus, the weight of product (a well-maintained house), price (discounts and payment options), place (location, job opportunities), customization to needs (accessibility, apartment size), and promotion (diverse marketing strategies, communication, consultation) influence the decision whether to purchase a house.

The marketing literature supports these findings by emphasizing the importance of accurately segmenting the target audience and tailoring sales strategies to the various subpopulations. Audience segmentation and precise population targeting, based on demographics, behaviors, and interests, ensure that marketing reaches the right people with the right message. A solid content strategy defines the required content, identifies the target audience, emphasizes personalization and storytelling, and sets the distribution timeline. An effective campaign entails situating clear intentions, defining key performance indicators (KPIs), and mapping the customer journey (SMACK, 2024).

In the 21st century, marketing requires an enhanced user experience, fostering customer relationships, and delivering personalized experiences (SMACK, 2024). The study results confirm this view by presenting the importance of communication, consultation, and knowledge in deciding whether to purchase a house. Communication, consultation, and knowledge are ways to deliver relevant content to potential customers based on their behavior. They help attract customers, educate them about their rights, and convert them into sales (SMACK, 2024; INTUIT, 2024). Through these three aspects, i.e., communication, consultation, and knowledge, residents gain awareness, engage with the housing company, and come to a resolution (INTUIT, 2024). Thus, the appropriate public housing marketing strategy should focus on raising awareness, generating interest, fostering consideration, and driving conversion.

The researcher's additional paper (2026, Unpublished manuscript) discovered that public housing residents lack understanding of their rights, have limited access to real estate consultants/professionals, face obstacles to obtaining purchase loans, and live in apartments with flaws. These aspects impair the pillars of marketing: product (value for money), price (payment options), and place (location) (Dominici, 2009). Hence, marketing can target consumer behavior, support sound policy, strengthen public trust, and enhance public housing in Israel. Effective marketing can provide data to eligible residents and foster knowledge, acquaintance, and confidence (Mansoury, 2016).

Suitable public housing marketing strategies should capture the target audience's attention to the extent that it aligns with the consumer's information intake. It must clearly convey the necessary information and effectively highlight the prospective benefits to the buyer, while emphasizing the qualities and values of owning a house (e.g., shelter, safety, self-worth) (Foxall, 1990; Howard and Sheth, 1969; Loudon and Della Bitta, 1993; Maslow, 1943, 1954). The marketing strategy should also consider the consumer's decision-making process by highlighting the advantages of purchasing the home and facilitating the processing of information about product value (Engel, Kollat, and Blackwell, 1968). Consumer behavior is flexible and fluid, influenced by numerous factors. Therefore, public housing marketing should be tailored to address the concerns of public housing residents and identify the factors that affect their decision-making.

Public housing marketing should understand residents' attitudes to predict their buying behavior. The strategy ought to understand how tenants form and express their attitudes toward affordable housing. It must consider the complex interplay between beliefs, evaluations, and behaviors when making a purchasing decision (Fishbein, 1967). Hence, public housing marketing should aim to understand the factors influencing tenants' attitudes and to customize marketing strategies that resonate with the target audience. An adaptable strategy will enable policymakers and housing companies to navigate consumer behavior, preferences, and purchase intentions (Emmanuel, 2024).

At the tactical level, consumers, namely tenants, should become aware of the product (the house's purchasing rights) through various forms of communication (e.g., letters, flyers, phone calls, social media, community meetings). The purchase depends on personal circumstances and comprehension of the process. Thus, residents should demand clear, detailed information about the product and the purchase terms, assess it against their resources, needs, and preferences, and then decide whether to purchase. By promoting transparency and information sharing, public housing marketing can enhance the credibility of affordable housing and build confidence, familiarity, and trust among residents. The strategy should enable representatives of the Ministry of Construction and Housing, as well as housing companies, to present themselves to tenants through information meetings, provide data to eligible residents, and foster knowledge, familiarity, and confidence among tenants (Mansoury, 2016).

In summary, the Ministry of Construction and Housing, along with housing companies, should implement consumer-oriented marketing that reflects the needs, wants, preferences, and satisfaction of public housing residents. It must emphasize product, price, place, people, and after-sales service (Dominici, 2009). Public housing marketing should segment the target audience into smaller groups (by age, mother tongue, marital status, and education) to interest tenants

in the product and craft a personalized message for each group rather than a one-size-fits-all approach (Kotler and Levy, 1969; Kotler, 1994).

5. CONCLUSIONS

The paper addresses the relationship between culture-appropriate sales strategies and sales frequency. The focal point of marketing is tailoring a message that addresses the target audience's interests, concerns, benefits, and problems, namely, reaching diverse demographics and targeting specific populations. Therefore, the study indicates the significance of communication, consultation, and knowledge in attracting customers, delivering content, and educating residents about their rights. The importance of product, price, place, customization to needs, and promotion affects the decision to purchase a house. Hence, communication, consultation, and knowledge are key to raising awareness, generating interest, fostering consideration, and driving conversion. Extensive information draws potential customers' interest by providing value, answering questions, and showcasing expertise, thereby helping them make informed decisions.

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