Commercially Visible, Statistically Invisible: Digital Real Estate Marketing as Migration Infrastructure in the Myanmar–Thailand Corridor

Htin Aung Ling[1]*, John Walsh[2]

[1]PhD Candidate, British International College, Krirk University, Bangkok, Thailand

[2]Dean and PhD Program Director, British International College, Krirk University, Bangkok, Thailand

***Corresponding Author**

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ABSTRACT

Following the 2021 military coup and subsequent economic collapse in Myanmar, conflict-driven migration has catalysed a distinct transnational real estate phenomenon. This study examines how property developers and agents in Thailand's key destination cities — Bangkok, Chiang Mai, and Pattaya — have adapted digital marketing to target Myanmar nationals seeking to preserve wealth and relocate across borders. Drawing on a qualitative content analysis of 140 publicly available digital marketing artifacts collected from Facebook, TikTok, and YouTube between February and May 2026, the study reads these materials through the combined lens of migration-infrastructure theory, Push–Pull migration theory, Maslow's hierarchy of needs, the Elaboration Likelihood Model, and the 7Ps marketing mix. Rather than investigating buyer behaviour directly, the analysis infers from marketers' constructions how an audience of crisis-driven investors is segmented and addressed. The findings show that digital real estate marketing functions as a form of migration infrastructure: advertisements bundle long-stay visa facilitation, freehold and foreign-quota ownership, localized pricing, one-stop documentation, and family-relocation narratives into a single relocation product, blurring the boundary between condominium purchase and residency eligibility even where Thai law grants no such direct pathway. Marketers integrate rational, information-driven appeals with emotional and status-based reassurance, and do so through a strategic silence in which none of the artifacts names the coup, the conflict, or the economic collapse even as every message is engineered around their consequences. The study's central contribution is to identify a recognition asymmetry within migration infrastructure: its commercial dimension identifies and segments an affluent, professional migration stream that regulatory and humanitarian frameworks do not capture — a population rendered commercially visible yet statistically invisible, and addressed as such while the underlying crisis is never named.

Keywords: Migration infrastructure, Real estate marketing, Qualitative content analysis, Transnational property investment, and Crisis-driven consumer behaviour

INTRODUCTION

Following the 2021 military coup and subsequent economic collapse in Myanmar, a distinct transnational real estate phenomenon has emerged. This study examines how the property market in Thailand's key destination cities—specifically Bangkok, Chiang Mai, and Pattaya—has rapidly adapted to target a new wave of Myanmar investors. Rather than merely positioning these cities as traditional investment or lifestyle hubs, property developers and agents are increasingly marketing real estate as a secure mechanism for wealth preservation and cross-border relocation. This positioning, however, is highly segmented and crafted to appeal to the varying vulnerabilities and aspirations of different social groups seeking refuge and stability.

Instead of directly investigating buyer motivations, this research focuses on the strategic messaging embedded in social media real estate advertisements to infer the perceived needs, concerns, and priorities of Myanmar buyers navigating domestic instability. To achieve this, the study adopts a qualitative content analysis approach to examine publicly available digital marketing artifacts posted across major platforms in February, March, April, and early May of 2026. Sourced primarily from Facebook, TikTok, and YouTube, the dataset captures a brief landscape from the point of view of the digital marketers. Materials include promotional graphics, property showcase posts, agent-led informational videos, and investment-focused campaigns. Within this dataset, the paper investigates how marketing messages frame destination city properties not merely as commodities, but as vital migration infrastructure, utilizing a complex combination of safety narratives, investment logic, and aspirational lifestyle cues.

Four theoretical frameworks guide the analysis: Push–Pull Migration Theory, Maslow's Hierarchy of Needs, the Elaboration Likelihood Model (ELM), and the 7Ps marketing mix. These frameworks enable the study to systematically categorize whether advertisements emphasize physical security and asset stability (driven by conflict push factors), financial opportunity, or prestige-oriented consumption. Furthermore, they distinguish between persuasion strategies based on rational, information-driven appeals (the central route) and those relying on emotional or symbolic reassurances (the peripheral route). By integrating these frameworks, the study provides a structured lens for interpreting how digital marketing content is engineered to appeal to a specific, crisis-driven transnational investor group.

The findings show how real estate marketers adapt communication styles, language, and visual presentation to address Myanmar audiences. Reading these artifacts as reflections of marketer-attributed buyer motivations, the study contributes to the intersection of conflict-induced migration and transnational real estate, illustrating how digital communication facilitates an emerging Myanmar diaspora cluster and how physical property is repositioned as a financial and legal refuge during regional crisis.

Because this middle-class and affluent stream of Myanmar migrants in Thailand is not captured by existing migration statistics — which are designed for migrant labour and humanitarian protection — this study takes commercial marketing content as one of the few accessible empirical windows into how this commercially recognised but statistically invisible population is being constructed and addressed.

Throughout this study, the term *Myanmar buyer* refers to the demographic constructed by marketing artifacts, not to verified individuals or households. The findings therefore describe how marketers' segment and address an imagined audience of crisis-driven investors; whether this audience corresponds empirically to actual transactional flows is a question for follow-up research using transactional data or buyer interviews.

Research Questions

The primary research question guiding this study is: How do real estate agents in Thailand adapt digital marketing strategies to target crisis-driven Myanmar investors seeking wealth preservation and relocation? In supporting this primary inquiry, the study is structured around the following sub-questions:

- How are narratives of physical security, financial stability, and family relocation embedded within digital property advertisements targeting Myanmar nationals?
- To what extent do these marketing messages position Thai real estate as "migration infrastructure" rather than traditional investment or lifestyle assets?
- How do marketers utilize central and peripheral persuasion strategies to address the specific vulnerabilities and aspirations of this newly emerging transnational cluster?

By linking these socioeconomic dynamics with digital communication practices, the study provides critical insight into how real estate markets and marketing infrastructures evolve to capture and facilitate the emergence of this new transnational investor cluster.

The remainder of this paper is organized as follows: Following this introduction, the study's justification highlights the current gap in the literature and details the methodological rationale for the selected data sources. The subsequent literature review examines the contextual and theoretical background, including the Myanmar crisis, Thailand's transnational real estate market, and the foundational frameworks guiding the research. Next, the qualitative content analysis methodology is outlined, covering data collection and coding procedures. The paper then presents the core findings and thematic analysis of the digital marketing artifacts. Finally, these findings are discussed in relation to the theoretical frameworks, culminating in a conclusion that synthesizes the broader implications for understanding real estate as migration infrastructure.

Justification of the Study

Recent market data indicates an emerging phenomenon in which Myanmar investors have become one of major foreign buyer groups in Thailand's condominium market.

During the first two quarters of 2024, Myanmar citizens acquired 638 Thai condominium units representing a total investment of 3.24 billion Baht; by the conclusion of the third quarter, this cumulative transaction volume had surged to 1,050 units valued at 5.46 billion Baht, thereby establishing Myanmar nationals as the second most prominent demographic of foreign real estate purchasers in the country, trailing only behind investors from China (Kongcheep, 2025).

Despite this rapid growth, academic literature has overlooked this segment. Current scholarly investigations within the Thai real estate context predominantly centre on evaluating the variables that dictate property valuation alongside the overarching dynamics of foreign capital influx and speculative investment behaviours; within this scope, particular academic scrutiny is directed toward the substantial market presence and purchasing motives of Chinese nationals (Bangbon et al., 2021; Pongprasert, 2022). This signals a limited analysis of how digital marketing strategies are adapted to target newly emerging investor groups such as Myanmar nationals.

This study bridges a critical gap by examining how real estate marketers tailor their digital communication to appeal to Myanmar buyers displaced by domestic instability. It offers substantive contributions to two intersecting fields: transnational real estate as a tool for wealth preservation, and crisis-driven digital marketing adaptation. By linking cross-border property investments with strategic digital messaging, the research illuminates how marketing infrastructures pivot in real-time to serve, and actively facilitate, the emergence of a new transnational diaspora.

The affluent, professional segment examined here is not captured by official migration statistics, which are organised around migrant labour and humanitarian protection, nor does it appear, in its own voice, in journalistic accounts, where it is represented through property agents and market analysts rather than direct buyer testimony. This dual absence makes publicly available marketing content one of the few accessible empirical windows onto how this population is constructed and addressed, and justifies a non-reactive, marketing-side research design.

LITERATURE REVIEW

This literature review proceeds in four steps, each addressing one component of the conceptual architecture required to interpret the marketing data. Section (2.1) states the push factors — political, economic, and demographic — driving cross-border movement out of Myanmar since the 2021 coup, establishing the conditions of the buyers whom Thai marketers are attempting to address. Section (2.2) examines the receiving context, namely the structure of Thailand's condominium market and its emerging orientation toward Myanmar nationals as a distinct foreign-buyer segment. Section (2.3) introduces the four theoretical frameworks that guide the content analysis — Push–Pull migration theory, Maslow's hierarchy of needs, the Elaboration Likelihood Model, and the 7Ps marketing mix — and locates them within the broader concept of migration infrastructure. Section (2.4) surveys the methodological literature on digital media in real estate marketing, justifying the choice of qualitative content analysis as the analytical strategy. Together these four strands provide the contextual, theoretical, and methodological grounding for the empirical analysis that follows.

The Myanmar Crisis and Domestic Real Estate Shifts

Since the military coup of 1 February 2021, Myanmar has experienced sustained nationwide armed conflict that has reshaped its demographic and economic landscape. The military's systematic use of indiscriminate aerial and artillery attacks has caused substantial civilian casualties and destroyed critical civilian infrastructure, including homes, schools, and healthcare facilities (Independent Investigative Mechanism for Myanmar [IIMM], 2025). The activation of mandatory conscription in 2024 deepened this insecurity, accelerating the flight of younger and skilled populations and contributing to a wider exodus of the country's productive workforce (Bissinger, 2025; United Nations Development Programme [UNDP], 2024).

This insecurity has produced large-scale internal displacement. Ongoing conflict had displaced an estimated 3.5 million people internally by mid-2025, a total compounded by the March 2025 Sagaing earthquake (International Organization for Migration [IOM], 2025; World Bank, 2025a), and it forms part of a still-rising trajectory of forced displacement (United Nations High Commissioner for Refugees [UNHCR], 2026). Seeking physical security, many displaced households have moved toward relatively stable urban centres — most prominently Yangon — as people flee conflict elsewhere in the country (Radio Free Asia, 2024). This concentration of demand has strained the city's limited housing inventory and driven steep increases in both purchase prices and rents, with apartment prices in sought-after townships such as Kamayut and Sanchaung reported to have risen from roughly 60 to 100 million Myanmar kyat — an increase of nearly two-thirds — over a single year (Radio Free Asia, 2024).

Crucially, this domestic property boom is a symptom of distress rather than of economic strength. With public confidence in the formal banking sector eroded by withdrawal limits, below-inflation interest rates, and tight foreign-exchange controls, and with the Myanmar kyat having undergone severe devaluation, households and local investors have channelled capital into property as a defensive store of value rather than out of optimism about economic fundamentals (Bissinger, 2025; World Bank, 2025a; World Bank, 2025b). Rising prices in Yangon thus reflect the flight of capital into hard assets under acute financial insecurity — the same insecurity that, for those with sufficient means, motivates a search for more durable stores of wealth beyond Myanmar's borders.

Relocation to Yangon, however, offers only partial refuge, because the crisis is also one of governance and public administration. The departure of foreign enterprises and a collapse in foreign direct investment — authorized inflows fell from more than US dollar 5 billion in 2019–2020 to US dollar 662 million in 2023–2024 (Asian Development Bank, 2025; Bissinger, 2025) — have disrupted the formal labour market and forced educated professionals out of salaried employment and into informal or lower-paid work (Bissinger, 2025; International Labour Organization, 2022; World Bank, 2025a). Chronic electricity shortages and degraded public services compound a broader failure of the administrative and infrastructural systems on which functioning urban life, schooling, and economic predictability depend (World Bank, 2025b). For households whose concerns extend beyond immediate physical safety to their children's education and long-term security, internal relocation cannot resolve these structural deficits.

A second and demographically distinct migration pattern follows from this. Where the internally displaced move toward Yangon in search of immediate physical safety, a more affluent and professional stream — possessing the capital and mobility to do so — increasingly looks beyond Myanmar altogether, motivated less by survival than by the preservation of wealth, access to functioning education and public services, and a predictable administrative environment (Bissinger, 2025; United Nations Development Programme [UNDP], 2024). This outward movement does not necessarily entail permanent emigration; it is better understood as the pursuit of a stable secondary base from which family security and assets can be safeguarded against domestic volatility.

Thailand is one of the principal destinations for this stream. Yet it is precisely this affluent and professional cohort that existing migration data are poorly equipped to capture. International data-collection frameworks and legal classifications are designed around labour migration and humanitarian protection, and they routinely fail to register mobility that blurs the boundary between the economic migrant and the political refugee (Adamson, 2006; Hugo, 2008). The professionals, business owners, and affluent families who enter Thailand on tourist, education, or long-stay visas — and who may subsequently invest in property — therefore remain statistically under-measured even as they become commercially visible to the marketers examined in this study.

The crisis has also reshaped real estate demand beyond Myanmar's borders. Industry reporting indicates that political unrest has become the principal stimulus of Myanmar demand for Thai condominiums, with the acting director-general of Thailand's Real Estate Information Centre by the time of report identifying instability in Myanmar as the key factor driving this demand (Radio Free Asia, 2024). This demand is sensitive to political events: a Bangkok-based property agent reported that sales fell sharply following news of action by the Myanmar authorities against cross-border property transactions (Radio Free Asia, 2024). The movement is also transnational rather than simply bilateral, with Myanmar nationals reported to be purchasing Thai property from Singapore and Dubai as well as from within Thailand (Radio Free Asia, 2024), indicating a dispersed diaspora acting across multiple jurisdictions.

The drivers behind this outward movement of capital are heterogeneous and contested. While much reporting frames it as wealth preservation by those seeking security, the Myanmar authorities have characterised at least some of these transactions as unauthorised capital movement conducted through informal channels and have acted against parties involved (Radio Free Asia, 2024; Nikkei Asia, 2024). The present study does not investigate or adjudicate the composition of these push factors, nor the sources or legality of buyers' funds; consistent with its non-reactive, marketing-side design, it brackets the question of why, and with what resources, buyers act, and examines only how the marketing constructs and addresses its intended audience. The structure of that receiving market, and the segment marketers have identified within it, is the subject of the next section.

Thailand’s Transnational Real Estate Context

Compared with the origin-side conditions outlined above, the receiving market in Thailand has been studied far more extensively, particularly with respect to demand, pricing, and foreign investment in the Bangkok condominium sector. A consistent finding across this literature is structural oversupply coupled with weak domestic demand. Recent assessments place the volume of unoccupied housing and commercial property in the Bangkok Metropolitan Region at 525,889 units, spanning condominiums, townhouses, semi-detached dwellings, and shophouses (Pornchokchai, 2019, as cited in Imam, 2021). This imbalance reflects in part the limited purchasing power of Thai nationals (Bangbon et al., 2021).

In response to this surplus, developers have increasingly turned to international buyers to absorb excess inventory, with purchasers from China emerging as the critical foreign segment. The scale of this reliance is evident in Bank of Thailand figures showing that, in 2018, buyers from China and Hong Kong accounted for 43 percent of the 92.16 billion baht in cross-border remittances dedicated to condominium acquisitions (Bangbon et al., 2021).

More recently, the composition of foreign demand has begun to shift, and Myanmar investors have emerged as a significant and fast-growing segment. Transaction records from the first three quarters of 2024 show that Myanmar nationals spent an average of 5.2 million baht per condominium unit — the third-highest per-unit expenditure among foreign buyers — indicating an orientation toward premium rather than entry-level units (Kongcheep, 2025). Subsequent reporting indicates that, while Chinese investors remain the largest foreign condominium-buyer group, Myanmar purchasers recorded the fastest year-on-year growth in the sector, reportedly 41.8 percent, moving into second place among foreign buyers in 2025 (Khaosod English, 2026).

This emerging segment is also demographically distinct from the labour migrants who have historically dominated Myanmar mobility into Thailand. Recent reporting characterises these buyers as university-educated professionals, students, and entrepreneurs who direct significant capital into the local economy — reportedly launching over a hundred new business ventures and reinvesting more than 95 percent of their operational expenditure into the domestic Thai economy (Asia News Network, 2026; Thai PBS World, 2026). For Thai developers, this combination of growing transaction volume, premium orientation, and a recognisable new buyer profile constitutes a commercially attractive target segment.

Despite the commercial attractiveness of this market, foreign participation in Thailand's residential property sector remains shaped by a distinct legal framework. Foreign access to Thai residential property is governed primarily by the Condominium Act B.E. 2522 (1979), which permits foreign nationals to hold freehold title to condominium units only up to an aggregate ceiling of 49% of a building's total registered floor area, and which requires that purchase funds be remitted from abroad in foreign currency and documented for registration by Condominium Act. Foreign nationals cannot own land, and long-stay immigration channels — including the Long-Term Resident visa and the Thailand Privilege programme — confer rights of residence and convenience but no entitlement to ownership; the ownership rules apply identically regardless of a buyer's visa status. The legal architecture thus separates property ownership from residency: acquiring a unit does not, in itself, establish a pathway to long-term legal settlement.

This regime has been the subject of active and contested policy debate. Since 2024, the Thai government has proposed reforms to increase the foreign ownership ceiling for condominium projects from 49% to 75% and to extend the maximum registered lease term for property from 30 years to 99 years, framing these measures as part of a broader strategy to stimulate the real estate sector and attract foreign investment (Bangkok Post, 2024; Nation Thailand, 2025). Although these proposals continued to receive policy attention during 2025, they have not been enacted into law. As of June 2026, the statutory 49% foreign ownership ceiling for condominiums and the 30-year maximum registered lease term remain in force. They also drew sustained opposition framed in terms of national sovereignty and the affordability of housing for Thai residents, with critics characterising the reform as "selling the nation" (Nation Thailand, 2024).

This regulatory context matters analytically because it establishes the legal reality against which marketing claims operate. Where marketing materials construct condominium purchase as a route to relocation, residency, and durable family security, they do so within a jurisdiction whose statutory framework grants no automatic settlement pathway and caps both the share of foreign ownership and the horizon of leasehold tenure. The gap between the relocation narrative assembled in the marketing and the constraint of the underlying legal regime is itself significant: it indicates that the "pathway" is, in the first instance, a marketed construction rather than a legal entitlement — a distinction this study maintains throughout, treating the marketing as evidence of how the audience is addressed rather than as a description of buyers' actual legal outcomes.

Against this market and regulatory backdrop, developers increasingly tailor their marketing to this emerging buyer segment. Understanding how they do so — how macro-level migration pressures are translated into specific, micro-level persuasive strategies directed at this audience — requires a theoretical apparatus capable of linking the two, which the next section sets out.

Theoretical Frameworks in Real Estate Marketing

This study anchors its analysis in the "migration infrastructure" paradigm introduced by Xiang and Lindquist (2014), which holds that transnational relocation is rarely the product of a migrant's independent choice alone. Instead, the migration process is structured and facilitated by an integrated network of human and non-human elements — profit-driven recruiters, state regulatory frameworks, and technological systems — that together shape, direct, and condition population flows (Xiang & Lindquist, 2014).

Xiang and Lindquist (2014) identify five interrelated dimensions of migration infrastructure: the commercial (recruitment agents, brokers, service providers); the regulatory (state apparatus, visas, border controls); the technological (communication and transport systems); the humanitarian (NGOs and advocacy actors); and the social (migrant networks and kinship ties). Within this framework, migration is not the residual outcome of push and pull forces alone but is actively produced by infrastructures that route, accelerate, slow, or stratify particular flows (Lin et al., 2017).

Recent work on Asian migration corridors emphasises that this architecture is increasingly defined by its commercial and technological dimensions in particular: independent recruitment agents now exert decisive influence over transnational movement, while mobility itself depends on the integration of transport networks with digital connectivity and financial systems (Lin et al., 2017). Crucially, these infrastructures are socially generative rather than passive conduits — they not only move people but construct distinct classifications of migrants, and the brokers and commercial intermediaries at their core curate pathways that, while presented as opportunities, restrict mobility to those with the financial means to navigate them (Lin et al., 2017).

The globalisation of real estate extends this logic into the property sector. Although not conventionally situated within the migration-infrastructure paradigm, scholarship on transnational real estate shows that residential property acquisition increasingly functions as a strategic pathway to legal residency, cross-border relocation, and elite lifestyle aspiration — a dynamic evident in the "golden visa" mechanisms and expedited residency frameworks deployed in cosmopolitan hubs such as Vancouver and Singapore (Pow, 2017). This study extends the migration-infrastructure framework into the commercial real estate domain, arguing that in the Thailand–Myanmar corridor property marketing operates simultaneously within the commercial and technological dimensions of migration infrastructure: by bundling housing, visa facilitation, healthcare access, and relocation logistics into a single consumer-facing digital offer, marketers do not merely respond to crisis-driven mobility but actively shape its pathways and material forms.

The four theoretical frameworks introduced in the remainder of this section are applied as a single nested analytical architecture rather than as parallel explanatory lenses. Migration-infrastructure theory (Xiang & Lindquist, 2014) provides the overarching conceptual frame, within which Push–Pull migration theory explains the macro-level drivers that generate relocation demand, Maslow's hierarchy of needs organises the psychological needs to which marketing appeals are directed, the Elaboration Likelihood Model clarifies the persuasion routes through which those appeals operate, and the 7Ps marketing mix specifies the operational mechanisms through which marketers translate these needs into market offerings. Together, these frameworks address complementary rather than overlapping levels of analysis.

Qualitative Content Analysis of Digital Media

The shift toward digitalisation has substantially restructured promotional strategies in the real estate sector. The adoption of advanced technological tools — Software-as-a-Service platforms, drones, and augmented reality — has automated much of the marketing process and raised the quality of property advertising; crucially, these innovations allow prospective buyers to inspect properties remotely and immersively without a physical site visit, removing geographic constraints and extending the industry's reach across borders (Naeem et al., 2023).

Within this digital landscape, social networks — most notably Facebook — have become indispensable commercial channels, granting businesses access to massive, transnational consumer bases (Appel et al., 2019). This transnational reach is directly relevant to the present study, in which Thai marketers use such platforms to address a geographically dispersed Myanmar audience. The same platforms also generate extensive user data, equipping firms with insight into consumer behaviour that informs increasingly customised engagement strategies (Appel et al., 2019).

Building on this data capacity, firms have moved away from broad promotional tactics toward targeted campaigns that deliver personalised communication to specific consumer segments; by directing branding toward niche markets with distinct preferences, organisations align their value propositions more precisely with their intended audiences (Chayapong, 2025). This capacity for segment-specific targeting is precisely what makes digital marketing content a revealing object of analysis: the messages encode how marketers construct and address a particular audience.

Qualitative Content Analysis (QCA) offers a systematic and adaptable framework for interpreting such content. It enables researchers to examine diverse forms of human communication, identifying recurring patterns and decoding the latent meanings, sociocultural values, and relationships embedded within textual and communicative materials (Selvi, 2020). This makes QCA especially suited to marketing messages, which carry both explicit informational content and underlying symbolic meaning — the dual layer this study sets out to interpret.

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Building on this combined contextual, theoretical, and methodological foundation, the next section sets out the research design used to analyse the digital marketing artifacts directed at Myanmar buyers in Thailand.

RESEARCH METHODOLOGY

To investigate communication patterns within digital real estate marketing directed at Myanmar investors, this study employs a qualitative content analysis approach; this method provides a systematic framework for the subjective interpretation of textual data, enabling researchers to uncover underlying themes, values, and communicative patterns within specific sociocultural contexts (Selvi, in McKinley & Rose, 2019).

Rather than investigating buyer behaviour directly, the research treats publicly posted marketing artifacts as discursive evidence of how marketers segment, address, and construct their target audience.

Research Design

The study design is non-reactive and observational, analysing commercially posted public digital content across three social media platforms — Facebook, TikTok, and YouTube — without engagement with advertisers or audiences. This approach allows the examination of authentic marketing strategies as they occur in everyday digital environments.

Guided by the methodological principles of qualitative content analysis (Mayring, 2014, as cited in Selvi, in McKinley & Rose, 2019), the coding procedure followed a hybrid strategy. Deductive categories were established a priori from the four operational frameworks nested within the study's overarching migration-infrastructure lens — Push–Pull migration theory, Maslow's hierarchy of needs, the Elaboration Likelihood Model, and the 7Ps marketing mix — while inductive categories were allowed to emerge through direct engagement with the data.

Platform Selection Rationale

The three platforms examined in this study — Facebook, TikTok, and YouTube — were selected for their differential roles in Myanmar's digital marketing ecosystem, with Facebook treated as the primary sampling frame and the other two as complementary sources.

Facebook was prioritised for three reasons. First, it has retained a dominant position in Myanmar's digital ecosystem despite, rather than because of, a hostile regulatory environment. Immediately after the February 2021 coup, the State Administration Council blocked Facebook and later proposed severe penalties for VPN use; although this drove some users toward alternative platforms and encrypted messaging applications, Facebook continued to function as a central conduit for organising and information-sharing, and its commercial centrality was not displaced (Faxon et al., 2023). That the platform retained this role under active state suppression underscores how deeply embedded it remains in everyday Myanmar digital life.

Second, this dominance is borne out by current reach. As of early 2025, Facebook reached an estimated 13.1 million users in Myanmar — a substantial share of the country's 19.6 million social media accounts and 33.4 million internet users (Kemp, 2025). While methodological revisions to Meta's audience reporting mean these figures are not directly comparable with earlier estimates (Kemp, 2025), the platform's scale confirms its continued primacy. Prior research likewise establishes Facebook as the predominant digital environment for real estate activity in Myanmar, functioning as the central network where property is marketed, discussed, and transacted (Wittekind & Faxon, 2023).

Third, for commercial actors targeting Myanmar audiences from outside the country — including Thai developers and agencies — Facebook remains the principal channel through which marketing reaches the dispersed Myanmar population that constitutes this study's analytical focus.

Reliance on Facebook also carries limitations that the research design seeks to mitigate. Although building consumer trust in digital real estate depends on transparency and informational accuracy, the absence of institutional oversight on general social media platforms produces a largely unregulated marketplace, exposing prospective buyers to speculative scams, agent misconduct, and falsified property details (Wittekind & Faxon, 2022). These risks, however, reinforce rather than weaken the case for systematic content analysis: they are themselves features of the marketing environment this study sets out to characterise.

TikTok and YouTube were included to complement, rather than replace, Facebook's dominance. TikTok contributes short-form, highly visual content oriented toward property tours and brand positioning, formats well suited to generating engagement and brand awareness but carrying less of the integrated information-and-persuasion content characteristic of Facebook posts (Iswara et al., 2025). YouTube contributes longer-form video — primarily agent-led property walkthroughs and informational content — used more sparingly in this marketing ecosystem. Existing research on these platforms remains fragmented, focusing either on the general effectiveness of social media or on isolated single-platform analyses; little systematic, comparative work has examined cross-platform content production and market targeting in foreign-oriented real estate marketing. Including TikTok and YouTube alongside Facebook therefore enables an ecosystem-level view of digital marketing practice — a contribution distinct from single-platform studies.

Sampling Strategy

The dataset comprises 140 publicly shared digital marketing artifacts collected between 1 February 2026 and 8 May 2026. Sampling was purposive, with within-source saturation, and proceeded differently across the three platforms in proportion to each platform's role in the Myanmar–Thailand real estate marketing ecosystem.

Facebook was deliberately selected as the primary sampling frame for data extraction; this methodological approach is firmly grounded in prior empirical research demonstrating the platform's unparalleled dominance as the central hub for digital communication and real estate transactions within Myanmar's emerging property ecosystem (Faxon et al., 2023; Wittekind & Faxon, 2022).

The researcher entered Burmese-language property selling groups in which Thai real estate pages publish marketing content. Within each group, agency and developer pages were assessed against three screening questions: (a) whether the content provided substantive educational information about the property or relocation process; (b) whether the messaging carried identifiable elements of the 7Ps marketing mix; and (c) whether the post communicated information regarding visa pathways, residency, or cross-border regulatory considerations. Pages that satisfied these screening questions were entered into the sampling pool.

Within each qualifying page, the researcher examined two complementary indicators: the public engagement metrics of individual posts (reactions, shares, video views as proxies for reach) and the page's regular posting cadence on its profile wall. Where engagement signals were available, posts with high engagement were prioritised. However, the criterion of engagement alone was deliberately not treated as decisive, because lower-engagement posts were nevertheless included where they were strongly educational, well-designed, or carried distinctive 7Ps or Elaboration Likelihood Model cues that contributed analytical value to the dataset. From each qualifying page, between five and ten artifacts were collected; collection from a given page ceased once the artifacts began to repeat thematically within the four-month observation window. This within-source saturation rule, applied page by page, ensured representation of the full thematic range of each source while avoiding redundant coding of duplicative content.

TikTok was sampled less intensively, reflecting the platform's narrower role in this marketing ecosystem. TikTok content tends toward visual property tours and brand-positioning short-form video rather than the integrated information-and-persuasion content characteristic of Facebook posts, and the researcher's screening questions could be applied less systematically as a result. Inclusion was therefore based on a single criterion: whether the artifact was educational and substantively informative about the product or the relocation process. A specific challenge of TikTok content was the difficulty of confirming the original posting date of short-form reels; in such cases, posting dates were estimated by examining the artifact's position on the creator page's chronological wall.

YouTube contributed the smallest share of artifacts, reflecting the limited use of long-form video for Myanmar-buyer-targeted real estate marketing during the observation window. The same educational-content criterion applied as for TikTok.

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All collected artifacts — captions, images, and videos — were stored and indexed in a private organisational space established specifically for this study, with each artifact assigned a unique identifier used throughout coding and analysis.

Inclusion and Exclusion Criteria

Artifacts were included if they (a) explicitly addressed Myanmar buyers in language, imagery, or visa-related claims; (b) referred to property in Bangkok, Chiang Mai, or Pattaya; and (c) were posted within the four-month collection window. Artifacts were excluded if they were duplicates, paid advertisements without organic content, or directed at general international audiences without specific Myanmar-buyer framing.

Data Preparation and Translation

The artifact corpus comprises three modal forms — caption text, still images, and video — each of which was prepared for coding through a distinct procedure.

Caption text. Captions, which were predominantly in Burmese, were preserved in their original form alongside the artifact identifier and source URL. Translation into English was conducted using Gemini 3, with a domain-restricted prompt instructing the model to render technically appropriate English without adding new ideas, summarising, expanding, or interpreting. The translation was strictly literal-equivalent rather than paraphrastic. Where ambiguity remained, the original Burmese was retained alongside the translation, and the researcher's working knowledge of the language was used to confirm or revise the rendering.

Images. Each promotional image was visually inspected for cues mapping onto the 7Ps marketing mix (e.g., signage indicating place, on-image price information, product feature highlights) and for Elaboration Likelihood Model peripheral cues (emotional hooks, status imagery, family-oriented framing, lifestyle aesthetics). The researcher produced a structured interpretive note for each image, recording the cues identified and the framework category to which each was provisionally assigned.

Video. Each video was observed in full and transcribed manually into interpretive notes following the same coding logic applied to the still images. Videos were not machine-transcribed because the researcher's manual observation captured both verbal narration and accompanying visual cues simultaneously, allowing integrated interpretation that automated speech-to-text would have fragmented.

The combined corpus — translated caption text, image interpretive notes, and video interpretive notes — formed the primary dataset for analysis.

Coding Framework and Procedure

The analysis applied a hybrid coding strategy, combining deductive coding from the four theoretical frameworks with inductive coding for emergent themes. The initial deductive codebook was structured as follows.

Push–Pull Theory: push factors (economic instability, political risk, conscription); pull factors (healthcare access, education, safety, lifestyle); and intervening obstacles addressed by marketers (legal, financial, logistical).

Maslow's Hierarchy of Needs: safety (physical and financial), belonging (family, community), esteem (status, prestige), and self-actualisation cues.

Elaboration Likelihood Model: central-route content (factual, data-driven, technical specifications) and peripheral-route content (visual cues, emotional appeals, social proof).

7Ps Marketing Mix: product, price, place, promotion, people, process, and physical evidence.

Coding proceeded in two cycles. In the first cycle, the deductive codebook was applied to a pilot sample, and emergent codes that did not fit existing categories were noted — for example, medical relocation, Singapore-based diaspora exhibitions, and helipad luxury. In the second cycle, the refined codebook was applied to the full dataset.

Trustworthiness

Trustworthiness was addressed using the four-criterion framework introduced by Lincoln and Guba (1985) and applied to qualitative research in applied disciplines by Andrews et al. (in McKinley & Rose, 2019).

Credibility was supported by sustained engagement with the dataset over the data-collection period of three months and one week (1 February to 8 May 2026) and the subsequent analysis, and by triangulation across three platforms with distinct communicative affordances. Transferability is supported by thick description of the artifact corpus and explicit boundary conditions (Bangkok, Chiang Mai, and Pattaya as receiving cities; February to May 2026 as the observation window; Facebook, TikTok, and YouTube as platforms). Dependability rests on a documented audit trail of coding decisions and the retention of original Burmese-language source material alongside English translations. Confirmability is supported by retention of the codebook, anonymised artifact excerpts, translation logs, and interpretive notes, available from the corresponding author on reasonable request.

Beyond the systematically sampled corpus of 140 marketing artifacts, a set of secondary documentary sources — industry research reports, mainstream and independent news reporting, and legal and regulatory materials — was consulted to contextualise the phenomenon and to triangulate the study's findings. These secondary sources were purposively gathered rather than systematically sampled; they were not coded and do not form part of the qualitative content analysis corpus. Their function is limited to source triangulation, which supports the credibility of the analysis in the sense of Lincoln and Guba (1985).

Ethical Considerations

All artifacts analysed were posted publicly by commercial entities for the purpose of marketing to potential buyers, and the research therefore concerns commercial speech rather than private communication.

To ensure protection of the commercial entities and individuals incidentally visible in the data and maintain rigorous methodological integrity within digital environments, this study strictly adheres to the frameworks and recommendations for social media research ethics established by the Association of Internet Researchers (Franzke et al., 2020).

No personal identifiers — including individual user accounts, agent personal names, or images of identifiable buyers — are reproduced in the analysis. Brand and developer names are reported only where they are essential to a finding and concern publicly listed entities. The researcher did not engage with creators, comment on posts, or contact agencies during the data collection period.

Limitations

Several limitations of the methodology should be acknowledged.

First, the non-reactive design avoids participant reactivity but has analytical limits. Because the study does not measure buyer behaviour directly, all interpretations are based on motivations inferred from marketing messages — that is, motivations that marketers attribute to their audience. The findings therefore describe how marketers perceive and target their buyers, not confirmed buyer attitudes or behaviour.

Second, comment data — a potentially rich source of audience-side meaning — were not available for coding. Across the majority of pages sampled, user comments had been disabled or hidden by the page operators, an apparently deliberate strategy by agencies and developers, possibly to maintain narrative control or prevent visible price negotiation. While this restricted the dataset to one side of the communicative exchange, it is itself a noteworthy feature of the marketing environment, and one that strengthens rather than weakens the case for treating these artifacts as one-directional discursive constructions of the target audience.

Third, the study did not independently verify the identity of the actors operating the pages from which artifacts were collected. While each page was screened for Myanmar-buyer framing and substantive marketing content, the analysis treats these artifacts as marketing discourse without confirming whether a given page is operated by a property developer, a licensed agency, a third-party reseller, a freelance broker, an aggregator, or a chain of intermediaries. The dataset therefore evidence how this marketing is constructed and addressed, but not by whom within the commercial supply chain. Establishing the actor structure behind these messages — and the relationships among developers, agencies, and sub-agents — would require a dedicated stakeholder-mapping study using methods beyond the non-reactive content analysis employed here.

Fourth, sampling was uneven across platforms. Facebook supplied the bulk of the corpus because it is the dominant platform in this marketing ecosystem, while TikTok and YouTube contributed smaller volumes proportional to their narrower roles. This uneven distribution mirrors the empirical reality of Myanmar-targeted real estate marketing, but it means that cross-platform comparison was necessarily asymmetric.

Fifth, the use of AI-assisted translation introduces residual risk of nuance loss in idiomatic Burmese phrasing, despite the strict literal-equivalence prompt and the retention of original-language source material.

Sixth, the sample is bounded geographically (three Thai cities), temporally (1 February to 8 May 2026), and by platforms (three platforms), and the findings should not be generalised beyond these boundary conditions without replication in other corridors, periods, or media.

Triangulation with secondary sources does not substitute for primary buyer data. Direct interviews with Myanmar buyers, and verification against transactional records, remain necessary to test whether the marketing-derived demographic profile corresponds to actual buyers — a mixed-methods extension beyond the scope of the present study.

A further limitation concerns access to the buyer perspective. The present design is non-reactive by intention, but the absence of direct buyer accounts is reinforced by the characteristics of the population itself, which constitutes a hidden and hard-to-reach group in the methodological sense: it has no official sampling frame, being largely absent from the migration statistics discussed above, and its members have concrete incentives to avoid disclosure. Cross-border property acquisition by Myanmar nationals has become politically sensitive, with the Myanmar authorities restricting the outward movement of capital and taking action against parties involved in overseas property transactions (Nikkei Asia, 2024; Radio Free Asia, 2024). Under these conditions, prospective participants may be reluctant to identify themselves as buyers, and any accounts that are obtained may be shaped by a wish to conceal the transaction or its financing. This scarcity of unmediated buyer testimony is therefore not merely an artifact of the present study's scope; it is a structural feature of the phenomenon, and it is one reason the marketing itself offers a rare and analytically tractable point of access to how this population is constructed and addressed.

Future research should therefore treat access to the buyer perspective as a methodological problem in its own right, since this population is difficult to reach directly and its members may have reason to avoid disclosure. Where direct testimony remains difficult to secure, the marketing-derived profile developed here can be tested against non-identifying aggregate records — such as official property-transfer and foreign-exchange data — allowing the patterns inferred from the marketing to be corroborated without requiring individual buyers to self-identify.

RESULTS AND ANALYSIS

This section presents the findings from the content analysis. The findings show that real estate marketing directed at Myanmar investors combines investment logic, relocation concerns, family security, lifestyle aspiration, and process facilitation. Messages heavily emphasize location, transport access, nearby amenities, safety systems, building quality, ownership documents, payment plans, and long-stay visa opportunities.

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Location and Accessibility

Location is the most frequently repeated theme. Properties are promoted through proximity to BTS and MRT lines, expressways, schools, hospitals, and central districts. In the video dataset, presenters routinely connect condominiums to surrounding infrastructure, often calculating travel times by private car — a framing that implicitly addresses an audience presumed to be mobile and relatively affluent. This maps onto the Place element of the 7Ps and operates as a pull factor under Push–Pull theory, with accessibility presented as a marker of both convenience and integration into the destination city.

Investment Logic, Rental Demand, and Future Value

Advertisements present properties as assets capable of generating rental income or capital growth, frequently using terms such as rental yield, capital gain, passive income, and ROI. In Elaboration Likelihood Model terms, this investment messaging operates through the central route, offering concrete, rational detail intended to support deliberate evaluation. Two patterns illustrate this. First, alongside traditional long-term leasing, the data reveal a pivot toward short-term rental returns: agents' market specific units as "Airbnb-ready" and quantify potential returns at approximately 1,000 Thai Baht per day, supplying a tangible, easily calculable revenue model. Second, capital-appreciation forecasts of 5 to 10 percent over the coming year are advertised as predictive financial claims. Together, these appeals frame property as an instrument of wealth preservation and growth, presenting the purchase decision as a rationally calculable one.

Physical, Financial, and Legal Security

Safety is one of the strongest themes and appears in three registers: physical safety (CCTV, 24-hour security), financial safety (freehold ownership, foreign-quota availability, guaranteed-return claims), and legal security (ownership transfer and title-deed handover). This theme maps primarily onto Maslow's safety needs, addressing the protective concerns of an audience constructed as crisis-affected. It also operates through both ELM routes simultaneously: factual assurances of ownership and security function through the central route, while photographs of title deeds and handover ceremonies work through the peripheral route, using documentary imagery to signal trustworthiness independent of the claims' substantive content. The legal-security register here concerns ownership certainty; its extension into residency and visa eligibility is examined separately below.

Long-Stay Visa Messaging and Family Relocation

A recurrent theme across the dataset is the framing of property purchase as a pathway to long-term residency and family relocation. Advertisements repeatedly link condominium ownership — frequently at a stated threshold of three million Thai Baht — to eligibility for long-stay visas, presenting the purchase not as a discrete transaction but as a route to settling a family securely in Thailand. This theme maps onto two of Maslow's levels at once: the safety needs of physical and legal security, and the belonging needs attached to relocating and re-establishing a family. In the terms of this study's overarching frame, it is also the clearest instance of property marketing operating as migration infrastructure, bundling housing with the regulatory and logistical apparatus of cross-border movement.

This framing is differentiated by tier. Premium properties are bundled with twenty-year "VIP" visa offers, while more accessible units are promoted with one-year long-stay eligibility for fully furnished purchases, broadening the relocation proposition across price points. Property ownership is also marketed as a secure base for individuals requiring ongoing or specialised medical treatment in Thailand: by positioning a condominium as a private alternative to prolonged hospital or hotel stays, marketers extend the relocation appeal into a "health security" register, framing the asset as a component of transnational healthcare access.

It is important to specify what this study claims about these messages. The analysis reports how marketers frame the relationship between property and residency; it does not certify the legal accuracy of those claims, nor measure the extent to which they diverge from individual buyers' actual visa outcomes. The relevant Thai schemes are summarised below not to adjudicate the law, but to make legible the gap between the marketed proposition and the regulatory architecture it invokes.

Thailand operates three principal long-stay frameworks for foreign nationals, each with a distinct legal basis and eligibility threshold: the Long-Term Resident (LTR) Visa administered by the Board of Investment (Thailand Board of Investment, 2025); the Thailand Privilege Card, a tiered membership scheme beginning at a baseline fee of 650,000 Thai Baht and granting residency through that fee rather than through property investment (Thailand Privilege Card Co., Ltd., 2025); and the Non-Immigrant 'O-A' and 'O-X' retirement visas, which carry their own age, income, and insurance prerequisites (Royal Thai Immigration Bureau, 2024). Separately, the Condominium Act B.E. 2522 (1979) sets no minimum purchase price for foreign buyers, requiring only that the equivalent foreign currency be remitted into Thailand or drawn from a qualifying non-resident baht account (Office of the Council of State, 1979). None of these frameworks treats condominium purchase alone — least of all at the three-million-baht threshold cited in the artifacts — as an automatic or sufficient basis for long-stay residency: the Privilege Card grants residency through a fee, the LTR's relevant categories involve income or investment thresholds well above that figure, and the retirement visas are independent of property ownership entirely.

Read against this context, the analytical significance of the marketing lies in its mechanism rather than in any simple falsity. The schemes referenced are real, and a sufficiently large purchase can contribute to some eligibility pathways; marketers are therefore not necessarily making false legal claims. Rather, they blur the boundaries between distinct schemes and lower the perceived threshold of eligibility, presenting property purchase as a de facto route to residency in advertising language even where Thai law grants no such direct pathway. This blurring aligns with the decision urgency of an audience constructed as crisis-affected rather than with the actual structure of Thai regulation. In doing so, real estate marketing functions as a commercial and technological intermediary that constructs relocation channels operating alongside, but not through, formal immigration provisions — an embodiment of the commercial and technological dimensions of migration infrastructure as conceptualised by Xiang and Lindquist (2014).

Market Segmentation

The data show clear audience segmentation, with messaging calibrated to distinct buyer profiles by city — the strongest expression of the People element of the 7Ps. Properties in Bangkok are addressed to the general Burmese community through accessible condominiums and practical urban living; villas in Chiang Mai are framed around retirement, children's education, and private space; and Pattaya properties are positioned around a lifestyle of vacation and short-term rental. Marketers thus do not address a single undifferentiated Myanmar audience but construct several, each matched to a city and a set of priorities.

This segmentation extends from digital targeting into physical marketing infrastructure aimed at the overseas diaspora. For Myanmar buyers working in Singapore, agents organise in-person property exhibitions in the City Hall area — an established social and commercial hub for the Singapore-based Myanmar community — with accessible operating hours. To incentivise this middle-class expatriate segment, purchases are bundled with targeted promotions such as the waiver of common-area, sinking-fund, and transfer fees. A further segment is constructed around entrepreneurial and freelance buyers, for whom Chiang Mai in particular is promoted as a base supporting remote work and independent business operation. Across these cases, segmentation operates not merely as message variation but as the construction of discrete target audiences, each addressed through a tailored configuration of place, promotion, and people.

Localized Pricing and Flexible Payment Plans

Prices are frequently translated into Myanmar kyat to render value legible to the target audience, and payment flexibility — down-payment terms and instalment options — is consistently emphasised. This maps onto the Price and Process elements of the 7Ps and supplies central-route information in ELM terms. Several promotions go further, addressing the friction of cross-border capital movement and the liquidity constraints imposed by Myanmar's banking restrictions through accommodating financial processes, including zero-percent installment plans of up to six months. Structured this way, the offer lowers the apparent barrier to entry

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and presents the transfer of capital into Thai property as a low-friction, staged process — directly answering, in marketing terms, the financial-insecurity conditions established earlier.

Aspirational Lifestyle and Status in Luxury Property

At the upper tier of the market, advertisements rely on aspirational language (for example, "When you become successful, what reward do you want to give yourself?") that addresses Maslow's esteem and self-actualisation needs and operates through the ELM's peripheral route, persuading through emotional and prestige cues rather than substantive argument. Status markers escalate from premium comfort to hyper-exclusive luxury: imported European furniture, Japanese-style saunas, and rooftop helipads, with properties explicitly situated within pre-existing "elite" communities. Here the property is framed not as a refuge from crisis but as a symbol of transnational prestige, success, and elite social integration — an appeal calibrated to the highest levels of Maslow's hierarchy and delivered almost entirely through peripheral, image-based persuasion.

Agency Trust Through One-Stop Services

A final theme concerns the construction of agency trust through end-to-end service. Posts emphasise that agencies are legally registered and offer comprehensive support — free consultation, Foreign Exchange Transaction (FET) services, and airport pickup — while images of documentary proof, such as completed title-deed handovers, serve as physical evidence of successful transactions. This maps onto the Process, Physical Evidence, and People elements of the 7Ps, and the documentary imagery additionally works through the ELM's peripheral route as a trust cue. For transnational remote buyers, agencies foreground a concierge-style model in which legal documentation, foreign-quota applications, and transfer paperwork are prepared in advance, so that a buyer's physical presence in Thailand is reduced to a single visit to sign the final contract. Whereas the preceding theme concerned the bundling of property with visa and relocation pathways, this theme concerns how agencies present the transaction itself as low-risk and fully managed — positioning the agency as a trusted intermediary that absorbs the bureaucratic burden of cross-border purchase.

DISCUSSION

This study finds that, within Thailand's real estate sector, digital marketing directed at Myanmar buyer's functions to recast property agents as cross-border relocation consultants. Rather than positioning condominiums as conventional investment or lifestyle assets, the marketing bundles housing with visa facilitation, foreign-quota handling, and relocation logistics, presenting the agent as an intermediary who manages the move rather than merely the sale. This is the sense in which the marketing operates as migration infrastructure: not as a claim about how agents conduct their business off-platform, which lies beyond this study's data, but as an account of how the marketing itself constructs the relocation proposition.

These marketing-side findings are corroborated by supply-side industry reporting, which shows that the packaging of property as residency eligibility is not confined to the Burmese-language resellers in this study's corpus but extends to Thailand's largest listed developers. AP Thailand, Sansiri, and Ornsirin Holding have each partnered with a long-term-visa provider to bundle visa facilitation with condominium purchases above a three-million-baht threshold, presenting the property-and-visa package as an integrated relocation service rather than a discrete sale (Nation Thailand, 2026). These statements are framed around foreign buyers in general rather than any single nationality; Myanmar nationals, however, fall squarely within the qualifying group. Property consultancies identify them as one of the largest foreign-buyer segments, with an average purchase value reported at approximately 6.5 million baht — comfortably above the scheme's threshold — and attribute the inflow directly to conditions at home, with Colliers' deputy managing director observing that political instability has driven affluent buyers to acquire second homes in Thailand "just in case" (Nation Thailand, 2024). Cushman & Wakefield similarly reports that developers engage Myanmar buyers through dedicated property tours (Kongcheep, 2025). Read together, these accounts triangulate the present analysis at two levels: the visa conflation (Section 4.4) and one-stop-service framing (Section 4.8) identified in the marketing correspond to commercial practices that named developers describe in their own words, and the crisis-driven Myanmar stream examined here sits within the foreign-buyer population those practices are designed to convert. Consistent with the study's inference boundary, these sources establish that property is being marketed as a route to residency eligibility and that Myanmar buyers are among its addressed audience; they are not used to verify individual buyers' motivations or transactional outcomes.

Placed within the regulatory framework discussed in Section 2.2, the visa and relocation messaging identified here operates in a jurisdiction where ownership confers no residency right and where foreign tenure is capped in both share and duration; the marketing's conflation of purchase with settlement is therefore best understood as a constructed pathway rather than a reflection of legal entitlement.

A striking feature of this messaging is its strategic silence regarding Myanmar's domestic crisis. None of the artifacts examined explicitly references conflict, political instability, conscription, or economic collapse. Marketers do not name the crisis; instead, they architect their messaging around its solutions. By disproportionately emphasising foreign-quota availability, visa-application assistance, and physical asset protection, the marketing demonstrates an implicit understanding of the target audience's vulnerabilities without ever articulating their source. The primary strategy, in other words, is not to acknowledge the push factors but to package the corresponding pull factors — translating the conditions established in the literature review into a set of marketed solutions.

This solution-oriented messaging is executed systematically through the 7Ps marketing mix, in which Place dominates the narrative. Location is framed not merely as a spatial advantage but as an indicator of physical security and investment resilience, fusing the convenience of access with the reassurance of safety. Process and Product are adapted in turn to bundle ownership with one-stop relocation services, while Price is localised — through Myanmar kyat-denominated pricing and flexible payment structures — to ease cross-border capital movement under Myanmar's banking constraints.

The persuasion structure, read through the Elaboration Likelihood Model, integrates rather than separates the two routes. Central-route content — legal ownership, security provisions, yield projections — is delivered alongside peripheral-route emotional appeals and aspirational imagery within single artifacts. This integration is itself analytically significant: where the original ELM treats the central and peripheral routes as alternatives selected according to a recipient's motivation and capacity, the data suggest that crisis-driven targeting collapses the distinction, producing content engineered to inform and to reassure simultaneously.

Maslow's hierarchy clarifies the psychological architecture of these appeals, which ladder across multiple levels at once. The marketing addresses foundational safety needs (secure buildings, legal and financial protection), belonging needs (family relocation and community), esteem needs (luxury and prestige), and self-actualisation (the securing of a family's long-term future) — a layered structure in which a single property purchase is presented as satisfying several orders of need together.

Taken together, these findings point to an asymmetry in how the affluent and professional Myanmar stream is recognised across the dimensions of migration infrastructure. The regulatory and humanitarian dimensions — Thai immigration statistics, IOM mobility tracking, and UNHCR refugee monitoring — operate through measurement categories built for labour migration in Memorandum-of-Understanding sectors and for camp-based refugee protection; neither captures a population that is neither labour migrant nor registered refugee. The commercial dimension, by contrast, has identified and segmented this same population with considerable precision, producing tailored content, currency-localised pricing, dedicated diaspora exhibitions, and bundled visa-and-property offers calibrated to its specific concerns. This divergence is consistent with Xiang and Lindquist's (2014) argument that the dimensions of migration infrastructure follow distinct operational logics that frequently collide, such that some sectors intensify and evolve faster than others.

This asymmetry carries practical implications for migration governance. A population rendered visible by commercial infrastructure but largely absent from regulatory and humanitarian measurement may fall outside the protective and planning frameworks that statistical visibility ordinarily enables. Because official data do not register this stream as a distinct category, the policy apparatus that depends on such data — for consumer protection in property transactions, for the regulation of visa-linked marketing claims, and for migration planning more broadly — has limited purchase on it. The commercial sector's precise recognition of these buyers thus stands in contrast to their near-invisibility to the institutions ordinarily charged with oversight and

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protection, a gap that warrants attention from both Thai regulators and the wider regional migration-governance architecture.

CONCLUSION

This study set out to examine how real estate marketers on social media adapt digital communication to target crisis-driven Myanmar investors seeking wealth preservation and relocation. Drawing on a qualitative content analysis of 140 digital marketing artifacts collected across Facebook, TikTok, and YouTube between February and 8 May 2026, it addressed one primary research question and three supporting sub-questions, the answers to which are synthesised below.

First, narratives of physical security, financial stability, and family relocation are not deployed as separate appeals but are embedded across the artifacts as mutually reinforcing strands of a single message. Physical-security and financial-stability claims — secure buildings, freehold ownership, foreign-quota availability, Myanmar kyat-denominated pricing, zero-percent instalment plans, and one-stop documentation services — are interwoven with family-oriented framing built around long-stay visa pathways, school proximity, healthcare access, and diaspora exhibitions. The cumulative effect is that property purchase is presented not as a discrete transaction but as a comprehensive response to the multidimensional insecurity of the audience marketer's construct.

Second, the artifacts clearly position Thai real estate as migration infrastructure rather than as conventional investment or lifestyle assets. The bundling of property with visa facilitation, Foreign Exchange Transaction services, airport pickup, advance documentation, diaspora exhibitions, and concierge support for remote buyers presents property as a complete relocation product. In doing so, the marketing blurs — sometimes implicitly, sometimes explicitly — the boundary between condominium purchase and Thai residency schemes, constructing in advertising language a de facto pathway to long-term residency even where Thai law grants no such direct pathway. This finding concerns how the marketing frames that relationship, not the legal accuracy of the claims themselves.

Third, marketers integrate central-route and peripheral-route persuasion within single artifacts rather than treating them as alternatives. Factual content — yield projections, ownership-quota explanations, currency conversions, and legal documentation — operates alongside aspirational imagery and status cues, producing messaging that simultaneously informs and reassures. This integrated mode appears suited to an audience constructed as facing complex cross-border decisions under conditions of urgency, where neither pure information nor pure emotional appeal would suffice alone.

Taken together, these answers address the primary research question: Marketers on social media adapt their digital communication by packaging the solutions to Myanmar's crisis without ever naming the crisis itself. A defining feature of this ecosystem is its strategic silence — none of the 140 artifacts explicitly references the coup, the conflict, the conscription law, or the economic collapse — even as every dimension of the messaging is engineered around their consequences. For the segment these marketers construct — middle-class professionals, investors, retirees, and affluent families — cross-border real estate is positioned not as a lifestyle aspiration or speculative investment but as a marketed solution for wealth preservation and holistic security, addressed in terms markedly different from the historical labour-migration framing of Myanmar mobility into Thailand.

The study makes three contributions. To migration scholarship, it extends the migration-infrastructure paradigm into the commercial real estate sector, demonstrating that property marketing does not merely serve pre-existing movement but operates as a socially generative framework that participates in shaping transnational mobility (Lin et al., 2017; Xiang & Lindquist, 2014). To marketing scholarship, it shows how the 7Ps mix and the Elaboration Likelihood Model operate under conditions of crisis-driven, cross-border consumer decision-making — conditions that call for conceptual extension of the 7Ps and for integration, rather than separation, of the ELM's persuasion routes. To policy and practice, it identifies commercial property marketing as a quasi-formal channel of relocation that operates outside refugee-protection frameworks while producing analogous mobility outcomes — a population made visible by commercial infrastructure yet largely absent from the regulatory and humanitarian measurement on which migration governance depends.

Several limitations bound these contributions and indicate directions for future research. The non-reactive design infers the audience from marketers' constructions rather than from buyer behaviour directly; the dataset is bounded geographically to three Thai cities, temporally to a window of roughly three months, and to three social media platforms; and the use of AI-assisted translation carries a residual risk of nuance loss despite mitigation. Future research should triangulate this marketing-side analysis with transactional records — Land Department transfers and Bank of Thailand foreign-exchange data — and with interviews of Myanmar buyers, to test whether the marketing-derived demographic profile corresponds to actual transactional flows. A complementary direction is to map the commercial actors behind this marketing — developers, agencies, resellers, and brokers — since identifying the structure of the supply chain would clarify which intermediaries occupy the commercial dimension of migration infrastructure and how they relate to one another. Comparative work could examine whether these patterns generalise to other crisis-driven property corridors, and further regulatory research is needed to assess how the gap between marketed and legal residency pathways should be addressed by Thai immigration authorities and consumer-protection regulators.

Conflict of Interest: The authors have no financial or personal relationships with any of the property developers, real estate agencies, or digital platforms whose publicly available marketing materials were analysed in this study, and declare no conflict of interest regarding the publication of this paper.

Data Availability Statement: The dataset analysed in this study comprises 140 publicly available digital marketing artifacts collected from Facebook, TikTok, and YouTube between February and May 2026. To protect the privacy of the individuals and businesses referenced in these materials, the curated dataset — including artifact identifiers, translations, and coding records — is not publicly archived but is available from the corresponding author upon reasonable request.

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