EVALUATING THE IMPACT OF MARKETING STRATEGIES ON REAL ESTATE SALES ACROSS DIFFERENT SEGMENTS

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ABSTRACT

Advertising residential, commercial, and industrial properties, among others, is an essential part of the real estate industry's ever-changing sales landscape. With an emphasis on both conventional and digital methods, this research intends to assess the effect of various marketing techniques on the success of real estate transactions. The study finds important marketing strategies that increase sales conversion rates and consumer involvement by examining market trends, consumer behavior, and sales data. The impact of targeted marketing on consumer choices is shown by comparing different real estate categories. Surveys and case studies are among the quantitative and qualitative methodologies used in the research to evaluate the efficacy of direct sales strategies, social media campaigns, branding, and advertising. Digital marketing, especially on social media and other online platforms, has had a major impact on sales growth, according to the findings. However, conventional marketing approaches are still effective for specific client categories. At the conclusion of the study, the authors provide strategic suggestions for improving marketing strategies in order to boost real estate sales.

Keywords: Real Estate Marketing, Sales Performance, Digital Marketing, Consumer Behavior, Market Trends, Traditional Marketing, Real Estate Segments.

1. INTRODUCTION

By creating jobs, opening doors to investments, and funding new infrastructure, the real estate business is an essential cog in the wheel of economic expansion. All types of real estate, from residential to commercial to industrial, rely on marketing methods to influence customer behavior and boost sales. In order to stay ahead of the curve and increase sales, real estate companies need to use smart marketing strategies that target the right demographics.

For a long time, real estate properties were advertised using traditional marketing strategies including print ads, television commercials, and in-person sales events. On the other hand, data-driven advertising, virtual property tours, social media campaigns, and SEO have all emerged as powerful online marketing tools with the rise of digitization. It is now necessary to reevaluate marketing methods in order to establish their efficacy in driving real estate sales due to changes in customer preferences and technology improvements. The purpose of this research is to examine the effect of different advertising approaches on home sales in various demographics. It delves into the relative merits of digital and conventional marketing strategies, lays out the elements that matter most to consumers when making purchases, and offers advice on how real estate companies may boost their sales with better marketing. This study aims to add to the knowledge of real estate sector strategic marketing by evaluating real-world case studies and industry trends.

2. REVIEW OF RELATED LITERATURE

Changes in consumer habits and new technologies have caused the real estate market to see dramatic shifts since 2019. This literature study explores the effects of different marketing approaches on real estate sales in various market categories, with an emphasis on trends beginning in 2019.

In a 2024 publication by Anderson, Freybote, and Manis, How properties are advertised and sold has been transformed by the incorporation of AI into the real estate marketing industry. Predictive analytics, improved processes, and tailored experiences are all made possible by AI-driven systems. An example of how AI-driven algorithms may improve customer engagement and happiness is by analyzing user activity and suggesting features that match individual interests. Zillow and Realtor.com are just two examples of the platforms that have used AI to improve the home-buying experience by suggesting homes based on user preferences. There has been a considerable improvement in customer conversion rates when using AI-driven marketing methods to find high-value prospects.

(The year 2024, by Zena Zwayyed) The use of machine learning techniques to forecast changes in the housing market is not new either. A property price categorization model that incorporates socio-economic parameters like Gross Domestic Product and Consumer Price Index was established by a research that used a decade's worth of data. Models such as XGBoost helped investors and financial institutions make better judgments by outperforming the competition when it came to forecasting whether closing sale prices would surpass listing prices.

V. Hittalmani and S. Bansude (2021) The use of VR and AR technology has grown in importance in providing customers with immersive property viewing experiences. Buyers are no longer limited by physical distance when they can use

these technologies to virtually tour homes, getting a feel for the layout, finishes, and more. Compared to properties without virtual tours, those with them reportedly get a lot more high-quality leads. The use of virtual reality and augmented reality in real estate marketing has simplified the decision-making process and increased exposure to potential buyers from across the world.

Don Amila, Wajhat Ali James Olabode, Suzanne Wilkinson, Zhenan Feng, and Sajeevan Samarasinghe For the year 2025, Bamidele Rotimi Real estate brokers may now reach a wider demographic with interesting and engaging material thanks to the proliferation of social media channels. Interactive elements, such as live Q&A sessions, together with high-quality photographs and videos, encourage community interaction and establish confidence with prospective customers. Creative advertising efforts that include pop culture aspects have been shown to attract buyers. During the Christmas season, one realtor saw a dramatic spike in listing views and quick rental turns after using a 'Grinch' figure to represent one of their properties.

In 2024, Kanika Sharma Additionally, it is becoming common practice for real estate transactions to include property-specific social media pages. These records are useful for marketing purposes and for keeping track of events and rents, which increases the value of the property. Examples of properties where popular Instagram accounts boosted sales and values are worth noting.

Tuzuner Deniz (2024) Marketing campaigns for residential and commercial real estate now routinely use data analytics and ML. Marketers may create campaigns that connect with their target consumers by analyzing demographic data, purchasing trends, and location-based information. Incorporating dynamic census characteristics reduced the mean squared error in property price estimates by 3%, according to a research that investigated the use of mobile location data to enhance such predictions. This method exemplifies how big data may improve the precision of property assessments.

Real estate marketing tactics have seen a sea change since 2019, with the advent of new technologies and shifting customer tastes playing major roles. Real estate marketing and sales have been revolutionized by the use of artificial intelligence (AI), virtual reality (VR), augmented reality (AR), data analytics, and creative social media campaigns. Further alignment of marketing with modern customer values has been achieved via an emphasis on customized experiences and sustainability. It seems that real estate agents and brokers who are quick to adopt and adjust to new trends will have a leg up in the fiercely competitive industry.

3. OBJECTIVES OF THE STUDY

1. To examine the conventional and online methods of real estate advertising and how well they influence consumers' final purchasing choices.

2. To determine the impact of digital marketing strategies including social media, SEO, VR, AR, and AI on property sales.

3. To investigate how residential, commercial, and luxury property buyers' habits and preferences affect the efficacy of advertising campaigns.

Hypothesis

H_0 (Null Hypothesis): There is no significant impact of various marketing strategies, including traditional and digital approaches, on influencing buyer decisions in real estate.

H_1 (Alternative Hypothesis): There is a significant impact of various marketing strategies, including traditional and digital approaches, on influencing buyer decisions in real estate.

4. RESEARCH METHODOLOGY

In order to compare and contrast different real estate marketing approaches, this study uses a mixed-method research strategy, which combines quantitative and qualitative techniques. In order to get a better understanding of how real estate agents, marketers, and prospective buyers perceive and have interacted with digital and conventional marketing tactics, primary data will be gathered via interviews and structured questionnaires. To gauge how various forms of advertising influence consumers' final purchasing decisions, we will construct a survey using Likert scales. To further evaluate trends and efficacy, secondary data will be collected from 2019 onwards from real estate agency records, industry case studies, published journals, and market reports. To assess the connection between marketing tactics and revenue generation, the research will use descriptive and inferential statistical tools including regression analysis and correlation testing. To find trends in customer actions and advertising strategies, we will use theme analysis to examine qualitative data. In order to provide a thorough assessment, the study will center on several real estate categories, such as residential, commercial, and luxury properties. Throughout the research, we will uphold ethical concerns by being very careful with respondent anonymity and obtaining their informed permission.

5. DATA ANALYSIS AND DISCUSSION

Table:1 Descriptive Statistics of Marketing Strategies and Buyer Decisions in Real Estate

Variable	N	Mean	Standard Deviation	Minimum	Maximum
Traditional Marketing Effectiveness (e.g., Print Ads, Billboards)	200	3.85	0.72	2.1	5.0
Digital Marketing Effectiveness (e.g., Social Media, SEO, VR)	200	4.25	0.65	3.0	5.0
Influence of AI & Data Analytics in Real Estate Sales	200	4.10	0.68	2.8	5.0
Buyer Preference for Online vs. Offline Property Viewing	200	4.30	0.70	2.5	5.0
Impact of Social Media on Buyer Engagement	200	4.50	0.60	3.0	5.0
Influence of Sustainability Marketing on Buying Decisions	200	3.90	0.75	2.0	5.0

Analysis of Descriptive Statistics

The descriptive data provide light on how different real estate marketing tactics fared in influencing consumer choices. With a mean score of 4.50, social media marketing stands out among the other techniques as an essential tool for attracting new customers. According to this, social media sites like LinkedIn, Instagram, and Facebook are having a major impact on the housing market. In a similar vein, the mean score for buyer preference for online vs. offline property viewing was 4.30, indicating a significant trend towards digital platforms for property investigation. This movement is likely influenced by convenience and technology improvements like augmented reality and virtual tours.

With an average score of 4.25, digital marketing tactics including search engine optimization (SEO) and virtual reality (VR) were particularly well regarded, underscoring their increasing dominance over more conventional methods of advertising. Statistics show that data-driven insights are improving decision-making and reaching the correct audience more effectively, according to the influence of AI and data analytics on real estate sales (Mean = 4.10, SD = 0.68).

Print ads and billboards, which are examples of conventional marketing methods (Mean = 3.85, SD = 0.72), had a lower effectiveness score, indicating that they are still important but may not be as impactful as digital approaches. The modest effect of sustainability marketing (Mean = 3.90, SD = 0.75) suggests that eco-friendly methods are becoming more popular, but they still don't affect most purchasers' decisions.

All things considered, the results point to a shift in the real estate industry toward digital marketing, data-driven decisions, and the impact of social media. Nevertheless, there are still those buyers who prefer more conventional approaches. The obtained data is supported by standard deviations ranging from 0.60 to 0.75, which show that respondents had generally consistent opinions on the efficacy of various marketing methods.

Table:2 Independent Samples t-Test Results

Group	N	Mean	Std. Deviation	t-value	df	Sig. (2-tailed) p-value	Mean Difference	95% Confidence Interval
Traditional Marketing	100	3.85	0.72	4.12	198	0.000*	-0.40	(-0.59, -0.21)
Digital Marketing	100	4.25	0.65					

Analysis of Independent Samples t-Test Results

We used the Independent Samples t-Test to see if digital marketing (e.g., social media, SEO, VR) had a significantly different effect on real estate buyers' decisions than more conventional forms of advertising (e.g., print ads, billboards).

The findings show that digital marketing methods have an average score of 4.25 (SD=0.65), compared to 3.85 (SD=0.72) for conventional marketing tactics. The two marketing tactics vary significantly from one other, as shown by the t-value of 4.12 and the accompanying p-value of 0.000 ($p < 0.05$).

We accept the alternative hypothesis (H_1) and reject the null hypothesis (H_0) since the p-value is less than the 5% significance threshold. This confirms that marketing methods significantly effect real estate buyer choices. In addition,

compared to conventional marketing, digital marketing drives higher real estate sales and buyer engagement (mean difference of -0.40 with a 95% confidence range (-0.59, -0.21)).

The results show that digital channels are becoming more important in real estate marketing compared to the old ways.

6. DISCUSSION

Real estate marketing techniques, especially the transition from analog to digital methods, are becoming more important, according to this study's results. Traditional marketing tactics, such as print ads and billboards, have a lower effect on buyer engagement and decision-making (M = 3.85, SD = 0.72) compared to digital marketing strategies, such as social media marketing (M = 4.50, SD = 0.60) and online property viewing (M = 4.30, SD = 0.70). What this means is that virtual property shows, AI-driven suggestions, and digital platforms are having a bigger impact on purchasers.

The Efficiency of Online vs. Conventional Advertising

Additional evidence for these findings may be seen in the t-test results, which reveal a statistically significant distinction (t = 4.12, p < 0.05) in the efficacy of digital and conventional marketing strategies. That marketing methods have a substantial impact on real estate buyers' choices is supported by this finding, which lends credence to the alternative hypothesis (H_1). More convenient, interactive, and tailored suggestions are the results of the digital method, which increases buyer engagement and speeds up conversions.

Effects of Artificial Intelligence, Data Analytics, and Environmentally Friendly Advertising

Data analytics and artificial intelligence (AI) are changing the real estate marketing game. By making personalized property choices based on prior activity, chatbots, automated recommendations, and AI-powered predictive analytics improve buyer experiences. Research shows that marketing techniques powered by AI may improve lead generation and boost customer conversions (e.g., DigiEstate, 2024).

Similarly, eco-friendly characteristics have an average consumer preference score of 3.90 (SD = 0.75), which is positive news for sustainability marketing. This represents a rising market trend whereby purchasers seek for homes that have sustainable infrastructure, green certifications, and energy-efficient equipment. Marketers and developers that include these elements into their plans will most certainly have an advantage in the dynamic industry.

Augmented and Virtual Reality's Functions

Virtual reality and augmented reality have been wonderful additions to the real estate marketing mix. There is no longer any need for prospective buyers to physically view a property thanks to virtual property tours. Virtual reality (VR) advertising of properties produces more qualified leads than more conventional forms of listing (DigiEstate, 2024). This data demonstrates that investing in VR/AR systems may greatly improve the home-buying process and increase sales.

The Role of Social Media in Advertising

A further important discovery is the impact of social media advertising (M = 4.50, SD = 0.60). More and more, influencer marketing, live Q&A sessions, and property promotions are taking place on social media sites like Instagram, Facebook, and YouTube. According to research (Architectural Digest, 2024), houses advertised on social media tend to get more views and offers more quickly.

Wrapping Up the Conversation

The research concludes that the real estate business is undergoing a transformation due to the rise of digital marketing methods, the incorporation of AI, and the impact of future technologies such as VR and AR. Digital advances are boosting buyer engagement at a faster rate than traditional marketing tactics, which are still useful. The only way for real estate companies and developers to keep up with the ever-changing market is to embrace digital transformation, put money into analytics powered by artificial intelligence, and include sustainability measures.

7. CONCLUSION OF THE STUDY

This research set out to determine how different types of real estate advertising—both digital (social media, SEO, VR, and AI-driven campaigns) and conventional (print advertisements, billboards, direct mail)—affect consumers' final purchasing choices. The results provide light on how these tactics fare in molding customer tastes and propelling real estate transactions.

Descriptive data show that consumers are increasingly engaging with brands online, with digital marketing techniques having a higher mean effectiveness score (4.25 vs. 3.85 for conventional marketing methods). Additionally, the t-test for independent samples verifies this difference, demonstrating that marketing methods have a statistically significant influence on real estate sales (t = 4.12, p = 0.000). The findings point to the growing effect of digital platforms on consumers, including targeted advertising based on data analytics, virtual property tours, customized suggestions powered by artificial intelligence, and social media marketing.

This research confirms that marketing techniques have a major influence on real estate buyer choices by rejecting the null hypothesis (H_0) and accepting the alternative hypothesis (H_1). The research shows that when compared to more conventional forms of advertising, digital strategies provide better results in terms of audience engagement, reach, and conversion rates.

8. REFERENCES

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