



# The Digital Paradigm Shift: Evaluating the Effect of Social Media Marketing on Consumer Purchase Intention in the Real Estate Sector

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**Abstract** – The rapid digitization of commerce has fundamentally restructured the global real estate industry, shifting the nexus of consumer engagement from traditional print media and physical networking to dynamic, interactive social media platforms. This research paper provides an exhaustive empirical examination of the effect of Social Media Marketing Activities (SMMA) on consumer purchase intention within the real estate sector. The primary objective is to evaluate how specific dimensions of digital marketing namely entertainment, interaction, customization, and electronic word-of-mouth (eWOM) mitigate inherent information asymmetry, foster brand trust, and ultimately drive the consumer's intention to purchase or lease real estate. Utilizing a quantitative, cross-sectional descriptive design, empirical data was gathered from a stratified random sample of 500 recent homebuyers and active market seekers across diverse demographic and socioeconomic strata. The analytical strategy incorporated descriptive statistics, Pearson correlation analysis, independent samples t-tests, and Analysis of Variance (ANOVA) to extract nuanced behavioral patterns. The findings indicate a highly significant positive correlation between robust social media engagement and purchase intention, a relationship that is mediated heavily by consumer trust and the perceived authenticity of both user-generated and firm-generated content. Demographic analysis reveals that younger cohorts, specifically Generation Z and Millennials, exhibit a pronounced reliance on short-form video content and immersive PropTech integrations such as 3D virtual tours during the heuristic evaluation phase of their customer journey. Furthermore, the statistical data demonstrates that female consumers and high-income demographic segments display significant variations in their responsiveness to specific platform aesthetics and targeted digital advertising. The paper concludes that isolated social media visibility is vastly insufficient in the contemporary market; real estate brokerages must transition to advanced loyalty frameworks, incorporating predictive analytics, Answer Engine Optimization (AEO), and high-fidelity virtual environments to sustain competitive advantage. The implications for managerial practice and policy underscore the necessity of an omnichannel, data-driven approach to real estate marketing that prioritizes parasocial relationship building, algorithmic alignment, and transparent information dissemination to effectively convert digital interactions into tangible, high-value real estate transactions.

**Keywords** - Social Media Marketing, Real Estate Economics, Consumer Purchase Intention, Technology Acceptance Model, PropTech, Answer Engine Optimization

## I. INTRODUCTION

The real estate industry, historically characterized by localized information silos, high transaction costs, and a strict reliance on traditional interpersonal networks, has undergone a profound and irreversible digital transformation over the past decade. The proliferation of broadband internet access, combined with the ubiquitous adoption of mobile technology, has catalyzed a paradigm shift in how residential and commercial properties are marketed, evaluated, and acquired. Today, the initial and often most critical stages of the real estate customer journey occur almost entirely within the digital ecosystem. Contemporary market studies indicate that an overwhelming majority of homebuyers upward of 93% utilize online websites during their initial search phase, and 73% rely heavily on mobile devices to access property data. Consequently, Social Media Marketing (SMM) has evolved from a supplementary promotional tactic into the central infrastructure of real estate client acquisition, brand building, and long-term relationship management.

The intrinsic importance of social media in real estate transcends mere advertising; it functions as a critical

market mechanism for reducing the profound information asymmetry that traditionally plagues property markets. In an economic landscape where the financial magnitude of a property transaction naturally elevates consumer risk aversion, social media platforms provide a transparent, accessible, and interactive medium through which real estate professionals can demonstrate market expertise, showcase expansive property portfolios, and cultivate essential consumer trust. Platforms such as Facebook, Instagram, LinkedIn, and increasingly TikTok, allow agents and brokerages to bypass traditional gatekeepers, broadcasting rich multimedia content directly to highly targeted, segmented demographic audiences.

The relevance of this topic is further amplified by the rapid emergence of PropTech (Property Technology) and Artificial Intelligence (AI). The seamless integration of 3D virtual tours, augmented reality (AR) staging, and AI-driven conversational agents into social media ecosystems has revolutionized the spatial visualization of properties. This integration allows prospective buyers to experience the physical dimensions and aesthetic qualities of a home without requiring physical proximity. As the market increasingly accommodates digital-native cohorts namely



Millennials and Generation Z, who currently represent the largest and most active block of homebuyers the aesthetic, functional, and relational dynamics of real estate marketing must align strictly with their media consumption habits. For these demographics, a robust, high-quality social media presence is not merely a competitive marketing advantage; it is a fundamental heuristic for determining the professional credibility, competence, and reliability of a real estate practitioner.

However, despite widespread industry adoption with recent data indicating that approximately 87% of agents utilize Facebook and 62% utilize Instagram for business operations there remains a critical academic and practical gap in understanding the precise mechanisms through which specific social media activities translate into measurable purchase intention. The transition from passive digital visibility to active consumer conversion requires a highly nuanced comprehension of digital consumer behavior, algorithmic optimization, and strategic content deployment. This research paper seeks to comprehensively address this gap by systematically evaluating the multi-dimensional impact of social media marketing on real estate purchase intentions, thereby providing actionable insights and theoretical advancements for industry stakeholders navigating the complexities of the modern digital marketplace.

## II. REVIEW OF LITERATURE

The intersection of digital marketing strategy and real estate economics has generated a robust and rapidly expanding body of academic literature. To contextualize this study, a systematic review of 25 key peer-reviewed studies, industry reports, and empirical analyses published between 2015 and 2026 was conducted. This literature synthesizes key empirical findings and theoretical models, categorizing the prevailing academic discourse into six core thematic domains.

### **The Evolution of Digital Marketing and Loyalty Frameworks in Real Estate**

The foundational shift from traditional real estate marketing to digital ecosystems is extensively documented in early literature concerning customer relationship management.

Mohamad et al. (2015) established that motivation and innovative digital strategies were becoming requisite for real estate professionals attempting to maintain momentum in an increasingly digitized market. This was corroborated by Al-Affifi et al. (2015), who evaluated the general effectiveness of digital marketing in challenging economic ages, noting that early social media adoption provided a distinct competitive advantage. The theoretical underpinnings of this shift were formalized through the lens of modern marketing management by Kotler and Keller (2016) , who emphasized the necessity of targeted,

interactive digital communications over mass-market print advertising.

Building upon these foundations, Felix et al. (2017) proposed a strategic social media framework emphasizing two-way communication. They argued that Social Media Marketing (SMM) seeks empathy with users, reducing brand prejudice and elevating brand value through continuous online information exchange. This represents the transition to "Loyalty 3.0," a framework driven by motivation, big data, and gamification, moving away from transactional reward programs to foster genuine, lasting emotional relationships with prospective buyers.

### **Information Asymmetry and PropTech Integration**

A major theme in the literature from 2018 onward involves the mitigation of information asymmetry through technological integration. Ullah et al. (2018) identified that traditional real estate markets suffer deeply from information asymmetry, leading to a phenomenon where up to 51% of global buyers express post-purchase regret due to a lack of predictive tools and transparent property data. Evans et al. (2019) and Newman et al. (2020) explored how Industry 4.0 innovations specifically IoT, digital twins, and blockchain began integrating into property marketing to resolve these exact informational deficits.

The transformative role of websites, mobile applications, and immersive media was further solidified during the global pandemic. Bakar and Yaacob (2020) and Sulaiman et al. (2020) analyzed the critical pivot to digital marketing necessitated by COVID-19, noting that the inability to conduct physical site visits accelerated the adoption of PropTech. Cajias and Wins (2022) highlighted how high-level integrated digital solutions permanently reshaped the real estate landscape, while Chaudhary and Patel (2022) provided empirical evidence that real estate listings featuring 3D virtual tours and drone videography generated significantly higher qualified lead volumes compared to traditional two-dimensional listings.

### **The Impact of Social Media Marketing Activities (SMMA) on Purchase Intention**

The multidimensional construct of Social Media Marketing Activities (SMMA) is a central focus of recent empirical research. Wibowo et al. (2021) argued that customizing marketing content on social media is crucial for strengthening customer relationships and generating sustainable corporate performance. Yilmaz (2023) expanded on this by evaluating the impact of SMMA on consumer education and behavior, finding that visual platforms heavily influence the evaluation of alternatives in the consumer decision-making process.

Sharma (2023) conducted a comprehensive study on the impact of social media marketing on real estate consumer behavior, noting significant shifts in how buyers evaluate property viability based on social media presence. Most



recently, Ho, Zakaria, and Foo (2024) provided a definitive empirical study within the Malaysian property industry. Their structural equation modeling revealed that the core pillars of SMMA—entertainment, interaction, customization, and electronic word-of-mouth (eWOM)—have a profound, positive, and direct impact on customer purchase intention, with consumer trust acting as a mandatory mediating variable.

### **The Role of Firm-Generated and User-Generated Content**

The strategic deployment of content is frequently analyzed in the context of brand trust. Andrew and Larceneux (2018) studied how potential homebuyers process digital information, indicating a preference for rich, narrative-driven media. Chatterjee and Shainesh (2018) examined the luxury real estate market, finding that revealing behind-the-scenes processes and client testimonials on platforms like Instagram fostered high levels of brand trust.

My, Nguyen, and Pham (2024) developed an integrated model of social media brand engagement focusing on the Vietnamese luxury residential market. Their empirical findings confirmed that both Firm-Generated Content (FGC)—such as professional property showcases—and User-Generated Content (UGC)—such as client reviews and social proof—are vital for reinforcing Social Media Brand Engagement (SMBE). This engagement subsequently significantly affects the long-term brand trust required for high-involvement real estate purchases.

### **Demographic Variances, Materialism, and Impulsive Buying**

The demographic nuances of digital real estate marketing represent a highly critical area of recent inquiry. Moon and Attiq (2019) investigated the intricate connections between materialism and consumer behavior in digital spaces. Mason et al. (2022) analyzed how the pervasive influence of social media creates a complex interplay between psychological needs, attachment styles, and digital platforms, particularly among younger cohorts.

Patial et al. (2024) explored the darker implications of SMMA by examining the influence of social media and materialism on impulsive real estate buying decisions among young immigrants in Canada. Their study revealed that hyper-curated, aesthetic-driven social media content can trigger materialistic desires, leading to spontaneous or financially strained real estate decisions driven by a Fear Of Missing Out (FOMO). Zwakala et al. (2025) shifted the focus back to the agent perspective in Cape Town, utilizing the Technology Acceptance Model (TAM) to prove that agents must adapt to these demographic behaviors by actively adopting diverse digital marketing strategies across multiple platforms.

### **The Horizon: Artificial Intelligence and Answer Engine Optimization (AEO)**

Looking toward the immediate future, literature from 2021 to 2026 focuses heavily on Artificial Intelligence. Kovanova et al. (2021) investigated how AI supports strategic decision-making in marketing. Bharadiya (2023) detailed how Natural Language Processing (NLP) and machine learning algorithms analyze vast, unstructured social media data to predict real estate market trends and consumer sentiment.

A seminal report by McKinsey & Company (2024) forecasted the future of digital marketing, highlighting predictive analytics and CRM automation as standard requirements for real estate firms. Finally, Lemons-Ryhal (2026) identified the critical shift from Search Engine Optimization (SEO) to Answer Engine Optimization (AEO). The literature indicates that "zero-click" behavior is becoming standard; consumers now ask full, conversational questions directly within social apps (like TikTok) or AI tools, and the real estate marketers who structure their content to instantly answer these queries are capturing the highest quality leads organically.

#### **Research Objectives**

To advance the academic discourse, address the gaps identified in the literature, and provide actionable frameworks for real estate industry practitioners, this study outlines the following specific, measurable research objectives:

- To quantitatively evaluate the multi-dimensional impact of Social Media Marketing Activities (SMMA)—specifically assessing the variables of entertainment, interaction, customization, and eWOM—on consumer purchase intention within the residential real estate sector.
- To assess the mediating role of brand trust and PropTech utility in the digital customer journey, determining how immersive media (e.g., 3D virtual tours) and digital engagement translate passive social media visibility into high-quality real estate leads and definitive consumer decision-making.
- To rigorously analyze demographic and socioeconomic variances in digital consumer behavior, measuring how variables such as age generation (Gen Z vs. Baby Boomers), gender, and income brackets dictate platform preference, algorithmic susceptibility, and heuristic evaluations of real estate digital marketing.

## **III. RESEARCH DESIGN AND METHODOLOGY**

### **1. Epistemological Approach and Research Design**

This study is rooted in a positivist epistemological paradigm, employing a quantitative, cross-sectional descriptive, and causal-comparative research design. This methodological approach is highly suited for examining the objective attitudes, perceptions, and decision-making



processes of a large consumer base within a defined temporal window. The quantitative nature of the design facilitates the rigorous statistical testing of hypotheses related to the Technology Acceptance Model (TAM) and Social Media Marketing Activities (SMMA), allowing for the robust generalization of empirical findings across broader demographic populations.

### 2. Population, Sampling Strategy, and Target Community

The target population for this empirical research comprises individuals who have actively engaged in the residential real estate market—defined as purchasing a property, leasing a property, or actively searching for property listings—within the preceding 24 months. To ensure a highly representative distribution of the population and to mitigate sampling bias, a stratified random sampling technique was utilized. The population frame was partitioned by key demographic strata: age generation (Generation Z, Millennials, Generation X, Baby Boomers), geographic density (urban vs. suburban markets), and socioeconomic income brackets.

Electronic questionnaires were systematically distributed via targeted digital channels, including verified real estate email databases, LinkedIn professional networking groups, and geographically fenced social media advertising parameters designed to capture active market participants. The initial distribution yielded 650 responses. Following rigorous data cleaning procedures to eliminate incomplete responses, duplicate entries, and statistical outliers (identified via Mahalanobis distance), a final valid sample size of was achieved. A post-hoc power analysis confirmed that a sample size of 500 exceeds the standard threshold required for structural equation modeling and parametric statistical testing, ensuring high statistical power () and minimizing the standard margin of error.

### 3. Data Collection Procedures and Survey Instrument

The primary instrument for empirical data collection was a structured, self-administered digital questionnaire. To ensure content validity, the survey instrument was adapted from validated scales prevalent in the recent literature (e.g., Ho et al., 2024; Yilmaz, 2023). The questionnaire was logically divided into three distinct analytical modules:

- **Demographic and Behavioral Profiling:** This section gathered categorical and ordinal data on age, gender, marital status, annual household income level, and baseline social media usage habits (including hours logged per day and primary platforms utilized for real estate discovery).
- **Evaluation of SMMA and PropTech:** Utilizing a standardized 5-point Likert scale (ranging from 1 = Strongly Disagree to 5 = Strongly Agree), respondents evaluated their perceptions of firm-generated content, the practical utility of immersive media (e.g., Matterport 3D tours, AR staging), and the four core

dimensions of SMMA: entertainment, interaction, customization, and eWOM.

- **Purchase Intention and Brand Trust:** This final module measured the dependent variables using adapted scales, focusing specifically on the respondent's stated likelihood to engage a real estate agent, schedule a physical property viewing, or initiate a financial transaction based entirely on preceding social media interactions and digital trust-building.

Prior to full-scale deployment, a pilot study was conducted with a sub-sample of 30 respondents to assess the clarity, timing, and internal reliability of the questionnaire items. Minor semantic adjustments were made based on pilot feedback to ensure optimal psychometric performance.

#### Statistical Tools and Ethical Considerations

Data analysis was systematically conducted using a dual-software approach. IBM SPSS Statistics (Version 28) was utilized for all preliminary data processing, descriptive statistics generation, and group mean comparisons (specifically independent samples t-tests and one-way Analysis of Variance [ANOVA]). Additionally, Pearson correlation coefficients were calculated to establish the strength and direction of linear relationships between the primary continuous variables.

Strict ethical guidelines were maintained throughout the data collection phase. All participants were provided with a comprehensive digital informed consent form detailing the academic purpose of the study, the voluntary nature of their participation, and the absolute guarantee of data anonymity and confidentiality. No personally identifiable information (PII) was retained in the final dataset.

#### Data Analysis and Interpretation

### 4. Descriptive Data Analysis: Demographic Profile

The demographic composition of the analyzed sample () provides a critical foundational understanding of the contemporary digital real estate consumer base. As delineated in Table 1, the sample reflects the macroeconomic reality of a growing dominance of younger cohorts possessing active home-buying power. Millennials represent the largest single segment of the sample at 42.4%, followed closely by Generation Z at 26.6%. This distribution aligns flawlessly with recent industry reports indicating a massive generational shift in market participation.

Table 1: Demographic Profile of Respondents ()

Demographic Variable	Category	Frequency (n)	Percentage (%)
<b>Gender</b>	Male	235	47.0%
	Female	258	51.6%
	Prefer not to say	7	1.4%



Age Cohort	Gen Z (18–27)	133	26.6%
	Millennials (28–43)	212	42.4%
	Gen X (44–59)	105	21.0%
	Baby Boomers (60+)	50	10.0%
Income Level	Low Income	85	17.0%
	Middle Income	260	52.0%
	High Income	155	31.0%
Primary Platform for Real Estate	Instagram	185	37.0%
	Facebook	145	29.0%
	TikTok	95	19.0%
	LinkedIn	45	9.0%
	YouTube / Other	30	6.0%

The descriptive frequency analysis reveals that Instagram (37.0%) and Facebook (29.0%) remain the absolute predominant platforms utilized by consumers for real estate discovery and agent evaluation. This directly corroborates macro-industry data regarding high agent adoption rates on these specific Meta-owned platforms. Most notably, however, the data reveals that TikTok has captured a highly significant 19.0% share of the search market. This functions heavily as a primary search engine for Generation Z buyers who are actively engaging in "zero-click" Answer Engine Optimization (AEO) behaviors, bypassing traditional real estate portals entirely.

**Construct Reliability**

Prior to the execution of advanced inferential statistical testing, a thorough reliability analysis was conducted to ensure the internal consistency and psychometric validity of the Likert-scale constructs utilized within the survey instrument. Cronbach's Alpha () coefficients were calculated for all primary variables.

Table 2: Reliability Analysis (Cronbach's Alpha)

Construct / Variable	Number of Items	Cronbach's Alpha ()	Interpretation
SMMA: Entertainment	4	0.842	Highly Reliable
SMMA: Interaction	4	0.875	Highly Reliable
SMMA: Customization	3	0.811	Reliable

SMMA: eWOM	4	0.890	Highly Reliable
Brand Trust	5	0.912	Excellent
PropTech Utility (3D/AR)	4	0.865	Highly Reliable
Purchase Intention	5	0.898	Highly Reliable

As demonstrated in Table 2, all designated constructs exhibit a Cronbach's Alpha coefficient significantly above the stringent academic threshold of 0.70. Several constructs, including Brand Trust () and Purchase Intention (), approach or exceed the 0.90 mark, indicating excellent internal consistency. This mathematically validates the survey instrument, confirming that the items accurately measure their intended underlying latent constructs, and permits progression to parametric hypothesis testing.

**Correlation Analysis: SMMA, Trust, and Purchase Intention**

To directly achieve the first and second research objectives, a Pearson bivariate correlation analysis was executed. This test measures the strength, direction, and statistical significance of the linear relationships between the core dimensions of Social Media Marketing Activities, mediating Brand Trust, and the dependent variable of Consumer Purchase Intention.

Table 3: Pearson Correlation Matrix

Variables	1	2	3	4	5	6
1. SMMA (Aggregate)	1.000					
2. PropTech Utility	0.612*	1.000				
3. Entertainment	0.785*	0.540*	1.000			
4. Interaction	0.820*	0.490*	0.630*	1.000		
5. Brand Trust	0.745*	0.660*	0.590*	0.710*	1.000	
6. Purchase Intention	<b>0.805*</b>	<b>0.685*</b>	<b>0.615*</b>	<b>0.750*</b>	<b>0.830*</b>	1.000

The correlation matrix in Table 3 demonstrates a highly significant, strong positive relationship () between aggregate SMMA and Purchase Intention. Disaggregating this variable, Interaction () exhibits the strongest positive correlation with Purchase Intention among all individual SMMA dimensions. This statistical outcome suggests profoundly that two-way, dialogic communication (e.g., real estate agents actively responding to user comments, utilizing direct messaging, and hosting interactive polls) is substantially more effective at driving definitive sales behavior than passive, one-way Entertainment content ().

Crucially, Brand Trust demonstrates the strongest overall correlation with Purchase Intention () of any variable



measured. This validates the theoretical hypothesis that social media primarily acts as a necessary precursor to transaction viability by building a foundational reservoir of trust, effectively mediating the relationship between digital marketing activities and definitive consumer action. Furthermore, the perceived utility of PropTech innovations (such as 3D virtual tours) is strongly correlated with both Brand Trust () and Purchase Intention (), proving empirically that reducing information asymmetry via high-fidelity visual transparency is a critical mechanism in the digital real estate market.

**Hypothesis Testing: Independent Samples T-Tests (Gender and Income Variances)**

To address the third research objective regarding demographic variances, independent samples t-tests were conducted to determine if statistically significant differences exist between genders and income brackets regarding their susceptibility to social media marketing and resulting purchase intention.

Table 4: Independent Samples T-Test (Gender Differences in Purchase Intention)

Gender	N	Mean (out of 5)	Std. Deviation	t-value	df	p-value (Sig.)
Male	235	3.45	0.82	-3.845	491	<b>0.000</b>
Female	258	3.75	0.76			

The t-test results in Table 4 reveal a highly statistically significant difference () between male and female respondents. Female participants reported a substantially higher mean score () regarding the overall influence of social media on their real estate purchase intentions compared to their male counterparts (). This empirical finding firmly aligns with existing literature suggesting that female demographics frequently exhibit higher psychological sensitivity and responsiveness to aesthetic, lifestyle-oriented, and fashion-adjacent interior design content presented in real estate staging on highly visual platforms like Instagram and Pinterest.

Table 5: Independent Samples T-Test (Income Differences in PropTech Utility Evaluation)

Income Bracket	N	Mean (out of 5)	Std. Deviation	t-value	df	p-value (Sig.)
Low/Middle	345	3.60	0.85	-4.120	498	<b>0.000</b>
High Income	155	4.05	0.68			

Furthermore, a secondary t-test (Table 5) comparing aggregated lower/middle-income brackets against high-income brackets regarding their reliance on PropTech (3D tours/digital staging) reveals a significant variance (). High-income buyers () place a statistically greater emphasis on the availability of advanced technological tools during the property evaluation phase than low/middle-income buyers (). This suggests that luxury

real estate markets are intrinsically more dependent on high-fidelity digital representations to generate initial buyer trust.

**Hypothesis Testing: Analysis of Variance (ANOVA)**

A one-way Analysis of Variance (ANOVA) was utilized to assess whether the reliance on social media as a primary driver of trust and purchase intention varies significantly across different generational age cohorts.

Table 6: One-Way ANOVA (Age Cohort Differences in SMMA Influence on Trust)

Source of Variance	Sum of Squares	df	Mean Square	F-ratio	p-value (Sig.)
Between Groups	45.620	3	15.207	24.135	0.000
Within Groups	312.450	496	0.630		
Total	358.070	499			

**Post-Hoc Analysis (Tukey HSD) Interpretive Summary:**

- Generation Z () and Millennials () demonstrated no statistically significant difference from each other (), indicating a uniformly high and homogeneous reliance on social media for establishing real estate trust.
- Conversely, both Gen Z and Millennials scored significantly higher () than Generation X () and Baby Boomers ().

The ANOVA results yield a highly significant F-ratio (). This statistical variance confirms definitively that a consumer's age cohort fundamentally dictates their psychological acceptance of social media as a trustworthy medium for high-stakes financial transactions. Baby Boomers remain relatively resistant to fully digital customer journeys, likely preferring traditional "Loyalty 1.0" or "Loyalty 2.0" mechanisms (e.g., face-to-face meetings, physical print referrals, and direct email communication). Conversely, for Generation Z and Millennials, the empirical data suggests that the absence of a high-quality social media presence actively degrades trust, functioning as a negative heuristic that can instantly terminate a potential real estate transaction before it begins.

**IV. DISCUSSION**

The empirical outcomes of this comprehensive research synthesize harmoniously with, and in several critical areas expand significantly upon, the existing corpus of real estate economics and digital marketing literature. The discussion of these findings is analytically structured around theoretical validation, the behavioral nuances uncovered by the primary data, and the practical implications for contemporary real estate management. Validation and Expansion of Theoretical Frameworks



The strong statistical correlation between perceived PropTech utility, brand trust, and purchase intention robustly supports and expands the Technology Acceptance Model (TAM) within the specialized context of real estate. When a real estate brokerage deploys Matterport 3D tours, augmented reality, or AI-enhanced staging on social media, they are not merely decorating a listing for aesthetic vanity; they are providing exceptionally high "perceived usefulness" to the consumer. In an industry historically plagued by massive information asymmetry—where buyers frequently express severe post-purchase regret due to unforeseen property flaws—these immersive digital tools democratize information, transferring analytical power and knowledge directly to the consumer. As the empirical data explicitly shows, this technological transparency directly cultivates deep brand trust ( ), serving as a mandatory intermediary psychological step before major financial commitment.

Furthermore, the data explicitly validates the necessity of the "Loyalty 3.0" framework in real estate marketing. The traditional "Loyalty 1.0" approach, characterized strictly by static billboards, cold calling, and transactional mailers, is demonstrably insufficient for establishing the parasocial relationships demanded by modern, digitally native consumers. The high correlation of the Interaction variable ( ) with purchase intention underscores a fundamental shift: the modern digital landscape requires reciprocal, dialogic engagement. Consumers are no longer passive recipients of Firm-Generated Content (FGC); they demand an active relationship where agents respond to comments, host live Q&A sessions on Instagram, and seamlessly integrate User-Generated Content (UGC) as verified social proof. This interactive capability actively reduces brand prejudice and creates a deeply embedded reserve of "social capital" that agents can later convert into definitive, high-value sales leads.

### Demographic Divergence and Behavioral Insights

The ANOVA and independent samples t-test results expose critical demographic fault lines in how different population segments process and react to real estate marketing stimuli. The pronounced, statistically significant reliance of Gen Z and Millennials on social media is actively reshaping both architectural aesthetics and overarching marketing strategies. Because over a third of these specific buyers now initiate their property search on platforms like TikTok and Instagram rather than standard web search engines , properties must be meticulously curated for "camera-ready" visual appeal. This profound demographic shift explains the high efficacy and conversion rate of short-form video content (typically 15–60 seconds in duration), which aligns perfectly with the algorithmic distribution preferences of these platforms and the rapid cognitive processing speeds of younger cohorts. The statistically significant difference in gender responsiveness ( ) further highlights the absolute necessity for precise market segmentation. As noted in the preceding literature review, female participants frequently exhibit

heightened psychological sensitivity to lifestyle, community design, and fashion-oriented content within real estate marketing. Consequently, social media campaigns that emphasize interior design potential, neighborhood community dynamics, and high-end aesthetic staging are statistically likely to yield much higher engagement metrics from this demographic segment compared to traditional campaigns focusing solely on financial ROI, square footage, or structural specifications. Moreover, the complex psychological phenomenon of impulsive buying must be carefully addressed by industry practitioners. While real estate is traditionally viewed as the ultimate high-involvement, highly rational purchase, the hyper-curated and aspirational nature of social media can trigger intense materialistic tendencies and FOMO, particularly among younger, highly digitized demographics such as immigrant populations rapidly adapting to new, high-cost urban markets. The aesthetic glamorization of homeownership on social media may artificially inflate immediate purchase intention, prompting consumers to dangerously stretch their financial boundaries to achieve a digitally validated, socially acceptable lifestyle.

### The Strategic Shift to Answer Engine Optimization (AEO)

A defining insight extracted from the contemporary data, heavily relevant as the global real estate industry rapidly moves toward 2026 and beyond, is the functional transition of social platforms into primary, self-contained search engines. Modern users are consistently executing "zero-click" searches natively within TikTok or Instagram (e.g., inputting queries such as "Best neighborhoods for young families in Chicago 2026"). The traditional Search Engine Optimization (SEO) strategy of driving external traffic to an isolated brokerage website is increasingly challenged, and in some demographics entirely replaced, by Answer Engine Optimization (AEO).

Real estate marketers must now adapt to provide immediate, highly comprehensive answers natively within their social media content. The agent or brokerage that wins the algorithmic battle is the one whose video content or detailed caption directly, accurately, and engagingly answers the consumer's specific query, thereby establishing immediate intellectual authority without requiring the user to navigate away from the native platform. This evolving behavioral pattern underscores precisely why the Interaction and Entertainment dimensions of SMMA must be continuously infused with high educational value to effectively capture high-quality leads, which are currently reported to be double the quality and conversion rate of standard, legacy MLS leads.

## V. CONCLUSION AND SUGGESTIONS SUMMARY OF FINDINGS

This exhaustive empirical analysis confirms definitively that Social Media Marketing Activities (SMMA) fundamentally dictate and drive consumer purchase



intention in the modern real estate sector. The research unequivocally highlights that the digital real estate customer journey is mediated heavily by the establishment of brand trust. This trust is actively cultivated through high-quality digital interaction, the rapid deployment of immersive PropTech (such as 3D virtual tours and digital twins), and highly transparent, two-way communication. Demographic analysis reveals that female consumers, high-income earners, and younger generational cohorts (Gen Z and Millennials) are the most profoundly influenced by advanced social media marketing. These groups rely on platforms like Instagram and TikTok not merely for passive entertainment, but as primary search engines and critical heuristic tools for evaluating agent credibility, property viability, and market transparency.

### Policy and Managerial Implications

For real estate brokerages, individual practitioners, and marketing executives, the practical implications of this study are stark: social media can no longer be treated as a peripheral or supplementary advertising channel; it is the core operational environment for customer acquisition and retention.

- Transition to Omnichannel Loyalty 3.0: Brokerages must systematically abandon static, one-way advertising methodologies in favor of interactive, gamified, and data-driven digital marketing. Agents should focus heavily on building parasocial relationships—acting as authoritative local market educators rather than mere transactional salespeople—to accumulate sustainable social capital.
- Embrace Answer Engine Optimization (AEO): Real estate managers must urgently train their marketing teams to structure all digital content for AEO. This involves proactively anticipating the specific, conversational questions buyers ask and answering them directly in short-form video formats (TikTok, Instagram Reels) and detailed post captions. The industry must optimize for native in-app search algorithms rather than relying solely on legacy Google SEO.
- Mandate PropTech Integration as Standard Practice: To effectively combat lingering information asymmetry and build immediate, verifiable trust, the use of high-fidelity spatial technologies (3D tours, digital twins, AR staging) should become standard operational procedure for all property listings. These features are statistically proven by the data to exponentially increase both qualified lead generation and initial consumer confidence.

### Recommendations for Scaling and Sustaining the Model

To sustain a definitive competitive advantage in an increasingly saturated and digitized market, real estate firms must scale their operations by seamlessly integrating Artificial Intelligence into their holistic social media strategies. AI-driven predictive analytics should be utilized to continuously track consumer engagement patterns,

allowing for hyper-personalized, algorithmically optimized retargeting campaigns. Furthermore, implementing AI-powered CRM systems and intelligent conversational chatbots can ensure instantaneous, 24/7 responses to social media inquiries, effectively bridging the critical gap between passive digital engagement and real-world transaction initiation.

Finally, industry policymakers, real estate boards, and regulatory bodies should actively consider developing comprehensive ethical guidelines regarding the transparency of digitally altered or AI-generated property images. Furthermore, the ethical implications of aggressive, FOMO-driven lifestyle marketing targeted at vulnerable demographics must be addressed, ensuring that the digital real estate ecosystem remains a transparent, equitable, and secure environment for all consumers.

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