

# CHAPTER 75

## Impact of Digital Marketing in Real Estate

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### ABSTRACT

The study explores the effects of digital marketing on the real estate sector in Pune, focusing on its role in enhancing brand awareness, generating leads, and fostering customer engagement. The main aim of the study is to explore how digital marketing techniques impact customer decision-making and contribute to real estate sales. Information was collected from purchasers and specialists in the area through a combination of statistical and descriptive approaches. The data indicates a clear relationship between digital marketing efforts and the rise in profits for businesses. According to key results, social media, SEO, and online property listings play a crucial role in attracting potential buyers and streamlining the sales process. It emphasizes the increasing significance of digital marketing platforms compared to traditional methods, demonstrating their ability to connect with a larger audience and build consumer trust. In conclusion, digital marketing plays a vital role in achieving success in the current Pune real estate market. To enhance marketing strategies and consumer experiences, future studies should focus on advancing technologies like virtual reality and artificial intelligence. The results of the study can assist real estate agents and brokers in adapting to emerging digital standards and sustaining a competitive advantage in an ever-evolving industry.

**Keywords:** Digital marketing; Real estate; Social media; SEO; Consumer engagement.

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### 1.0 Introduction

Due to digital marketing, 92% of homebuyers now turn to the internet to search for a property. This is significantly transforming the real estate industry. To remain competitive in the current economy, leveraging digital tools is essential. To succeed in the “real estate (RE)” industry, it is necessitated to implement a well-structured digital marketing campaign. Digital marketing can enhance the complete sales process, spanning from lead generation to closing deals (Rabby *et al.*, 2022). Real estate companies can leverage digital marketing to broaden their customer reach, engage with clients more effectively, and enhance their sales strategies.

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### **1.1 Impact of digital marketing of real estate**

Internet advertising has revolutionized the real estate industry, altering how homes are showcased, bought, and leased. Digital tools are rapidly taking the place of long-standing techniques, such as public displays & print ads, due to their reach, efficiency, and ability to be tailored to individual needs.

### **1.2 Social media and its impact on real estate in Pune**

In Pune, the real estate sector heavily depends on social media to enhance its marketing and sales strategies. Social media is becoming more prevalent in the RE sector, allowing for easier access to that audience on platforms such as “Facebook, Instagram, and LinkedIn”. The foundation of the text is notably dynamic, allowing real estate professionals to expand their reach by leveraging technological platforms for streaming virtual tours and live presentations featuring high-quality images and videos.

## **2.0 Challenges Encountered**

The growing significance of digital platforms in the real estate sector, especially as consumer behavior increasingly shifts towards online research and transactions. To engage today’s tech-savvy consumers, conventional marketing methods are proving inadequate. To effectively respond to the evolving market dynamics, real estate developers can gain insights from this study’s analysis of digital marketing strategies designed to enhance sales, lead generation, and customer engagement (Kaur, 2022).

## **3.0 Literature Review**

Kumar & Rao, (2024) analysed that digital marketing has undoubtedly transformed the RE sector in Pune. This was achievable through mass media and SEO, along with virtual tours that provided clients with real-time views of the properties. As a result, the market saw an increase in the availability of consumer goods that are also budget friendly. Additionally, the virtualization of providers was essential for effective integration. The digitization of the sales process was essential for the large-scale manufacturing of consumer products (Kumar, 2014). Patel (2024) examined that social media is considered as the most effective method of advertising property in Pune. The builders succeeded in luring the prospective buyers to social media, consequently leading to a boost in the sales of their properties and creating a bond of trust with their customers. The social media platforms that were used are Instagram, Facebook, and LinkedIn (Patel, 2024).

## **4.0 Research Methodology**

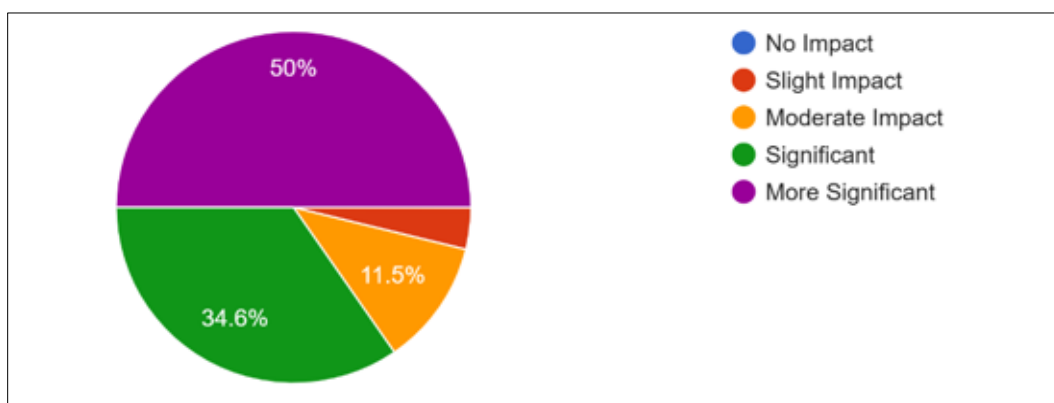
The research design employed a descriptive and exploratory approach to understand digital marketing strategies within the real estate industry. The questionnaire, serving as the

primary instrument, addressed topics concerning digital marketing strategies, brand recognition, lead generation, consumer decision processes, buying behavior, digital marketing platforms, real estate transactions, and customer engagement. The data sources employed comprised both primary and secondary types.

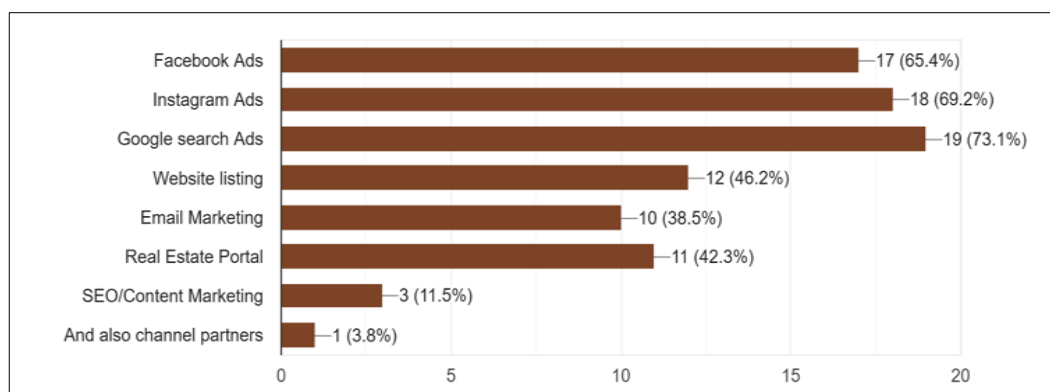
#### 4.1 Research objectives

- To analyze the role of digital marketing strategies in enhancing brand visibility and lead generation for real estate businesses.
- To examine the impact of digital marketing on consumer decision-making and buying behavior in the real estate sector.
- To assess the effectiveness of digital marketing channels in real estate sales and customer engagement.

**Figure 1: Depicting Influence of Online Marketing in Order to Close Sales**



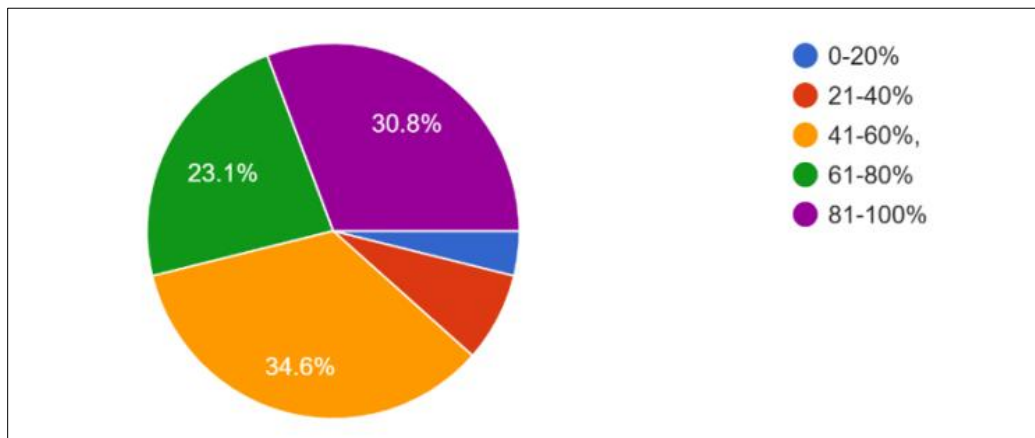
**Figure 2: Depicting the Effectiveness of Various Online Marketing Channels for Generating Leads for Real Estate Companies**



## 5.0 Results

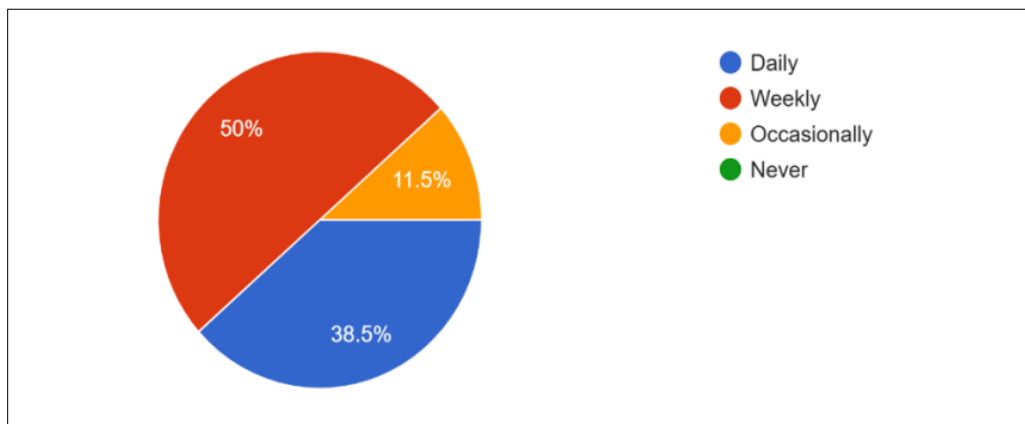
The chart highlights the perceived effectiveness of online marketing in driving sales. This strongly suggests that digital marketing is a powerful tool in the real estate sector.

**Figure 3: Examining, Lead Pool Generated from Online Marketing in Reference to Real Estate Marketing Team**

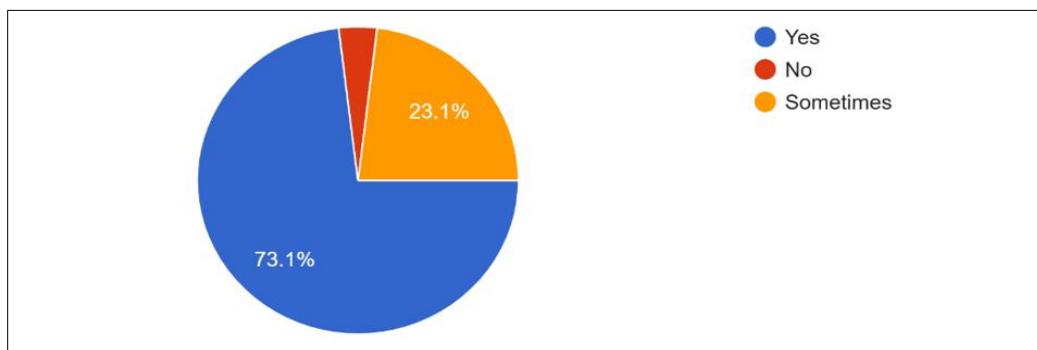


This strongly suggests online marketing is seen as a valuable tool for providing information and building client understanding.

**Figure 4: Interpretating Follow up of the Leads by the Company Generated through Online Marketing**



**Figure 5: Depicting Leads Generated from Online Marketing are as Qualified as those from Traditional Methods (referrals, walk-ins, etc.)**



**Table 1: T-Test**

Test	t	Df	Sig. (2-tailed)	Mean Difference	Lower Confidence Interval	Upper Confidence Interval
Impact of Digital Marketing on Closing Sales	10.81665	13	7.18E-08	1.5	4.200411	4.799589
Effectiveness of Marketing Channels for generating leads	2.280351	13	0.040093	0.857143	3.045099	4.669187
Lead Pool generated from Digital Marketing	6.276459	13	2.85E-05	1.428571	3.936855	4.920288
Follow-up of Leads	10.21219	13	1.41E-07	1.357143	4.070042	4.644244
Online Leads vs Traditional Leads	13	13	7.96E-09	1.857143	4.548519	5.165767

**Table 2: Demographic**

Sr no	Demographic Variables		Frequency	%
1	Age group	18-25	36	24%
		26-30	41	27.33%
		31-35	48	32%
		Above 45 Years	25	16.66%
2	Gender	Female	67	44.66%
		Male	83	55.33%
3	Education Level	Bachelor's degree	32	21.33%
		Master's degree	29	19.33%
		Other	53	35.33%
		PhD	36	24%
4	Income level	Less than 30000	50	33.33%
		30000- 60000	45	30%
		60000- 100000	28	18.66%

		More than 100000	27	18%
5	Location	Rural	41	27.33%
		Semi-urban	45	30%
		Urban	64	42.66%
6	Occupation	Other	34	22.66%
		Unemployed	26	17.33%
		Self employed	39	26%
		Employed full time	51	34%
7	Technological Savviness	Novice	36	24%
		Intermediate	80	53.33%
		Advanced	34	22.66%

*Obj. 1:* To analyze the role of digital marketing strategies in enhancing brand visibility and lead generation for real estate businesses.

*H1:* Digital marketing strategies significantly enhance brand visibility and lead generation for real estate businesses.

**Table 3: Regression Analysis**

Hypothesis	Regression Weights	Beta Coefficient	R2	F	t-value	p-value	Hypothesis Result
H1	Digital marketing strategies > Brand visibility and lead generation	.321	0.103	17.012	4.125	0.000	Supported

The findings of this study validate that H1 is significantly influenced by digital marketing, particularly regarding its role in enhancing brand visibility and attracting potential leads within the housing sector.

*Obj. 2:* To examine the impact of digital marketing on consumer decision-making and buying behavior in the real estate sector.

*H2:* Digital marketing significantly influences consumer decision-making and buying behavior in the real estate sector.

**Table 4: Regression Analysis**

Hypothesis	Regression Weights	Beta Coefficient	R2	F	t-value	p-value	Hypothesis Result
H2	Digital marketing strategies > Consumer decision-making and buying behavior	.326	0.106	17.573	4.192	0.000	Supported

Therefore, Hypothesis H2 is supported, indicating that internet advertising methods use a considerable impact on shaping consumer decisions and influencing their buying behavior in the RE market.

*Obj. 3:* To assess the effectiveness of digital marketing channels in real estate sales and customer engagement.

*H3:* Digital marketing channels significantly impact real estate sales and customer engagement.

**Table 5: Regression Analysis**

Hypothesis	Regression Weights	Beta Coefficient	R2	F	t-value	p-value	Hypothesis Result
H3	Digital marketing channels > Real estate sales and customer engagement	.321	0.103	17.012	4.125	0.000	Supported

These findings support, Hypothesis H3 is supported, highlighting the efficacy of online advertising channels in driving sales and enhancing customer engagement within the real estate industry.

## 6.0 Findings and Discussion

Digital marketing strategies serve as the initial phase in shaping the brand image and attracting several new customers, influencing their preferences and perceptions towards real estate agents and firms. The relationship between the variables (digital marketing outcomes) and the digital marketing investment in regression analysis is notably strong and positive. The primary hypothesis of this study was that the volume of leads and brand recognition would significantly increase due to online advertising initiatives. Furthermore, the study finds that internet advertisements have a significantly positive impact on client spending behavior and decision-making, highlighting their essential role in shaping client preferences. The research has shown that sites of social media and webpages among other channels of digital marketing can significantly contribute to sales and improve the levels of interaction with clients.

## 7.0 Conclusion

Recent advancements in technology, changes in legislation, and evolving consumer perspectives could lead to significant progress in the property market in India. Pune is expected to have a crucial role in this matter due to its robust infrastructure and strategic positioning. The line direction is barely connected with also the sustainability, eco-friendliness, and technological utilization practices. The Indian real estate potential enablers will be better than ever in the setting up and the development of future cities by promoting these innovative trends will be more successful in the country. Keeping up with the market demand as well as the newest technologies in order to secure a competitive edge is very much necessary and provides the

insight and market perspective for previously discussed the report to be successful. Moreover, the focus on customer satisfaction highlighted in the previously discussed report is essential. In the property industry in India, online contact has become an integral aspect of daily operations, and Pune's impressive digital marketing strategies ensure smooth functioning. To attract more clients, real estate brokers need to actively participate in web marketing within a competitive landscape.

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