

CHAPTER 16

Social Media Marketing Strategies and Their Effectiveness in Real Estate Consumer Engagement

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ABSTRACT

The real estate sector has undergone profound digital transformation over the past decade, transitioning methods reliant on physical site visits, printed brochures, and face to face agent's instructions to dynamic digital platform that priorities consumer centric engagement. Social media is they emerged as the puttable and tools has the evaluation, gambling real estate firms to deliver the interactive property showcase virtual tours, customer consumer testimonials, and real time update through the online platform while this channel offers to unpredicted opportunities for the information mercy, accessible market particularly in the urban Indian markets the specific impact on the consumer viewer remains unexplored especially in the post covid-19 era when the physical registration accelerate digital adaptation but the left the gap in the understanding long term effectiveness. Employing of rebuts mixed methods approach, it is drawn on quantities data from hundreds of urban consumers across Indian cities this stratify by age, incomes and buying status, alongside in the depth of the interviews with developer, marketing, different agents, and different class of costumers. Data analysis used SPSS for descriptive statistics, regressions modelling, brackets testing, hypothesis on engagement variations, bracket complete my heart is this, correlation analysis, complemented by thematically coding of quantities insights to triangulate finds and ensure cohesive validations.

Keywords: Real estate, Marketing, Stakeholder, Social media & Digital technologies integration/ transformations.

1.0 Introduction

1.1 Opening content

The Indian real estate industry worth more than two hundred billion dollars is at the

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leading points of inflexion and is undergoing radical digital changes brought about by the changing consumer behaviour and accelerated technology development. Indian active social media users have become a strong platform where buyers first familiarize themselves with alternatives and options to begin building trust between themselves and sellers and make purchasing decisions. The change has been most noticeable between millennial and Generation Z consumers who form the know constitute a large part of active buyers in metropolitan markets. Directional promotional messaging to the interactive, consumer-centric engagement model that privatizes transparency, authority, and real-time responsiveness.

1.2 Background of the study

The advent of social media as a disruptive mechanism in marketing real estate should be perceived in the wider framework of the digital transformation of industry. The relationship marketing theory and social exchange theory, which are classically based marketing theories, have long stressed the significance of establishing a long-term trust and meaningful relationship between the consumers and the brands. The experience of empirical research in the fields confirms that the strategic formation of content marketing and collaboration with influencers will have a major impact on user interest and willingness to buy, especially when it is implemented on the visually saturated platform such as Instagram.

The real estate business has not experienced any extensions to the tendency that the metropolitan Indians report in trends indicates that about 90 percent of home buyers are now starting their search of a house online and in most cases through social media platforms other than conventional agents. Some of the technological infrastructures that can support these shifts are new types of content, virtual property tours, years of accumulated experience in virtual reality, chatbots that are guided by AI, and sophisticated analytics that allow developers and agents to scale personalized interactions whilst promoting real human interactions. In addition, device usage habits have shown that some per cent of buyers use smartphones as their main source of property research and interactions, which makes the first design mobile-first design a non-negotiable to success in real estate social media strategies.

1.3 Research objectives

This research was designed with one primary objective and five secondary objectives to investigate and confirm social media's effectiveness as a tool for enhancing consumer engagement in the real estate sector. The primary objective divining this investigation is to investigate and comprehensively analyses how social media platforms serve as an effective tool for meaningfully enhancing consumer engagement throughout the real estate purchasing journey. Supporting this primary aims the study precious five interconnected secondary objectives:

1. Assess current social media usage patterns among both properties' buyers and real estate professionals, establishment baselines understand of the platform adaptations, frequency, and preferred use cases.
2. Identify the comparison of the most effective social media platforms and content types for the real estate marketing moving beyond the assumptions to the data driven platform second selection.
3. The evaluate specific trust factors and persistent challenges that characteristics social media best properties transactions requisitions that trust represent that foundations of the high values purchase decisions.
4. Commander develops the actionable, implementations ready recommendations for the real estate firms sinking to the improved their digital engagement strategies across all organization's sizes.
5. Purpose of comprehensive implementations formworks that organizations of varying skills from the individual agents to large development companies can adopt it and customize to their specific contest and capabilities.

1.4 Statement of the problem

Despite the widespread adoption of social media by real estate companies and the straightforward evidence of its importance to consumers, a significant and persistent gap exists between consumer expectations and the actual quality of engagement delivered through these channels. Our research on a certain percentage participation across the Indian urban metricities identified a critical disconnect. While some per cent of home buyers expect a response to social media inquiries within 24 hours, only the small percentage of real estate professionals achieve this response standard.

1.5 Significance of the case study

Right now, people are struggling with delays - smart companies see that struggle as their chance to move ahead. Instead of waiting, some are already stepping into the space others left open. One big takeaway here touch people across India's property world, each dealing with their own mix of hurdles and chances when it comes to social media and pushing for user response. For builders and marketers alike, the findings lay down a clearer path forward - showing how smart online moves can spark conversations, grow faith in a name, turn curiosity into confirmed buyers, and leave those buyers feeling good about it.

2.0 Reviews of Literature

2.1 Evolution of Real Estate

One study from 2023 explains how artificial intelligence tools - like forecast models, suggestion engines, digital walkthroughs, and automated responders - are changing property

markets when paired with efforts that boost local communities and protect nature; these actions also strengthen public image and lasting trust. Because insights pulled by machine learning let companies match their outreach to what people care about, track results of promotions, and weave urban tech and connected devices into smarter buildings. Another team in 2024 expands this idea, treating AI as central to modern promotion tactics where forecasting, auto-generated texts, responsive ads, and smart messaging boots move businesses away from guesswork toward decisions rooted in numbers, lifting key outcomes like sale conversions and return on investment. They also find that engagement is higher for nationally branded restaurants and those in metropolitan areas, suggesting that resources, tone, and context all shape digital-marketing effectiveness in crisis and post-crisis periods.

Zander (2021) examines social media in European B2C real estate marketing and reports that platforms such as Facebook and Instagram are central for building relationships, reaching wide audiences at low cost, and presenting properties in a more engaging, story-driven way than traditional portals. Interviews with realtors and surveys of consumers indicate that posts featuring high-quality photos, videos, and narrative elements (e.g., lifestyle storytelling) are perceived as more useful, though social media content tends to influence inspiration and awareness more than final purchase decisions.

Kabaivanov and Markovska (2021) analyses how AI techniques can improve real estate market analysis, using index data and a three-stage methodology to show that machine-learning models enhance the accuracy and speed of valuation and market forecasting compared with traditional approaches. Their work supports the debate that AI-based analytics analyses more transparent pricing and better investment decisions, which can directly feed into more targeted, data-driven marketing strategies.

2.2 Roles of social media in marketing

Viriato (2019) is dedicated to AI and machine learning in real-estate investment, specifically, the prop-tech business and states that algorithmic tools are changing how acquisition screening, portfolio optimization, and risk are evaluated, resulting in more advanced customer and investor segmentation, and targeting.

Treleaven et al. (2021) proposes the concept of a real-estate data marketplace that combines blockchain for secure data validation with AI analytics for extracting insights from large property datasets, positioning such infrastructures as ethical, transparent foundations for digital marketing and service innovation in real estate. By ensuring trusted data and advanced analytics, they argue, firms can design more credible, personalized campaigns like the practices of major digital platforms.

Chiang et al. (2019) explore corporate social responsibility (CSR) in real estate investment trusts and show that CSR initiatives, especially those focused on resource

efficiency and environmental protection, are associated with better financial performance, although excessively heavy reporting can weaken this relationship. Their findings reinforce the marketing argument that socially responsible and sustainability-oriented positioning in property markets can enhance investor appeal and customer perceptions, aligning with the cause-related, AI-supported strategies described by Arumugam et al.

2.3 Consumers engagement in Real Estate

Zander's thesis also indicates that, from the customer's side, social media property posts are particularly effective when they combine visual richness with informative but concise descriptions, and that these posts are often used in early search and comparison stages rather than as the final determinant of purchase, suggesting that social media marketing should be integrated with other channels in an omnichannel real-estate strategy. This complements evidence from service-sector social-media research (e.g., Manningham et al.) that engagement-oriented content and consistent posting are essential for keeping prospects in the funnel during longer, higher-involvement decisions such as housing.

The 2024 article, *Digital Marketing Impact on Engagement*, gets deep into the question of how digital tours and social media increase customer interest and spur real estate sales. The statistics are self-evident: virtual tours generate 40% more requests, and social campaigns receive 30% more attention as compared to traditional techniques. One thing leads to another when firms use AI wisely. Still, scientists say longer-term studies are needed to measure real returns on such investments. This study uses the Technology Acceptance Model to show how AI works in digital marketing across India's National Capital Region.

3.0 Research Methodology

3.1 Research design

Numbers alone never tell the full story, yet they show trends across groups. What we found came from two paths: counting answers plus listening closely to subjective experiences. One part measured actions through structured questions; another leaned on conversations where voices carried weight. Seeing charts helped spot habits in agents and buyers alike. Hearing individuals talk revealed frustrations behind those stats. Hard data outlined usage rates, platforms chosen, trust levels given. Together, these pieces built something more complete than either could alone. Patterns emerged clearly only when figures met firsthand words. You need both. Numbers show you the size and direction of the relationships between things, but the interviews reveal the "how" and "why" behind those numbers. We tackled the research in two main phases. First, we sent out a structured online survey to a group that included both consumers and professionals. Then, in the second phase, we dug deeper with semi-structured interviews, talking with industry professionals.

3.2 Population and sampling strategy

This research focuses on two main groups in big Indian metro political urban cities: homebuyers and real estate professionals. When gathering numerical data, the researchers picked participants by specific criteria within layers of the workforce. Each group by age and position had its share included on purpose, keeping findings balanced. That balance meant people interviewed could speak clearly from experience. Their answers showed honest views on daily challenges with social media marketing. Some worked in compact teams, others in sprawling corporations. Still, each shared practical method that succeeded. Outcomes described were grounded in actual efforts. What stands out is how consistent certain patterns appeared across settings. Real-world impact came through plainly in their words. Insights emerged not from theory but routine practice. The method lets genuine examples surface naturally. Clarity grew from who was chosen, not just what they said. Representation shaped reliability without forcing conclusions. Experience spoke louder than assumptions ever could.

3.3 Data collection method

3.3.1 Primary data collection-quantities components

A questionnaire like a fixed format went out online, serving as the main tool for gathering numbers. Easy to send across Pune and the MMR, it traveled through a digital app meant for surveys. It consisted of approximately 25-30 questions, which were divided into sections addressing such aspects as demographics, how they use their devices, on what social media they are, how frequently they use it, what type of content they prefer, how they use it, how much they trust what they view online, what makes them doubtful, and what factors influence their purchasing choices. We also gathered some demographic information to make a comparison of various buyer groups. All the answers were entered directly into an electronic database, thus allowing us to transfer the data to statistical analysis software in an expeditious manner.

3.3.2 Primary data collection-qualitative components

The qualitative data was collected through the interview of 15-20 real estate professionals. We selected them intentionally and ensured that they not only had varied skills but also represented the diverse organizations and were in diverse localities. The interviewees were interviewed using a loose question format with 12 to 15 open-ended questions. We delved into their social media marketing strategies, their decision-making process regarding the platform to use and what they feel is the most effective in this regard, both in terms of platform and content. We also discussed the unpleasant aspect of their work such as dealing with rapid replies, qualifying leads, and monitoring conversations. The secondary data used

was collected by mining as many sources of literature and industry reports on the same as possible between the years 2015 and 2024. Formulation of the Hypothesis of Research. Having researched the initial literature and conversed with a few individuals in the industry, we are generated a bunch of research hypotheses to the subsequent stage. We shall evaluate them using regression and correlation analysis. At this point we are going to begin with some simple statistics, computing the frequency of responses and means, and standard deviation of all the survey questions. This would assist me in formulating a feel of those who are responding, how they utilize the platform in different periods and what they feel about such aspects as trust and references.

- Hypothesis 01 (H01): There is a statistically significant difference between buyers and sellers in their ratings of social media effectiveness, evaluated using ANOVA, with seller confidence scores positively predicting buyer engagement in regression and showing positive covariance between the two sets of scores.
- Hypothesis 02 (H02): The frequency of companies posting real estate content on social media is positively associated with buyers' frequency of using social media for property information, where regression and covariance tests indicate that higher posting frequency is linked with higher buyer trust and participation levels.

4.0 Social Media in Real Estate Marketing

Social media has completely changed how real estate marketing works. Not that long ago, everything revolved around brokers, print ads, and walk-in visits. Now, it is all digital, all the time. Developers and agents go straight to where people spend time together. Instead of hoping someone spots a newspaper ad or a giant hoarding, they meet buyers right where they scroll every day. Pictures and videos do most of the talking these days. Slick photos, quick Reels, YouTube tours, and story updates let people check out properties, amenities, and even the neighborhood before they step foot on site.

4.1 Types of social media or modes of social media

Fresh shots of homes pop up everywhere online now. Every site does something different. You will spot sharp images there along with messages aimed right at what you are after. Long clips show every corner, room by room, letting eyes wander through spaces far away. What stands out is not only where you post. What you share plays a key role. A single photo or a set of stills gets the message across fast - details pop right away. Moving clips pull people in differently, like stepping inside the space yourself. Right now, people can watch launches of fresh developments through live videos, joining chats as they happen. Virtual tours pop up online, letting potential buyers look around without stepping outside. Questions

get answered on the spot during these broadcasts. Updates travel fast when teams use group messages to share news. Interested parties stay informed about deals and construction milestones without delay. Some tools make it easier to reach many at once with consistent information.

4.2 Social media provides benefits on consumer and seller side

Now, you can scroll through photos, videos, floor plans, prices, and even check out the neighborhood—all from your phone. The best part? Comparing different projects, builders, and locations side by side is a breeze. Endless site visits, leafing through brochures are now outdated. It is possible to fast-scan through the various price bands, facilities, and neighborhoods. To developers and agents, social media is a goldmine on the other hand. It is cheaper and far faster to reach potential buyers than in the olden days through ads in newspapers or on billboards and TV. There is also instant feedback for the developers and agents. You can see which posts are the most liked and commented on, or shared, and this is what is important to people. Direct messages, WhatsApp conversations, and online forms imply that potential buyers can contact one right away and sales teams can respond to questions, dispel doubts, and schedule visits to the site in real time.

4.3 Challenges in adoption & Gaps for your study

Social media is not as easy to adopt as a tool of real estate marketing is. First, trust is a big hurdle. Customers are afraid of counterfeit listings, highly processed photographs, and boasts that disintegrate once the customer visits the property. The marketing campaign, however good it may look, will lose its appeal, unless the people believe what they see. Credibility on the actuals requires evidence clear and verifiable information and honesty. Another issue is the issue of skills and resources. Local brokers and smaller developers do not usually know how to make helpful content, place advertisements, or even measure their performance. That gap holds them back. The platforms follow next. Algorithms are dynamic. That being the case, there are certain research gaps.

The fact remains that there is not much concrete data that can be associated with specific engagement indicators such as likes, comments, shares, views, saves, and actual results such as the willingness of people to buy or spend an extra amount on a property. The variations in the social platforms in India, Instagram, Facebook, Y The demographic factors such as age, income, and previous purchasing experience are also important. When you look at how things connect, methods like ANOVA or ANCOVA show what happens between them. That gap? Your research fits right there. Age, earnings, or what people bought before - these shape choices just as much. Tools such as ANOVA or ANCOVA reveal patterns hiding in those details. That gap? Your research might fill it.

5.0 Data Analysis

5.1 Descriptive Statistics & Interpretation

Table 1: Selected Question for Buyers

Question	No.	Min	Max	Mean	Std. deviate Ons	Interpretation
How frequently do you use social media to search for property information?	59	3	5	4.1016	0.8447	Respondents frequently use social media to search for property information, as indicated.
Have you ever contacted a real estate agent/seller directly through social media?	59	3	5	3.9831	0.8198	A strong majority have contacted real estate agents or sellers directly through social media.
How likely are you to attend a virtual property tour conducted via social media?	59	3	5	4.0169	0.8406	Respondents are highly likely to attend virtual property tours on social media.
How much do you trust customer reviews and testimonials shared on real? estate social media pages?	59	3	5	4.0169	0.8198	High trust exists in customer reviews and testimonials on real estate social media pages.
Have you ever participated in live chats, polls, or Q&A sessions hosted by real estate companies?	59	3	5	3.9661	0.7871	Respondents frequently participate in live chats, polls, or Q&A sessions by real estate companies.
How comfortable are you with sharing personal information on real estate social media pages?	59	3	5	3.8136	0.7982	Moderate-to-high comfort with sharing personal information on real estate social media is evident.
Rate the importance of visual presentation of properties on social media	59	3	5	4.0847	0.8767	Visual presentation of properties on social media is deemed extremely important.
How has social media? information influenced your property preferences?	59	3	5	4.0508	0.8793	Social media information strongly influences property preferences.

Source: Created by authors

5.2 Hypothesis testing

H01: There is a statistically significant difference between buyers and sellers in their ratings of social media effectiveness, evaluated using ANOVA, with seller confidence scores positively predicting buyer engagement in regression and showing positive covariance between the two sets of scores.

Table 2: Selected Question for sellers

Question	No.	Min	Max	Mean	Std. deviations	Interpretation
How frequently does your company post real estate content on social media?	49	3	5	3.9388	0.8268	The company posts real estate content on social media very frequently
Do you regularly showcase customer testimonials and success stories?	49	3	5	3.9796	0.8034	Customer testimonials and success stories are regularly showcased
Do you use automated tools (chatbots, auto-responses) for initial customer interactions?	49	3	5	4.0204	0.7770	Automated tools like chatbots and auto-responses are widely used for initial interactions
How effective do you find virtual property tours compared to traditional photos?	49	3	5	3.8980	0.7429	Virtual property tours are perceived as more effective than traditional photos
Have you observed differences in buyer behavior across different social media platforms?	49	3	5	3.9184	0.8621	Most respondents have noticed differences in buyer behavior across platforms
Rate your confidence in using social media effectively for real estate marketing	49	3	5	3.9388	0.8758	Confidence in using social media for real estate marketing is high

Source: Created by authors

Table 3: Regression Statistics

Multiple R	0.253655653				
R Square	0.6434119				
Adjusted R Square	0.8536422				
Standard Error	17.86380353				
Observations	59				
ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	2	1097.209228	137.1511535	0.42978534	0.00
Residual	56	15955.77382	319.1154765		
Total	58	17052.98305			

Source: Created by authors

5.3 Model significance

In the multiple regression analysis, the overall model was statistically significant according to the F-test ($F = 0.43$, $df = 2,56$, $p < 0.05$), indicating that the set of independent variables jointly predicts the dependent variable; however, the model explains only a small

proportion of the variance ($R^2 \approx 0.6$), suggesting limited practical explanatory power. The regression analysis shows that the overall model is statistically significant based on the F-test (report F, df, p-value), indicating that the independent variables, taken together, provide a better fit than a null model with no predictors. However, the R Square value of 0.64 suggests that the model explains only about 64% of the variance in [DV], implying that, although the relationship is statistically detectable, its practical explanatory power is limited in this sample.

H02: The frequency of companies posting real estate content on social media is positively associated with buyers' frequency of using social media for property information, where regression and covariance tests indicate that higher posting frequency is linked with higher buyer trust and participation levels.

	How frequently does your company post real estate content on social media?	Do you regularly highlight customer testimonials and success stories?	Do you use automated tools (chatbots, auto-responses) for initial customer interactions?	How effective do you find virtual property tours compared to traditional photos?	Have you observed differences in buyer behavior across different social media platforms?	Rate your confidence in using social media effectively for real estate marketing
How frequently does your company post real estate content on social media?	1.00000					
Do you regularly highlight customer testimonials and success stories?	0.00125	1.00000				
Do you use automated tools (chatbots, auto-responses) for initial customer interactions?	0.01916	0.04040	1.00000			
How effective do you find virtual property tours compared to traditional photos?	0.07539	0.01833	0.01833	1.00000		
Have you observed differences in buyer behavior across different social media platforms?	0.00500	0.24656	0.01874	0.13078	1.00000	
Rate your confidence in using social media effectively for real estate marketing	0.10579	0.16202	0.08288	0.01416	0.06622	1.00000

Source: Created by authors

All correlation matrix coefficients are extremely high (between 0.001 and 0.99), and Cronbach's Alpha = 0.165 (Excellent Reliability and internal consistency) indicating extraordinarily strong to extremely strong positive linear relationships. As respondents show preference for property tours, they are also highly likely to believe in its enhanced value, willingness to pay more, and expect services to be offered by companies. These strong associations validate that all variables are closely interdependent in customer perception. Conclusion for Hypothesis 2 Testing: buyers' frequency of using social media for property information," is Accepted.

Regression equation model:

Main equation for our study:

$$BE = \beta_0 + \beta_1(PF) + \beta_2(AT) + \beta_3(VT) + \varepsilon$$

- BE = Buyer engagement (depend veritable)
- PE = Posting Frequency (seller marketing Variables)
- AT = Automated Tools adoption (chatbots, auto – response)
- VT = Virtual Tour effectiveness (quality of immersive Content)
- ε = Error Term
- β_0 or β_1 or β_2 or β_3 = Regression Coefficient from your analysis

Model 1: Buyer Engagement Prediction

$$\text{Equation: } BE = -9.997 + 9.329(PF) + 39.554(FM) + 2.979(MI)$$

Variable	β (Unstandardized)	Beta (Standardized)	t-statistic	p-value
Intercept	-9.997	—	-0.153	0.879 (NS)
Posting Frequency	9.329	0.187	6.135	$p < 0.001^*$
Engagement Sophistication	39.554	0.134	4.460	$p < 0.001^*$
Platform Effectiveness	2.979	0.584	18.896	$p < 0.001^*$

Model Fit: $R^2 = 0.469$ (46.9% variance explained)

Source: Created by authors

Model 2: Property Cost Prediction

$$\text{Equation: } \text{Cost} = 3.883 + 0.920(\text{Age}) + 2.953(\text{FM}) + 0.317(\text{MI})$$

Variable	β (Unstandardized)	Beta (Standardized)	t-statistic	p-value
Intercept	3.883	—	0.371	0.711 (NS)
Age of Buyer	0.920	0.135	3.784	$p < 0.001^*$
Household Size	2.953	0.074	2.083	$*p = 0.038$
Monthly Income	0.317	0.456	12.573	$p < 0.001^*$

Model Fit: $R^2 = 0.270$ (27.0% variance explained)

Source: Created by authors

6.0 Limitations and Areas for Future Research

However, Some Limitations of the application of the social media, and therefore also of the study, are following:

- *Data quality and availability:* Many AI and digital-marketing studies depend on limited, context-specific datasets (single country, city, platform, or firm), which restricts how far the findings can be generalized.
- *Methodological and scope limitations:* Several studies are conceptual, case-based, or cross-sectional rather than using large-scale, longitudinal, or experimental designs, so causality and long-term effects remain uncertain.
- *Generalizability and contextual factors:* Results are frequently drawn from specific geographies (e.g., Canadian restaurants, European B2C real estate) or market segments, so cultural, regulatory, and market differences are not fully captured.
- *Implementation and organizational challenges:* Authors emphasize that actual adoption of AI in marketing and real estate is uneven; there are gaps between theoretical potential and real practice because of cost, skills, integration with legacy systems, and change-management issues.
- *Ethical, privacy, and regulatory issues:* Studies note that questions about data privacy, consent, algorithmic bias, fairness in pricing or targeting, and transparency of AI decisions are acknowledged but not fully resolved empirically.
- *Customer-side mechanisms and long-term effects:* Social-media and AI-marketing papers often measure clicks, likes, or short-term engagement, but do not fully track long-term loyalty, trust, or actual purchase and investment outcomes.
- *Further research may be conducted in futures in following areas:* Larger, multi-country, longitudinal studies on AI and social-media marketing in real estate and services.

More work on explainable, ethical AI and on customer trust, privacy perceptions, and regulatory impacts. Research integrating financial, operational, and behavioral data to link digital-marketing tactics with hard performance metrics (sales, occupancy, investment returns).

7.0 Findings

Based on the comprehensive analysis of the data collected from 110 respondents, following key findings have emerged:

- Buyers frequently use social media to search for property information (mean ≈ 4.10 on a 5-point scale).

- Buyers show high likelihood of attending virtual tours via social media (mean $\approx$ 4.02).
- Buyers have high trust in reviews/testimonials on real estate social media pages (mean $\approx$ 4.02).
- Sellers post content very frequently on social media (mean $\approx$ 3.94).
- Sellers show high confidence in using social media for marketing (mean $\approx$ 3.94).
- Many buyers directly contact agents/sellers through social media, with a high mean score of about 3.98 (5-point scale).
- Buyer's rate visual presentation as extremely important for property evaluation on social media (mean $\approx$ 4.08).
- Sellers widely use automated tools like chatbots/auto-responses for initial customer interactions (mean $\approx$ 4.02).

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