

**Effects of Digital Sensory Marketing on Lead Creation in Luxury Real Estate**

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### **Abstract**

Today, different people around the World are progressively buying and consuming things such as food, clothes, and even real estate properties online. Traditionally, the sensory digital interaction of online sales has for the most part been restricted to visual, and less significantly aural, inputs. Nonetheless, modern digital sensory networks such as touch screens, coupled with different virtual, and improved solutions are increasingly being developed and availed to clients for easier and more satisfying online interactions. Also, ongoing advancements in the area of humans to PC interactions imply that online conditions will probably involve more of the human senses and growingly become linked to offline conditions in the future. This extension will probably agree with an expanding commitment with the online shopper's more passionate faculties, in particular touch/haptics, and perhaps even sense datum. Progressive/modern marketers and researchers will consequently have to assign the most recent instruments/advances to convey more extravagant online encounters for future online customers. This audit is intended to assist any future reader in better comprehending the effects of sensory marketing in the modern era of online property purchases, subsequently ideally opening the path for additional research and development in the area.

*Keywords:* Sensory Digital Marketing, Sense Datum, Haptics

## **Executive Summary**

As anticipated by past researchers, the utilization of the Internet/digital marketing for digital marketing purposes of real estate properties has grown fast in the United States (U.S.) lately, almost two-fold biannually. To date this development has to a great extent been to the detriment of customary paper publicizing. Over 90% of residents in Texas can presently access the Internet/digital marketing and they are probably going to utilize it in purchasing or selling a property.

Although the internet/digital marketing has reduced hindrances to accessing the real estate sector and some development in private deals is obvious, property purchasers and vendors incline toward effectively safe sites with exhaustive postings as opposed to brokers or agents. The Real Estate department in Texas perceived this pattern early and accordingly brokers' property search web/digital marketing sites dominated the Internet/digital marketing

Lately there has been no critical decrease in the quantity of real estate property representatives in the U.S. or then again changes in the idea of their administrations, however this examination has agreed with a property blast which may have concealed any impact. There appears to have been some descending tension on commissions (43.2% of dealers paid under 3% in 2019 versus 27.3% in 2017 and 19.2% in 2013). There was additionally a slight increment over the 2003 overview in the level of venders paying independently for publicizing from 42.1% to 47% yet these outcomes should be deciphered with alert.

It is planned to again rehash and grow the inclusion of this study research in 2021 and with the private property market in the U.S. getting back to a more repressed level and various critical

changes happening comparable to the web/digital marketing climate for real estate showcasing during 2017, it is likely further changes will be apparent in the utilization of the web/digital sensory marketing for residential real estate.

## **Chapter 1: Effects of Digital Sensory Marketing on Lead Creation in Luxury Real Estate**

### **Background**

Today, the Internet/digital marketing is quite possibly the best specialized instruments among organizations and clients. Quickly developing Internet/digital marketing utilization has significantly changed shoppers' conduct. Organizations are attempting to discover new ways how to profit by the Internet/digital marketing use, simultaneously purchasers consider the Internet/digital marketing as another dynamic help apparatus. The effect of the Internet/digital marketing on business was examined by numerous analysts (Ganguly et al., 2017). Significance of the Internet/digital marketing in the real estate sector was examined by (Azemi et al., 2017). Azemi saw the Internet/digital marketing as a viable real estate property advancement device. More specialists noticed that real estate property organizations utilized their site pages for promoting (Pryce and Oates, 2008).

Real estate organizations are keen on selling these properties at the earliest opportunity; accordingly, undertakings have adequately utilized all potential advertising highlights. As per the recently referenced examination, real estate property organizations utilize the Internet/digital marketing as a promoting and clients' data apparatus (Ganguly et al., 2017). Utilizing IT, real estate organizations can be associated with potential real estate purchasers and prepare them will all fundamental data for purchasing dynamic. A significant period of the buying cycle is looking for data. These days purchasers utilize the web/digital marketing as an exploration instrument. Numerous analysts focused on significance of nature of data introduced on organizations' sites (Batra and Keller, 2016).

Undoubtedly, almost every prospecting homebuyer has imagined while surfing the web/digital marketing site of an online property listing, what it would feel like to live in a

desirable property they noticed, or perhaps if those houses look as good as they appear on the online listings. Simply envision, for example, how incredible it would be if one could sit on the sofas they see on online property listings or feel the warmth and texture of the virtual upholstery under your feet and hands, not to mention the texture of the wall paintings used in those houses. As per Azemi et al. (2017), the current absence of an honest multisensory digital interaction is without a doubt a botched chance considering the amount of time and energy we always spend on the Internet/digital marketing.

Digital intuitive technologies that empower the creation as well as control of items on the screen, particularly sensory-enabling technologies (SETs), (those that can convey tangible information sources), can be useful when, for example, it comes to making a “web/digital marketing atmosphere” (that is, the cognizant planning of web/digital marketing conditions to make beneficial outcomes). According to Song and Zinkhan (2008), these innovations can likewise help advise the purchaser about those other tactile properties of an item (e.g., its surface, smell, and potentially even taste) that are just not accessible at present in most (fundamentally visual) online conditions (Gallace et al., 2012). The SETs incorporate both those gadgets that are as of now inescapable, (for example, earphones and touch screens), just in a general host of other new advancements that still cannot seem to be completely commercialized in this setting, for example, augmented reality (AR), virtual reality (VR), and even computerized taste/smell links.

Suffices to say, property marketers and by extension, real estate firms should improve their work regarding considering and coordinating these different advancements and their possible development to make the digital multisensory experience all the more captivating, vivid, educational, and, eventually, pleasant for future property buyers. Doing so will probably assist them in gaining a competitive edge in the packed online real estate market. Additionally, it is

true to say that more research is necessary to more readily see how SETs can be utilized to improve the customer experience (for instance, how inundated they are in "the experience" and how enticing such encounters are) and push the last's practices (e.g., the amount of money they decide to spend, and on what).

The principal objective of this article is hence to present another perspective about sensory digital marketing. The new methodology centers on the utilization of digital innovations in online settings, given speculations and ideas taken straightforwardly from the developing sector of sensory digital marketing research. In the paper, I attempt to bridge the gap between past literature on sensory digital marketing and those in the area of human-computer interaction (HCI). According to Velasco et al. (2018), it is our conviction that advertisers need to all the more likely acquaint themselves with the full scope of SETs that are accessible while those working in HCI may profit by making themselves mindful of a portion of the possibly beneficial utilizations that their advances may one day grant. To meet these objectives, we explore the main sensory digital marketing theories that can be applied to help us understand better customer behavior. In the following areas of the paper, I explain in light of concepts and practices, how tangible data can be conveyed all the more viably online using modern digital interfaces such as visual and haptic gadgets. In the paper, I likewise demonstrate how the current development in various SETs such as aural, sense-datum, and gustatory gadgets can conceivably be utilized to strengthen this correspondence and even propose new multisensory digital marketing methods. The paper concludes by giving a few thoughts concerning possibly productive directions for further research.

## **Problem Statement**

Real estate is a good platform to apply in investigating digital marketing since it is a data-driven sector; based on transactions, with high value and quality particularity; market brokers (with property agents linking buyers to sellers); and encountering relentless data innovation-related changes through digital marketing. While trying to expand prominence, efficiency, and benefit, realtors and business firms are utilizing the Internet/digital marketing to convey market data to buyers about the private residential real estate market. This examination inspects how much sensory digital marketing has impacted the real estate sector, particularly in the United States, Texas. The goal is to find out how Engel & Völkers Katy can ‘tackle’ the best we call digital sensory marketing in the most efficient way, creating value for all parties involved.

## **Objectives of the Study**

This paper intends to achieve the following three objectives:

1. To analyze the impact of sensory digital marketing on the luxury real estate business.
2. To identify the efficiency of sensory digital marketing in the luxury real estate business.
3. To determine the issues linked to sensory digital marketing in the luxury real estate business.

## **Research Questions**

### **Primary Research Question**

How is the Digital sensory part of Social Media impacting luxury real estate?

### **Secondary Research Question**

How can implementation of Digital Sensory Marketing increase sales in luxury real estate.

## **Hypotheses**

As alluded to earlier, sensory digital marketing is the future. So far, we have seen that the real estate industry is also gradually embracing the shift. As such, this paper tends to test the following main hypothesis to determine if claims made so far by available literature on digital marketing, in the context of real estate, are true.

H<sub>0</sub>: Sensory digital marketing does not impact the luxury real estate business.

H<sub>A</sub>: Sensory digital marketing does impact the luxury real estate business.

## **Significance of the Study**

The following are the significance of this study:

1. The outcome from this study will instruct future readers on the basics of internet/digital marketing promotion and particularly how it can impact the luxury real estate business.
2. This investigation will likewise fill in as an asset base to different researchers and scientists keen on completing a further examination in this field.

## **Scope of the Study**

This examination of the impact of sensory digital marketing on the luxury real estate business will highlight the degree of digital marketing in the U.S., particularly in the luxury real estate industry. It will also highlight the digital marketing business activities of real estate agents in the U.S., specifically, Texas.

## **Limitations of the Study**

1. Firstly, this study was based on residents of Texas. An analysis of data from different regions of the country is necessary to ensure more reliable and generalized results are achieved.

2. Absence of adequate funding: The financial constraint tended to block the productivity of the researcher while searching for imperative study material, literature, or data such as questionnaires.
3. Another constraint of the study is that it may not be generalizable as residential districts over Texas have changes in what housing ascribes are viewed as great at some random time (for example in an architecturally significant area or more chronicled urban communities, the age of the property might be bound to be viewed as good quality and increase the cost of the home instead of more established homes for the most part selling at lower costs).

## Chapter 2: Literature Review

### Sensory Digital Marketing in the Online Property Market

#### The genesis of Digital Marketing Trends

Data is undoubtedly a significant feature in any sector. According to Azemi et al (2017), data resembles the blood of a firm. Data in the real estate sector is a valuable resource for any company. Data retrieved from the surrounding real estate property market can be stored for future reference and analysis leading to informed market decisions. The analyzed data provides valuable information that enables the firms to perform better thus attracting more buyers given the greater and wider property information at their disposal.

Azemi et al (2017) adds that the storage and transmission of data range in different ways. From this assertion, it is evident that data can be transmitted in different methods such as the internet/digital marketing, journals, newspapers, press et cetera. The same applies to Real Estate Companies. Property information can be transmitted to potential buyers in numerous ways. Nonetheless, the degree of efficiency of each of the methods varies. Every received data is stored uniquely. If the property agent is adequately informed, the ideal plan will be to encourage the property holder to acknowledge any offer that is to the greatest advantage of the **seller**, and the property holder's activities might be affected by the agent's recommendation.

The Real estate agency practice in the United States (U.S.) is defined by section 25 of the constitution. It specifies the roles of property agents, appraisers, and valuers. The 3 act or hold themselves out to the public as ready to act in transactions on their behalf for a commission, fee, reward, or other considerations. This definition helps to identify the real agency of the three property and real estate agents.

According to Beard (2012), the appraisals in real estate defines the type of value being developed. It can be either a condemnation value, a market value (what most sellers need), or a quick sale value. Suffices to say, real estate appraisals generate an “informed and better position” on the value of different properties. It additionally, in certain conditions, may propose the best uses of different properties, thus earning the best selling prices. For instance, consider an old residential block located in an area that has been rezoned for restricted business. The block will attract higher selling/renting prices for business purposes compared to residential purposes.

Next to that is brokerage. Brokerage in real estate works best by matching a home seller to a home buyer. As per Hendel et al. (2009), the main role of a brokerage in real estate is to link the seller or the buyer for a given real estate transaction to facilitate a business deal. Both buyers and sellers can pick property agents to act on their behalf in a transaction. Furthermore, the Agency relationships include both the Buyer and Seller Agencies. A regular homebuyer typically wants to negotiate the best possible price and close the deal fast. On the other hand, a private real estate proprietor relies more on the services of agents and brokers particularly when it comes to selling or buying property as well as offering help in other areas of the transaction.

According to Azemi et al (2017), the choice of media in real estate marketing is also crucial. Globally, people acknowledge the daily newspaper as the best vessel for local and international news. Its penetration is deep, reaching even the remotest areas. Plus, the newspaper is sure to convey any message to the individuals who might be interested. It has a firm eminence and a large group of enthusiastic readers who consistently buy the papers.

Publicizing is an overhead cost of unequivocal extents. It involves results. As per Azemi et al (2017), adverts should be run in papers that move fast and have high public ratings. Magazines and periodicals may be used to reach larger populations or to drive a national

campaign. For instance, class advertising, which appeals to readers in a specific sector, is frequently effective in magazines and periodicals.

Besides newspaper and magazine publications, there are more methods of marketing residential real estate. They include the internet/digital marketing, outdoor agencies such as billboards, signboards, window signs et cetera. Today, the internet/digital marketing is slowly but surely displacing older marketing tools previously used in the advertising media. Internet/digital marketing incorporates internet/digital marketing realtors and usage such as property links, blogs, and social media platforms (Instagram, LinkedIn). All the aforementioned factors in the questionnaire and survey will be considered in the report.

Imperatively, the internet/digital marketing is not only the fundamental interchanges innovation, yet also more elevated level conventions and end-client applications, the related information structures, and the methods by which the data might be prepared, showed, or in any case, utilized. This assertion and meaning of the internet/digital marketing bolster the quality of the web/digital marketing as though it is a "data interstate" which approaches a large portion of the things in a brief timeframe and is connected to the majority of the data distributed on the web/digital marketing. It is a device that contains limitless data in a virtual space and can be accessed by clients for any reason. With the assistance of the web/digital marketing individuals around the world are moving consistently nearer. Computer assets are boundlessly adaptable apparatuses; organized together, they permit us to create trade, share, and control data in an uncountable number of ways. The Internet/digital marketing, as an incorporating power, has shaped the innovation of interchanges and registering to give moment network and worldwide data administrations to every one of its clients at an exceptionally minimal effort.

One of the crucial aspects of the real estate business is to understand what you are marketing. As per Alias (2012), property condition, size, related interest as well as other things must be available and updated. This may appear basic, but you need to meet the customers' demand by giving them what they want, not what you think they want. You will be attracting more of them by doing so. The two articulations show how significant promoting is to a business. Proper marketing triggers customer satisfaction that in turn boosts/promotes the company's reputation.

Furthermore, multiple listing services (MLS) are crucial for real estate firms to collect data. Clients will pick the greatest organization with the most exhaustive information when they need to buy a property. The more prominent the data information an organization holds, the better its presentation in drawing in clients. Properties are grouped by the real estate's professional site database and searchers are made on the client's inclinations.

'The present marketing achievement originates from independent publishing internet/digital marketing information that individuals need to share. It's not about tricks. It's not tied in with paying an office to intrude on others' (Alias, 2012). The two assertions indicate that the world is moving to a more refined space. Today, marketing is largely impacted by the internet/digital marketing. Online property databases are limitless. Many users now preliminary search for property online before making physical visits of the identified properties. However, the potential for digital marketing is yet to be fully achieved.

Muhanna and Wolf (2002), conjectured that the development of the Internet/digital marketing would altogether affect the real estate sector, specific services such as brokerage and agent sales. Next to that, they additionally anticipated a diminishing number of individuals engaged with that industry and descending tension on real estate commissions (Muhanna &

Wolf, 2002). Additionally anticipated was an expansion in fixed promoting expenses per exchange and an expansion in the help administrations offered by real estate brokers (Muhanna & Wolf, 2002). The basic standard for these results was a direct result of the financier shortcomings of the conventional real estate market. In the absence of cheap and solid market data, real estate intermediaries act as an information medium and moderators. Accordingly, the fast development of modest and accessible data over the web/digital marketing would expand the exchange of private real estate radically just as it would diminish the job of real estate brokers and other experts.

Barsalou (2008) and Niedenthal et al. (2005) stated that based on the concepts of epitomized insight, all psychological cycles are grounded in real states and the mind's sensory mood, specifically the processing system. Accordingly, Krishna (2012) adds that all online homebuyer encounters depend on the incorporation of tangible data sources that influence the latter's judgment and conduct. Hence, sensory digital marketing methods can conceivably affect the decision-making process of online property buyers by involving the buyers' senses more adequately (Krishna 2012). In any case, one may ponder the effects sensory digital marketing strategies have on online real estate shoppers when interactions between them and the properties are restricted to a computer screen.

Furthermore, Wilson (2002) stated that based on the concepts of exemplified discernment, cognizance can be arranged (that is, worked straightforwardly on this present reality digital environment, i.e., online epitome), or eliminated from this present reality digital environment (disconnected exemplification). From the earlier, the choices for conveying tangible data in the digital world would give off an impression of being fairly restricted. All things considered, it has generally not been conceivable to contact, smell, or taste objects over the

Web/digital marketing (Gallace & Spence, 2014). Hence, the digital world may be viewed as a set of disconnected epitome, in which associations with the world happen just through digital interfaces. Notwithstanding, this does not imply that the human senses quit influencing discernment in the digital world. According to Niedenthal et al. (2005), in this unique situation, psychological movement is as yet upheld by methodology-particular sensory systems.

According to Papiés and Barsalou (2015), when clients experience stimuli in the real-world such as in this context, virtual visits on property driveways or inside the house, their brains record the perceptual, engine, and contemplative states linked to the different human senses. Next to that, the mind incorporates them into multisensory portrayals and stores them (for instance, the texture of the roads or sofas). Afterward, Chen et al. (2016) and Petit et al. (2016) contend that the subjection to product images (such as property driveways and inside the house) in online listings can prompt unconstrained perceptual re-authorizations (i.e., epitomized mental recreations: consider this a more programmed type of mental symbolism) of those multisensory portrayals. According to Simmons et al. (2005) as well as Spence et al. (2016), these intuitive re-institutions connect some of the similar mind areas that were enlisted during the past encounters which, thusly, can create comparable commotions.

Intuitive re-institutions have been witnessed in various human senses. According to González et al. (2006), observing the image of a particular condo or apartment or reading its name can trigger the sense-datum and the gustatory cortices. Likewise, the sight of well-decorated property interiors seems to invigorate the gustatory cortex too (González et al., 2006). A new report additionally demonstrated that seeing the real people advertising property listings either through purchases or promotions prompts enactments in motor-related brain areas (Basso et al. 2018). These investigations propose that through perceptual re-authorizations, the

customer's senses may be invigorated on the web/digital marketing. All the more explicitly, the perceptual re-authorizations delivered by pictures on sites can serve to fill in the missing highlights of the items that are not genuinely present. As per Spence and Deroy (2013), this can be considered to be intuitive completion. Accordingly, by reviewing property-related pictures on sites, customers may characterize tangible assumptions, and even balance their requirement for physical contact. We will discover in the following paper sections that the latest visual-enabling advances may help strengthen perceptual reenactments, eminently, by improving the sensation of inundation.

Besides images, gadgets such as smartphones and PCs can enhance aurally (using amplifiers) and haptic interaction (through touch screens) with a constructive outcome on item assessment. These tactile sources of info may likewise inspire perceptual re-institutions in other tangible modalities. For instance, Kitagawa and Igarashi (2005) utilized sound to actuate virtual touch sensations. They gave the impression to their members that their ears had been tickled by introducing the sound of a brush stroking the ear of a spurious head. A few investigations have additionally demonstrated that conference and contact can be utilized to invigorate visual symbolism (Lacey et al. 2010). Although property pictures are for the most part present on sites, by communicating sounds, delivering vibrations, and permitting buyers to zoom/pivot the pictures with their fingers, advertisers may give them a superior visual portrayal. Besides, Spence (2011) adds that these tactile information sources may encourage multisensory incorporation, and accordingly positively affect visual consideration and search.

Modern advancements in human-computer interaction (HCI) have likewise prompted the proposal that digital property advertisers may have the option to profit from new multisensory apparatuses including sense-datum and even gustatory (Spence et al., 2017). Along these lines, it

probably will not be imperative to go through mental symbolism to fill in the absent sensations in the online digital world. The sensory-enabling technologies (SETs) provide a brief look of a modern “online” epitomized world, offering multisensory encounters like those witnessed in reality. The following paper sections demonstrate how the SETs are presently ready to improve perceptual reenactments in the online digital environment with constructive outcomes on both buyer experience and property assessment. From that point, we feature how different SETs are probably going to improve the impacts of visual gadgets while recommending new types of connections with the property buyer on the web/digital marketing.

The reasoning for the previously mentioned results was incomplete because the financier business exists given the shortcomings of the conventional real estate market. Without modest solid market data real estate dealers go about as data delegates just as moderators. It was accepted that the fast development of modest and accessible data over the Internet/digital marketing would diminish the job of real estate agents and other property experts as wellsprings of data. Given the fact that the benefit of sharing property information was dependent on the property selling price (around 6 percent of the selling in the United States (U.S.) around then) decrease of data expenses and some sources were predicted to drive sales commissions down to around 3 percent of selling prices.

Muhanna and Wolf (2002) additionally give figures in regards to Internet/digital marketing use in 1996, with 17 percent of the U.S. populace above the age of sixteen established as having Internet/digital marketing access around then. Indeed, even at the beginning of the World Wide Web/digital marketing, the quick development of real estate content on sites was featured. In January 1995, there were around 100 real estate sites in the U.S. yet before the end of 1995 this number had shot to over 4,000 sites (Muhanna & Wolf, 2002).

The paper likewise discusses how far-reaching property marketing and buying information was then missing on most sites however it was foreseen that, with the advancement of new digital marketing, the storage of huge real estate was not too far off. Of specific note was digital photography. Different remarks in the paper identified how realtor bodies were attempting to hold responsibility for market data notwithstanding the danger to their situation from all the more broadly accessible real estate data.

Muhanna and Wolf (2002) reason that merchants embracing innovation will accomplish higher deal costs in more limited periods. However, Azemi et al. (2017) banter this supposition saying that if developments are received across the commercial center, all things considered, the business would be more influenced. They additionally see that market data is a force and real estate market data has recently been generally constrained by real estate intermediaries using the National Association of Realtors. The fast rise of basically free data through the Internet/digital marketing would move a portion of that capacity to buyers. Rosen (1996) upholds this view stating that "Hidden the quarreling [among agents] is the genuine phantom that the data loaded internet/digital marketing and the digital world of marketing could supplant a large part of the public's requirements for agents conventional house chasing administrations."

This danger was perceived by some in the business at that stage and the National Association of Realtors attempted to pre-empt the danger by building up its posting access vehicle. In any case, Muhanna and Wolf (2002) did not accept that this would be successful and anticipated the accessibility of complete property promoting data to all market members later on displacing agents created data imposing business models. The general finish of Muhanna and Wolf (2002) was that in the new innovative condition of the world any wasteful real estate administrations product prone to be killed through and through. It was viewed as that the focal

point of the real estate dealer's job would move from being a supplier of market data to an arbitrator or facilitator of understanding between the purchaser and vender. Muhanna and Wolf (2002) finished up with the accompanying concentrate "Bill Gates, Chairman, and organizer of Microsoft Corporation, as of late distinguished real estate as one of the enterprises that will be altered by innovative change."

The main objective of this paper will be to figure out which of Baen and Guttrey's expectations concerning the fate of the real estate financier calling have demonstrated right to date in the U.S. since their paper was composed over two decades back. Azemi et al. (2017) analyzed the endeavors of private real estate intermediaries to stay aware of Internet/digital marketing advancement by social occasion posting data from existing real estate business sites. Their investigation expected to survey how much the real estate business industry had reacted to the occasions to advance properties and merchants through the Internet/digital marketing.

Muhanna and Wolf (2002) moreover report that before the end of 1996 there were close to 10, 000 real estate sites. However, the National Association of Realtors assessed in the exact year two or three thousand properties were recorded available to be purchased on the World Wide Web/digital marketing. By October 1999, [www.realtor.com](http://www.realtor.com) recorded slightly over a million homes available to be purchased and 9 percent of all pages on the Internet/digital marketing were related to real estate.

Azemi et al. (2017) likewise note that non-real estate associations, for example, Genie, Prodigy, and Compuserve gave a lot of room to real estate gatherings or release sheets on the web/digital marketing. Likewise, America on Line had a functioning real estate work area. Nearby papers were endeavoring to ensure the \$2.5 billion grouped promoting incomes they procure from real estate professionals by offering their real estate sites. Clients were accounted

for as getting considerably more refined concerning selling their home and are utilizing the Internet/digital marketing not exclusively to discover properties, however, to get appraisals and assessments of real estate professionals and other real estate related administrations.

Nearly three and a half million American adults had web/digital marketing access by the turn of the millennium and it was unavoidable that organizations, for example, real estate businesses would have to list their clients' items and services in the minimal effort climate the Internet/digital marketing provides. They likewise note that little firms presently have lower obstructions to the passage as a solitary worker can be spoken to on the web/digital marketing along these lines too far bigger associations. Likewise, the Internet/digital marketing was seen to have diminished the obstructions to proprietors selling their properties secretly as they would now be able to get to much a similar market as customary real estate agents have had the option to.

This decrease in section obstructions can cause expanded rivalry and conceivably lower costs for brokerage administrations. Accordingly, notwithstanding the properties they have available to be purchased, a few agents were effectively adding extra administrations through the Internet/digital marketing especially comparable to giving more summed up data about territories, socioeconomics, populace, administrations, and whatnot. Alias (2012) subtleties the aftereffects of an overview of 1,800 Ohio real estate financier firms of the year 1999. While just 16.5 percent of financier firms worked their sites, most by far approached a site kept up by another person (Alias, 2012). 16.1 percent of agents expressed they could not see the advantages of utilizing a site.

It was felt that from the general financier industry viewpoint, it appeared well and good to have one huge site instead of thousands of individual little locales as clients want to get to a

solitary site for all postings. Those dealers who kept up their site accepted that it gave another approach to arrive at expected clients. They additionally demonstrated a fear of losing business if they did not have one. To date, these private sites have been operational for around one and a half years. While the mean number of hits every day was 440, this was a very factor between various sites (Azemi et al. 2017).

Another piece of the review managed site blunders, and specifically, firms have requested the level from obsolete postings on their sites. The mean level of old property postings was 2.81 percent yet it was suspected these figures were not reporting the real situation (Azemi et al., 2017). Shockingly, 14.3 percent of the sites did not have photos of recorded properties (Azemi et al., 2017). It was contemplated that enhancements in innovation would address this issue. The paper additionally referenced the chance of things to come of computer-generated reality type stroll through whole properties.

The second part of the overview managed more specialized parts of how the Internet/digital marketing administration was given and mentioned detail on the kinds of data accessible on sites. Most had topographical data, asking value, floor, and real estate region, ordinary highlights and an image of the outside of the house yet just a little minority gave data on ongoing equivalent deals and the vast majority of those reacting did not plan to make this kind of data accessible later on.

The investigation concluded that the quality and amount of data accessible over the Web/digital marketing was consistently expanding, quite a bit of it because of the advances of innovation that made it simpler to accumulate and transfer that information. Intermediaries have a modest method for advancing themselves and their postings yet face expanded rivalry. The Internet/digital marketing permits purchasers to shop at their speed and get familiar with an

extraordinary arrangement before they start any genuine exchanges. Dealers can now more effectively observe different homes in the territory and can be vastly improved educated before they pick an intermediary. Alias (2012) reasons that business firms working without posting their properties on a site and proceeding to stay up with advancements, later on, do as such an incredible financial danger. Azemi et al. (2017) report on the investigation that comes nearest regarding goals and system to the examination introduced in this paper. Their examination included a mail overview on Internet/digital marketing utilization of 1,500 buyers of metropolitan and country properties in the south-western Virginia and Maryland real estate property regions of the U.S. (Azemi et al., 2017). The reaction rate was 35.5 percent.

Once more, the investigations alluded to the previous papers illustrated above and different examinations managing digital marketing's effect on the real estate business and the development of real estate related sites (Muhanna and Wolf, 2002). Nonetheless, it noted while the significance of the Internet/digital marketing to the real estate business had been inspected, there had been inadequate investigation examining explicit Web/digital marketing use from the house buyer's point of view. Specifically, it expressed it was not understood to what extent shoppers utilize the Internet/digital marketing to enlarge their quest for property data and how much it is viewed as valuable.

Muhanna and Wolf (2002) anticipated home purchasers, later on, will have the option to look through utilizing house explicit data, for example, style, highlights, and enhancements acquire area data and take a PC produced strolling visit through both the focused on house and encompassing network without venturing outside their homes. Azemi et al (2017) separate the sorts of data assembled from the Internet/digital marketing into two primary classifications. One, concerning the intermediary/agent/organization themselves and the other in regards to explicit

properties accessible for procurement. They bring up that accessibility of the Internet/digital marketing doesn't imply that it will be utilized, so the investigation was to examine the value of the Internet/digital marketing to real estate buyers.

Results incorporate 37 percent of residents detailing utilizing the Internet/digital marketing to discover data on their property. This contrasts and 82 percent who demonstrated utilizing agents or agents and 61 percent who utilized papers (Azemi et al., 2017). It was evident that more than one source was utilized by numerous purchasers. As would be normal, huge connections were seen between the utilization of the Internet/digital marketing and purchasers approaching the Internet/digital marketing and the consciousness of Internet/digital marketing real estate data. Of the 37 percent of residents that utilized the Internet/digital marketing for sourcing a house 51.7 percent said they would utilize it for future home buys (Azemi et al., 2017). The creators speculated that those effective in utilizing the Internet/digital marketing to discover a house are probably going to utilize it again, later on, however, the opposite could likewise be valid.

The pace of development and the ensuing effect on customary financier administrations may rely upon shoppers' introductory encounters. Their discoveries were fairly unique in that those with a more prominent degree fulfillment with the presentation of the selling agent indicating a reduced chance of utilizing the Internet/digital marketing in future home buys for individual assistance. Then again terrible help will drive away clients regardless of whether the dealer or agent is outfitted with cutting-edge innovation. Azemi et al. (2017) inferred that Internet/digital marketing use is significant and developing emphatically, yet a long way from supplanting agents and representatives at the hour of the examination. Huge connections were found for Internet/digital marketing access, age, viability, and familiarity with the presence of

real estate data on the Internet/digital marketing and earlier utilization of the Internet/digital marketing for home purchasing.

The above survey of the writing uncovered little investigation had been done straightforwardly with purchasers utilizing the Internet/digital marketing to discover properties and that a significant part of the other examination brought up a greater number of issues than it replied. This is not out of the ordinary given the new rise and quick development of the Internet/digital marketing, yet it is trusted the investigation announced beneath will, in any event, illuminate parts of the current circumstance, although it is probably not going to stay current for long in this quickly advancing climate.

### **Literature Gaps and Areas for Research Contributions**

Up until this point in time 2 major literary holes have existed regarding real estate and the impact digital marketing has on real estate. To begin with, there are no examinations, subjective or quantitative, looking into outcomes of a selling agent's choice in regards of permitting outsider remarks in relationship with the digital property posting. Second, while a few past investigations solve the digital advertising using exertion of the sales agents to offer a virtual visit. They do as such inside the setting of examining other marketing endeavors. Until this point, there is an unfulfilled demand to conduct further studies and add to the available literature on the particular virtual visit stage decision, its quality, and its impact on digital market results.

### **Chapter 3: Methodology**

This section highlights the data from collection to the analysis methods applied. The primary research tool applied in this paper was an email study of residential property buyers and sellers in Texas, the United States (U.S.) over the past nine years leading up to December 2020. This is where the primary historic data was found alongside the Texan MLS database. The survey questionnaire used for data collection was a slightly modified version of a similar one used in previous research conducted over the past years.

This research was conducted on behalf of “Engel & Völkers Katy,” a local real estate company that deals with properties in major areas in and around Houston/Katy. Details of all property transactions in the United States are required by law to be reported and are stored in a publicly accessible database. Survey questionnaires were emailed out on the 20<sup>th</sup> of November 2020 and participants were guaranteed privacy and confidentiality in a separate letter attached to the email the questionnaires were in.

The response rate was 40%. This figure surpassed those of past years when similar studies were conducted. Data analysis provided results in the form of descriptive statistics with some of the replies subjected to correlational analysis. It is imperative to have understood the functions of the Texian residential real estate market to interpret the results that follow.

#### **System of the Texan Property Market**

Most private property is purchased and sold in the U.S. using the administrations of realtors. A few nations use agents. In Texas, realtors are characterized by the U.S. constitution and need to be authorized. It is likewise workable for an organization to be a real estate "agent" if it is heavily influenced by an authorized individual. Agents thusly can utilize salespersons (who

need to get a declaration of endorsement from the Real Estate Agents Licensing Board) who by and large do the business cycle and draw up deals arrangements. Installment for an effective deal is made by the merchant on a commission premise (customarily in the region of 5% of offer cost) to the realtor. The realtor will impart this to the sales rep on a commonly concurred premise. The specialist by and large meets office and promoting costs and the sales rep does not get compensation – just a lot of the commission.

### **Advertising Media**

Various diversified advertising activities advance a "brand" that singular realtors can work under. The biggest of these in Texas is the "Texas Real Estate Magazine" which publishes their magazine monthly. The magazine contains property listings, both residential and commercial. The magazine is widely distributed in Texas. The other rival franchise property firms as well as property sales agents seem to utilize a media channel named "Texas Homes & Real estate property" to market their property listings. This approach is applied by the Texas Real Estate System- a multiple listing service (MLS) and will cover the listings of any property sales agent.

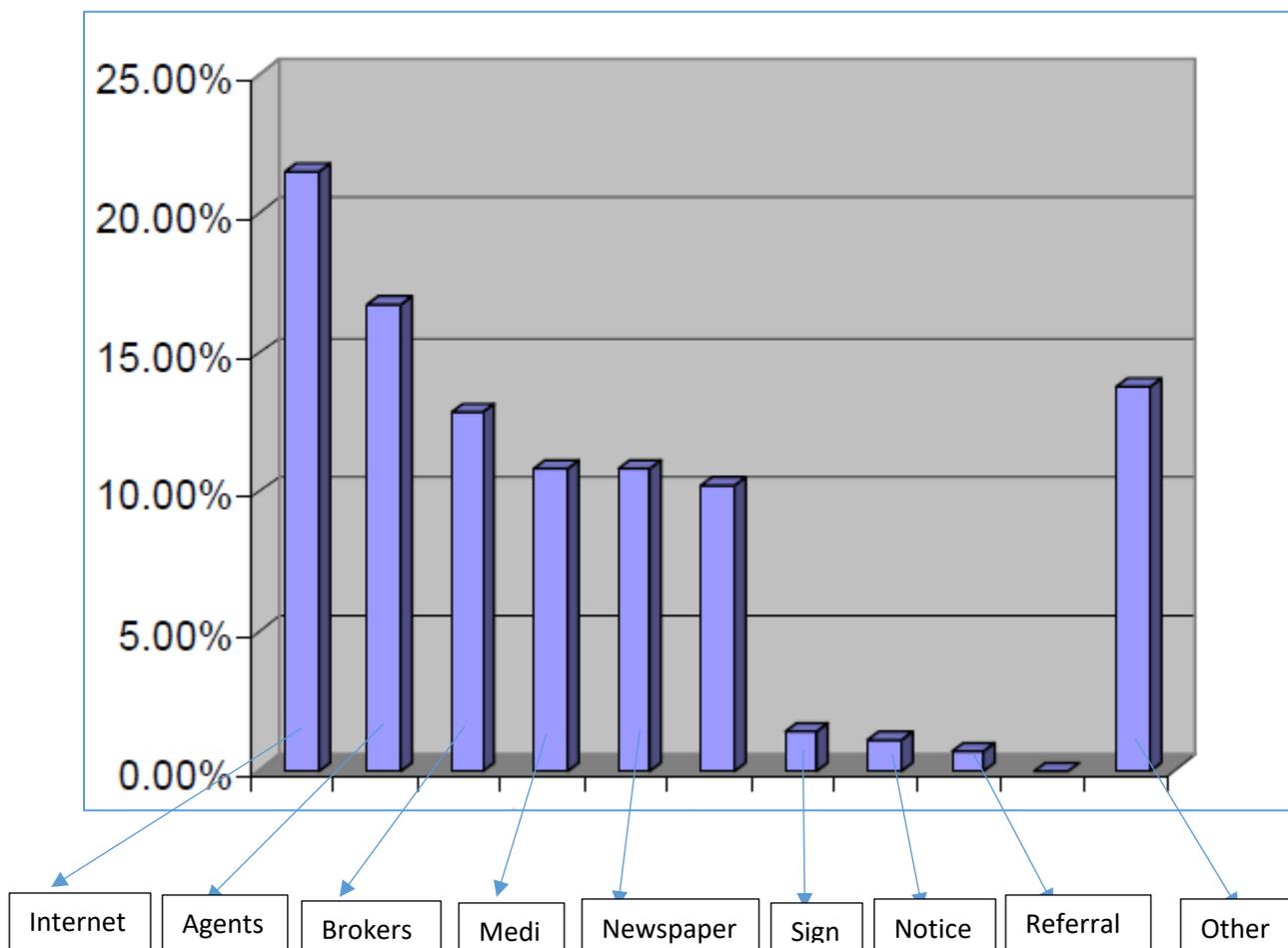
## Chapter 4: Findings

### Methods Prospecting Buyers use to locate Properties

From the analysis, it was found that before 2005, the common means used by prospecting property buyers was the print media standing at 64.6%, up from 53.2% recorded in the previous two years. Print media covers newspapers, magazines, journals et cetera. However, today, digital marketing seems to have overtaken old methods as witnessed by Texas Realtor results below. It is the most popular with 22% (the first bar in the chart) of buyers using it.

Figure 1.

*Methods used by a buyer to locate a property*

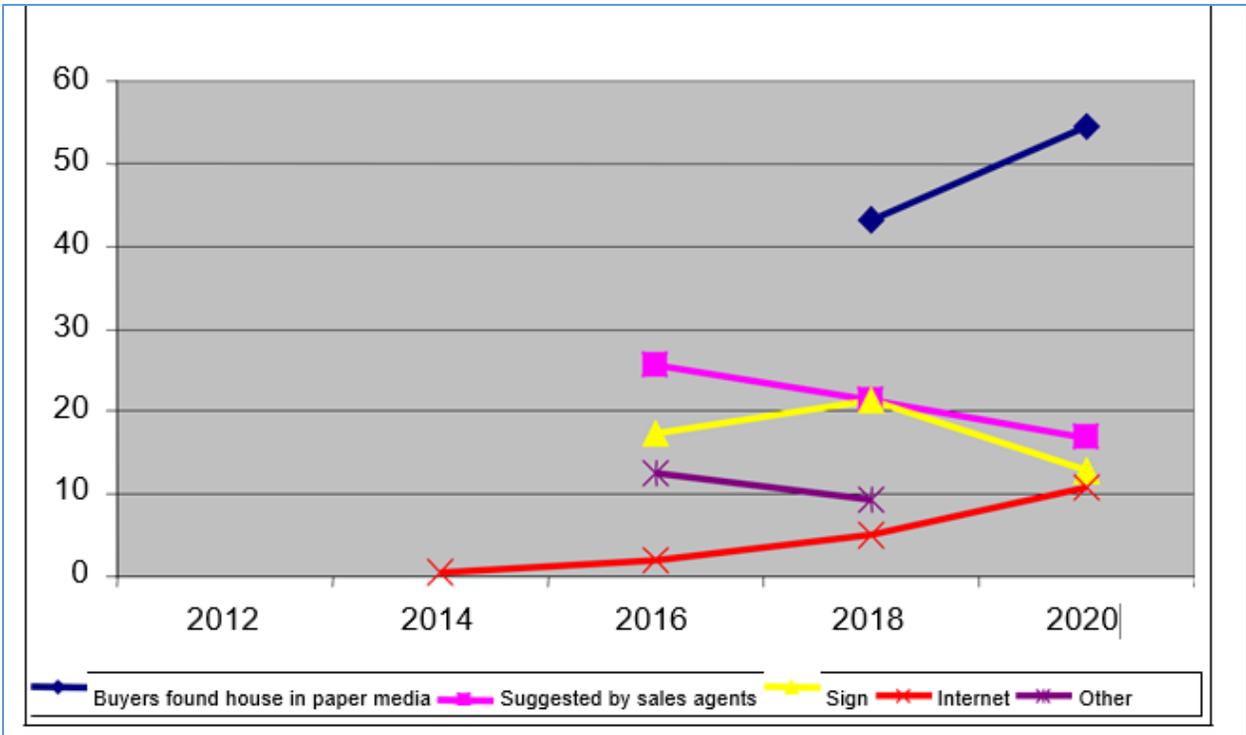


The last bar in the chart represents the “other” category which accounted for about 13.5% of responses and further subjective examination uncovered recognizing the property through loved ones was the commonest method for this group at 6%. Following that was via an individual colleague with the seller or through property open days at 2% each. About 1.5% of prospecting buyers located their properties using: “Texas Realtors” publications, other private sale methods, or by renting the said property that is later put up for sale. Other methods mentioned in the responses included: newspaper adverts, mortgage brokers, notices on supermarkets, and builders.

A fundamentally similar question was posed in past reviews so it was conceivable to inspect patterns over the long haul as appeared in Figure 2. The recurrence of sales agents proposing properties is by all accounts declining, however is still the second significance at 18%. On location signs additionally appear to lose their viability (presently 11%). The utilization of the Internet/digital marketing (digital marketing) to find the property has multiplied each time this review has been done and the pattern looks set to continue.

Figure 2.

*The method used to identify Trends*

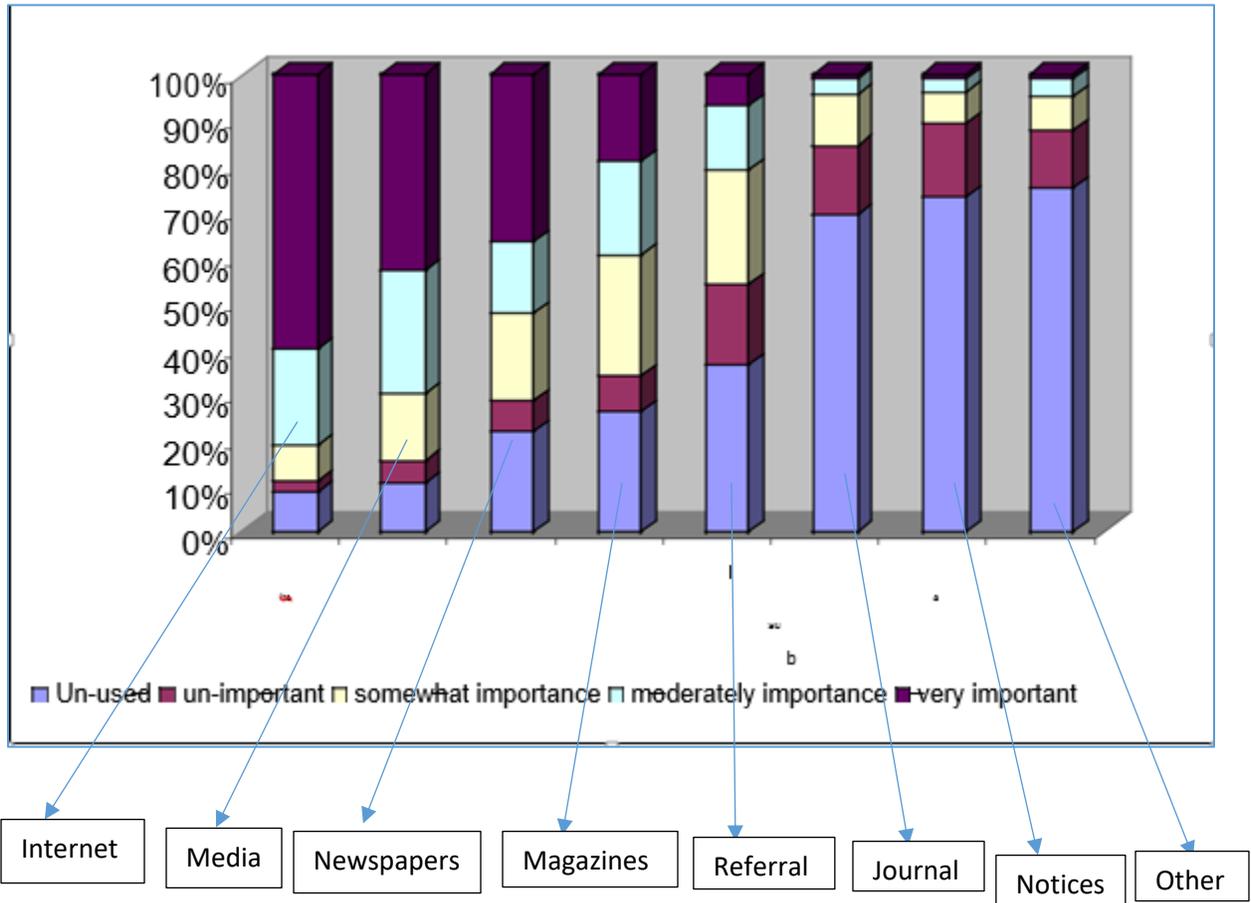


### Importance of using different Media by Prospecting Property Buyers

Property purchasers were approached to rate how critical different kinds of media were to them for getting data preceding making their buy. The general reaction can be deciphered by contrasting the bar sizes on the diagrams beneath.

Figure 3.

*Importance of Media to Property Buyers*



Unmistakably the Internet/digital marketing (the first bar in the chart) remains dominant as a source of information in the search of properties to buy. The media (the second bar in the chart) follows comes in second. This relationship has stayed steady since the time this examination was first completed, yet it shows up the Internet/digital marketing might be reinforcing its situation over the long term. It is likewise certain that the media is a significant subsequent option for data for some, yet 25% do not utilize it by any stretch of the imagination.

County Newspapers, weekly and monthly magazines were evaluated as irrelevant or not utilized by around 95% of residents. Texas Realtor is of moderate or some significance to around 40% of residents however thought to be significant by just 8%. As would be consistently expected, chi-squared examination uncovered a factually huge connection between the

significance of Texas Realtors to property buyers and if they bought secretly with no agent involved. Only 10.1% of the residents did not use or have access to the internet/digital marketing in their endeavors for property search. Notwithstanding, 76.5% of the residents rate the internet/digital marketing as very imperative, and a further 45.6% as moderately imperative. This blend implies it is presently in front of the media in significance to purchasers. The connection between Internet/digital marketing access and Internet/digital marketing use was likewise tried through correlational investigation and discovered to be profoundly huge.

### **Data retrieved from Property Sellers**

#### **The Utilization of Property Sales Agents**

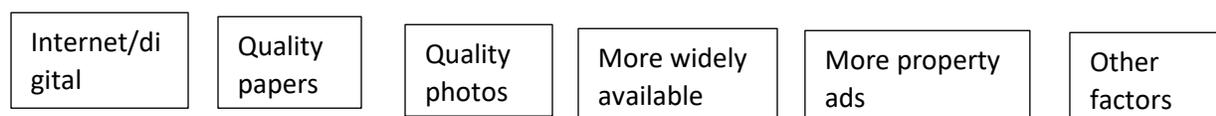
Over 89% of real estate property sellers' sought the services of real estate sales agents to sell their property. This is an increase based on previous years that recorded 83.1% in (2015) and 85% in (2017).

#### **Influence of Media on the Choice of Property Sales Agents**

The opening part of this question asked if a specific distribution impacted the sellers' choice of an agent. 21.5% of the residents affirmed. This is considered to be an increase from the 18.8% recorded in 2017. The degree/rate of increment is likely not going to be factually huge given the low complete quantity of positive reactions to this inquiry of (n = 67). The distribution related elements that were positioned most exceptionally in impacting the above choice are shown in Figure 4 underneath.

Figure 4.

*The position of Influencing Factor*



Once more, considering the low turnout/number of positive reactions to this question, the recorded results should be treated with an alert, yet it shows up obvious that having an enormous number of properties promoted and wide accessibility of the distribution are clear affecting elements. As the quantity of real estate properties showing up on the web/digital marketing increases rapidly, and the Internet/digital marketing is generally and openly accessible the affecting elements uncovered are probably going to additionally fortify the overall situation of the web/digital marketing.

### **Marketing Preferences of Sellers**

67% of sellers requested their agents to market their properties in specific publications. This represents an increase from the 51.1% reported in the 2017 survey. 45% of the 51% provided the web/digital marketing as their best option, 36% the media, 33% newspapers, and 21% other methods such as notices and the Texas Realtor. See Figure 6 below for evidence of trends over time. The web/digital marketing came in first with 52% of the residents picking it, more than two-fold the level of any other media. Also, nearly half (45%) of the residents rated it as most critical.

Figure 5.

#### *Media Preference for Property Sellers*

This outcome was tried for the relationship with Internet/digital marketing access, as it was turning out to be evident that there was a bipolar reaction to the web/digital marketing on various issues, with it being appraised as either very significant with a huge and developing

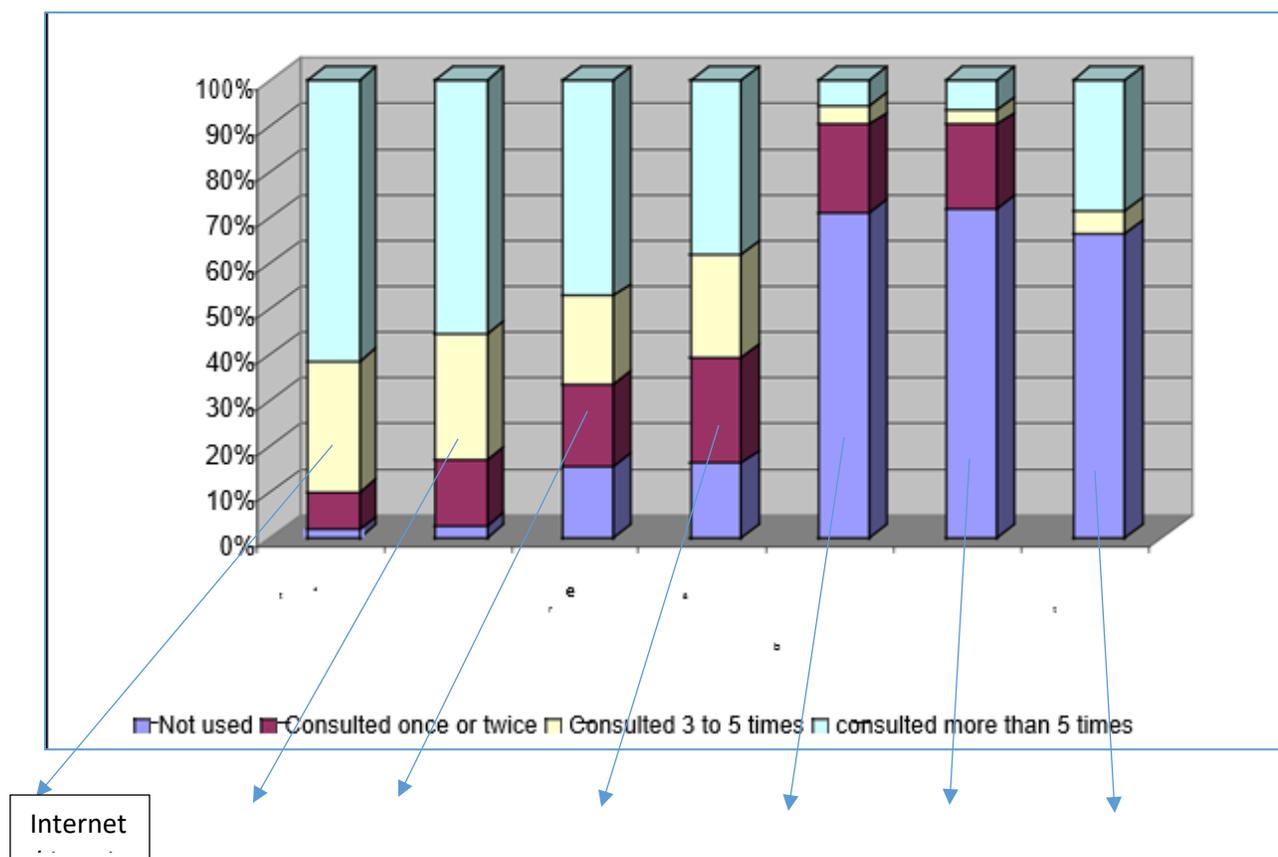
gathering, or insignificant at all with a more modest and contracting number. Sadly, the low numbers reacting to this specific inquiry implied the Chi-squared investigation failed deliver any significant outcomes.

### Importance of the use of different Media to Sellers

Real estate property sellers were likewise asked of the importance of different types of media is to them when it comes to assessing market and pricing data while their property was available for sale. 88.3% exhorted that they had counseled distributions for valuing data previously or during the time their property was available. This is like prior research results of 87.5% (2017) and 79.8% (2015). The residents who had gotten to data media were then approached to give their rating on the level of premiums they received in various real estate media. The following graph summarizes the general response of the residents.

Figure 6.

*Use of different Media by Sellers.*





As seen above, the web/digital marketing maintains its lead over all the other media.

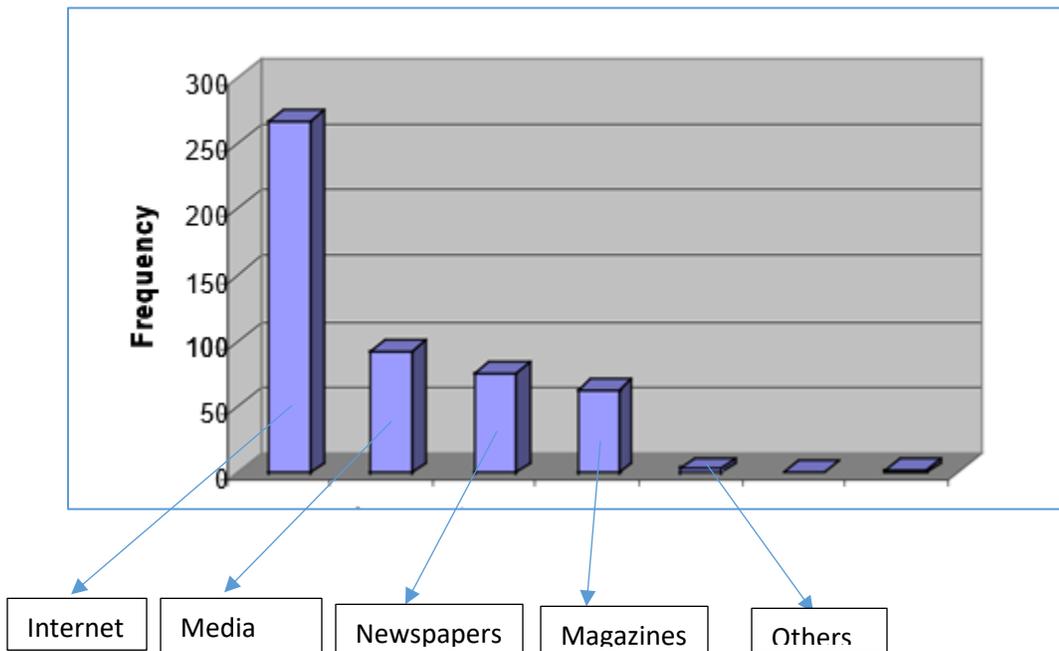
However, the lead has consistently widened over the recent years. The media and the web/digital marketing are solid auxiliary storage of data. As would be normal, there is a profoundly huge relationship between having web/digital marketing access and the significance of the same as a source of data storage to vendors. Breaking down the time arrangement information as demonstrated, there does not appear to be any discernable pattern aside from the creating significance of the web/digital marketing, as likewise evidenced by the reactions to various inquiries in the research study.

### **Data retrieved from both Property Buyers and Property Sellers**

#### **Viability of Publications in Selling Real Estate Properties**

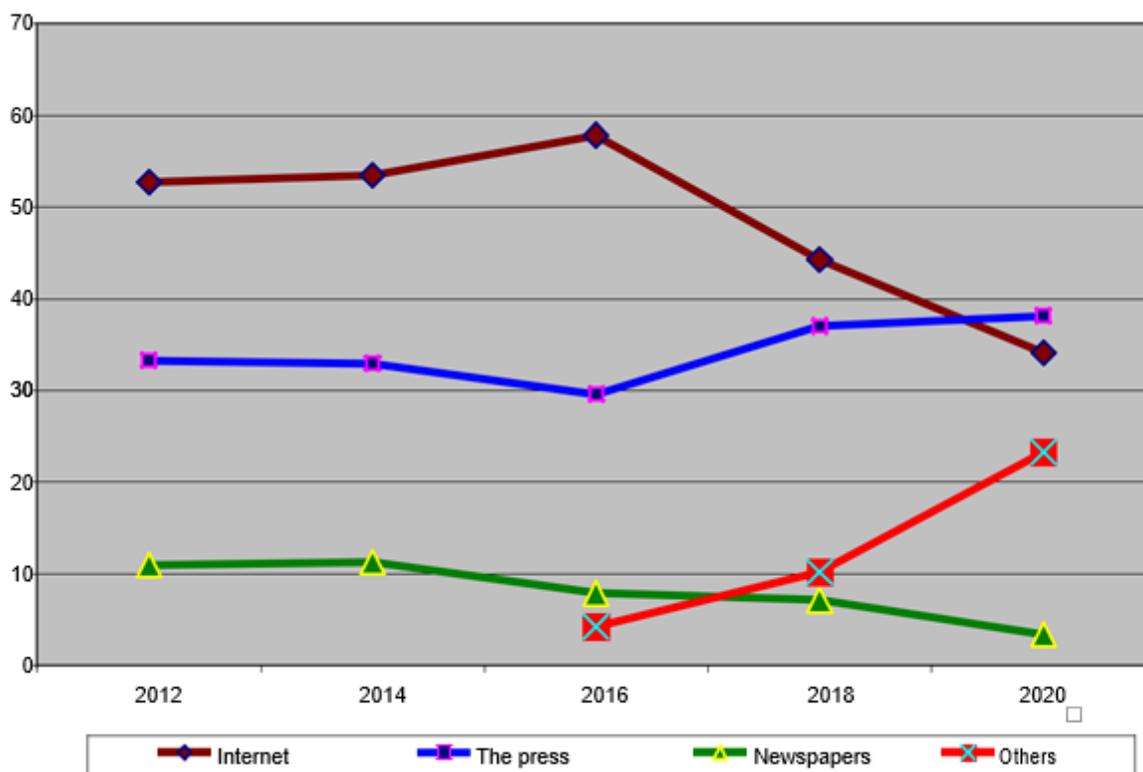
This was another question directed to both property buyers and sellers in the survey. They were required to list the main four distributions regarding their general adequacy in selling properties. Figure 7 below shows the results for the top ranked media. Also, it reflects the comparative ranks of the various publications found in other questions and in earlier research. Consolidating the first and second positioned distributions does not change their comparative positions. Subjective examination of "different" reactions showed the internet/digital marketing as the commonest reaction in this class.

Figure 7.

*Position for Viability of Publications***Position of Property Presentations**

Here, this question was intended to decide residents' perspectives on how well properties were introduced in the different media. The outcomes for the highest level media are shown in Figure 8 below.

Figure 8.

*Position of Property Presentations*

As seen above, the Internet/digital marketing has a narrow lead over the media as far as presentation is concerned with newspapers coming in at third. When the media and newspapers are consolidated, the ranks of the two are switched however the Internet stays in first position, unmistakably in front of them all. Qualitative investigation of "different" reactions again uncovered Texas Realtor to be the commonest reaction in this classification. Assessing the pattern information from the figure, it is evident that the media is under threat at the expense of

the while the Internet/digital marketing which is steadily growing. Moreover, newspapers might be losing some ground, while the other methods seem to be moderately steady as far as introduction inclinations are concerned.

### **Access to the Web/digital marketing**

The table underneath shows the development in accessibility of admittance to the Internet/digital marketing by residents throughout the past years up to 2015. Take note the year 2015 results did not recognize accessibility at work or home. Residents, who recognized the Internet/digital marketing as a source of data for one or the other purchasing or selling of property, were approached to distinguish which of a rundown of real estate web/digital marketingsites they frequented. For this situation the quantity of residents who had visited the web/digital marketing sites was recorded, instead of rates, so figures could be contrasted with past outcomes. Not the entirety of the locales recently studied were incorporated and new destinations were added for the past year (2020), however a few examinations over the long haul can be drawn as shown in Figure 9 below.

<b>Residents with:</b>	<b>2020</b>	<b>2018</b>	<b>2016</b>	<b>2015</b>
	<b>Response</b>	<b>response</b>	<b>Response</b>	<b>Response</b>
<b>Internet/digital marketing access at home</b>	92.9%	90.7%	85.7%	76.8%
<b>Internet/digital marketing access at work</b>	100%	93.4%	89.1%	

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Table 1: Internet/digital marketing Access at work and at home

All property/real estate sites but mytexashomeresource.com recorded increasing number of visitors. However, the pace of development has eased back. Subjective examination of the remarks on the locales visited yielded some intriguing outcomes which are:

For the Har.com web/digital marketing site, there was wide enthusiasm for the volume and scope of postings on the site. Most clients evaluated the site as great or awesome. A portion of the reactions made were that there were issues looking on costs, properties showed up and vanished without clear explanation, joins were impasses, postings not refreshed consistently enough, and property agents did not react to email enquiries. Scarcely any remarks were made on the Property Stuff site, intelligent of its low use. Those made were for the most part negative or, best case scenario, okay.

Residents did not appear to recognize the texasrealestate.com and mytexashomeresource.com sites. By and large the Realtor evaluations were good or acceptable, yet again postings were discovered to be outdated. A number remarked that the site was the same as the paper form of the Real estate professional and did not exploit web/digital marketing prospects, for example, more property subtleties, photographs, maps, addresses and so on. There were additionally remarks that it was fundamentally the same as Har.com however with fewer properties. A few clients experienced issues with moderate stacking or missing connections, troublesome route and looking.

The mytexashomeresource.com web/digital marketing site was for the most part exceptionally appraised for usability and introduction of properties, yet there were additionally solid reactions with respect to the absence of valuing data and restricted postings. The valuing

issue likewise prompted issues with property searches, with clearly improper properties remembered for list items. Similarly, the [texasrealestate.com](http://texasrealestate.com) web/digital marketing site attracted captivated reactions. Numerous clients appraised it profoundly, particularly regarding introduction and web/digital marketing highlights. Yet, the restricted postings, particularly in Texas, cost looking through issues and gradualness to stack pulled in analysis. Among the "other" sites visited the most normally referenced was [Zillow.com](http://Zillow.com), followed by [mls.com](http://mls.com). Residents rated both sites highly. By and large, residents discovered most sites very helpful, particularly those that gave an email new postings administration, or subtleties and photographs not accessible in other media. Dissatisfactions were outdated and unpriced postings, non-reaction from sales agents and moderate stacking or potentially hard to explore locales.

## Chapter 5: Recommendations and Conclusion

### Recommendations

Undoubtedly, social media changed the scope of digital marketing across board. The real estate sector was hugely affected. From buying Facebook Business Ads to sharing photograph collections of new postings, different online media stages permitted realtors to fabricate a brand and a thriving business. The following are the main recommendations made based on the study results:

1. Realtors must create an email campaign

Regardless of the business, a sustainable email campaign is a significant apparatus in associating with new leads and remaining applicable with past customers. Preferably, a balanced mission will pipe possible customers through foreordained activities dependent on their purchaser profile and past commitment with you.

2. Ensure property listing web/digital marketingsite is user-friendly

With numerous photographs and eternal links, property listing sites can at times be a web/digital marketing engineer's bad dream. Notwithstanding, with the assistance of an expert web/digital marketingsite specialist and an information on what prospecting customers look for, realtors can build up a responsive site that is upgraded for portable perusing. Practically 50% of all web/digital marketing surfing today is done on smartphones, so if a give site is unresponsive, customers will experience challenges perusing the web/digital marketingsite.

3. Hosting of virtual property tours

Virtual tours through a house are mind boggling bits of substance in an effective advanced advertising system. Not exclusively do these visits share video content – which produces income

49% quicker for advertisers than non-video clients – yet a potential customer can get a thought of what a home truly has to bring to the table them. Buying a home can be troublesome, and as a real estate property master, your responsibility is to make the home purchasing venture as simple as feasible for your customers.

In conclusion, study research outcomes show that Texas real estate firms acknowledge the significance of sensory digital marketing strategies. The firms have sites which show all the essential data to clients and advise about organizations' extra administrations. The firms avails the subjective data about their on sale properties. The availed information is clear, complete and prospecting clients can easily comprehend it. Moreover, the results of the research shows that some of the firms are willing and ready to create closer relationships with potential clients and provide online correspondence channels via emails and live chats. Tragically, there are very few effective Internet/digital marketing utilization models by Texian real estate firms. Correspondence in informal organizations is deficient. The future exploration could be identified with the examination of the property clients' assessment – how potential clients assess computerized showcasing strategies and substance.

It goes without saying that the real estate sector has become the backbone industry of the American national economy. Given the industry's rapid growth, sensory digital marketing has become the imperative variable in the whole process. The Texian real estate sector is in the fundamental phase of advancement, as per the qualities of the modern inter-city real estate market, the right execution of promoting procedures is a significant piece of the real estate business advancement. In view of the current circumstance of real estate businesses, sensory digital marketing in modern cities highlights the three primary issues of real estate ventures' advertising methodologies, advances the further improved plan enhancing real estate enterprises'

showcasing procedures of the modern cities as indicated by the issues. If real estate enterprises in Texas can append and improve showcasing methodologies, set up their own image culture, can tolerate outing and set up the norm, lead modern city real estate enterprise's development, in this manner, it will be offering catalyst to the advancement of the entire Texian economy.

The advancement of the real estate sector has been expansive over a short duration. Its market-situated financial framework and the advancement of market climate is not developed. Essentially it shows in absence of accentuation in the comprehension of the idea and centrality of advertising. Particularly the opposition is progressively wild in the present luxury real-estate industry. On the off chance that Real bequest endeavors need to get by in a particularly perplexing business sector climate, they should meet the genuine requirements of their clients to create the merchandise for client needs, and real estate property ventures should give uncommon consideration to the real estate property advertising to the creation and deals of attractive products.

Previous literature practice demonstrates that the market intensity of the real estate property area will be enormously improved on the off chance that it prevails with regards to showcasing regardless of whether it falls behind the opposition as far as innovation, gifts and capital, and so on. Today, the opposition is progressively wild, so it is the objective sought after by the real estate property engineers to expand the interests of endeavors and sell more structures. Notwithstanding, they have demonstrated numerous weaknesses in the advertising cycle because of the impact of public approaches, industry climate and their own quality. In the foundation of the new time, the climate of the real estate property business may change whenever, so they ought to consider their own genuine circumstance and the shopper request while picking a promoting technique. In this paper, it just investigates the promoting procedures

of real estate property organizations in Texas, so it is important to preform further examination as opposed to taking a section for the entirety.

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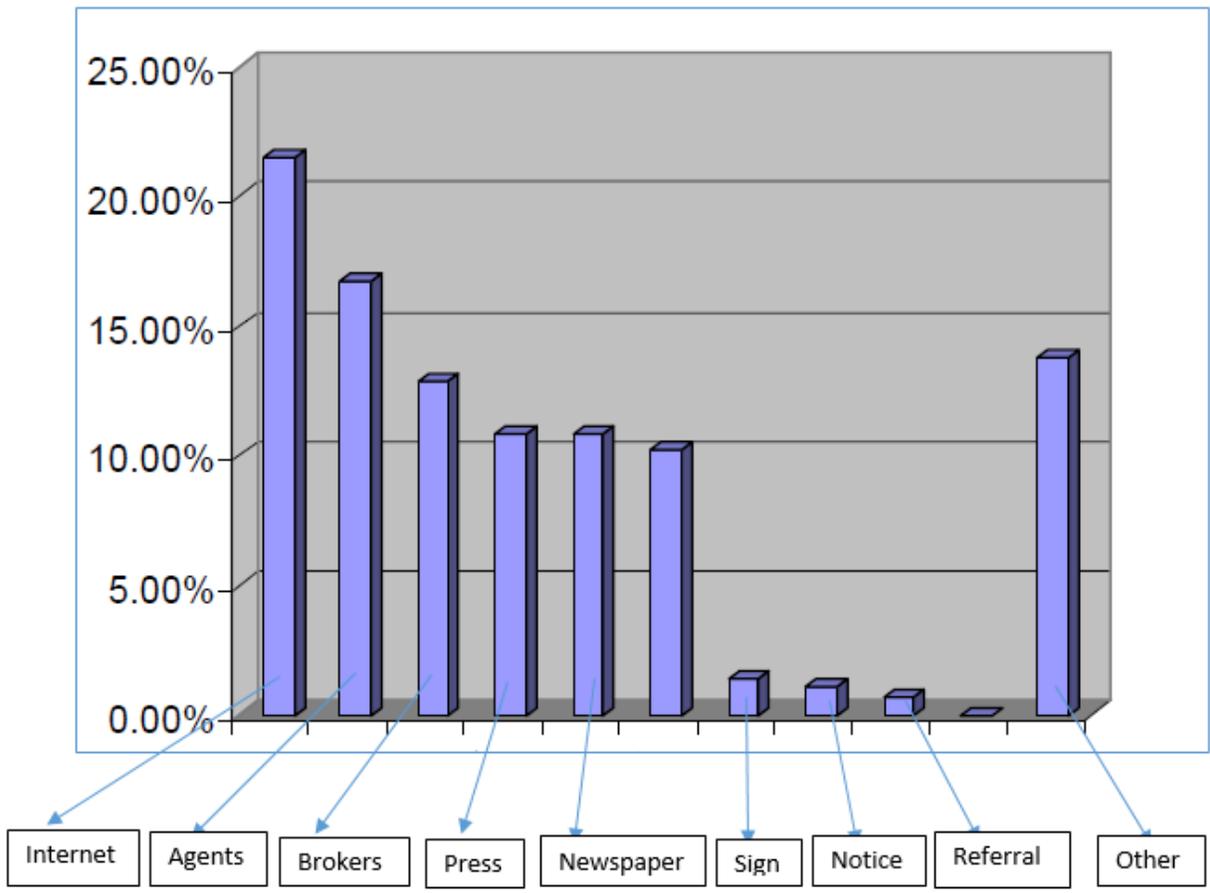
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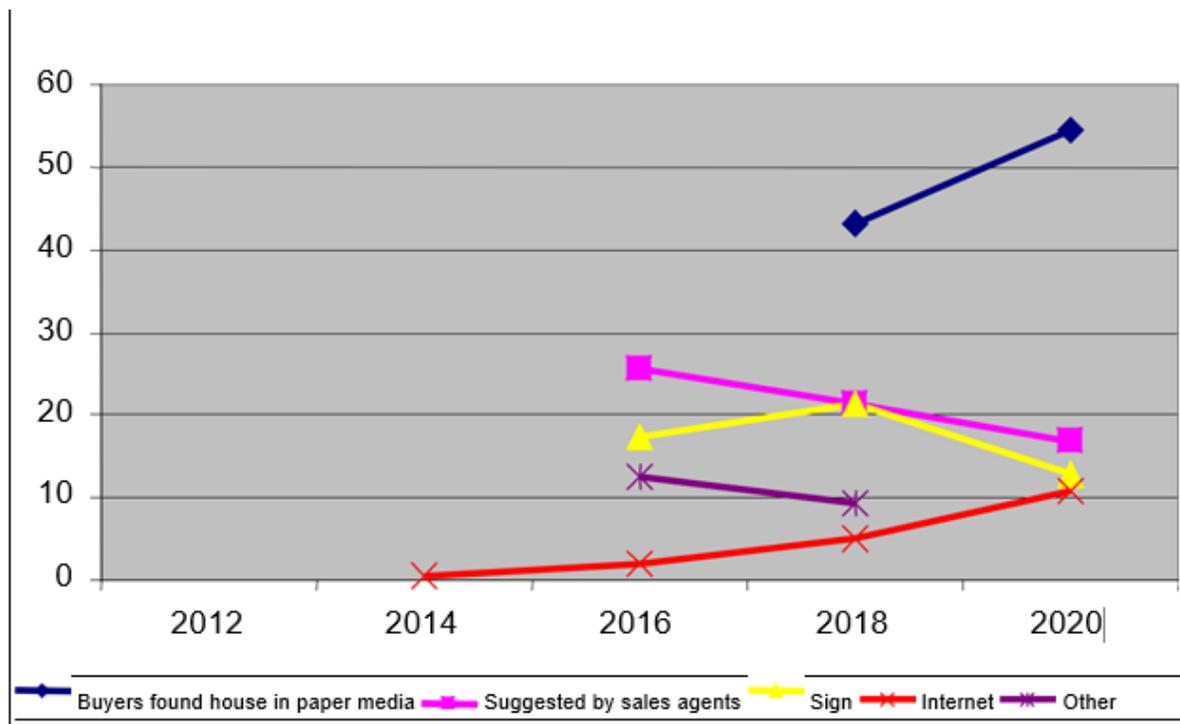
### Appendices

#### Appendix A: Figure 1. Methods used by a buyer to locate a property

Figure 1.

*Methods used by a buyer to locate a property*

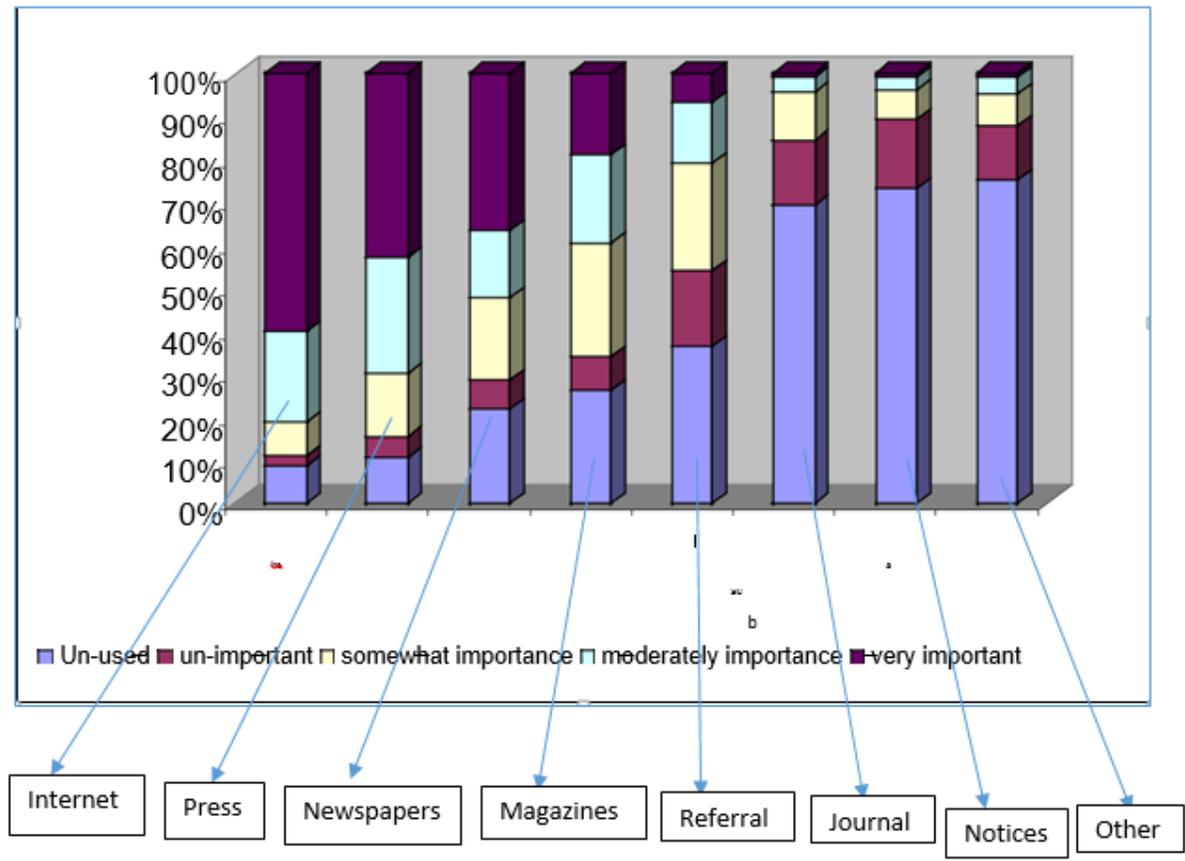


**Appendix B: Figure 2. The method used to identify Trends**

### Appendix C: Figure 3. Importance of Media to Property Buyers

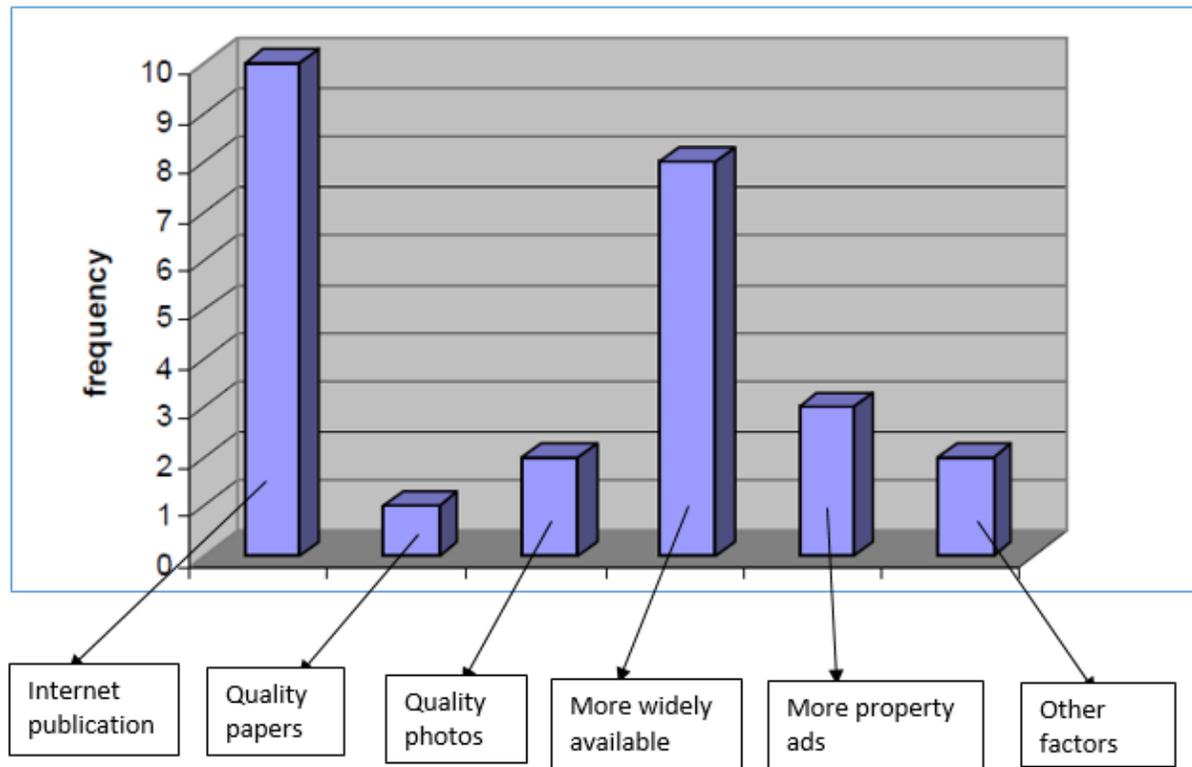
Figure 3.

*Importance of Media to Property Buyers*

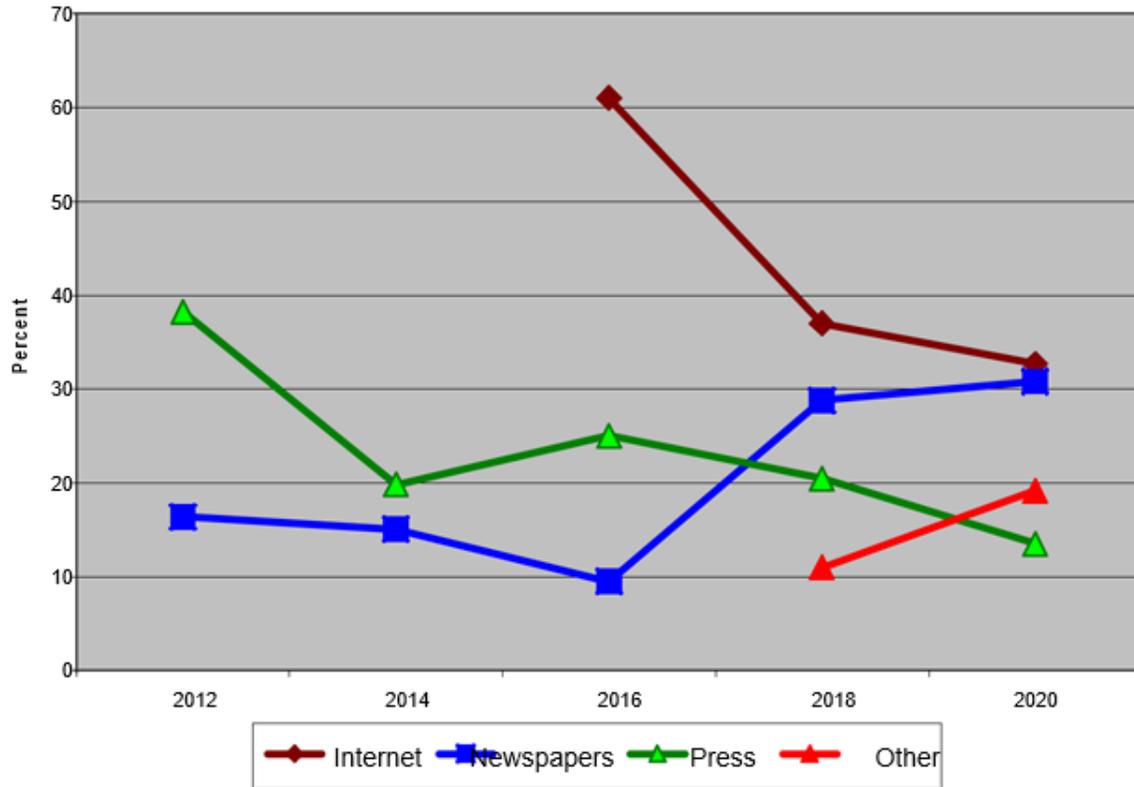


**Appendix D: Figure 4. The rank of Influencing Factor**

Figure 4.

*The rank of Influencing Factor*

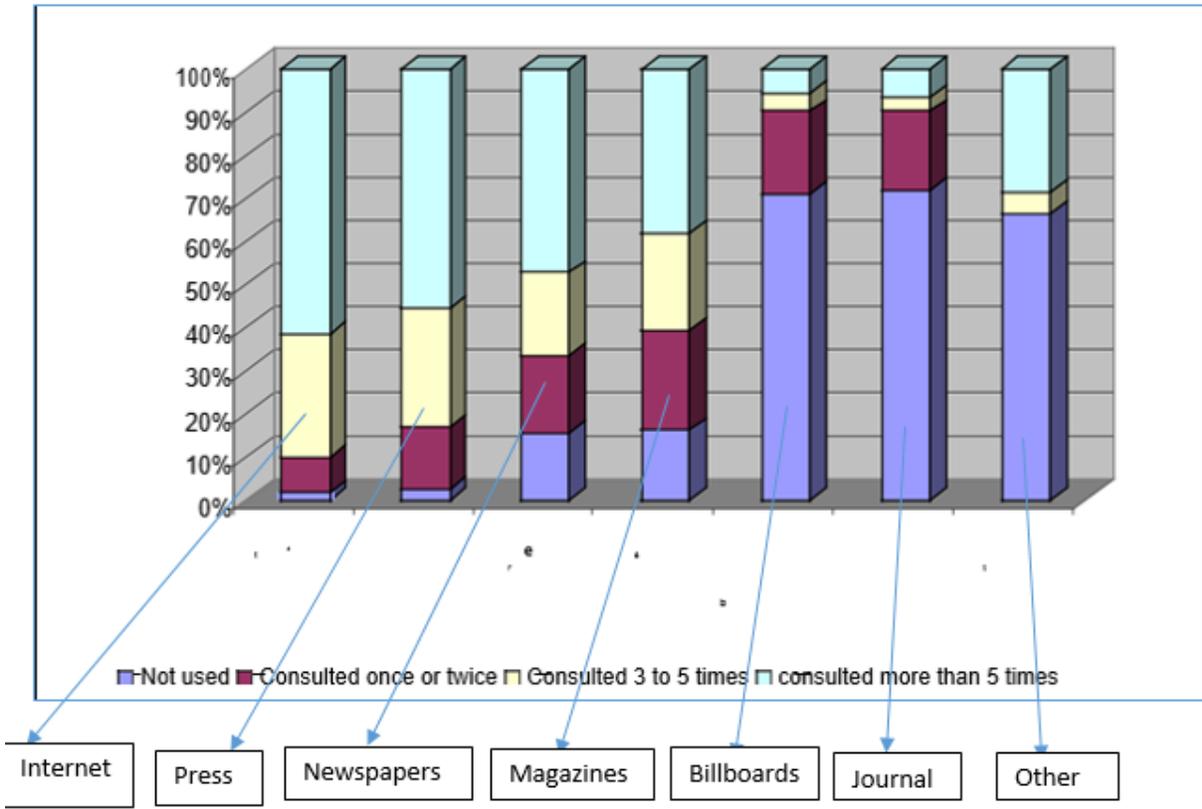
Appendix E: Figure 5. Media Preference for Property Sellers



Appendix F: Figure 6. Use of different Media by Sellers

Figure 6.

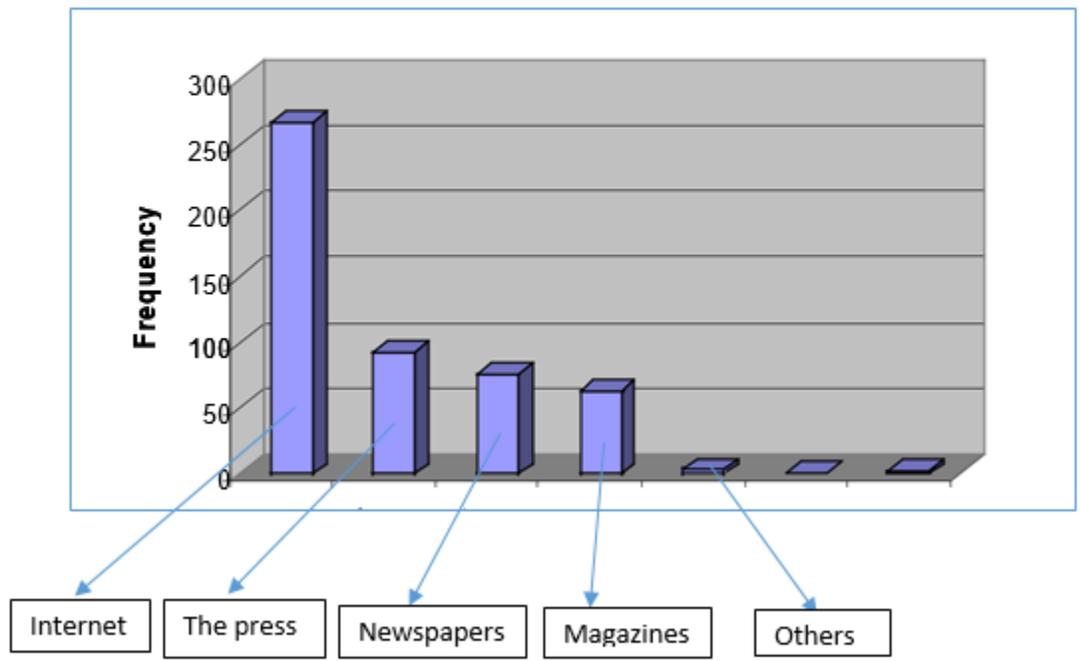
*Use of different Media by Sellers.*



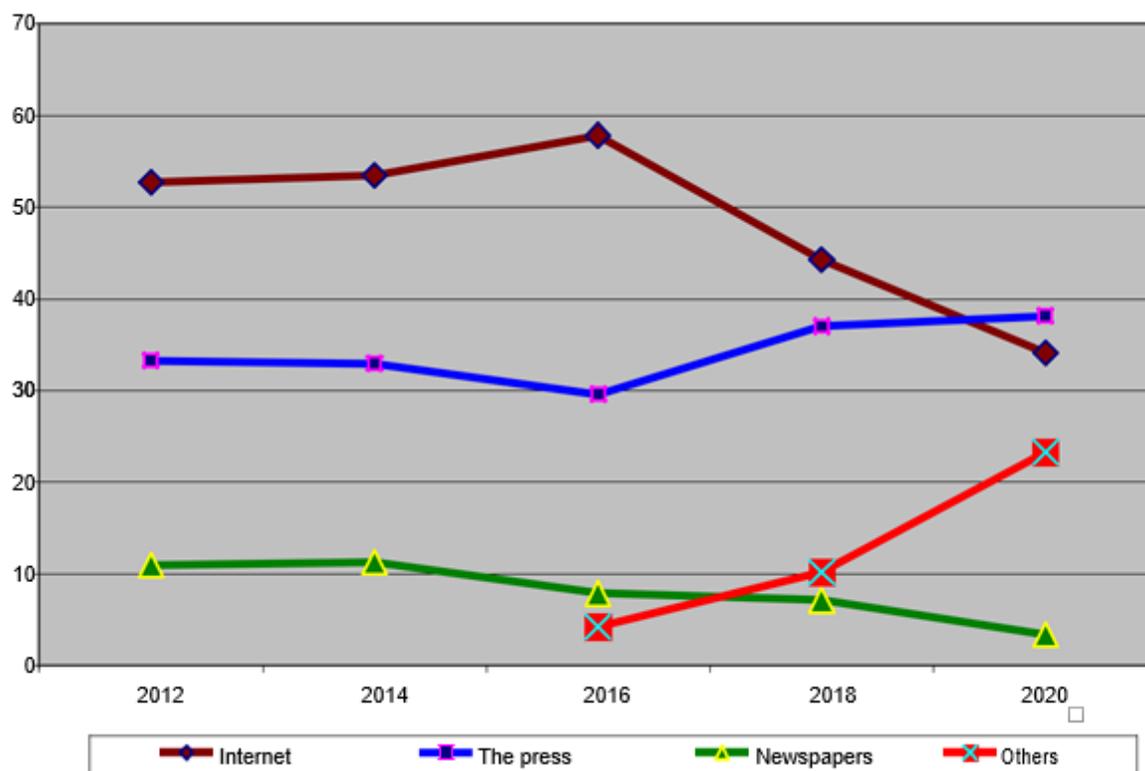
**Appendix G: Figure 7: Rank for Viability of Publications**

Figure 7.

*Rank for Viability of Publications*



Appendix H: Figure 8. Rank of Property Presentations



Appendix I: Table 1: Internet/digital marketing Access at work and at home

Residents with:	2019 Response	2017 response	2015 response	2013 Response
Internet/digital marketing access at home	92.9%	90.7%	85.7%	76.8%
Internet/digital marketing access at work	100%	93.4%	89.1%	

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### **Sensory Digital Marketing Questionnaire**

1. Name of Respondent
2. Age:
3. Level of education:
4. Occupation:
5. Net monthly income:
6. What are some of the methods used by prospecting buyers to locate properties: (tick where applicable)
  - I. Internet/digital marketing
  - II. Media
  - III. Agents
  - IV. Brokers
  - V. Newspapers
  - VI. Signs and Billboards
  - VII. Notices
  - VIII. Referrals
  - IX. Other
7. What are the importance of using different Media by prospecting property buyers (tick where applicable)
  - I. Internet/digital marketing
  - II. Media

- III. Agents
  - IV. Brokers
  - V. Newspapers
  - VI. Signs and Billboards
  - VII. Notices
  - VIII. Referrals
  - IX. Other
8. What is the influence of media on the choice of property agents? (Tick where applicable)
- I. Internet/digital marketing publications
  - II. Quality papers
  - III. Quality photos
  - IV. More widely accessible
  - V. More property ads
  - VI. Other factors
9. What are the media preferences for property sellers? (Tick where applicable)
- I. Web
  - II. Newspapers
  - III. Media
  - IV. Others
10. What are some of the importance of the use of different media by property sellers to market their properties?
11. What is the rank/position for viability of publications?
12. Do you have access of internet at home? If so, since when if you can recall?

13. Do you have access of internet at work? If so, since when if you can recall?

Thank you for taking part in this survey!!