IJCRT.ORG ISSN : 2320-2882

INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Impact Of Social Media Marketing On Real Estate Business

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ABSTRACT

This study explores the impact of social media marketing on the real estate business, focusing on how platforms such as Facebook, Instagram, LinkedIn, and YouTube influence customer engagement, brand visibility, and sales conversion. The research examines the effectiveness of social media in reaching target audiences, building trust through virtual tours and client testimonials, and facilitating two-way communication between realtors and potential buyers. Findings suggest that real estate companies that strategically leverage social media experience higher lead generation, improved client relationships, and enhanced market competitiveness. However, the study also highlights challenges such as managing online reputation and adapting to rapidly changing digital trends. Overall, this paper underscores the critical role of social media marketing in reshaping the landscape of real estate business operations and client acquisition strategies.

Keywords: Social media marketing, online platforms, real estate, promotions, customer engagement.

1. Introduction

The Indian FMCG sector is one of the fastest-growing and most competitive industries, driven by evolving consumer preferences, rural expansion, and digital transformation. CavinKare has emerged as a dynamic player with a unique approach to affordability, innovation, and regional outreach.

1.2 Statement of the Problem

In the real estate field, companies now use these platforms to advertise properties, communicate with clients, and build their brand online. This study aims to explore how social media helps real estate agents and companies reach more people, share property details quickly, and save money compared to traditional marketing methods like newspapers and flyers. It will look at how posts, stories, videos, and live property tours help attract buyers and renters. It will also see how real-time messaging and comments allow for faster and easier communication between agents and customers.

1.3Significance of the Study

The study provides how social media marketing impacts the real estate business comes from the changes happening in the industry. As the market changes, it's important for real estate businesses to know how social media affects their marketing, relationships with clients, and overall performance.

1.4 Scope of the study

It will examine both organic methods, such as posting content, sharing stories, and engaging with followers, and paid methods, like using targeted ads and promoted posts to reach more people.

1.5 Research objectives

1. Understanding how social media marketing strategies contribute to brand visibility and awareness in the real estate sector.

2. Analysing the impact of consumer perception on the decision-making process for property purchases, sales, or rentals.

3. Identify the main obstacles real estate businesses face when using social media marketing, including content overload, audience targeting, and platform limitations.

4. Evaluate the performance of different social media platforms (e.g., Facebook, Instagram) in real estate marketing campaigns.

2. Literature Review

Wang and Chen (2020) stress that social media facilitates stronger client relationships. Real estate companies use these platforms to share timely market updates, answer queries, and provide personalized advice, which builds trust and encourages long-term customer loyalty.

Ramirez (2020) found that agents who engage with followers regularly on social media create stronger relationships, which translates into higher referral rates and repeat business — both key for success in real estate.

Kim and Park (2021) describe how social media marketing integrates with digital tools like Customer Relationship Management (CRM) software and chatbots, enhancing real estate companies' ability to track leads, provide instant support, and personalize marketing efforts.

D'Souza (2022) notes that online customer reviews and testimonials shared on social media influence purchasing decisions strongly. Positive feedback builds confidence in the company, while negative reviews require prompt and professional responses to mitigate damage.

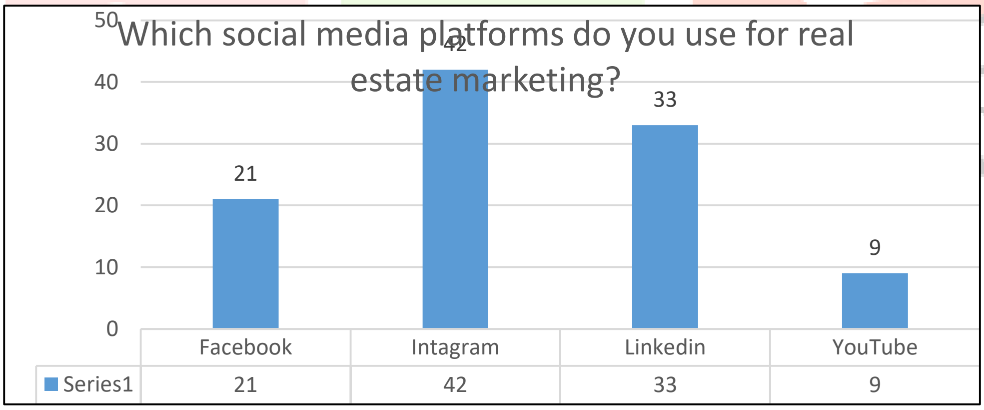
3. Research Methodology

This study employs a mixed-method research design, combining quantitative and qualitative approaches through descriptive and analytical methods. The target population consists of social media using consumers in India, from which a sample of 107 respondents was selected using stratified random sampling. Data collection involves both primary and secondary sources. Primary data is gathered through surveys conducted via Google Forms and interviews with retail managers, while secondary data is obtained from company reports, academic papers, and market research portals. This methodology allows for a comprehensive understanding of the research topic, leveraging the strengths of both quantitative and qualitative data.

4. Data Analysis Techniques

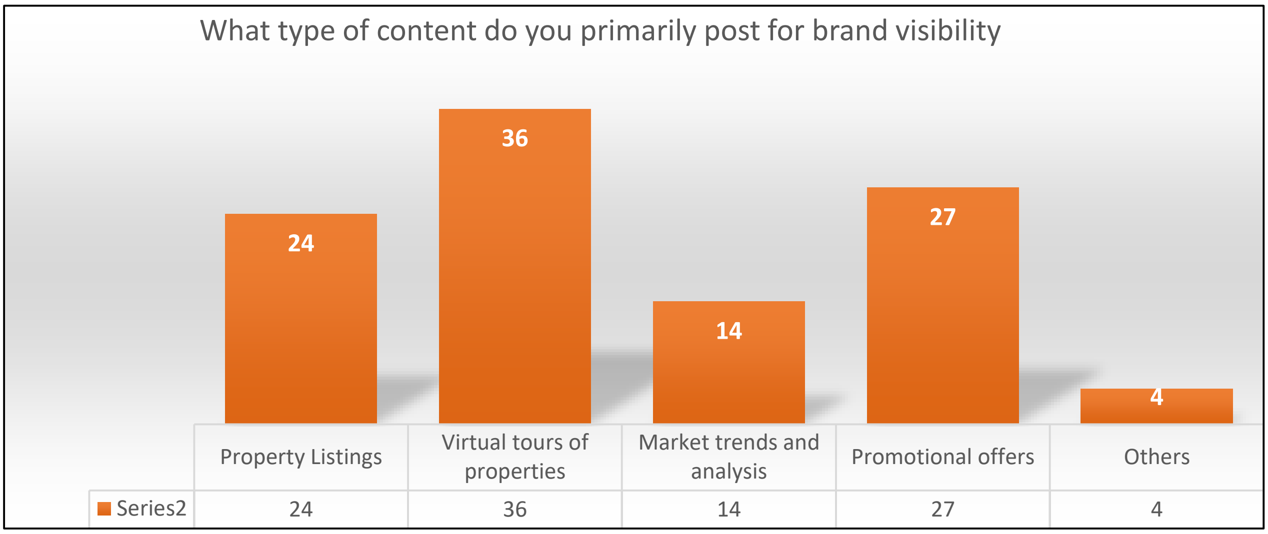
Which social media platforms do you use for real estate marketing?

Platforms	No of responds
Facebook	21
Instagram	42
Linkendin	33
YouTube	9
Total	105



The above graph showing that Instagram platform is used most for the real estate marketing [42] % and. the 2nd Facebook is used with [21] % over all Instagram is used most

What type of content do you primarily post for brand visibility



Content	**No of Responds**
Property Listings	24
Virtual tours of properties	36
Market trends and analysis	14
Promotional offers	27
Others	4
Total	105

The bar chart shows the types of content people mainly share to increase their brand visibility. The most popular type is virtual tours of properties, with 36 individuals using it to promote their brand. This suggests that visual and interactive content is highly effective in attracting attention. Promotional offers come next, used by 27 people, indicating that deals and discounts are also a strong way to engage audiences. Property listings are shared by 24 individuals, showing that listing specific offerings is still a common strategy. Fewer people—14 in total—focus on market trends and analysis, which may appeal more to a niche or informed audience. Lastly, only 4 individuals post other types of content, meaning most content falls into the main categories listed above.

STATISTICAL TOOL FOR ANALYSIS:

- **H_0:** Consumer perception of a real estate brand has no significant impact on decision-making.
- **H_1:** Consumer perception of a real estate brand significantly influences the decision-making process for property purchases, sales, or rentals.

Do you think social media content influences potential buyers' or renters' decisions?

	O	E	x^2
Yes	86	52.5	21.37619
No	19	52.5	21.37619
total	105	105	42.75238

x^2 table value	x^2 calculated value
3.841	59.4381

H0 rejected	H1 accepted	
As table value is less than calculated value. We reject H0 (null) and accept H1 (alternative)		
Note:-		
x^2 = chi square		
O = Observed value		
E = Expected value		
Formula:- "=(O-E)^2/E "		
Degree of freedom :-1		
Significance :- 0.05		

5. Findings

- Most of the people in this study are between the ages of 26 to 35, making up 55% of the total.
- The majority of the participants are male (68%), while 24% are female. About 8% chose not to share their gender. This shows that men were the most involved in the study.

6. Conclusion

Social media marketing is faster and often more effective than traditional methods like newspapers or flyers. It also allows people to ask questions, get instant replies, and even take virtual tours of homes from their phones or computers

7. References

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