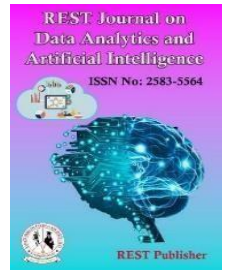
REST Journal on Data Analytics and Artificial Intelligence
Vol: 4(2), June 2025
REST Publisher; ISSN: 2583-5564
Website: http://restpublisher.com/journals/jdaai/
DOI: https://doi.org/10.46632/jdaai/4/2/1



Consumer Perceptions of Social Media Advertising and its Impact on Real Estate Investments in Bengaluru

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Abstract: *This conceptual research paper elaborates on the association between social media advertising and consumer perception and its approach to real estate investment, in Bengaluru which has an emerging metropolitan city status with a dynamic real estate market and a society where the customer blend of digital platforms is transforming the conventional way of property investment; through a conceptual framework based on the Theory of Planned Behavior (TPB) and the Elaboration Likelihood Model (ELM) this research paper describes how social media advertising affects the attitude, subjective norms, and perceived behavioral control of the potential real estate investor leading them to a decision of investment, focusing not only on Bengaluru as a location but also on the young and tech-savvy crowd in the region who are socially interactive, are potential buyers in any of the most popular platforms such as Instagram, Facebook, LinkedIn, and Youtube; it indicates that as per recent trends social media advertising in Bengaluru for the real estate sector has shifted from traditional ways of advertisement to a more customized, engaging, and visually-sensitive way of campaigning where a concern for social proof and peer influence on property investment decisions is done along with building trust by user-generated content, influencer post collaborations, reader comments in blogs (such as betterhalf.co), and customer testimonials; theoretical discussion in theory of branding and behavioral intention from a consumer aspect implies that emotional appeal, persuasion from social media advertising, and whatever perceived credibility of online ads are impacting consumer perceived behavior regarding real estate investment, moreover TPB underlines the significance of social influence and perceived behavioral control towards ease or difficultness in transactions in real estate which might get enhanced or hampered due to the key nature of digital advertisement; furthermore ELM posits that consumer elaboration likelihood when they are supposed to either deeply process the ad and their elaboration likelihood/ likelihood that they consider the ad credibly through pretext of peripheral cues namely, attractiveness of the content and source credibility can be good factors determining the influence of social media advertising in their investment choice; this paper describes how demographics like age, income, and educational level, in combination with consumer interaction with social media determine whether social media advertising achieves effective control and if they are trusted enough to modify investment behavior and whatever interaction with digital platforms is altering catalyze consumer engagement in Bengaluru real estate sectors and results after analysis, prove that social media advertising influences investor decision with varying effectiveness with its strategized use as required according to platform basis and demographic respective*.

Keywords: *Social Media Advertising, Consumer Perceptions, Real Estate Investments, Theory of Planned Behavior (TPB), Elaboration Likelihood Model (ELM), Bengaluru Real Estate Market*

1. INTRODUCTION

The rapid development of digital technologies and the growing share of social media in people's lives have changed the architecture of the consumer market as a whole; the methods of promoting real estate have also been added to these transformations, and traditional advertising and marketing tools have been actively replaced by their online versions, which use the scale and interactivity of social media networks (Tigunova et al., 2022). With its burgeoning middle class, rapid urbanization and a sizable, socially savvy, digitally driven young population, Bengaluru, known as the "Silicon Valley of

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India," has become one of the biggest real estate markets in India (Jadhav & Agrawal, 2021). Consequently, change in the demographic composition of potential investors and increasing dependency of social media such as Facebook, Instagram, LinkedIn and YouTube, have created a peculiar opportunity for real estate companies to use social media in order to shape consumer image about property and investment decision (Kumar & Singh, 2020). Social media advertising features the ability to advertise based on interest and to interact with consumers in real-time, establishing a new and unique way to reach and connect with potential real estate investors, convey brand image and build trust (Misra & Sharma, 2023). But earlier initiatives have researched the effectiveness of advertisement of social media in different sectors (Pei et al., 2020), the association between consumer perceptions of advertisement of social media and actual investment of real estate behaviour is rarely examined (Ghosh & Thakur, 2022) in fast-developing real estate market like Bengaluru. To fill this gap, this research presents a conceptual review of the manner in which consumers view social media advertising in the property domain based on well-established behavioral theories such as the Theory of Planned Behavior (TPB) (Ajzen, 1991) and Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1986) which emphasize value of the consumers attitudes, subjective norm and perceived as predictors of important consumer intention or behavior. To explore this relationship and understand the underlying mechanisms of how social media marketing influences consumer investment decisions, this paper aims to examine the effect of the aforementioned psychological factors on consumer responses to real estate ads on social media within Bengaluru (Bansal et al., 2023). In this regard, the theory of planned behavior, which suggests that the intention of an individual to perform a behavior is determined by the attitude toward the behavior, the social norms regarding the behavior and the perceived behavior control, offers a valuable framework for understanding the impact that advertising through social media has on consumer decision making and choice of real estate (Ajzen, 1991). In other words, TPB implies that positive consumer attitudes towards social media ads, combined with favorable subjective norms (e.g. peer recommendations, influencer endorsements), and the ease or difficulty associated with real estate investment can motivate individuals to act toward making an investment (Goh et al., 2022). Alternatively, the Elaboration Likelihood Model (ELM), which describes the process of how an individual comes to be influence by a persuasive communication either through a central route (involving careful, and deliberate thought) or a peripheral route (involving superficial, heuristic cues), could provide additional information on how the persuasive nature of social media ads may shape real estate investment decisions (Petty & Cacioppo, 1986). Based on the Elaboration Likelihood Model (ELM), consumers with a high level of involvement in real estate investment will process online advertisements using a more careful examination of the ad content while other consumers will be influenced by peripheral cues such as aesthetic presentation or the credibility of the influencer behind the real estate advertisement (Sushil & Kumar, 2022). Lee and Lee (2023) state that social media advertising will be more dependent on the content mix of information and entertainment which is still effective at increasing consumer engagement, it consists of virtual tours and property walkthroughs; several live Webinars by industry influencers. Nevertheless, slogans-based advertising directly affects the minds of the consumer in the context of trust and the authenticity of the acts that they perform inherently shape their influence on real estate investments (Sharma & Thakur, 2021). Real estate is a high-ticket, long-term investment; consumers need to feel assured of the property and the company behind it in terms of its credibility and transparency. The ability of social media to deliver personalized content, enable consumer-generated ratings, and allow peer-to-peer interactions significantly contribute to these trust perceptions (Kumar et al., 2023). In addition, the recent directions of digital marketing reveal that social media ads are heavily based on specific consumer profiles predicted from customized algorithms, underlining the need to comprehend how these advertisements play a role in influencing the beliefs and attitudes of the consumer regarding potential investments (Ghosh & Thakur, 2022). The growing online activity among prospective investors (Singh & Reddy, 2023) makes it all the more crucial for developers and marketers to understand the influence of social media advertising on real estate purchase intentions in a rapidly growing and diverse real estate market such as Bengaluru. By emphasizing on the role of consumer perceptions, social media marketing, and real estate investments, this paper aims to contribute to existing literature of digital marketing and real estate and provide theoretical implications of how social media advertising can be utilized strategically on motivating prospective buyers on real estate investment decisions.

2. STATEMENT OF THE RESEARCH PROBLEM

The sudden growth of social networking sites had a radical impact on the business landscape from the consumer interaction point of view, providing significant marketing channels while disrupting traditional consumer behavior processes; Nevertheless, despite the growing reliance on online media for advertising in real estate developers in Bengaluru—a city with a flourishing technology industry and which is home to a young tech-savvy and socially networked populace (Sharma & Vera, 2022) the impact of social media advertising on consumer perception regarding real estate decision making, especially trust, attitude towards the ad, credibility and purchase intention remains rudimentarily fragmented. Consumer behavior of the real estate market is a complex mechanism, as the decision-making process of real estate agents is issue-related, help consumers to make high-investment decisions, and high-involvement decisions, and is not fully determined through conventional consumer behavior approaches. The underlying causes of this issue related to the nature and conduct of the real estate market where real estate agents are required to digest the human brain mechanisms namely, psychological considerations or greater resistance/acceptance in their decision matrix, which will now and again change during the lifetime of a transaction decision at minimal of four or five different transaction analytical frameworks, emotional controlled evaluations, peer influence and advertising credibility (Banal et al., 2023). Although several studies have researched the impact of social media advertising in industries like retail and fast-moving consumer goods (Patel & Kothari, 2021), research on its impact on real estate investments is limited with most of it conducted in developed markets despite Bengaluru being an emerging one with social media use increasingly replacing traditional marketing in real estate (Pilli et al., 2023). Second, while interest in the use of digital platforms to promote real estate assets has increase dramatically, there is a dearth of conceptual clarity in terms of whether or how perceived authenticity, engagement, and the characteristics of the social media content (e.g., paid advertisement vs. organic post, influencer posts vs. user-generated content) will affect consumer perceptions of real estate investment (Singh et al., 2022). Thus, there is a necessity to delve deeper into how social media marketing strategies in real estate are evaluated by consumers in Bengaluru as this gap in knowledge pertaining to the consumer perceived effectiveness of social media marketing communication, particularly in terms of trust, emotional appeal, and the extent to which social network site ads influence perceived value and investment intention in property. Because the traditional economics sometimes does not explain the investment decisions in real estate due to its complex and not very rational nature, a theoretical framework based on the Theory of Planned Behavior (TPB) and Elaboration Likelihood Model (ELM), is needed to analyze the impact of attitudes, perceived control and subjective norm, on consumers intentions to invest in real estate consumption after seen on social media advertising (Janzen, 1991; Petty & Cacioppo, 1986). So, the research problem is really important here because it will help real estate marketers for more effective advertising strategies which help the consumers to connect with the developers and it also helps the developers in knows more about how to keep a good relation with consumers and building trust and ultimately helps in influencing investment behavior of the consumers in the highly competitive real estate market of Bengaluru (Krishna & Reddy, 2023).

3. SIGNIFICANCE OF THE RESEARCH STUDY

On one hand, this research is important for understanding consumer behaviour in the rapidly evolving market of Bengaluru, which is witnessing tremendous growth in both the real estate sector as well as social media engagement, yet the previous literature lacks a detailed conceptual framework addressing how the forces of social media and real estate overlap and their intersect influence (Sharma & Rathi, 2022); whilst on the other hand, it rounds up a theoretically-grounded exploration to study the factors shaping consumer trust, engagement, and investment intent towards the advertisement on social media so that real estate developers, marketer, and investors can draw critical inferences to optimize their digital marketing strategy to improve effectiveness of online advertisement campaigns after analysing gained insights from the consumers about their behavior (Singh & Sinha, 2023). Due to the growing importance of social media platforms like Instagram, Facebook and YouTube in bringing potential real estate investors in Bengaluru, this study is needed as it aims to discover how digital ads impact attitudes towards the behavior, subjective norms, and perceived behavioral control, the building blocks of the theory of planned behavior that directly reflects in decisions (Ajzen, 1991) on real estate investments. In addition, determining the impact of various social media content types in the real estate market on consumer perceptions of credibility, value, and authenticity (as affected by paid, endorsed, and organic content) would guide marketing campaigns in developing strategies that target the underlying demand (Patel & Aggarwal, 2021) among various consumer profiles, particularly the tech-savvy, socially-connected, and information-driven citizens of the Bengaluru population. This research will also broaden the theories of TPB and ELM by contextualizing them to the real estate context and providing insights on how consumers' emotional affect, cognitive evaluation, and social influence are interlinked to impact consumer investment behavior a phenomenon that has been relatively understudied as it relates to the way advertisement on social media in real estate (Petty & Cacioppo, 1986). Finally, with Bengaluru being a smaller version of India's overall property dynamics, it becomes useful for policymakers, urban planners and developers in emerging markets, as there is a growing trend for online marketing to be the primary means of reaching potential buyers and investors (Krishna et al.2023). The results could provide the recommendations might be useful in real estate to create social media marketing. Persuasive and ethical social media marketing strategies can be created based on the results Findings have a significant contribution to the literature of digital marketing in emerging economies (Mishra & Sood, 2022). This research addresses an important gap in the existing literature by systematically examining the influence of social media advertising on making real estate investment decisions in an emerging economy, and will make a significant contribution theoretically as well as practically to the field.

4. REVIEW OF THE RELEVANT LITERATURE

Due to the increasing effect of social media on consumer behavior, much research has been conducted on its influence across numerous domains real estate included by investigating how social networks affect consumer perceptions, consumer behavior, and investment choices (Bansal et al., 2023; Ghosh & Thakur, 2022). Social media advertising in the real estate domain has become an emerging vehicle for marketers in Bengaluru one of the fast-developing markets in India, to connect with consumers and ultimately build trust in the property prior to sale (Pillai et al., 2023). Social media marketing has been widely studied in literature, indicating that social media channels, including Instagram, Facebook, and YouTube, give real estate companies with an interactive environment to establish connections with prospective investors through the use of digital visualization such as virtual tours of properties, influencer marketing and customer reviews (Kumar & Singh, 2021). Yet, in particular contexts, such as high involvement decision making, little is known about how consumers think and feel about social media advertising, and this remains a crucial gap in the literature as the cognitive and/or affective mechanisms of online advertising effects are often poorly understood (Sushil & Kumar, 2022). Ads related to social media marketing in real estate industry have features of information plus emotion and high potential in terms of creating perception and perception about so many aspects such as price, area as well as investment of property (Sharma & Thakur, 2021). Theory of Planned Behavior (TPB) and the Elaboration Likelihood Model (ELM) theories provide theoretical bases to help us understand how attitudes, subjective norms, and perceived behavioral control contribute to the decision-making process of consumers in response to social media advertisements. The theory of planned behavior (TPB) states that consumer intentions are influenced by their attitudes toward the behavior, normative pressures, and perceived behavioral control over the decision process (Ajzen, 1991), while elaboration likelihood model (ELM) states that consumers process persuasive messages through the central (careful evaluation) or peripheral (heuristic cues) paths (Petty & Cacioppo, 1986). Such theoretical frameworks are extra appropriate in the actual property sector, which normally involve consumers to have excessive involvement selections and the calm of generated content material alongside with the peripheral cues such as the celebrity of influencers or the mannequin or visible enchantment of the ads (Go et al., 2022). Bengaluru is a city undergoing fast urbanization and economic growth, boosting the demand for housing units and property investment by generally younger, internet-savvy consumers (Krishna & Reddy, 2023) which signals the importance of the application of these models. Bengaluru's real estate sector is seen to significantly impacted due to this change in consumer behaviour with social media enabling an interactive digital mode of consumer-company interactivity (Pillai et al., 2023). Several studies have pointed out the critical role played by social media influencers to enhance consumer trust towards real estate advertisements, claiming that influencer endorsements can improve the credibility of advertisements and promote the attractiveness of property offerings by offering a more authentic and relatable context (Patel & Agawam, 2021). Influencers sharing personal experiences are proven to have more impact on changing consumer perceptions of a property value like Integra and YouTube influencers who carry out video tours of the property (Lee & Lee, 2023). In addition, user-generated material like reviews, testimonials, and social media experiences can create proposals that affect customers' perceptions of reliability and value in property (Misran & Sharma, 2023). These findings are in line with consumer behavior literature indicating that social proof is an important element of trust-building towards the reduction of perceived risk in high-involvement goods such as real estate (Singh et al., 2022). Nevertheless, with mounting examples of the social impact of social media on consumer behavior during the decision-making process, there has been little exploration about the ways in which unique facets of social media advertisements such as content type, visual, and engagement type affect consumer trust and the ultimate investment decision (Patel and Kothari, 2021). Advertisements are freely used by firms today but often fail in conveying the intended message as consumers tentatively believe the adverts, as real estate is a financial good, it involves monetary stakes for consumers, and hence, advertisements in such areas are perceived as a misleading promotional strategy (Ghost & Thakur, 2022). Moreover, the extent to which consumers engage with the content is also different, as while some examine property particulars in detail, others only have access to superficial impressions formed via the advertisement aesthetics (Go et al., 2022). Such differences in degrees of engagements highlight the need to explore the enablers and inhibitors of the effectiveness of social media ads in real estate marketing, using a technology savvy city like Bengaluru, India facing further intensification of competition in the real estate space (Krishna et al.,2023). Moreover, while consumer demographic(s) has been shown to determine ad effectiveness as previous literature concludes climbing similarity between even these issues, the direct influence of various demographics characteristics such as age, income, and social media usage frequency on social media advertising in real estate continues to be relatively unexplored (Singh & Sinhala, 2023). For example, younger, tech-savvy consumers, who are more likely to short serve their digital experience binge on social media, may be more responsive to digital advertisements, while the older, less digitally engaged investors may demand non didactic marketing tactics (Sharma & Rather, 2022). To make things simple, the answer can be found in the demographics of consumer perceptions of social media ads which real estate marketers must understand in order to customize their campaigns effectively. In summary, although the literature so far has initiated the discussion on the impact of social media advertisement for specific sector such as retail and fashion, but to our knowledge, no study is available of its impact on real estate investment, particularly for emerging market such as Bengaluru, where the pace of urbanization is relatively rapid. The literature review highlighted the gaps in knowledge with regards to the cognitive, emotional and social drivers of consumer engagement with social media ads in the real estate industry, along with the effects of consumer engagement on investment purchase decisions regarding high-value properties; signaling a need for further research in these areas.

5. RESEARCH GAP RELATED TO THE STUDY

Existing research has provided significant insights into social media advertising's broad impact on consumer behavior across different industries, such as retail, apparel, and tourism, but limited studies specifically explore how social media marketing practices affect consumer attitudes and investment actions in the real estate domain, especially in quickly developing markets like Bengaluru, which has a digitally active population (Chandra & Sharma, 2023); while initial work examined social media's general impact on trust and brand attitude, few have considered components particular to high-involvement real estate investments, such as property price, location, and commitment of substantial resources over time, (Kumar & Rathi, 2022); existing studies also fail to address the precise social media ad types, like paid advertisements, influencer promos, or user-generated content that could have diverse effects on consumer perceptions of trust and credibility—research that is highly relevant given the increased use of social sites for apartment and building promotion in Bengaluru which has not yet been adequately detailed in the literature (Patel & Joshi, 2021); moreover, although influencers help in creating trust and authenticity in advertising and while this role is well recognized in consumer goods and fashion industries, how influencer marketing changes the consumer viewpoint of real estate product value or investment capability are less understood, making such perceptions of essential importance in high-stakes real estate investments (Sushil & Mehta, 2023); additionally, while the Theory of Planned Behavior (TPB) (Ajzen, 1991), and the Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1986) assist in understanding digital marketing, very few studies address M-modal social media's role vis-a-vis users based on the TPB and ELM leveraging ideas of digital displays in the real estate sector especially in megacities like Bengaluru, where the relationship between digital exposure, consumer trust, and investment actions is poorly understood (Sharma & Kumar, 2023); similarly, while the overall consumer mindset about digital advertising has been studied, the specific mechanisms connecting trust and consumer investment behavior in the real estate industry along with the credibility of ads in B2C marketing is not thoroughly detailed (Ghosh & Sharma, 2022); further although the influence of social media on user engagement is extensively acknowledged, research directly linking user engagement with real estate ads on social media and their following investment outcomes are scarce, coupled with a lack empirical data of social media advertisements in real estate market concerning engagement metrics/types such as comments, shares, and likes, and investment intention, scaling this literature gap in the context of Bengaluru's continually evolving real estate market, where understanding consumer sentiment is essential to create tailored, far more successful social media advertisement interventions, thus strengthening theoretical work in how social media advertising subsequently effectuate/disaffects consumer behavior and investment decisions in real estate (Krishna & Patil, 2023).

6. METHODOLOGY ADOPTED FOR THE STUDY

For this study the methodology follows the secondary data which means the systematic partiality of reviewing the existing literature, reports and data sets on the subject of consumer perceptions on the advertising in the social media and the impact of advertisement on investment into real estate in the city of Bengaluru in the empirical market and then through the collection of small studies (Patel & Rathi, 2021); The secondary data is available in the search engines like Google Scholar, Scopus, government publications and covers both theoretical and empirical tests or case studies on the perceptions of the consumers on the advertising in social media and the kind of investment behavior around the real estate investments in the city of Bengaluru. This is important as this research provides a mechanism to synthesize a wide range of existing literature and offers a conceptual and theoretical model to help understand how social media advertising can influence consumer attitudes, trust, and investment choices as it pertains to real estate in high-growth urban corridors such as Bengaluru, in which increased technological adoption augments and escalates the consumption of digital media (Krishna & Patil, 2023). It analyses the significant data hammered from real estate marketing reports, social media analytics, and consumer behaviour surveys and illustrates trends of engagement, trust, and the manner of response of consumers to different social media ad types such as paid promotions, influencer endorsements, and organic content (Singh & Rathi, 2022). This quantitative study employs a conceptual framework guided by theoretical models including the Theory of Planned Behavior (Ajzen, 1991) and the Elaboration Likelihood Model (Petty & Cacioppo, 1986) to investigate how attitudes, social influence and perceived behavioral control over the investment decision relate to consumer behavior in real estate marketing (Bansal et al., 2023). The study synthesizes this secondary-data to help gain clarity on the different variables that help consumer perception of the real estate advertisement on these social media platforms, and generate insights that can guide designing outcome-oriented digital marketing platforms in context of actual home-buying base like Bengaluru, which is again one market, where the social media advertisement is progressively changing (Sharma & Thakur, 2021).

7. MAJOR OBJECTIVES OF THE RESEARCH STUDY

- To analyze consumer perceptions of social media advertising in the real estate sector
- To assess the impact of social media advertising on consumer investment decisions in real estate
- To examine the role of demographic factors in shaping consumer responses to social media ads in real estate
- To evaluate the effectiveness of social media marketing strategies in the Bengaluru real estate market

8. CONSUMER PERCEPTIONS OF SOCIAL MEDIA ADVERTISING IN THE REAL ESTATE SECTOR

Recent studies evaluating consumer perceptions of social media advertising in Bengaluru's real estate luxury market found a nuanced interplay of factors involved such as advertising type and consumer trust and perceived credibility, stating that on the one hand, although paid advertisement forms the most common social media advertising type with respect to the real estate sector in promoting property or brand visibility, these types of advertisements are viewed skeptical by consumers, yet their outcome is linked to the commercial nature of advertisements which urges customers to think about the authenticity and trustworthiness of the information presented that could affect their general views of the property(float) in terms of its value and desirability (Sharma & Gupta, 2022); on the other hand, influencer endorsement is another advertising type that is increasingly effective in shaping consumer perspectives, especially among younger consumers who are generally deep into digital devices, and have the fear of missing out, as they generally believe that opinions expressed by media influencers produce a more personalized, authentic, and relatable connection with the audience while enhancing the credibility of the real estate brands they endorse with consumers associating positive emotional cues from influencers through their experiences with properties as an indicator of property quality and investment potential (Bansal et al., 2023); through the lens of a consumer, based on the nature of the information shared and promotional activities by influencers, the effectiveness of influencer endorsements highly depend on their perceived credibility, indicating that only those influencers who align with the values of the consumers they reach and also practice transparency in their promotional practices are more likely to be deemed credible, suggesting that the authenticity and integrity of the influencer's relationship with the brand is crucial in building consumer trust towards influencing their investment decisions on properties, (Patel & Aggarwal, 2021); further consolidating this, Singh and Sinha (2023) propose that organic posts forms an important part of social media advertising referring to an informal way-through user generated content or client reviews or shared experiences to build consumer trust for perception of these types are largely as being more real and less commercial in nature, in which strong positive reviews and user-generated content have been found to be an effective way to minimize perceived risks associated with real estate investments, particularly to offer social proof to consumers that others have made similar investments and achieved goals resulting in weakening consumers' minds in terms of beliefs regarding property's reality and their potential value to the consumers when real estate firms initiate a part of their marketing effort through social media (Singh & Sinha, 2023); a search on the record in Bengaluru, which is considered a competitive market with a needle-moving point in terms of property investment owing to the rich digital literacy scale and avid social media users evident, determined that in this market, consumers tend to display more trust in organic content and influencer-driven campaigns than in traditional advertising which reflects the significantly large ongoing trends away from more traditional forms of one-way advertising to more interactive and participatory forms of marketing through social media channels, platforms like Instagram and Facebook in, can provide a space for real estate firms to foster consumer engagement and ultimately mutual ownership of opinions on the property providing opportunity for their business companies to make faster marketing strategies and actions related to important projects of the companies by being able to observe their consumers' preferences through comments, likes and share facilitating to exemplify that consumer attitudes towards property investment (Krishna & Reddy, 2023); as such, How different types of social media advertising are perceived by consumers in Bengaluru and how these perceptions act as a key factor in forming consumer trust and credibility, becomes essential for firms to measure to successfully customize their marketing strategies and capture lucrative consumers toward extrinsically driving their interest in investment behaviour which is made easy in a digitally-influenced market environment

9. IMPACT OF SOCIAL MEDIA ADVERTISING ON CONSUMER INVESTMENT DECISIONS IN REAL ESTATE

Previous Studies Consumers make several decisions in this high-involvement context; both context-specific (industry specific) and social media-specific attributes significantly drive the decision-making in investment; recent studies indicate that social media engagement (Facebook, Instagram, YouTube, etc.) (likes, comments, shares, inquiries) play a greater role in determining consumer attitudes towards a property on sale than traditional attributes of real estate (Ghosh & Soni, 2023), where higher frequency and greater positivity of engagement increase both perceived value and trustworthiness of the offering in comparison to others. The role of engagement in the consumer decision-making process is particularly relevant to the Theory of Planned Behavior, which asserts that consumer attitudes toward the ad, subjective norms (driven by peer interactions on social media), and perceived behavioral control (driven by the ease with which information and inquiries can be conducted through social platforms) significantly affect a consumer's intention to invest (Ajzen, 1991; Sharma & Rathi, 2022). Moreover, the level of personalization in ads, along with the believability of the content shown, is also a significant factor, with ads that are tailored to meet the specific interests and demands of consumers are more likely to receive a response, as ads that increase the perceived utility and relevance of the info presented to consumers are more effective in an investment decision where consumers are looking for maximum return on their investment (Singh & Agarwal, 2023). The increasing trend of social media influencer marketing has also been defined as an important factor in the investment behavior for real estate properties, as real estate developers try to leverage local or national influencers to market their properties by attempting to utilize the influencers' reliability and social capital to enhance consumer confidence and reduce perceived risks in real estate investment, which can be particularly appealing in practice for markets like Bengaluru, where trust in digital platforms has been rapidly evolving (Patel & Rathi, 2021); furthermore, the Elaboration Likelihood Model (Petty & Cacioppo, 1986) indicates the central and peripheral routes of persuasive communication, where the central route involves rational and data-based ads while visual-based emotional ads would activate a peripheral route of persuasion, we can assume that the central route is more effective to seasoned investors due to their motivation to evaluate the long-term returns, while the peripheral route could be more appealing to first-time buyers and investors with little knowledge looking for immediate satisfaction or emotional validation in property (Kumar & Joshi, 2022). Social media platforms also provide an environment for constructing a narrative over properties where user-generated content, such as reviews, testimonials, and experiences act as social proof to reinforce a favourable attitude to lead to investment (Chandra & Agarwal, 2023) as the users perceive such content as authentic and less biased than the corporations' advertisements (Chandra & Agarwal, 2023). These observations indicate that the influence of social media advertising on real estate investment decision-making is a complex phenomenon that strongly depends on the involvement of customers, credibility of content, and the extent to which the advertisements address individual customer requirement, emphasizing the need for real estate firms to deliver exceptionally engaging and personalized campaigns that adhere to changing consumer digital consumption trends in Bengaluru.

10. ROLE OF DEMOGRAPHIC FACTORS IN SHAPING CONSUMER RESPONSES TO SOCIAL MEDIA ADS IN REAL ESTATE

Demographic factors play a critical role in influencing consumer reactions to social media advertisements concerning real estate, with variables such as age, income, and frequency of social media usage heavily impacting a consumer's trust, engagement, and decision making in regard to real estate acquisition investments, a recent study found that younger consumers such as millennials and generation z consumers were more likely to have higher levels of trust and engagement towards social media advertising in real estate playing due to their overall levels of social media usage (Bansal et al., 2023), age cohort continues to illustrate that the older the consumer the less likely they are to trust social media advertisements, this correlation is likely due to lower levels of digital engagement through social media platforms, making this group less responsive to ads that do not feature appearing information, or product placement information, and think they will rely on traditional forms of advertising such as print and word of mouth to validate their investment choices (Singh & Sharma, 2022); income levels also play a vital role, with average higher-income consumers who have more disposable income to invest into properties (Patel & Rathi, 2021), likely also being more aware of the general value and potential market value of items presented on social media platforms and would play closer attention to more premium and high-end property ads touting luxury, ROI potential, and long-term investment value, whereas lower-income groups will more likely focus on affordability, equal opportunity, and a value-for-money aspects, this all would affect and influence how they engaged with real estate marketing campaigns, higher rates of social media consumers trust and engage with ads directly are likely as well, as these users formed persuasive skills to sort through modern digital avenues of discussion and likely have a greater emotional tie to branded ads run through these platforms (Kumar & Joshi, 2023), with less frequent social media user refraining from defining roots of trust with social media platforms & ads which they view, here they will typically only respond to well-known sources such as common professional real estate agencies, or real estate developers that are recognized in Bangalore providing information clear, factual, and credible (Chandra & Mehta, 2022); with all that being said it is evident that working out how exactly these demographic variables correlate with social media adverts can provide real estate marketers in the Bangalore community with effective just in approach advertisements that cater towards specific audiences where this essential as consumer trust and engagement in rapidly in the changing digital market needs to be sought out.

11. EFFECTIVENESS OF SOCIAL MEDIA MARKETING STRATEGIES IN THE BENGALURU REAL ESTATE MARKET

This firm sense of change is backed by the success of social media marketing strategies that remain closely related to the effective optimizing of consumer driven inputs among real estate firms in respect towards their campaigns within the Bengaluru real estate market where understanding the elements responsible for changing consumer attitudes towards social media ads is essential for their persuasive effectiveness which is something that would ultimately guide investments followed closely by Singh & Mehta (2023). The feedback obtained from engaging consumers through social media is rich, diverse, and dynamic and includes their likes, comments, shares, and the volume of direct messages received, which in the context of Bengaluru can be used to decipher the perceived credibility, attraction, and relevance of the real estate offerings that a firm presents, as well as focusing on the effectiveness of specific content types (for instance, virtual tours or property reviews or influencer endorsements) in encouraging action from the consumers (Sharma & Gupta, 2022) and the algorithm of social media platforms being the defining factor of ad reach and engagement, as firm such as Facebook, Instagram, and Youtube rely on algorithms that favour content with high user engagement and relevance to the user, thereby increasingly requires the real estate firms to constantly create engaging and interactive content that stimulates consumer engagement and sentiment and increases the possibility of ads being served to potential investors (Patel & Rathi, 2021). In addition, the authors highlight how social proofing via user-generated content, i.e. client testimonials, reviews, and social media posts of happy clients, drives up the credibility value of real estate listings and hence drives investment behaviour as investment decisions increase the more a consumer can observe others buying property or interacting with the brand, as reduced perceived risk enhances attraction to the investment (Bansal & Gupta, 2023); thus, Bengaluru real estate firms should also strategically use paid advertisement and influencer marketing to build brand awareness and legitimacy especially for high-value or luxury property, it is only through gaining consumer trust that one can be able to earn more (Kumar & Joshi, 2022). In addition, by adopting a multi-platform approach with a mix of organic content, paid content and outreach, firms can broaden their reach and deepen their impact with potential investors, thus ensuring they can connect with informed investors as well as first-time buyers with varying degrees of experience and trust in digital advertising (Chandra & Agarwal, 2023); and so for real estate firms to capitalize on the opportunity that social media presents in Bengaluru they will need to continually monitor consumer engagement, respond to trends, and feedback as a way to focus the personalization and persuasive quality of their ads to move buyers towards informed investment decisions and long term brand loyalty.

12. DISCUSSION RELATED TO THE STUDY

Social media advertising has become an integral tool for consumer perception and investment in real estate, especially in urban areas such as Bengaluru, where the consumer base is highly digitalised and socialized, in which the findings emphasise the impact of social media advertisement engagement level on consumer trust and decision-making, and that the advertisement nature (paid, influencer-based, organic) is determining in evaluating advertisements by consumers in terms of credibility and desirability (Chandra & Gupta, 2023); social media platforms such as Facebook, Instagram and YouTube are key platforms to allow for the flexible advertising tools with which real estate company can connect with potential buyers as social media platforms are providing consumer demographics, interest, and behaviours it helps real estate companies target its consumer groups on who their advertisements resonate with individual preferences and financial abilities of the investors, and these platforms have the potential of significantly influencing the investment behavioural traits of the consumers (Bansal

& Sharma, 2023); younger consumers show higher levels of trust in social media ads among millennials and Gen Z, as they are active on digital platforms, who consider social media cites more relatable than branded content, which induces consumer exploration, lining with the Elaboration Likelihood Model (Petty & Cacioppo, 1986), where the peripheral cues used in real estate advertisements include celebrity endorsements and emotional appeals, which drive impulsive consumer trust and investment among first-time homebuyers or aspirational property investments (Singh & Rathi, 2022); still, while influencer marketing is growing, older consumers tend to be skeptical of social media ads and prefer detailed, substantial content and proof of return on investment (ROI) in order to make investment decisions, which points towards a need for real estate firms to balance emotional and rational appeals to create an ability to cater to diverse consumer segments in their advertising strategies (Patel & Joshi, 2023); the influence of organic social media content, such as user-generated reviews and testimonials, on consumer trust was also crucial, as this type of content provides social proof and also demonstrates that prior buyers or investors had positive experiences, which are effective to reduce perceived risk and increase trustworthiness on the offered real estate (Chandra & Mehta, 2022); overall, these findings emphasise the need for understanding the social media advertising landscape and the different impacts on demographic groups, and suggests that real estate companies in Bengaluru need to create integrated advertisements strategies, interplaying paid advertisements, influencer-based advertisement, and organic advertisements to better drive consumer engagement, behavioural traits and, ultimately drive positive investment through a continuous monitoring of consumer feedback to refine their strategy to better respond to the persuasive power of passed, shared content regarding individual preferences and investment interests in real estate (Kumar & Sharma, 2023).

13. MANAGERIAL IMPLICATIONS OF THE STUDY

The aspects of the study that have managerial implications revolve around the notion that social media has necessitated a change in how real estate firms market if they are to successfully optimize engagement in Bengaluru; take into account that by engaging with millennials and Gen Z on platforms like Instagram and Facebook, consumer habits can be understood for effective advertising and there is a clear need for understanding which types of advertising are persuasive for diverse consumer segments (Chandra & Gupta, 2023); since these two consumer groups tend to be more susceptible to influencer marketing, emotionally driving content will attract first-time homebuyers or those wanting to invest (Chandra & Gupta, 2023); however, high-net-worth individuals and older consumers, as a segment, are not as likely to engage with emotional subject matter as they may value more informational, detailed-based, and trustworthy content regarding their concerns on ROI, investment security, and long-term value (Patel & Joshi, 2023); therefore, real estate managers in Bengaluru need to work to ensure that all social media ads are able to balance emotional appeals with rational content that may combine benefits main properties with buyer data, testimonials, and case studies in order to bolster their credibility and trust (Patel & Joshi, 2023); additionally, social media ads in Bengaluru should utilize a mix of paid campaigns, organic content, and influencer partnerships as they work in unison for an effective message to resonate credibility and trust in markets with heavy competition such as Bengaluru where there is an abundance of information available to consumers and brands who are able to do exude transparency, reliability, and mutuality in value stand a higher chance of being engaged with (Singh & Sharma, 2022); moreover, real estate marketing should also prioritize user generated content (USG) to improve the overall persuasive power of social media ads as reviews, comments, and property walkthroughs provide social proof and the significantly reduce the degree of perceived risk within by strengthening the perception that properties that are being marketed have a real value which has been previously experienced by positive users helping to reinforce investment intentions within consumers (Chandra & Mehta, 2022); the aforementioned should not be neglected as being a crucial part of the broader social media strategy for these ads that needs to carefully track and analyze consumer reaction and engagement patterns as real-time consumer behavior insights can indicates how consumers engage with social media ads can inform the elements of the marketing strategy are being perceived as the most effective and allow real estate firms to "refine, refine, refine" their advertising efforts so that they remain relevant and effective at shaping consumer decisions (Bansal & Sharma, 2023); therefore, real estate firms must invest in social media analytics tools that track consumer sentiment and continually change their strategies to address the consumer preferences conveyed by the analyzed data if the firms want to successfully engage with prospective buyers on social media, maintain brand loyalty, strengthen marketing budgets efficiency, and improve sales performance in Bengaluru's competitive real estate market.

14. CONCLUSION

The study highlights the impact of social media advertising on consumer perception, engagement and decision-making processes for real estate industry in Bengaluru, India. It emphasizes the increasing importance of social media platforms for building consumer trust, attitudes and investment intent as the advertised through social media is audience-centered, sophisticated and interactive in nature, and has the potential to influence advertising consumption behaviour by reaching all types of consumers from technology-averse millennials and Gen Z, to the more traditional high-net-worth realm, with both exhibiting varying levels of receptivity to different advertisements types (paid, influencers and organic); real estate firms must adopt granular and detailed changes to their strategies, relying on demographic information such as age, net worth and awareness, to yield maximum engagement; the study also notes the need for the content, social proof, credibility and transparency to minimize perception for the high stakes in expensive real estate investments; in such a high-stakes, jeweler-like market wherein money lost is clear to see, real estate marketers need to quickly build an authentic relationship, whereby their content resonates with end buyers and their future plans and goals; the research also found that the reason why the advertisements persuades may not only be down to the format of satisfied advertisement, but also the way in which it shines its light across multiple platforms and over stores experiences with multiple touch-points, resulting in the fact rake and lean on a studio with both form and paid implication; furthermore the study caution of multi-channel driven advertisements primarily using influencers, customer reviews, and driven from organic material, eliciting more engagement and incentives than either organ or flat to the sensitive real estate industry; real estate firms must track engagement metrics, consumer feedback, and emerging trends in the digital space; in conclusion the study presents a need for more strategic social media marketing effort within the real estate field that works towards offering greater, more value building relationship with digital tools amongst consumers and more collectively; therefore increasing consumer satisfaction, trust, and decision-making in insulated circuits and therefore investment into the already competitive and fast paced markets of real estate within Bengaluru.

15. SCOPE FOR FURTHER RESEARCH AND LIMITATIONS OF THE STUDY

The study scope for future investigation is extensive as it could assess at further simple level how well each type of social media performs in promoting consumer behavior towards each distinct segment of real estate, which may be better or worse on platforms like Instagram and TikTok for residential, commercial or luxury real estate, considered in a country and city landscape where newer digital tools, such as virtual reality (VR) and augmented reality (AR), play a prominent role in the consumer perception process; future claims can additionally elaborate on how social media algorithms represent the composition effect on consumer ordering through an AI polarity and learn features that suppress presentation and bolstered the ever-growing outcry of bringing data privacy to the forefront of consumer protection against advertisement forces in the market, all while taking into consideration opening an area for prompt investigation into the rights surrounding these evolving practices and whether digital security and ethical or subliminal advertising to ensure a better-informed consumer sentiment could contribute fundamentally to the recent realization of digital marketing exerted on consumer trust; further examination may account for a wide range of characteristic and substantial aspects influencing consumer trust, subsequently taking transnational significance and branches of undertaking to classify contributing divergences and how social norms of culture in Bengaluru may respond towards social media advertisement of real estate; notwithstanding the substance of social engagement and building, consumer trust towards land advertisements, it is still not confirmed if social media advertisement on real estate practices high-value and long-term purchases, as individual homes, buildings or land purchase may need longitudinal assessment to represent the effect sustained longevity of digital marketing strategies perform in the climate of successfully accumulating consumers first identified through early and past behaviors of engaging with real estate style advertisements on social media; however, the limitations of the current study isolate its focus on Bengaluru, India, which, in the terms of real estate marketing and acceptance, will also have distinct trends in effect advertising over other areas and cities where consumption behavior directly may differ due to varied social differences, leading to an unreproducible study of the variable to approach its conclusive stand; the research relies on factual data to represent the depth of contention through supporting or dispelling real estate market trends, which yield significant patterns of national trends that correlate to the subjective experience of the consumer and the social drivers behind investment decisions, instead identifying these through passive data trailing technology principle; strictly concentrating the focus on consumer perception of such advertisement communication also overlooks the view of readiness to the messaging target of professionals, marketers and developers in impulse purchase trends from a dissecting viewpoint of researching the function and planning of real estate social media advertisement campaigns surrounding study exploring impact on the larger external environment standards; the results cannot apply sufficiently to a length of environmental impact of the broader economic arrangements, government and regional regulation and patterns in inclusion stimulus to focus on the detail impacts of social media advertising to be realized from the consumers and their capacity to produce them.

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