

Digital marketing model for real estate development from the perspective of developers and identifying components and relationships between them

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Abstract

The aim of this study is to investigate the provision of a digital marketing model for real estate development from the perspective of builders and identifying the components and relationships between them. The present study is applicable in terms of purpose, and descriptive-survey in terms of nature and method. The statistical population of the present study includes all builders in the housing and real estate sector in Tehran province, selected using the available sampling method. Considering the unlimited population, 384 people were selected as a sample by non-probability random sampling with the Cochran formula. The collection tool in the present study includes a researcher-made questionnaire derived from the qualitative method. SPSS and PLS software were used to analyze the research findings. The research findings showed that causal factors affect the category, the category affects the strategy, contextual factors affect the category, intervening factors affect the category, contextual factors affect the strategy, intervening factors affect the strategy, and the strategy affects the outcome.

Keywords:

Marketing,
Digital Marketing,
Real Estate,
Real Estate
Development

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Extended Abstract

Introduction

The land and housing sector has always been one of the most important sectors of the Iranian economy. National accounts statistics show that a significant share of the GDP is related to the housing sector. Over the past decade, more than 20 percent of the country's liquidity has always been active in this sector. Also, estimates show that over the past three decades, about 34 percent of the liquidity entering the housing sector has entered the housing market with the motive of capital demand; and 60 percent with the aim of meeting consumer needs (Mahmoudiet al, 2017).

The importance of the real estate market in the economy, especially in our country's economy, has led to the creation of the field of real estate marketing and the application of knowledge and supporting systems in this field. Real estate marketing has entered a new world in recent years, and activists in this field have used new methods in real estate marketing. This is due to the development and expansion of social networks and the creation of new marketing methods. On the other hand, one of the new tools in the field of marketing is the use of digital marketing. Digital marketing responds to changing consumer behavior everywhere by utilizing digital platforms such as social media and smartphones (Halik et al, 2021).

Digital marketing refers to a broad range of practices that involve the use of digital communication channels such as websites, search engine marketing, digital advertising, social media, email, and mobile; to acquire, retain, and build relationships with customers. The need to examine the role of digital in marketing has recently been acknowledged (Kim & Moon, 2021), as the literature has largely focused on the growing interest of these companies in social media. While the focus in business models on relationship building suggests that they should benefit greatly from using digital marketing, the adoption of social media by these companies is limited (Juntunen et al, 2020). In small and medium-sized enterprises, despite evidence that business performance can be increased through digital marketing, the adoption of these practices remains low, and this is due to the reasons that are not well understood (Hassanzadeh Nayini et al, 2024). Therefore, the present study answers the question of the digital marketing model for real estate development from the perspective of developers, and identifies the components and relationships between them.

Theoretical Framework

Digital Marketing

The term digital marketing has been referred to as a subset of marketing management and advertising management for two decades (Kannan, 2017). Digital marketing includes all the tools and activities used to market products and services on a digital platform (web, internet, mobile, or other (digital) tools) (Vaziri gohar & Abdolhosani, 2020).

Housing Development

One of the main discussions of urban development plans is the issue of housing production and development. The issue of housing in urban development plans includes a set of measures and policies that, with minimal cost and minimal interventions, lead to the creation of optimal living conditions in the urban space (Meshkini, 2019) and increase the condition of the durability and survival of the urban space in and around it (Habibi & Maghsoudi, 2019).

Jafari Dehkordi et al, (2025) investigated the identification of customer knowledge management factors with a digital marketing approach in the banking system, and presented a model with a thematic analysis approach. The results showed that customer knowledge management with a digital marketing approach in the banking system should have features such as customer knowledge, knowledge management capabilities, implementation of digital banking marketing, training, and development of digital innovation. Finally, these results

were classified into 12 basic themes, 4 organized themes and one comprehensive theme. It can be concluded that customer knowledge management in the banking system is a vital matter that provides effective communication and superior values to customers using digital marketing methods. This approach not only improves the customer experience but also enhances the bank's relationships with customers and improves business performance. With the help of this approach, banks can achieve sustainable and competitive growth in the digital world.

Amira & Nermine (2024) studied the impact of digital marketing on the consumer purchasing decision-making process in the Egyptian market. The findings show that email has a profound impact on consumer purchase decisions at two stages (post-purchase) and information research. In purchasing, the decision-making stage has a negative impact on customer decision-making. Mobile, as a digital marketing channel, has a negative impact on consumer decisions at all stages of the consumer purchase decision-making process in the Egyptian market. Also, retargeting has a great impact on consumer decisions at the evaluation stage. Then, information research needs to understand the purchase decision and post-purchase. Targeting is the most influential variable in the consumer purchase decision-making process. It can be seen that the most important impact on consumer decision is at the evaluation stage and this could be because the retargeting channel is directed towards a consumer who has previously searched for a product.

Research Methodology

The present study is applicable in terms of purpose, and descriptive-survey in terms of nature and method. The statistical population of the present study includes all builders in the housing and real estate sector in Tehran province, selected using the available sampling method. Considering the unlimited population, 384 people were selected as a sample by non-probability random sampling with the Cochran formula. The collection tool in the present study includes a researcher-made questionnaire derived from the qualitative method.

Research findings

SPSS and PLS software were used to analyze the research findings. The research findings showed that causal factors affect the category, the category affects the strategy, contextual factors affect the category, intervening factors affect the category, contextual factors affect the strategy, intervening factors affect the strategy, and the strategy affects the outcome.

Conclusion

The present study aimed to provide a digital marketing model for developing real estate from the perspective of developers and to identify the components and relationships between them. The results of the present study are consistent with the results of Jafari Dehkordi et al, (2025), Amira & Nermine (2024), Moradi ziba et al, (2023), Belma et al, (2023), Bagheri Anilu et al, (2023), Gholipour Domyeh (2023), Małgorzata et al, (2022), Khosravilaghbab et al, (2022), Goic et al, (2021), and Bagheri Anilu et al, (2023). Based on the research findings, the concept of digital marketing environment was selected as the central phenomenon. Causal conditions were placed in the form of four categories of innovation, optimal management, structural factors, and convenience; and six main categories including business strategies, educational strategies, innovative strategies, planning, and monitoring were selected as strategies. Intervening factors were identified in two groups of strengthening and weakening. Cultural factors, infrastructure factors, education, leadership style, and strategies were determined as the background and foundation factors of the digital marketing environment.

Finally, the consequences of the factors affecting the digital marketing environment were determined at three levels: micro, medium, and macro.

Based on the present study, the following suggestions are made:

- Appropriate infrastructure should be considered for real estate development.
- Environmental changes should be properly considered in the workplace.
- Ecological goals should be properly achieved.
- All employees should be properly trained on how to produce and use energy.
- Investment should be made in economic sectors.
- Investment should be made in the company's capacity building for the economy.
- Attention should be paid to the natural capital in the company.
- Time should be allocated to pay attention to the company's natural capital.
- New technologies should be used in the company.