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The Role of AI-driven Digital Advertising in Sustainable Real Estate Marketing

Dr. Anne Odoh
Pan-Atlantic University, Nigeria

Abstract

The 21st century has witnessed massive digital disruptions in all sectors, in what is now known as the Information Age. The foundation of these disruptions can be traced back to digital technology, which has drastically transformed communication and access to information in societies. It has also enabled organizations improve their business operations and create more value for their customers. Contemporary consumers' behaviors and patterns are constantly changing hence, organizations need to adapt and transform their processes to incorporate use of digital tools in order to remain a going-concern, as well as be creative in offering them products and services that align with these needs. Using the Social Construction of Technology (SCOT) and Media Richness theories, this paper adopts a qualitative research design to explore how Industry 4.0 (4iR) technologies like Artificial Intelligence (AI), Virtual Reality (VR), Augmented Reality (AR) and Big Data are changing the way organizations advertise Real Estate to targeted consumers, while considering the ethical and privacy implications of such engagements. Ten semi-structured interviews were conducted with realtors in the luxury homes segment and the data analyzed thematically. Findings confirmed that AI-driven tools have enhanced the digital advertising strategies of realtors, stimulated purchase intentions and sustained business growth.

Key words: Big Data, Digital Technology, Innovation, Machine Learning, Media Richness