

Evaluating the Impact of Marketing Communication Strategies on Customer Perception and Satisfaction in the Indian Real Estate Sector

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Abstract

Urbanization, economic development, and changing consumer preferences have all contributed to India's real estate sector's tremendous growth and diversity in recent years. This study investigates the complex dynamics of marketing communication in the Indian real estate business, with a specific focus on its impact on consumer perception and subsequent customer satisfaction. Using convenience sampling, we collected data from five respected real estate businesses in India's National Capital Region, a major hub for real estate activity in the country.

A systematic distribution of 340 surveys to actively involved clientele at various building sites provided 312 legitimate replies, representing a remarkable response rate of 78%. Our study confirmed that marketing communication has a significant positive influence on consumer satisfaction ($\beta = 0.47$, critical ratio [CR] = 3.88, $p = 0.031$), supporting hypothesis H1. Marketing communication has a considerable beneficial impact on consumer perception ($\beta = 0.51$, CR = 5.61, $p = 0.011$), confirming hypothesis H2. We observed that customer perception strongly leads to customer satisfaction in the real estate industry ($\beta = 0.34$, CR = 4.85, $p = 0.000$), supporting hypothesis H3.

This study demonstrated the relevance of marketing communication in influencing consumer perception and satisfaction in the Indian real estate sector, allowing industry participants to better their marketing strategies and customer experiences.

Categories: Consumer Behavior, Customer relationship management, Marketing Communication

Keywords: marketing communication, consumer perception, customer satisfaction, real estate, marketing strategies

Introduction

In recent years, India's real estate sector has undergone significant expansion and diversification. The previously mentioned occurrence has been driven by urbanization, the development of economic activities, and the changing tastes of consumers. Due to its substantial impact on India's gross domestic product, the real estate industry is characterized by intense competition. For growth and sustainability, real estate enterprises are competing to provide value for money in the interest of prospective purchasers and investors.

Consumer dynamics change over time, particularly their preferences for purchasing real estate; therefore, developers must employ efficient marketing communication to attract potential buyers and stand out from the competitors. In addition, they should position themselves correctly in the market through effective marketing methods. In India, marketing strategies that incorporate cultural sensitivity and creativity enhance customer trust and loyalty (Mehta et al., 2025). Because of technological advancements, many real estate firms now engage with clients via digital marketing initiatives to increase brand awareness and relationships. In addition, developers utilize lifestyle-focused marketing, internet advertising, and search engine optimization to entice new customers. According to a survey by (Baldota, 2024), digital marketing accounts for 30% of real estate developers' marketing spending, indicating a substantial move toward technology-driven methods to increase reach and engagement.

Marketing communication has a significant impact on consumer perception and satisfaction. As a result, clear communication is a vital approach for motivating customers to buy. Effective communication techniques teach customers about items while also influencing their expectations and purchase decisions (Kalogiannidis et al., 2022). Numerous studies in the context of low participation products discovered the significance of marketing communication in modifying perception and satisfaction. Since no research has

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been conducted to determine the link between all three elements of the study, the current study aims to investigate the complexity of marketing communication, customer perception, and satisfaction in the Indian real estate industry. This study aims to assist real estate companies in improving their success in the ever-changing Indian market.

Literature review

Researchers have reviewed scholarly literature in this part that discusses the relationships between the study's constructs. The intricate dynamics of the construct taken into consideration for the study will be better understood with the aid of this review.

Marketing Communication and Consumer Perception

Real estate marketing communication is complex and involves many channels and methods. The idea is to attract and convert homebuyers and investors.

Some previous research highlights that consumers build trust through transparency and authenticity in marketing and communications ([Hadziahmetovic and Salihovic, 2022](#)). According to a study by ([Adeola et al., 2022](#)), consumers are more likely to get inclined toward a brand when confidence is built among them by providing clear and honest information. Likewise, as per the study by ([Akgün et al., 2013](#)), emotional branding has significant potential. When marketing communication is centered around emotional or personal levels, it can enhance consumer relationships and build positive brand opinions.

According to ([Niharika and Yadav, 2023](#)), emotional branding may enhance client perceptions of a business and increase consumer loyalty. According to ([Rehman et al., 2022](#)), social media and other interactive technologies boost consumer engagement and favourable perception. Furthermore, ([Lim et al., 2024](#)) highlighted that deceptive advertising can have unfavourable effects.

This analysis demonstrated that sincere, sentimental, and customer-focused real estate marketing is the most effective. To increase the effectiveness of marketing, future studies should investigate consumer preferences and novel forms of communication.

Marketing Communication and Customer Satisfaction in Real Estate

The link between marketing communication and customer satisfaction in real estate was an important area of research. Past studies showed both positive and negative effects. According to research conducted by ([Chandra et al., 2022](#)), personalised messages increased satisfaction by matching customer preferences. ([Nobar and Rostamzadeh, 2018](#)) showed that timely and clear updates helped boost satisfaction. ([DeWitt et al., 2008](#)) observed that honest communication built trust and improved customer happiness.

On the other hand, ([Lim et al., 2024](#)), in their study, highlighted that false information reduced trust and satisfaction. ([Walelign, 2019](#)) noted that focusing too much on selling instead of customer needs lowered satisfaction. ([Mahapatra, 2014](#)) found that poor handling of customer enquiries led to dissatisfaction.

More recent studies by ([Ionaşcu and Anghel, 2020](#)) highlighted the role of technology. Tools like virtual reality, augmented reality, and mobile apps improved communication and customer engagement, leading to higher satisfaction in real estate.

Customer Perception and Customer Satisfaction

Although they are related ideas, customer perception and satisfaction are inherently complex. ([Nobar and Rostamzadeh, 2018](#)) mentioned that service quality is essential for creating favourable impressions and assessing client satisfaction. There are conflicting results from the literature. ([Singh et al., 2022](#)) discovered that amenities, location, and property quality all had a significant influence on client happiness. According to another study by ([Sharma and Patterson, 1999](#)), effective communication between developers and clients increases favourable perceptions and boosts customer satisfaction. ([Puķite and Geipele, 2017](#)) found that when a client's choice and aesthetics align, their impression is more likely to be favourable; otherwise, it is more likely to be negative, which results in no purchase.

On the other hand, ([Biesok and Wyród-Wróbel, 2024](#)) discovered that inconsistent marketing communications might impact consumer perception, causing dissatisfaction. Furthermore, ([Mahapatra, 2014](#)) discovered that poor service quality has an adverse effect on client satisfaction. In the same way, ([Puķite and Geipele, 2017](#)) discovered that issues with construction quality, such as delays or flaws, negatively impacted customer satisfaction.

This study adds to the body of research that highlights how marketing communication affects customer behavior by focusing on the real estate industry in emerging nations. It provides empirical support for

theoretical frameworks that relate communication tactics to psychological reactions of customers and satisfaction levels. By concentrating on a market that is frequently underrepresented in international real estate literature, the research fills a critical vacuum in the light of India's growing economic expansion and urbanization. Additionally, the current study will allow us to answer the following important questions: Does customer perception influence customer satisfaction? How does marketing communication affect consumer perception and satisfaction?

A conceptual framework (Figure 1), hypothesis, and study objectives are developed in the light of the foregoing discussion.

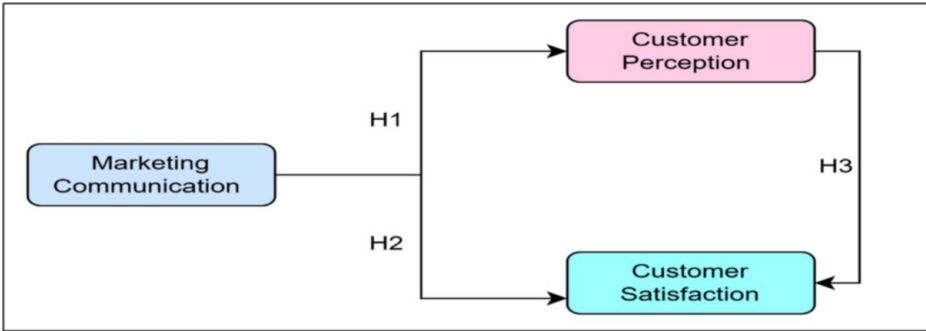


FIGURE 1: Conceptual Framework

Source: Authors' Compilation

Objectives

- 1. To establish relationship between marketing communication, customer perception, and customer satisfaction.
- 2. To examine the moderating role of customer perception between marketing communication and customer satisfaction.
- 3. To determine the most effective channels for improving customer perception and satisfaction.

Hypothesis

- H1: Marketing communication in real estate does not change customer perception.
- H2: Marketing communication in real estate does affect customer satisfaction.
- H3: Customer perception does not affect customer satisfaction in real estate.

Research Method

Research methodology

Researchers used a Likert scale questionnaire with a numerical range of 1 to 5. This strategy was used to collect real estate marketing communication, consumer impression, and customer satisfaction data. A population-representative sample was obtained via convenience sampling. Data was collected from five respected real estate companies in National Capital Region (NCR). NCR is known for its large real estate developer cluster and significant position in real estate activities. We carefully delivered 340 surveys to clients working on real estate building sites. The study's main goal was to assess participants' real estate product satisfaction. The surveys obtained 312 valid replies, a 78% response rate. Participants were chosen based on their voluntary permission and availability during the data collecting period.

Detailed descriptive statistics were computed to analyze Likert scale questionnaire data. The measures comprised means, standard deviations, frequencies, and percentages. Data patterns and changes were clearly understood using the above measures. In addition to descriptive research, the study used inferential statistical approaches, including correlation and regression analysis, to examine variable connections. SPSS 26.0 and structural equation modeling (SEM)-AMOS was used for statistical analysis, allowing a complete breakdown of the data.

The research was meticulously prepared and executed, using quantitative and inferential techniques to

examine real estate marketing communication, consumer perception, and satisfaction. This research uses a Likert scale and a well-designed sample technique to uncover the complex dynamics that affect real estate consumer experiences.

The questionnaire used in this study was developed using a Likert scale, and data was gathered from respondents from five development locations in the NCR. This approach was methodical and structured. Additionally, SPSS-25 and SEM were used to analyze the data in order to improve reliability and accuracy. However, because the sample does not represent the total population, the research's convenient sampling approach limits the generalizability of the results. Furthermore, research is limited to NCR and hence reduces the scope for wider applicability.

Data analysis and interpretation

Demographic Profile of the Respondents		Frequency	%
Age	<27	54	17.31
	27-37 Years	94	30.13
	38-47 Years	78	25.00
	>47 Years	86	27.56
Gender	Male	213	68.27
	Female	99	31.73
Education	Undergraduate/B.Tech	95	30.45
	Postgraduate/M.Tech	118	37.82
	Diploma	99	31.73
Occupation	Corporate Professionals/Private Sector	123	39.42
	Information Technology (IT) Professionals:	101	32.37
	Government Employees	88	28.21

TABLE 1: Demographic Profile of Respondents

Source: Authors' Analysis

The examination of the demographic profile indicates a varied mix of respondents in terms of age, gender, education, and employment, as shown in Table 1. The bulk of individuals lie between the age range of 27-37, with 30.13% are aged between 38-47, 25% are aged between 27-37, and 27.56% are aged above 47. Men dominate the gender distribution at 68.27%. The education responses are similarly split between undergraduate/B.Tech (30.45%), postgraduate/M.Tech (37.82%), and diploma (31.73%). The largest occupational group is private sector corporate professionals at 39.42%. They are followed by IT professionals (32.37%) and government workers (28.21%). This comprehensive study reveals demographic differences in preferences and demands, which can be used to tailor marketing and communication strategies.

Results

Exploratory and confirmatory factor analysis using SPSS and SEM

The studies used principal component analysis with exploratory factor analysis to find the relationship between the variables. The main goal of principal component analysis was to find a linear combination of variables that would maximize the most amount of variation while guaranteeing the uncorrelation of the resulting factors. Excessive reliance on a single component was reduced using the varimax orthogonal rotation method. Scoring 0.923, the Kaiser-Meyer-Olkin measure verified the sample's adequacy for the factor analysis. Bartlett's test of sphericity also produced a chi-square value of 5434.42 (p < 0.05), so confirming the sample's adequacy. Every variable's factor loading was over 0.6; the factor analysis produced three factors accounting for 72.34% of the variance.

The confirmatory factor analysis method and SEM were used to check the measurement model and model fit indices for customer perception (C_PCP), customer satisfaction (C_SAT), and marketing communication (M_COMM). The chi-square to degrees of freedom ratio was 2.35, indicating that the factorial structure of

the measuring instrument was valid. Normed Fit Index was 0.932, Comparative Fit Index was 0.941, Tucker-Lewis Index was 0.942, Root Mean Square Error of Approximation was 0.065, and Incremental Fit Index was 0.956. These results confirm that the measurement scales used in the study were both reliable and valid.

Measurement model analysis

The purpose of the measurement model analysis shown in Table 2 is to link observed items to the latent component. Before testing the hypothesis and model fit with SEM, all latent construct components were spread within 0.6 to 0.95. As per (Hair et al., 2021), for better internal consistency, items below factor loadings 0.65 were excluded (C-SAT4, C_PCP2) to assess the measurement model's internal consistency, reliability, and strength.

Item Code	Attributes	Factors	Loading	P-value
M_COMM1	Real estate websites and brochures aim to improve perception and satisfaction	Marketing Communication	0.84	0.002
M_COMM2	Degree of satisfaction in terms of clarity and transparency in marketing communication		0.78	0.003
M_COMM3	Marketing communication and techniques affect my satisfaction and perception		0.77	0.002
M_COMM4	Real estate businesses are using social media and YouTube for marketing		0.75	0.031
M_COMM5	Real estate firms communicate with clients to improve perception and satisfaction		0.85	0.041
C_SAT1	The promises made in marketing communication were maintained during the implementation of real estate products	Customer Satisfaction	0.72	0.022
C_SAT2	Indicate your level of satisfaction with the service provided by the real estate agents during the purchase of property		0.87	0.001
C_SAT3	Marketing communication promises were successfully upheld during the actual delivery of the real estate service		0.74	0.032
C_SAT4	Marketing communication and information provided by a real estate firm directly affect the probability of your future engagement with them for property acquisitions		0.61	0.051
C_SAT5	The impact marketing material has on your level of contentment with the real estate service or product		0.72	0.042
C_PCP1	Marketing communication impacts your opinion of a real estate brand's overall credibility	Customer Perception	0.73	0.034
C_PCP2	I perceive similar service quality as promised through marketing communication		0.64	0.052
C_PCP3	Real estate businesses synchronize their marketing messaging with the actual consumer experiences		0.75	0.012
C_PCP4	Marketing communication of real estate enterprises demonstrates a comprehensive understanding of clients preferences		0.76	0.023
C_PCP5	I'm sure marketing materials' property information match the property		0.82	0.011

TABLE 2: Measurement Model Analysis

Source: Authors' Analysis

Testing of hypothesis

After confirming the measurement model, (Hair et al., 2021) assessed the endogenous-exogenous relationship. To put it another way, the ultimate hypothesis sought to ascertain the impact of the concept, which was assessed by employing the methodology proposed in Figure 2.

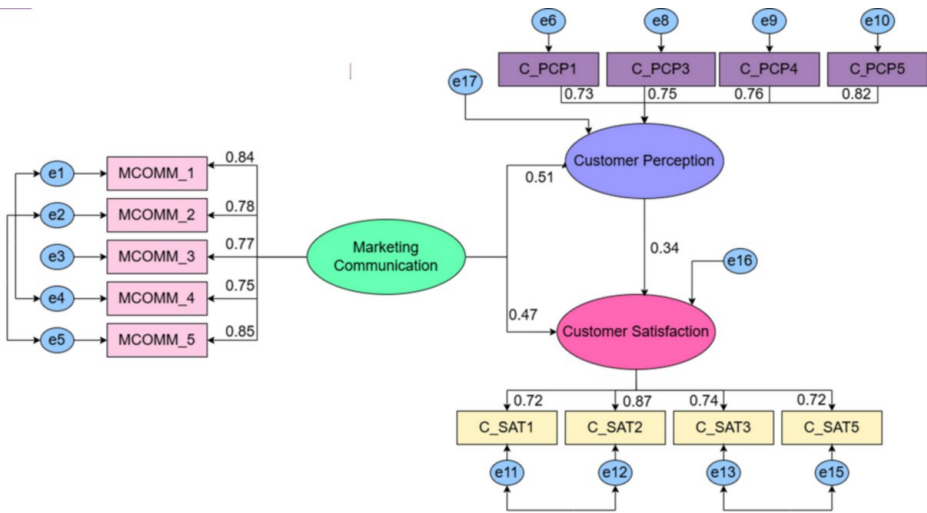


FIGURE 2: Hypothesis Testing

Source: Authors' Analysis

Establishing a relationship between the variables is essential to understand how changes in one variable may influence changes in another. To achieve this, it was necessary to ensure that the measurement model was both valid and reliable (Hair et al., 2021). The final hypothesis was then tested to determine whether a connection existed between the constructs. The results of this analysis are presented in Table 2.

Hypotheses	Path Analysis	Standardized Regression Weight	Standard Error	CR Value	P-value	Results
H1	MCOMM → CSAT	0.47	0.121	3.88	0.031	Rejected
H2	MCOMM → CPCP	0.51	0.091	5.61	0.011	Rejected
H3	CPCP → CSAT	0.34	0.077	4.85	0.022	Rejected

TABLE 3: Results of Hypothesis Testing

Source: Authors' Compilation

CPCP, Customer Perception; CR, Critical Ratio; CSAT, Customer Satisfaction; MCOMM, Marketing Communication

H1: Marketing Communications Affect Customer Satisfaction in Real Estate

The results shown in Table 3 indicate that customer satisfaction is positively affected by marketing communication ($\beta = 0.47$, critical ratio [CR] = 3.88, $p < 0.05$), consistent with (Yang and Battocchio, 2021), who emphasize that transparent communication is critical to enhancing satisfaction. To improve customer satisfaction, it is important to provide experiences that align with consumer expectations, supported by effective communication. According to (Walelign, 2019), communication has a positive impact on both customer satisfaction and loyalty. Hypotheses confirm that marketing communication plays a crucial role in boosting customer satisfaction in the real estate sector.

H2: Customer Perception Is Unaffected by Real Estate Marketing Communication

As shown in Table 2, customer perception is significantly enhanced by marketing communication ($\beta = 0.51$, CR = 5.61, $p < 0.05$), which aligns with (Sharma and Patterson, 1999), who explain how effective communication strategies help increase consumer views in real estate decision-making. These results reinforce the positive relationships identified in other studies, including (Nobar and Rostamzadeh, 2018), who concluded that visible and descriptive elements in marketing enhance consumer perception. Overall, the findings strongly support the positive role of marketing communication in influencing consumer perception.

H3: Perception Does Not Affect Real Estate Customer Satisfaction

Hypothesis 3 aimed to explore the relationship between customer satisfaction and customer perception. The results contradict the aim, which reveal a significant positive impact ($\beta = 0.34$, CR = 4.85, $p = 0.000$), supporting (Singh et al., 2022), who concluded that customer satisfaction is significantly influenced by consumer perception in the real estate sector. Various factors affect customer perception, such as service quality and marketing communication, which are crucial for improving overall satisfaction and enhancing customer loyalty.

Discussion

Implications for management

The above results may affect the stakeholder, largely real estate managers. It is important to build efficient communication methods, which will positively impact the consumers' attitudes and expectations. Since there is a strong association between customer perception and satisfaction, companies should make different strategies that are customer-centric, satisfy consumers' needs, and match their expectations. The finding of the research can be used by managers for niche marketing, improving communication, and also involving consumers to take their feedback so that maximum satisfaction level can be achieved.

Future research directions

The result helps in understanding the concept, but it is not sufficient. More research can be conducted, such as assessing demographic parameters to understand their moderating effects on the existing research. Integrating technologies like virtual reality and augmented reality, and examining their effects on marketing communication and consumer perception, will help the research better understand the different perceptions of consumers in the real estate industry.

Limitations

The research helps to understand marketing communication and its influence on consumer perception and satisfaction. However, sample size can be increased to represent the marketing diversity that is not fully covered in the existing research, and self-reported data can skew the responses. Qualitative and quantitative methodology can be incorporated for better understanding.

Conclusions

The aim of the present research was to understand how marketing communication, customer satisfaction, and consumer perception are related. A conceptual framework was created, and hypotheses were developed for validation based on the three aforementioned elements. The hypothesis was tested using the SEM analysis. The findings demonstrated that marketing communication had an impact on consumer satisfaction. Further, marketing communication also had an impact on consumer perception. Additionally, our findings revealed that customer satisfaction is significantly influenced by consumer perception in the real estate sector. Therefore, it is clear from the research that marketing communication and consumer perception have a significant impact on customer satisfaction.

Appendices

Questionnaire

I Dr. Ameet Sao & Group are doing a research paper on the title "Evaluating the Impact of Marketing Communication Strategies on Customer Perception and Satisfaction in the Indian Real Estate Sector" to understand the intricate dynamics between market communication, customer perception, and satisfaction within the Indian real estate industry. Your participation in this study is invaluable as it aids in unraveling the complexities that influence consumer experiences in this domain.

We kindly request you to rate the attributes that significantly impact your experience with marketing communication, perception, and satisfaction on a scale ranging from 1 to 5, with 1 representing low significance and 5 representing very high significance.

Your input will contribute to a deeper understanding of how these factors intersect and shape the overall landscape of the real estate market in India. Your participation is highly appreciated and will serve as a vital component of our research endeavor.

Thank you for your time and valuable contribution to this study. Should you have any queries or require further information, please feel free to contact us.

Warm regards,

Dr. Ameet Sao

I. Demography Characteristics

Age Group:

- ☐ <27 Years
- ☐ 27-37
- ☐ 38-47
- ☐ >47 Years

Gender:

- ☐ Male
- ☐ Female

Educational Qualification

- ☐ UG/B-Tech
- ☐ PG/M-Tech
- ☐ Diploma

Occupation:

- ☐ Corporate Professionals/Private Sector
- ☐ Information Technology (IT)
- ☐ Government Employee
- ☐ Others

Section II

Rate the attributes that significantly impact your experience with marketing communication, perception, and satisfaction on a scale ranging from 1 to 5, with 1 representing low significance and 5 representing very high significance. Your input will contribute to a deeper understanding of how these factors intersect and shape the overall landscape of the real estate market in India.

Rate to what extent Real Estate (RE) websites and brochures aim to improve perception and satisfaction.	1	2	3	4	5
Rate your degree of satisfaction in terms of clarity and transparency in marketing communication	1	2	3	4	5
Rate to what extent Marketing communication and techniques affect my satisfaction and perception	1	2	3	4	5
How much do you agree that Real Estate businesses are using social media and YouTube for marketing?	1	2	3	4	5
Rate your level of agreeableness that Real Estate firms communicate with clients to improve perception and satisfaction.	1	2	3	4	5
To what extent do you agree that the promises made in marketing communication were maintained during the implementation of the Real Estate products	1	2	3	4	5
How satisfied are you with the service provided by the Real Estate agents during the purchase of property.	1	2	3	4	5
To what extent do you agree that the marketing communication promises were successfully upheld during the actual delivery of the real estate service?	1	2	3	4	5
To what extent do you agree that the marketing communication and information provided by a real estate firm directly affects the probability of your future engagement with them for property acquisitions?	1	2	3	4	5
To what extent do you agree that the impact marketing material have on your level of contentment with the real estate service or product	1	2	3	4	5
To what extent do you agree that marketing communication impacts your opinion of a real estate brand's overall credibility	1	2	3	4	5
To what extent do you agree that you perceive similar service quality as promised through marketing communication	1	2	3	4	5
To what extent do you agree that real estate businesses synchronize their marketing messaging with actual consumer experiences	1	2	3	4	5
To what extent do you agree that the marketing communication of real estate enterprises demonstrates a comprehensive understanding of client preferences	1	2	3	4	5
To what extent do you agree that the property information presented in marketing materials matches the actual property	1	2	3	4	5

TABLE 4: Questionnaire

Additional Information

Author Contributions

All authors have reviewed the final version to be published and agreed to be accountable for all aspects of the work.

Concept and design: Nitesh Rohilla, Ameet Sao, Divya Pathak, Sakshee Singh, Surabhi Saxena

Acquisition, analysis, or interpretation of data: Nitesh Rohilla, Ameet Sao, Divya Pathak, Sakshee Singh, Surabhi Saxena

Drafting of the manuscript: Nitesh Rohilla, Ameet Sao, Divya Pathak, Sakshee Singh, Surabhi Saxena

Critical review of the manuscript for important intellectual content: Nitesh Rohilla, Ameet Sao, Divya Pathak, Sakshee Singh, Surabhi Saxena

Disclosures

Human subjects: Consent was obtained or waived by all participants in this study. **Animal subjects:** All authors have confirmed that this study did not involve animal subjects or tissue. **Conflicts of interest:** In compliance with the ICMJE uniform disclosure form, all authors declare the following: **Payment/services info:** All authors have declared that no financial support was received from any organization for the submitted work. **Financial relationships:** All authors have declared that they have no financial relationships at present or within the previous three years with any organizations that might have an interest in the submitted work. **Other relationships:** All authors have declared that there are no other relationships or activities that could appear to have influenced the submitted work.

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Dr. Ameet Sao is responsible for the data used in this research and is available upon request. The authors will keep the data for 2 years.

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