RESEARCH ARTICLE

The Impact of Digital Advertising on Purchasing Decisions in the Georgian Construction Market

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Abstract

In recent years, the development of digital communications and the activation of Internet platforms have significantly changed the rules of perception and use of information. In Georgia, where the construction sector is experiencing rapid growth, well-planned and tailored digital campaigns are one of the determining factors for success in the market. The rapid development of modern technologies and the growing popularity of online platforms are fundamentally changing consumer behavior when it comes to making decisions related to real estate purchases. The work examines the impact of digital advertising on consumer purchase decisions in the Georgian construction business. The analysis identifies effective digital strategies that have a real impact on consumer awareness, building trust, and decision-making behavior. It examines how development companies communicate through social media, search advertising, banner marketing, and email marketing, and how all of this helps attract consumer interest and ultimately make a decision about buying real estate.

Introduction.

In the modern world, digital technologies and the Internet create new opportunities in the field of marketing, and digital advertising significantly changes marketing strategies in many industries, including the construction business. The rapid development of modern technologies and the potential of social media provide construction companies with a unique opportunity to establish effective communication directly with potential buyers, while also increasing brand awareness. The use of digital advertising in the construction sector is particularly noteworthy, because this area is quite competitive and each technological innovation reduces the cost of time and money, which in turn plays a major role in making the right and solid decision by buyers.

The modern construction industry operates in a rapidly changing, competitive and customer-oriented environment, where effective communication is one of the most important factors for success. In this context, digital advertising has transformed not only into a sales support tool, but also into a strategic tool that combines

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increasing awareness, building trust and influencing consumer behavior. It provides a constant connection between the brand and the audience and firmly establishes brand values in the consumer's subconscious.

The importance of digital advertising in the construction sector is particularly increasing as the consumer's purchase decision-making process becomes lengthier, based on rational and emotional aspects. Buying an apartment is usually associated not only with financial opportunities, but also with lifestyle choices. Accordingly, the buyer tries to collect as much information as possible about the brand, construction quality, location, and service, which gives digital advertising the ability to exert a powerful influence at all stages of the purchasing decision-making process [1].

The goal of the research is to understand how digital advertising influences consumers when choosing real estate and to identify the factors that play a significant role in the purchasing decision-making process.

Based on the purpose of the study, the following tasks were set: 1. Evaluation of digital communication strategies of construction companies; 2. Analysis of the main forms and characteristics of digital advertising in the construction sector; 3. Making purchasing decisions under the influence of digital advertising.

Main part.

The development market in Georgia has been developing rapidly over the past decade. This was accompanied by the activation of digital channels and the growth of online marketing.

Successful construction companies today consider digital marketing not as an independent advertising activity, but as an integral part of the overall strategy. They create targeted campaigns that simultaneously reach different customer segments. For example, families, investors, and Georgian expatriates may receive completely different messages about the same project. Such multi-level communication is possible only through digital channels. Visual content plays a special role — high-quality renderings, 3D tours, drone videos and photos create not only informational but also emotional value. The image conveyed in these formats often reflects what the brand promises to the consumer. It is this feeling that becomes one of the main factors in making a decision. Research shows that 68% of consumers are more likely to prefer a brand that not only shows them the product, but also meets specific needs or expectations [2].

The strategic importance of digital advertising is particularly evident in emerging markets, including Georgia, where the real estate sector has grown significantly in recent years, further intensifying competition. Under these conditions, a simple price offer is no longer enough. Companies should establish long-term, two-way digital relationships with consumers that include access to information, constant dialogue, prompt feedback, and validation of trustworthiness and shared values [3].

Real estate objects — whether it's an apartment, a private house, or a plot of land - do not belong to the category for which decisions are made easily, the first time. The consumer research stage is long-term and includes active information collection, comparison of offers, and evaluation of location, prices and characteristics. In this process, digital advertising serves not only as a tool for providing information, but also as a means of building trust. For construction companies, advertising should not be limited to simply getting to know the offers, it is necessary to create content that evokes an emotional attitude, trust and a realistic idea of the future living space [4].

To achieve this goal, one of the key elements is the quality of the visual content. In the construction sector, a real, finished product often does not exist at the time of the start of marketing activities for this project, so companies resort to using renderers, photomontage, 3D visualizations and video materials. This material should not just be a technically processed image, but emotionally conveyed, which creates the possibility of perceiving space on a personal level. It is important to understand that a visual strategy in construction marketing should be implemented independently of the text content and created as a separate stream of emotional content that will allow the consumer to imagine the entire project as a whole.

One of the most effective strategies in this regard is to use video content. For example, short videos with a narrative structure that demonstrate not only the visualization of the project, but also the location, the external environment, the construction process or infrastructure, ultimately creates a more authentic impression. This approach is based on the simple truth that people love video stories and they perceive information better when it is presented in an emotional context. Effective digital advertising "is not only about describing a product, but also offering consumers an experience that feels like a personal discovery" [5].

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Another important part of a digital strategy is related to search engine advertising and organic SEO. For construction companies, this is a message that is directly addressed to people who are already looking for real estate in a specific location, in a specific price range, or with specific features. According to Google, real estate search is one of the most frequently used ways of consumer behavior in the search engine, especially when it comes to newly built apartments. Therefore, it is necessary for companies to have optimized websites, ads created based on specific keywords, and content that answers user questions. The success of a digital strategy is largely determined by how accurately the user's behavior path is defined: on which channels users search for information, how many times they see an ad, and at what stage they make a decision [6].

Social media marketing has a significant impact on real estate buyers by increasing brand awareness, building trust and authority, and providing engaging content and interaction. This affects consumers' purchase decisions. Instagram, Facebook and YouTube platforms provide consumers with insight into the market through virtual tours and reviews, which help them, make better informed decisions. Ultimately, platforms provide consumers with a more interactive and informed buying experience [7].

Social media platforms also play an important role in the construction digital strategy. Facebook, Instagram and TikTok are used both to increase brand awareness and to stimulate direct sales. Here it is important to correctly define the audience and send different messages to different groups: (for young people - videos that reflect lifestyle; for older people - text-based information on quality and guarantees). It should be understood that social advertising is successful only when it is personalized and not general, that is, it should express values and requirements that are important to the consumer. Such an approach is especially needed in the construction business, where the consumer's decision to purchase can determine the future for decades.

One of the important components of modern digital advertising strategies is programmatic advertising, which has been increasingly used in the construction sector in recent years. The essence of this method is that advertising is placed and delivered to the user automatically, in real time, using predefined algorithms. This approach is based on the analysis of large volumes of data and allows the company to present advertising not to a general audience, but to a user with a specific interest at the exact moment when he/she is looking for relevant information or uses consuming related content.

Programmatic advertising is considered one of the most dynamic and result-oriented methods, which creates a low-cost, but highly effective communication system. For the construction sector, this strategy is especially useful in cases of a large target audience. For example, for users who have already visited the company's website several times, viewed projects or left contact information, but have not yet made a final decision.

In the same context, the retargeting strategy becomes relevant, that is, the re-engagement of users who have already had some interaction with the brand. Retargeting is often implemented through Facebook Pixel or Google Ads and is a tool that can remind users about the company, offer special conditions or show new visual material. It is important that this advertisement is not repetitive and impersonalized. It should provide the target audience with valuable additional information or a proposal presented from a new perspective.

In addition to visual and search channels, the construction sector successfully uses so-called cross-platform campaigns. This means that different channels — social media, Google Ads, email, YouTube, and specific websites — are used simultaneously with a common strategic message. Such an approach is especially effective when a company is trying to sell not only a specific apartment, but also a complex in general, as a living space, a certain lifestyle, an environment, and the emotional attitude that arises there [8].

Digital analytics instruments such as Google Analytics, Facebook Insights, CRM system integration and heatmap analysis (for example, Hotjar) allow a construction company to better understand user behavior, the level of content perception and the barriers that prevent the user from making a decision. In the same context, it is especially important for construction companies to create a trust factor. Unlike other products, buying an apartment involves high financial and emotional risks. The consumer pays special attention to the company's reputation, the quality of previous projects and the history of their implementation. In this case, digital advertising should also be not only a list of functions, but also a means of brand positioning.

Table 1. Strategic Components of Digital Advertising Impacting Consumer Decision-Making in the Georgian Construction Sector

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Dimension	Description Linked to Construction Market	Key Strategic Tools & Channels	Observed Consumer Impact / Outcomes
Market Context & Dynamics	Rapid growth of the real estate sector; intensified competition; need for differentiated brand positioning	Market analytics reports; demand forecasting; competitor benchmarking	Higher sensitivity to digital brand reputation; reliance on verified information
Visual Communication Strategy	Real projects often not completed at advertising stage; emotional perception must be created digitally	3D renders, drone videos, virtual tours, photomontage, lifestyle imagery	Increased emotional engagement; higher trust and visualization of potential living environment
Video-Based Advertising Strategy	Video storytelling communicates location, infrastructure, and lifestyle	Short project videos, construction timelines, neighborhood walkthroughs	Enhanced authenticity; increased user retention and brand recall
Digital Personalization & Segmentation	Distinct messaging for families, investors, expatriates, first-time buyers	Personalized content feeds; CRM-based segmentation; customized call-to-action	Higher conversion probability; reduced decision ambiguity
Search-Based Visibility (SEO/SEM)	Consumers actively search for apartments by price, area, and project type	Google Ads, keyword-optimized landing pages, organic SEO content	Buyers engage at high-intent stage; improved lead conversion efficiency
Social Media Campaigns	Platforms serve as product-education and trust-building environments	Facebook, Instagram, YouTube, TikTok ads; testimonials; influencer cooperation	Increased assurance through peer-based validation; stronger purchase intention
Programmatic Advertising & Retargeting	Buying cycle is long; users revisit information multiple times	Automated bidding, AI-driven placement, remarketing pixels	Lower cost per acquisition; reactivation of undecided buyers
Cross-Platform Campaign Integration	Real estate transactions require multi-phase persuasion	Combined use of websites, email, ads, influencers, mobile push campaigns	Consistent messaging; long-term relationship formation
Digital Analytics & Monitoring	Buying decisions influenced by confidence, not urgency	Google Analytics, CRM feeds, click-heatmaps, funnel tracking	More accurate decision-journey mapping; reduction of failed conversions

In addition to informational components, the integration of user-generated content is also becoming relevant, which is one of the most powerful tools for credibility. For construction companies, this can be interviews with apartment owners, references, video reviews, or simply comments that the company has captured and made part of its own platform. However, no matter how improved and multi-layered the strategy may be, its success cannot be assessed without appropriate analytical tools. It is especially important for construction companies to evaluate results based on specific indicators.

The impact of digital advertising on the consumer's purchasing decision-making process is particularly evident in industries where the decision is associated with high value and long-term commitment. This is exactly how the real estate sector works. Buying an apartment usually requires not only an assessment of economic opportunities, but also a serious emotional and informational understanding. Accordingly, consumer behavior and the decision-making process are multi-stage and difficult to predict, which creates both challenges and certain opportunities for digital advertising.

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Personalized content, based on individual recommendations and personalized communications, creates a sense of individual attention, which stimulates consumer engagement and increases the probability of sales. Social networks further enhance this effect, as advertising, recommendations from influential people and consumer content have a significant impact on consumer behavior. High-quality visual content, such as images and videos, improves consumers' understanding of the product and reinforces their purchase intention [9].

Numerous studies confirm that impulsive but consistent digital communication plays a crucial role in consumer behavior. According to one study on digital advertising [10], more than 70% of real estate buyers prefer to interact with a brand they have encountered online at least twice before making a decision.

Recent data show that a significant proportion of property buyers (especially those aged 25 to 45) take into account not only the features of the product, but also the company's reputation, digital presence and brand image created through social media when making a purchase decision. This factor is especially important in regions where the development market is developing dynamically and competition is high.

According to 2024 data, demand for residential real estate is growing, especially in Tbilisi and Batumi, and over 70% of consumers cite the Internet as their primary source of information. This shows that the change in consumer behavior is already real and that solid communication is only possible through digital channels.

In 2024, 41,284 residential apartment transactions were registered in Tbilisi, and 15,034 in Batumi.

In Tbilisi, the number of transactions in new projects in the primary market (sales by developers) increased by 14% annually in 2024, taking into account that developers register part of the transactions in new buildings late. In terms of transactions in the primary market, the broad center had the highest results with an annual growth of 43%, while the suburbs recorded an increase of 12%, and the city center - only 0.1%. In the secondary market, transactions in the suburbs and the broad center increased by 4-5% annually, while the figure in the city center decreased by 8%.

In 2024 in Batumi can see a 1% increase in transactions in new projects, while in old projects - a 23% decrease compared to 2023 [11].

Georgia's residential real estate market has grown significantly in recent years. Tbilisi accounts for 72% of the residential real estate market, Batumi for 20%, and other cities for 8%.

Activity in the primary real estate market increased significantly in 2022-2023, but the growth rate stabilized in 2024.

Tbilisi's residential real estate market started 2025 relatively weakly. Sales in the first 2 months decreased by 5% year-on-year, due to lower sales of older apartments. Sales of new apartments in Tbilisi increased significantly year-on-year in January 2025, although the volume of transactions slowed in February.

2025 started relatively positively for Batumi. The number of transactions in the first 2 months increased by 4% compared to the same period last year, and the selling price increased by 20% [12].

The key role in the consumer's purchasing decision-making process is played by building trust — a factor that often indirectly, but fundamentally determines the choice in the real estate sector. In Georgia, as in many other emerging markets, a large part of consumers' experience has been gained through projects by unstable or unreliable developers. Accordingly, the goal of digital communication is not just to voice the offer, but to consistently and thoroughly build trust.

Specifically in Georgia, consumer behavior is influenced by factors such as: personal recommendation, popularity on social media, and brand visibility in everyday digital space.

In recent years, in real practice in Georgia, it has been noticeable that construction companies that focused only on discounts are no longer able to gain sufficient trust. Consumers are looking for digital signals that confirm the reliability of the project: customer reviews, videos depicting the construction process, the opinions of architects and engineers. This trend is also clearly visible in the online space of Georgian media publications, where consumers are actively looking for discussions and forum feedback about the company and a specific complex.

Conclusion. Thus, well-planned and visually attractive digital advertising in the construction business is not only a way to spread information, but also an active factor in shaping consumer purchase decisions, as it is the most convenient and effective way to familiarize with the construction company's offer, arousing consumer interest, and is perceived as a very effective and memorable format that successfully combines informational and emotional impact.

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Ethical Considerations

This research is based on secondary academic literature, publicly available market information, and theoretical analysis. No personal or confidential data from individuals or institutions were used, nor were human subjects involved. Therefore, no ethical approval from an institutional committee was required. All referenced sources were cited accurately, and academic integrity guidelines were followed throughout the development of the manuscript.

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