

THE INFLUENCE OF MODERN COMMUNICATION IN CREATING THE ADDED VALUE OF REAL ESTATE

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Abstract

As society and business sectors modernize, modern communication is inseparable from various business processes, and real estate sales and the creation of added value to real estate are no exception, using different modern communication tools, methods, and strategies. The impact of modern communication on the added value of real estate is obvious, as only effective communication can help increase the attractiveness of real estate properties to potential buyers. This article aims to assess the possibilities of using modern communication in order to increase the added value of real estate. Modern communication is an important tool in the real estate market that can be used to increase the added value of real estate properties. Modern communication increases potential customer satisfaction, helps to quickly resolve emerging problems, ensures asset maintenance, and facilitates legal compliance. The purpose of the article. To assess the possibilities of using modern communication in order to increase the added value of real estate. Research objectives. Discuss the characteristics of modern communication and real estate; identify the possibilities of applying modern communication tools, the benefits provided, and the reasons for their application, in increasing the added value of real estate; identify the challenges faced by real estate professionals when applying modern communication tools in their work. Methodology of investigation. In order to properly reveal the topic of the thesis and achieve the set goal and tasks, the following research methods were used: analysis, comparison, structuring of scientific literature, qualitative research method (remote interview), content analysis. The modern communication process is inseparable from digital technologies, and digital channels and tools are most often chosen in business sectors to communicate with consumers. The value of real estate is defined as the value of future benefits derived from ownership of the property. The value of real estate is determined by location, demographics, real estate characteristics, market trends, infrastructure, supply and demand, economic indicators, interest rates and government policies. The value of real estate can be increased by using high-quality photos, preparing virtual tours, providing networked and detailed information, choosing an appropriate pricing strategy, and applying effective marketing strategies.

Key words: modern communication, real estate, legal regulation, added value.

Relevance of the topic. According to Esolyo (2019), effective communication in the real estate market is one of the most important factors determining sales success, and ineffective communication can have negative consequences both in creating added value for real estate, and in communicating with consumers and in transactions concluded at the wrong time. Anor Shahrokhi & Parhizgari (2020), to achieve long-term success in the real estate sector, it is extremely important that stakeholders, such as owners, tenants, contractors, cooperate with each other properly and effectively. Effective communication can help to properly convey the desired message to consumers, avoid misunderstandings and contribute to the creation and maintenance of positive relationships between stakeholders. Grant (2021) distinguishes that in any

real estate sector, when applying communication tools, it is necessary to consider the needs of the target group. Communication with consumers in the real estate sector is inseparable from the use of information and computer technologies, since today, technologies have facilitated the sharing of information and data in real time, making it easier for stakeholders to access and analyze information related to real estate (Benites-Gambirazio, 2020). According to Grant (2021), technologies have allowed the automation of certain communication processes. According to Rehman, Gulzar & Aslam (2022), modern communication with consumers is identified with integrated marketing communication (IMC), and the emergence of integrated marketing communication has an impact on the development and application of communication and marketing strategies of companies in any sector. According to Luxton, Reid & Mavondo (2015), the application of integrated communication contributes to greater brand awareness. According to Gordon-Isasi, Narvaiza & Gibaja (2021), social media is

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the main form of communication with consumers, as nowadays the daily life of many consumers is inseparable from digital technologies and browsing social media platforms. This has led to companies switching from communication through television, radio, newspapers and other means to effective communication on social networks. According to Aslam & de Luna (2021), company representatives are very active in communicating with potential or existing consumers through social media platforms, as this way it is possible to ensure effective and quick feedback, answer questions from consumers in real time, and effectively exchange knowledge and information.

Problem Statement. Since there are no scientific studies in Lithuania that analyze the impact of modern communication on the added value of real estate, the following problematic questions arise: what modern communication tools can be used to increase the added value of real estate? What impact do modern communication tools have on real estate agencies? What challenges do real estate specialists face when applying modern communication tools?

The purpose of the article. To assess the possibilities of using modern communication in order to increase the added value of real estate.

Research objectives. Discuss the characteristics of modern communication and real estate; identify the possibilities of applying modern communication tools, the benefits provided, and the reasons for their application, in increasing the added value of real estate; identify the challenges faced by real estate professionals when applying modern communication tools in their work.

Methodology of investigation. In order to properly reveal the topic of the thesis and achieve the set goal and tasks, the following research methods were used: analysis, comparison, structuring of scientific literature, qualitative research method (remote interview), content analysis.

The concept, methods, forms and models of communication. According to the Cambridge Dictionary (2024), communication is defined as the process by which individuals exchange information using a shared system of symbols, signs, or behaviors. Communication is often defined as the transmission of information (Hsieh, 2025). In the process of information transmission, the sender of information encodes the information and transmits it to the receiver in various ways. The receiver must decode and understand the information. Information can be exchanged verbally and non-verbally (Figure 1).

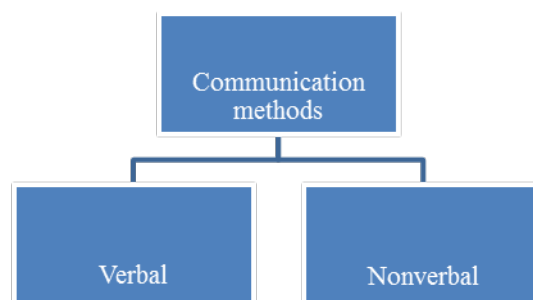


Fig. 1. Communication methods
(compiled by the author, based on Andelić, et., al, 2025)

According to Trenholm (2020), verbal communication or otherwise verbal communication involves the exchange of information messages in a linguistic form, including oral and written messages, as well as sign language. Nonverbal communication occurs without using a linguistic system, for example, using body language, touch and facial expressions.

Communication models allow researchers and scholars to apply communication concepts in real practice and test hypotheses. Communication models reflect the components of communication and their interactions (Abubakar & Al-Mamary, 2025). Communication models are often categorized according to their intended application and how the concept of communication is understood in a particular context.

The most common model of communication is the linear model of communication transmission, which focuses on how the sender transmits information to the receiver, since such a flow of information travels in only one direction (Boyle & Schmierbach, 2023). However, there are communication models that also include the receipt of feedback. Feedback is needed to describe many forms of communication, such as a conversation, where the listener can respond to the speaker by expressing his or her opinion or asking for clarification. Interaction models depict the communication process as a two-way form of communication, where communicators take turns sending and receiving messages (Chew & Ng, 2021). Transactional models further refine the interaction model by allowing information to be provided and a response to be received at the same time. The transactional model is needed to describe how the listener can provide feedback during a face-to-face conversation while the other person is speaking. For example, nonverbal feedback through body posture and facial expression.

Transactional models also argue that meaning is created during communication and does not exist independently of it.

The first transactional model was proposed in 1970 by communication theorist Dean Barnlund. In Barnlund's communication model, communication is understood as the creation of meaning, not messages, and the goal of communication includes reducing uncertainty and achieving shared understanding in response to external and internal signals (Meng & Meng, 2020). Decoding is the process of attributing meaning to incoming information, while encoding consists of presenting a nonverbal or behavioral response as a feedback connection.

In summary, communication is defined as the process by which individuals exchange information using a shared system of symbols, signs, or behaviors. Scientists distinguish two main types of communication: verbal and nonverbal communication. Communication can take two forms: interpersonal and personal. In interpersonal communication, information is exchanged between two or more individuals, while in personal communication, a person says the information aloud to himself. It is important to note that scientists and researchers have developed communication concepts (models) based on different concepts of communication. The most recent communication model is based on the idea that communication begins when a source has an idea and expresses it in the form of a message and receives feedback.

Features and tools of the modern communication process. The concept of modern communication encompasses a wide range of definitions and is understood differently in different disciplines (Oxford Bibliographies, 2023). However, several key aspects are generally recognized as integral to the concept of modern communication. Modern communication is characterized by the fact that when transmitting information, it is understandable to the recipient, which will help to form the correct interpretation of the information (Oxford Bibliographies, 2023). Today, information is transmitted through various channels and means, especially digital media. Communication can have an impact on the recipient of information, but mutual understanding will not always be achieved when exchanging information. In general, communication is an integral part of every culture, since communication, methods and forms of communication have developed together with different cultures. According to Pfeffermann (2017), even science can be viewed as a form

of communicative action. Soni (2024) distinguishes that the process of modern communication consists of 9 main elements: sender, information encoding, information content, communication channels, information receipt, information decoding, direct reaction or action of the recipient, feedback and noise. According to Starodub (2020), the sender is the key element in the communication process. Communication is initiated by the sender who creates a message or information to share with others. The role of the sender is to effectively encode their thoughts or information into a message that can be transmitted through the chosen communication channel to reach the intended recipient(s). The sender plays a very important role in ensuring that the message is clear, purposeful, and appropriately tailored to the recipient(s).

The information content that the sender seeks to convey to the receiver is the essence of the communication process, which has a purpose and meaning. Information content is intended to effectively convey thoughts, concepts, instructions or emotions from the sender to the receiver to create mutual understanding (Soni, 2024). Communication channels can be verbal or non-verbal and can include personal conversations, voice calls, emails, business reports, social media, video conferencing, etc. According to Verčič & Špoljaric (2020), the channels of the communication process are divided into three main categories:

1. Oral communication channel: In oral communication, the sender directly communicates with the receiver face to face during a live conversation. For example, a sales manager communicates directly with customers, which allows the sender to have better control over the interaction.

2. Written communication channel: Messages are transmitted in a written format between the sender and the receiver. For example, letters, memos, business communication reports, emails, e-mails, etc.

3. Audio/video recordings: The audio channel includes videotapes, video conferences, video chats, etc.

Receiving information is crucial in the communication process. The receiver of information is responsible for receiving and processing the message sent by the sender (Soni, 2024). The role of the receiver is to understand, analyze, and, if necessary, respond to the message in a way that matches the sender's intentions. Starodub (2020) states that effective communication depends on the receiver's ability to accurately

decode the message and provide feedback or take the necessary action. According to Mynbaev & Scheiner (2020) and Soni (2024), the receiver of information, after decoding the information, directly reacts or acts based on the information received. This is a direct behavior or verbal response to the sender's message. Starodub (2020) distinguishes that feedback in the communication process refers to the response provided by the receiver to the sender's message. It provides the sender with useful insights into how the message was received, understood, and explained. Feedback is an essential tool to improve the effectiveness of future communication. It helps the sender evaluate the success of the message, adjust the approach if necessary, and ensure that the intended message matches the receiver's interpretation (Shirina, 2017). Depending on the positive or negative feedback from the receiver, it is possible to evaluate the effectiveness of the communication and improve the communication process. The modern concept and process of communication is characterized by another element: noise, which is defined as a disturbance that has a negative impact on effective communication, can occur during communication and interferes with the accurate transmission and reception of a message (Danielyan, 2020).

In summary, we can say that the modern communication process consists of such elements as the sender, information encoding, information content, communication channels, information receipt, information decoding, direct reactions or actions of the recipient, feedback provision and noise. Each of the elements is important in the communication process. The modern communication process is inseparable from digital technologies, and digital channels and tools for communicating with consumers are most often chosen in business sectors.

The role of social media in modern communication. Social media is defined as a group of online applications that build on the ideological and technological foundations of Web 2.0 and allow users to create and share content through interaction (Kaplan, 2018). This definition reflects the fact that users not only see information and its content on social networks, but also create and share content themselves, which contributes to a dynamic and interactive digital environment. Social media platforms facilitate communication, collaboration and information sharing between users. Today, social media platforms have become inseparable from personal, professional and public communication.

The Cambridge Dictionary (2024) defines social media as websites and computer programs that allow people to communicate and share information online using smart devices such as mobile phones or computers.

According to de Oliveira Santini et al. (2020), social media has a significant impact on the collaboration of various types of organizations and companies. Social media facilitates the engagement of existing or potential consumers. Increased engagement of existing or potential consumers leads to greater consumer satisfaction and trust in the services or products provided by a company. It is emphasized that engaged consumers are more likely to promote goods or services through words of mouth compared to unengaged consumers. According to Ziyadin et al. (2019), social media helps to maintain and develop relationships between consumers and company representatives, and the wide reach of social media allows companies to reach a large audience. Company representatives can communicate with consumers in real time, providing feedback or addressing any questions consumers may have regarding products or services. Ziyadin et al. (2019) found that when comparing the effectiveness of social media and traditional marketing channels, social media can be a more cost-effective way to reach and communicate with customers, as it requires fewer financial resources and creates added value for the company. According to de Oliveira Santini et al. (2020), social media platforms allow company representatives to collect various data related to consumer needs, conduct surveys, analyze consumer behavior, and based on the data obtained, improve the quality of the goods or services provided, considering market needs. Since information is exchanged efficiently and quickly on social media platforms, brand visibility increases. Oliveira Santini et al. (2020) note that the way information is collected, distributed, and consumed has changed significantly in the 20th century, and the information itself has become more comprehensive and more accessible.

Guidelines for effective communication with consumers on social media platforms.

The elements of the communication process are the main components that contribute to the success and effectiveness of the communication process. Each element plays a unique and essential role in enabling the transfer of information between individuals or groups (Soni, 2024). When communicating with consumers on social media platforms, in order to ensure effective communication,

the clarity and accuracy of the message presented is of paramount importance (Soni, 2024). The sender's ability to properly encode the message ensures that the desired information is conveyed to the recipient clearly and without ambiguity. When messages are transmitted accurately and understandably, this promotes consumer trust in the brand and mutual understanding. Meier (2021) indicates that effective communication with consumers on social media platforms is important in increasing consumer satisfaction. The figure below presents the aspects of effective communication with consumers on social media. According to Meier (2021), when company representatives actively and carefully analyze the opinions of consumers and consciously accept them, this allows them to improve the services provided, etc. When consumers notice that their observations have been taken into account, they feel valued and important, which contributes to the success of the business. Soni (2024) points out that feedback from consumers helps company representatives understand whether the message was received and understood as intended. This helps to identify any misunderstandings and provides an opportunity to improve the communication cycle processes within the company when communicating with consumers on social media platforms. Meier (2021) emphasizes that company representatives should respond quickly to consumer inquiries or feedback, as this conveys the message to consumers that it is important for the company to save customers' time. Lohia (2023) emphasizes that when responding to customer inquiries, responses should be personalized according to the individual needs of each consumer. Soni (2024) states that clear communication facilitates problem solving by ensuring that instructions, suggestions or ideas are effectively communicated and understood, thus achieving better company results. Proper communication improves collaboration and teamwork. When messages are delivered effectively, it encourages open communication and enables users to share ideas, opinions and write reviews about the goods or services received, etc. When communicating with users on social media platforms, a similar manner of communication should be maintained, communicating openly and honestly, especially with users who have provided negative reviews (Meier, 2021). Lohia (2023) distinguishes that effective communication is important and inclusive message content that is relevant to users, and properly used social media tools and features contribute to

simplified communication with users and quick interaction. Meier (2021) points out that it is very important to train company employees to use social media tools effectively and to enable employees to acquire customer service and communication skills.

Empirical study of the importance of modern communication tools for the added value of real estate. Research sample: According to Žydzūnaitė and Sabaliauskas (2017) a small sample is sufficient in qualitative research. According to Muellmann et al. (2021, 1-2), in qualitative research, it is sufficient to interview 4 to 6 informants who are knowledgeable about aspects related to the topic under study. According to Aguinis & Solarino (2019), in qualitative research, the sample of informants can vary, depending on the topic under study, and sometimes also depending on how many informants agreed to participate in the study. According to the methodological publication provided by the UCLA Center for Health Policy Research (2024), the number of informants in a qualitative study depends on the need for data, available time and human resources, therefore it can vary from 5 to 25. In this study, it is planned to interview from 5 to 10 informants, taking into account the completeness of the responses received and the human resources of the researcher and informants.

Characteristics of the study participants: The criterion-based selection method was used to select the study participants. The criterion-based selection method is particularly suitable for obtaining quality data that allows for the formation of justified conclusions (Rupšienė, 2007, 6-8). The informants who will participate in the qualitative study are specialists working in real estate agencies. Informants for the qualitative study will be selected according to the two criteria formed below: specialists with at least 5 years of experience working in real estate agencies; specialists who apply modern communication tools in their work activities.

Research methods: A qualitative research method was chosen to achieve the research objective. According to Tenny, Brannan & Brannan (2017), by choosing a qualitative research method, deeper insights into real practical problems in social issues are investigated and provided. According to Cleland (2017), qualitative research is particularly suitable for clarifying the experience, perception, attitude, and in some cases causal relationships of specialists in a certain field. The qualitative research method and the data collected during the research help to answer the questions of how and why, not how much.

According to Tenny, Brannan & Brannan (2017), qualitative research can be conducted as a separate study or can be part of a mixed study, where both qualitative and quantitative data are analyzed and discussed. Cleland (2017) indicates that in qualitative research, open-ended questions are asked related to a specific topic. According to Žydzūnaitė and Sabaliauskas (2017), after collecting qualitative research data, the research results are presented by systematizing and structuring the opinions of the research participants. The qualitative research method in this study will help to clarify the opinions of real estate specialists, based on practical experience and available knowledge, about the application of communication tools, methods of application, reasons, challenges and impact on the added value of the property.

Research instrument: the chosen research instrument is a remote interview. In this study, a remote interview will be conducted using e-mail, when the researcher and the research participants will correspond. The use of a remote interview instrument in conducting the study will help to use human resources purposefully, saving both the researcher's and informants' time, and will create a safe and calm environment for informants, since communication will take place non-verbally. The information collected during the study was neither changed nor distorted, but recorded identically as provided by the informants. When implementing this study, a remote interview instrument is appropriate because the topic is related to modern communication, and specialists working in real estate agencies have created e-mail addresses and use them a lot, therefore they are accustomed to this method of communication and exchange of information. Open questions for the remote interview were formed based on the theoretical analysis. The questions were formed taking into account the formulated research tasks, therefore the interview consists of 5 question blocks, and each question block contains two questions.

Research results. For the first interview question, a category was formed – modern communication tools used in real estate agencies and the following subcategories were distinguished: car, live meetings, phone calls, video calls, phone messages, email, Facebook platform, Messenger, Viber, What's up, Signal, Zoom, Google meet, Teams, Telegram, real estate portals with messaging capabilities and selected by the client. Most of the study participants communicate with clients using phone calls and using the messenger messaging app. Some

study participants believe that live meetings are, however, the most important when communicating with clients in the real estate field. Some study participants mentioned that modern communication tools are adapted to the client's wishes and needs. Study participant A1 emphasized that "clients are different, therefore it is necessary to adapt to each person's communication habits." Authors such as Aithal (2019) distinguished that various tools are used in modern communication processes in the business sector. The most commonly chosen digital communication tools, adapting to the needs of consumers and the modernizing society, are social media platforms, digital collaboration tools (Teams, Zoom), data analysis tools, email, CRM, podcasts, virtual and augmented reality. According to Melese & Weldeyes (2021), digital tools are increasingly used in today's real estate market. The first conversations with potential consumers take place through communication channels such as phone calls, emails, WhatsApp, Viber, Messenger and other social media apps. The data obtained in this study coincide with the opinions of other authors, but in the real estate sector, augmented or virtual reality, CRM, podcasts are not used when communicating with consumers. Most often, employees in the real estate sector use modern communication tools before live meetings.

Seven research participants participated in this study. The work experience of the research participants ranged from 5 years 6 months to 15 years. All research participants met two main selection criteria for the study participants: working in real estate agencies, having at least 5 years of work experience and using modern communication tools at work.

This study, like Aithal (2019) and Melese & Weldeyes (2021), found that digital tools are increasingly used in today's real estate market, such as telephone and video calls, telephone messages, email, Facebook platform, Messenger, Viber, What's up, Signal, Zoom, Google meet, Teams, Telegram, Real estate portals, however, this study complements the results of other authors' research, since real estate specialists distinguished that augmented or virtual reality, CRM, podcasts are not used.

In this study, as in the study of Aslam & de Luna (2021), it was found that modern communication tools have a diverse impact on work activities: higher work intensity, larger volumes of work performed, faster problem solving, more effective communication with consumers, better satisfaction of consumer needs, broader communication opportunities with consumers,

and increased competitiveness of the agency. The data obtained in this study coincide with the opinions of other authors, however, the participants in this study did not mention that modern communication tools increase the attractiveness and awareness of the brand, but they distinguished that they increase the competitiveness of the agency.

This study found that the specific social media tools used by real estate professionals in their work activities are Facebook, Messenger, Telegram, LinkedIn, Skelbiu.lt, Aruodas.lt, Kampas.lt, Domoplius.lt. Authors such as Aithal (2019) have identified that the most commonly used social media platforms in modern communication processes in the business sector are Facebook, Twitter, and LinkedIn. The results of this study are consistent with the insights of Aithal (2019), as professionals indicated that they most often use the Facebook platform, however, the LinkedIn social media platform is less used in the real estate sector.

Some of the study participants indicated that there is no lack of modern communication technologies in the real estate agencies where they work. However, the other four indicated what technologies could be implemented CRM, augmented and virtual reality, digital content creation tools. Other authors, such as Aithal (2019), indicate that various digital technologies are chosen in the business sector: social media platforms, digital collaboration tools, content creation tools, data analysis tools, email software, project management software, customer relationship management (CRM), podcasts and webinars, virtual and augmented reality, and this study found that Lithuanian real estate agencies still lack augmented and virtual reality tools, CRM, digital content creation tools.

Explaining the challenges of using digital communication technologies, this study found that real estate professionals themselves may suffer from the use of modern technologies in real estate agencies, as excessive use of digital technologies can lead to increased stress, insomnia, and headaches. It was also revealed that when communicating with consumers in the digital space, the boundaries of the real estate specialist are violated, since a customer-oriented approach is applied, the needs of the client are adapted, but the specialists themselves remain forgotten.

It was found that the use of modern communications has an impact on the value of real estate, as it speeds up the sales process, creates opportunities for a more attractive presentation of real estate objects, effective communication

with consumers, allows for timely transactions and creates greater consumer satisfaction. Authors such as Esolyo (2019) argue that in the real estate market, effective communication is one of the most important factors determining the success of sales, while ineffective communication can have negative consequences both in the creation of added value for real estate, and in communication with consumers and transactions concluded at the wrong time. The results of this study complement the insights of other authors, as the study participants mentioned that digital communication tools can be used to present real estate objects more attractively to consumers and achieve greater consumer satisfaction.

Conclusion. The modern communication process is inseparable from digital technologies, and digital channels and tools are most often chosen in business sectors to communicate with consumers. The value of real estate is defined as the value of future benefits derived from ownership of the property. The value of real estate is determined by location, demographics, real estate characteristics, market trends, infrastructure, supply and demand, economic indicators, interest rates and government policies. The value of real estate can be increased by using high-quality photos, preparing virtual tours, providing networked and detailed information, choosing an appropriate pricing strategy, and applying effective marketing strategies. Also, the intangible, and consumer-perceived added value of real estate can be increased by the real estate agent's proper communication with existing and potential consumers, brand reputation, market trends, effective use of social media platforms, and consumer feedback on digital platforms.

The study found that the added value of real estate can be increased by using social media platforms, digital tools for communicating with customers, and appropriate methods of effective communication with customers. The study found that with the help of digital communication tools, real estate objects can be presented to consumers in a more attractive way, achieving greater consumer satisfaction. The greatest impact on the value of real estate is exerted by such modern communication technologies that evoke the greatest emotions in the customer and best reflect the customer's needs. The use of the Facebook application for advertising and communication with customers has the greatest impact on the added value of real estate.

It was found that real estate professionals face various challenges when using modern communication

technologies. This study found that the use of modern technologies in real estate agencies can harm real estate professionals themselves, as excessive use of digital technologies can lead to increased stress, insomnia, and headaches. It also became clear that when communicating with consumers in the digital

space, the boundaries of a real estate professional are violated, since a client-oriented approach is applied, the client's needs are adapted, but the professionals themselves are forgotten. It is also not uncommon for real estate professionals to experience technical problems due to Internet disruptions.

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ВПЛИВ СУЧАСНИХ КОМУНІКАЦІЙ НА СТВОРЕННЯ ДОДАНОЇ ВАРТОСТІ НЕРУХОМОСТІ

Анотація

Актуальність теми. Актуальність дослідження теми у тому, що За словами Есоліо, ефективна комунікація на ринку нерухомості є одним з найважливіших факторів, що визначають успіх продажів, а неефективна комунікація може мати негативні наслідки як у створенні доданої вартості для нерухомості, так і в комунікації зі споживачами та в угодах, укладених у невідповідний час. Анор Шахрохі та Пархізгарі, для досягнення довгострокового успіху в секторі нерухомості надзвичайно важливо, щоб зацікавлені сторони, такі як власники, орендарі, підрядники, належним чином та ефективно співпрацювали один з одним. Ефективна комунікація може допомогти правильно донести бажане повідомлення до споживачів, уникнути непорозумінь та сприяти створенню та підтримці позитивних відносин між зацікавленими сторонами. Грант виділяє, що в будь-якому секторі нерухомості, застосовуючи засоби комунікації, необхідно враховувати потреби цільової групи. За словами Залевської-Тужинської та Міклашевської, комунікація зі споживачами в секторі нерухомості невіддільна від використання інформаційних та комп'ютерних технологій, оскільки сьогодні технології сприяють обміну інформацією

та даними в режимі реального часу, полегшуючи зацікавленим сторонам доступ та аналіз інформації, пов'язаної з нерухомістю. **Постановка задачі.** Оскільки в Литві немає наукових досліджень, які б аналізували вплив сучасних комунікацій на додану вартість нерухомості, виникають такі проблемні питання: які сучасні комунікаційні інструменти можна використовувати для підвищення доданої вартості нерухомості? Який вплив сучасні комунікаційні інструменти мають на агентства нерухомості? З якими викликами стикаються фахівці з нерухомості під час застосування сучасних комунікаційних інструментів? **Задачі дослідження.** Обговоріть характеристики сучасної комунікації та нерухомості; визначте можливості застосування сучасних комунікаційних інструментів, їхні переваги та причини їх застосування для підвищення доданої вартості нерухомості; визначте проблеми, з якими стикаються фахівці з нерухомості під час застосування сучасних комунікаційних інструментів у своїй роботі. **Методологія.** Для належного розкриття теми наукового дослідження та досягнення поставленої мети й завдань було використано такі методи дослідження: аналіз, порівняння, структурування наукової літератури, якісний метод дослідження (дистанційне інтерв'ю), контент-аналіз. Вартість нерухомості визначається місцем розташування, демографічними показниками, характеристиками нерухомості, ринковими тенденціями, інфраструктурою, попитом та пропозицією, економічними показниками, процентними ставками та державною політикою. Вартість нерухомості можна збільшити, використовуючи високоякісні фотографії, підготовлюючи віртуальні тури, надаючи мережеву та детальну інформацію, вибираючи відповідну цінову стратегію та застосовуючи ефективні маркетингові стратегії.

Ключові слова: сучасні комунікації, нерухомість, правове регулювання, додана вартість.

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