

## The Effect of Artificial Intelligence on Real Estate and Construction Marketing

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**Abstract :** Experiential advertising method is an unforgettable revel that remains deeply anchored within the customer's memory. Furthermore, client pleasure is defined as the emotional reaction to the stories provided that relate to precise products or services bought. Consequently, experiential advertising sports can influence the extent of consumer pleasure and loyalty. In this context, they have a look at pursuits to observe the connection between experiential advertising, purchaser satisfaction and loyalty to splendor merchandise in Konya. The outcomes of this examination confirmed that experiential marketing is an important indicator of consumer pride and loyalty, and that experiential advertising and marketing have a large positive impact on patron satisfaction and loyalty.

**Keywords :** sponsorship, marketing communication theories, marketing communication tools internet, marketing, tourism, tourism management corporate responsibility, employee organizational performance, internal marketing, internal customer experiential marketing, customer satisfaction, customer loyalty, social sciences.

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