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MARKETING TOOLS FOR INFLUENCING A POTENTIAL CUSTOMER'S DECISION TO PURCHASE REAL ESTATE IN A RESIDENTIAL COMPLEX

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Abstract. *This article examines modern marketing tools that influence a potential client's decision to purchase residential real estate in Ukraine's primary market. The aim of the study is to systematize marketing tools according to the stages of the customer journey. The significance of integrated communication, service, and reputational factors in reducing perceived risk and building trust in the developer is substantiated. The behavioral characteristics of buyers in the primary residential real estate market are identified, and a classification of marketing tools by stages of the customer journey is proposed. The practical significance of the study lies in the possibility of applying the results by development companies and management structures to increase sales effectiveness and consumer trust.*

Keywords: *real estate marketing; residential complex; consumer behavior; marketing tools; developer brand; management company; purchase decision.*

The article examines modern marketing tools that influence the decision-making process of potential buyers in the primary residential real estate market in Ukraine. The main objective of the study is to systematize marketing instruments according to the stages of the customer journey and to determine their role in shaping consumer behavior. The research is based on a combination of general scientific and specialized methods, including analysis and synthesis, comparison, generalization, and a structural-functional approach, complemented by elements of behavioral economics.

The study demonstrates that the process of purchasing residential real estate is complex, multi-stage, and characterized by a high level of perceived risk. At each stage—awareness, information search, evaluation of alternatives, decision-making, and post-purchase interaction—various marketing tools exert both rational and emotional influence on the potential client. Special emphasis is placed on the role of integrated marketing communications, product-service solutions, pricing strategies, and reputational factors in building trust and reducing uncertainty.

Using the case of the development company “MISTO KOMFORTU,” the paper illustrates the practical effectiveness of a comprehensive marketing approach. It is substantiated that digital communications, architectural and infrastructural solutions, flexible financial conditions, and transparent post-sale services significantly enhance customer engagement and conversion rates. Particular attention is given to the role of the management company as an innovative marketing tool that extends beyond operational functions and contributes to long-term customer value and brand trust.

The scientific novelty of the research lies in proposing an applied approach to the classification of marketing tools in accordance with customer journey stages, as well as in highlighting the integration of development and service components within a unified marketing system. The findings have practical relevance for developers and property management companies, as they provide a framework for improving sales efficiency, strengthening brand reputation, and fostering sustainable consumer relationships in the real estate market.

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