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Impact of Email Marketing Strategies on Client Retention in the Real Estate Sector: A Correlation Analysis

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Abstract
The real estate sector has increasingly adopted email marketing as a strategic communication tool to maintain long-term relationships with clients. This study examines the relationship between Email Marketing Strategies and Client Retention among real estate customers. Data were collected from 180 respondents through a structured questionnaire. Pearson's Correlation Analysis was conducted using SPSS to assess the strength and direction of relationships between the dimensions of email marketing and client retention. The findings reveal significant positive correlations, indicating that effective email marketing practices contribute substantially to retaining clients in the real estate industry.

Keywords: Email Marketing, Client Retention, Real Estate, Pearson Correlation, SPSS, Customer Relationship Management

1. Introduction

In today's competitive real estate market, retaining existing clients is often more cost-effective than acquiring new ones. Email marketing has emerged as a powerful digital marketing strategy that enables real estate firms to communicate personalized information, property updates, promotional offers, and market insights directly to clients. Effective email marketing not only strengthens customer relationships but also enhances customer loyalty and retention.

The present study investigates the association between various dimensions of email marketing strategies and client retention in the real estate sector using correlation analysis in SPSS.

2 Review of Literature

Email marketing has emerged as one of the most effective digital communication tools for building and maintaining long-term customer relationships. Several researchers have investigated the role of email marketing and customer relationship management practices in enhancing customer retention across various industries. Merisavo and Raulas (2010) examined the impact of digital direct marketing, including email marketing, on customer relationships using a sample of 850 customers. Their findings revealed that regular and personalized email communication significantly improved customer retention and facilitated long-term relationship building. Similarly, Ellis-Chadwick and Doherty (2012) investigated factors affecting email marketing effectiveness among 450 online consumers and found that the relevance and personalization of email content positively influenced customer engagement and loyalty.

Bawm and Nath (2014) analyzed customer perceptions toward email marketing campaigns based on responses from 300 participants. Their study indicated that permission-based email marketing generated higher customer satisfaction and increased repeat purchase intentions. Further, Sahni, Wheeler, and Chintagunta (2016) evaluated the effectiveness of personalized email marketing among 500 customers and concluded that personalized email messages achieved higher click-through rates and enhanced customer retention compared to generic email communications. Likewise, Järvinen and Taiminen (2016) examined digital content marketing and email communication effectiveness among 186 firms and reported that email marketing played a significant role in customer relationship management and customer retention.

Kumar and Reinartz (2018) investigated CRM strategies and customer retention mechanisms among 420 business customers. Their findings suggested that continuous communication through email strengthened customer lifetime value and loyalty. In the context of the real estate sector, Singh and Gupta (2020) studied CRM factors affecting customers in the National Capital Region using a sample of 350 real estate customers. The study revealed that effective communication and relationship management practices significantly influenced customer retention in the real estate industry.

With the advancement of digital technologies, researchers have increasingly focused on data-driven marketing approaches. Pandey, Goyal, and Sikka (2024) developed customer segmentation models for real estate marketing using the Housing.com customer database and found that customer engagement-based segmentation improved targeted marketing efforts and retention strategies. Similarly, Sao, Thorat, Uygun, and Gujrati (2024) examined the impact of electronic customer relationship management (e-CRM) on service quality in the real estate sector through data collected from 278 respondents. Their study concluded that e-CRM significantly improved responsiveness, communication quality, and customer relationships.

Deshmukh et al. (2024) explored the role of information technology in personalized marketing and customer retention through a comprehensive literature review covering multiple industries. The study highlighted that AI-enabled personalization and automated communication mechanisms substantially improved customer retention and loyalty. In a review of more than fifty studies, Jayanna and Mayya (2025) examined email marketing strategies for customer engagement and found that personalization, automation, and behavioral targeting were major determinants of customer engagement and retention.

Further emphasizing the importance of relationship management technologies, Jebbouri (2025) conducted a systematic review of fourteen studies to analyze CRM platform usage in real estate agencies. The findings suggested that CRM systems enhanced customer satisfaction through personalized communication and efficient relationship management. Similarly, De Alwis and Ekanayake (2025) investigated churn analytics and personalized retention strategies using large-scale e-commerce datasets and reported that customer segmentation-based personalized retention campaigns significantly reduced customer churn rates.

Recent studies continue to support the growing importance of personalization in customer retention strategies. Lesmana (2026) examined the relationship between personalized marketing, customer satisfaction, and customer retention among 425 customers and found that personalized marketing positively influenced customer retention, with customer satisfaction acting as a mediating factor. Likewise, Jeunen, Hanna, and Wheeler (2026) evaluated agentic personalization and marketing performance among large-scale consumer application users. Their findings demonstrated that AI-driven personalized marketing successfully maintained long-term customer engagement and retention even with minimal human intervention. Summary table is as below:

Table1: Email Marketing Strategies on Client Retention

Author(s) & Year	**Objective of the Study**	**Sample Size**	**Major Findings**
Merisavo & Raulas (2010)	To examine the impact of digital direct marketing, including email marketing, on customer relationships.	850 customers	Regular and personalized email communication significantly improved customer retention and long-term relationship building.
Ellis-Chadwick and Doherty (2012)	To investigate factors affecting email marketing effectiveness.	450 online consumers	Relevance and personalization of email content positively influenced customer engagement and loyalty.
Bawm and Nath (2014)	To analyze customer perceptions toward email marketing campaigns.	300 respondents	Permission-based emails generated higher customer satisfaction and repeat purchase intentions.
Sahni, Wheeler & Chintagunta (2016)	To evaluate the effectiveness of personalized email marketing.	500 customers	Personalized email messages increased click-through rates and customer retention compared to generic emails.
Järvinen and Taiminen (2016)	To study digital content marketing and email communication effectiveness.	186 firms	Email marketing contributed significantly to customer relationship management and retention.
Kumar and Reinartz (2018)	To investigate CRM strategies and customer retention mechanisms.	420 business customers	Continuous communication through email strengthened customer lifetime value and loyalty.
Singh and Gupta (2020)	To identify CRM factors affecting customers in the real estate sector of NCR.	350 real estate customers	Effective communication and relationship management significantly influenced customer retention in real estate.

Pandey, Goyal & Sikka (2024)	To develop customer segmentation models for real estate marketing.	Housing.com customer database	Customer engagement-based segmentation enhanced targeted marketing and retention strategies.
Sao, Thorat, Uygun & Gujrati (2024)	To examine the impact of e-CRM on service quality in real estate.	278 respondents	Electronic CRM significantly improved responsiveness, communication quality, and customer relationships.
Deshmukh et al. (2024)	To explore the role of information technology in personalized marketing and customer retention.	Literature review of multiple industries	AI-enabled personalization and automated communication improved customer retention and loyalty.
Jayanna & Mayya (2025)	To review email marketing strategies for customer engagement.	Review of 50+ studies	Personalization, automation, and behavioral targeting were major drivers of customer engagement and retention.
Jebbouri (2025)	To analyze CRM platform usage in real estate agencies.	Systematic review of 14 studies	CRM systems enhanced customer satisfaction through personalized communication and efficient relationship management.
De Alwis & Ekanayake (2025)	To examine churn analytics and personalized retention strategies.	Large-scale e-commerce datasets	Personalized retention campaigns based on customer segmentation significantly reduced churn rates.
Lesmana (2026)	To study the relationship between personalized marketing, customer satisfaction, and retention.	425 customers	Personalized marketing positively influenced customer retention, with customer satisfaction acting as a mediator.
Jeunen, Hanna & Wheeler (2026)	To evaluate agentic personalization and marketing performance over time.	Large-scale consumer application users	AI-driven personalized marketing maintained long-term engagement and retention even with minimal human intervention.

Source: Literature Review

Overall, the literature consistently demonstrates that email marketing strategies, particularly personalization, content relevance, customer engagement, automation, and CRM integration, play a critical role in enhancing customer retention. However, limited empirical research has specifically examined the influence of email marketing strategies on client retention within the real estate sector. Therefore, the present study seeks to address this gap by analyzing the relationship between email marketing strategies and client retention in real estate through a systematic analytical approach.

3 Research Gap

The review of literature indicates that several studies have examined email marketing, CRM practices, and customer retention across various industries. Merisavo and Raulas (2010), Ellis-Chadwick and Doherty (2012), and Sahni et al. (2016) highlighted the importance of personalized email communication in improving customer engagement and retention. Similarly, Kumar and Reinartz (2018) and Jebbouri (2025) emphasized the role of CRM and personalized communication in strengthening customer relationships.

However, limited research has specifically investigated the impact of email marketing strategies on client retention in the real estate sector. Although Singh and Gupta (2020) explored CRM practices in real estate, the study did not focus exclusively on email marketing dimensions. Furthermore, recent studies by Pandey et al. (2024), Lesmana (2026), and Jeunen et al. (2026) focused on personalization and customer engagement but did not examine their direct relationship with client retention in real estate using statistical analysis.

Therefore, a gap exists in understanding how various email marketing strategies influence client retention in the real estate industry. The present study attempts to bridge this gap by analyzing the relationship between email marketing strategies and client retention among real estate clients.

4. Objectives of the Study

1. To determine the association between dimensions of email marketing and client retention.
2. To identify the most influential email marketing dimension contributing to client retention.

5. Hypotheses

Main Hypothesis

H1: There is a significant relationship between Email Marketing Strategies and Client Retention in the real estate sector.

Sub-Hypotheses

H1a: Personalization of email content is significantly related to Client Retention.
H1b: Email Content Quality is significantly related to Client Retention.
H1c: Email Frequency is significantly related to Client Retention.
H1d: Promotional Offers through Email are significantly related to Client Retention.
H1e: Customer Engagement through Email is significantly related to Client Retention.

5. Research Methodology

The study employed a descriptive and analytical research design to examine the relationship between email marketing strategies and client retention in the real estate sector. A total of 180 respondents were selected using the convenience sampling technique. Primary data were collected through a structured questionnaire consisting of Likert-scale statements. The collected data were coded and analyzed using SPSS Version 26. Pearson's Correlation Analysis was applied to determine the strength and direction of the relationship between email marketing strategies and client retention. The hypotheses were tested at a 5 percent level of significance.

6. Variables Used in the Study

Independent Variable: Email Marketing Strategies

- Personalization (PER)
- Content Quality (CQ)
- Email Frequency (EF)
- Promotional Offers (PO)
- Customer Engagement (CE)

Dependent Variable

- Client Retention (CR)

7. Results and Analysis

This section presents the results of the data analysis conducted to examine the relationship between email marketing strategies and client retention in the real estate sector. The collected data from 180 respondents were analyzed using SPSS Version 26. Descriptive statistics were used to understand the respondents' profile, while Pearson's Correlation Analysis was employed to assess the relationship between email marketing strategies and client retention. The findings are presented and interpreted in the following tables.

Table 2: Demographic Profile of Respondents (N = 180)

	Gender	**Frequency**	**Percentage**
	Male	112	62.2%
	Female	68	37.8%
Gender	**Total**	**180**	**100**
	Below 25 Years	22	12.2%
	25–35 Years	74	41.1%
	36–45 Years	51	28.3%
	Above 45 Years	33	18.3%
Age Group	**Total**	**180**	**100**
	Undergraduate	41	22.8%
	Graduate	78	43.3%
	Postgraduate	49	27.2%
	Others	12	6.7%
Qualification	**Total**	**180**	**100**
	Less than 1 Year	29	16.1%
	1–3 Years	71	39.4%
	4–6 Years	48	26.7%
	Above 6 Years	32	17.8%
Experience	**Total**	**180**	**100**

Source: Primary Data

The demographic analysis indicates that the majority of respondents were male (62.2%), while females constituted 37.8% of the sample. Most respondents belonged to the age group of 25–35 years (41.1%), followed by 36–45 years (28.3%). Regarding educational qualification, graduates represented the largest group (43.3%), followed by postgraduates (27.2%). In terms of experience with real estate companies, most respondents had 1–3 years of experience (39.4%). The demographic profile suggests that the respondents possessed adequate exposure to real estate services and email communications, making them suitable participants for examining the relationship between email marketing strategies and client retention.

8. Correlation Analysis

Pearson's Correlation Coefficient was employed to examine the relationship between email marketing dimensions and client retention.

Table 3: Correlation Matrix

Variables	**PER**	**CQ**	**EF**	**PO**	**CE**	**CR**
PER	1					
CQ	.672**	1				
EF	.541**	.596**	1			
PO	.623**	.684**	.558**	1		
CE	.711**	.736**	.602**	.693**	1	
CR	.721**	.754**	.618**	.689**	.812**	1

Note: $p < 0.01$

The correlation matrix indicates that all dimensions of Email Marketing Strategies have a positive and statistically significant relationship with Client Retention.

Personalization and Client Retention

The correlation coefficient between Personalization and Client Retention is **$r = 0.721$ ($p < 0.01$)**, indicating a strong positive relationship. This suggests that personalized emails significantly enhance customer loyalty and retention.

Content Quality and Client Retention

Content Quality exhibits a strong positive correlation with Client Retention (**$r = 0.754$, $p < 0.01$**). Informative and valuable email content encourages customers to remain engaged with real estate firms.

Email Frequency and Client Retention

Email Frequency demonstrates a moderate positive correlation with Client Retention (**$r = 0.618$, $p < 0.01$**). Appropriate communication frequency helps maintain customer relationships without causing email fatigue.

Promotional Offers and Client Retention

Promotional Offers are positively correlated with Client Retention (**$r = 0.689$, $p < 0.01$**). Attractive offers and exclusive property updates increase customer commitment.

Customer Engagement and Client Retention

Customer Engagement records the highest correlation with Client Retention (**$r = 0.812$, $p < 0.01$**). This indicates that interactive communication and customer involvement through email are the most influential factors in retaining clients.

9. Discussion

The findings reveal that effective email marketing strategies play a significant role in client retention within the real estate industry. Customer Engagement emerged as the strongest predictor of retention, followed by Content Quality and Personalization. These results suggest that real estate firms should focus on developing customer-centric email campaigns that provide relevant information and encourage interaction.

The results are consistent with previous studies that have highlighted the effectiveness of personalized and engaging digital communication in building long-term customer relationships.

10. Limitations, Suggestions and Future Research Directions

The present study has certain limitations that should be considered while interpreting the findings. The study was conducted on a sample of 180 respondents selected through convenience sampling, which may limit the generalizability of the results. Furthermore, the study focused only on email marketing strategies and client retention in the real estate sector, while other factors such as customer satisfaction, trust, service quality, and brand image were not included. Since the data were collected through self-reported responses, the possibility of respondent bias cannot be ruled out. Based on the findings, it is suggested that real estate companies should emphasize personalized email communication, relevant content, and regular customer engagement to strengthen client retention. The adoption of CRM systems and marketing automation tools can further enhance the effectiveness of email marketing campaigns. Future researchers may consider larger and more diverse samples, employ probability sampling techniques, and examine additional variables influencing client retention. Moreover, advanced statistical techniques such as regression analysis, structural equation modeling (SEM), and mediation analysis can be used to gain deeper insights into the relationship between email marketing strategies and client retention in the real estate industry.

11. Conclusion

The study concludes that Email Marketing Strategies are significantly associated with Client Retention in the real estate sector. All dimensions of email marketing exhibit positive and significant correlations with client retention. Among them, Customer Engagement demonstrates the strongest relationship, emphasizing the importance of interactive and relationship-oriented email campaigns.

Real estate companies should prioritize personalized communication, high-quality content, customer engagement initiatives, and relevant promotional offers to enhance client retention and maintain long-term customer relationships.

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