



Customer-Based Brand Equity as a Driver of Business Development in Dubai's Real Estate Market



Context & Background

- Dubai = highly competitive real estate market
- International investors & off-plan dominance
- High perceived risk → importance of trust & brand

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Research Problem & Gap

The idea of brand equity is something that people have looked at a lot in the food and drink industry and in services. Brand equity is a concept that's very important in these areas and people have done a lot of research, on brand equity to understand how it works.

Limited research in real estate

Lack of integrated view: phygital + AI + culture

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Research Objectives & Questions

1

Objectives

- Identify drivers of brand equity
- Analyse impact on business development outcomes

2

Main Research Question

How do phygital experiences, AI adoption, and cultural adaptation influence CBBE and business development outcomes in Dubai real estate?

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Key concepts



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Conceptual Model



Independent variables

CBBE

Business outcomes

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Methodology

Mixed-methods approach

Quantitative survey (50 respondents)

Qualitative interviews (12 professionals)

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Quantitative Results

1

Strong correlations

2

All of the hypotheses are supported

3

The Body Mass Index or CBBE is really connected to Birth Delivery outcomes. This means that CBBE has an effect, on what happens during Birth Delivery or BD for short. So when we talk about CBBE we are talking about how it affects Birth Delivery or BD outcomes.

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Qualitative Findings

Trust through experience & transparency

AI as credibility signal

Cultural relevance

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Discussion & Contributions

1

Extension of CBBE to real estate

2

AI as trust mechanism

3

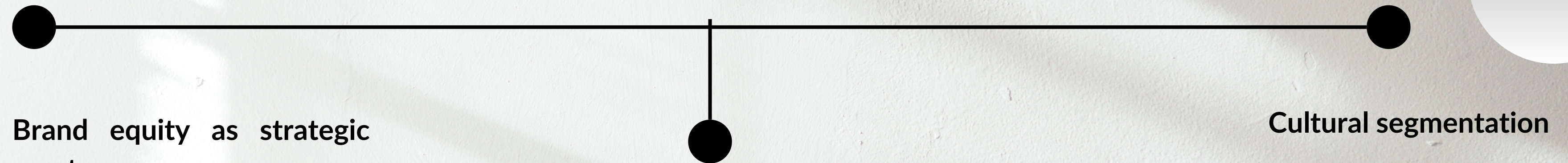
Culture as strategic driver

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Managerial Implications



Put your money into things that combine the digital worlds, like artificial intelligence and phygital technology. This means investing in artificial intelligence to make the most of it. By doing you will be investing in phygital and artificial intelligence.

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Limitations & Future Research

LIMITATIONS

- Sample size
- Dubai-specific context

FUTURE RESEARCH

- GCC comparison
- Longitudinal studies

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Conclusion

1

Brand equity drives sustainable business development

2

Trust is central in Dubai real estate

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Thank You.

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