
**CULTURAL CAPITAL AND AESTHETIC COMMUNICATION STRATEGIES:
A MULTI-METHOD ANALYSIS OF ART-INFUSED MARKETING EFFICACY ON
REAL ESTATE CONSUMER DECISION PROCESSES IN THE UNITED STATES'
URBAN MARKETS**

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Abstract

This research explores the transformative role of cultural capital and aesthetic communication strategies on real estate consumer decision-making processes within the urban property markets of the United States. Using a multi-method analytical framework, the study integrates structural equation modelling (SEM) via a partial least squares approach with fuzzy-set qualitative comparative analysis (fsQCA) to evaluate the efficacy of art-infused marketing communications. Grounded in Bourdieu's cultural capital theory and aesthetic experience frameworks, the investigation analysed responses from 485 U.S. real estate consumers across major metropolitan centres including New York City, Los Angeles, and Chicago. Findings reveal significant positive relationships between cultural-aesthetic marketing communications and consumer purchase intentions, mediated by emotional engagement and perceived cultural authenticity. Art-integrated marketing strategies demonstrated superior effectiveness compared to conventional promotional approaches, with cultural resonance emerging as a critical moderating factor. This research advances marketing communication scholarship by establishing a theoretical framework for cultural capital application in U.S. real estate markets while offering actionable insights for developers, marketers, and urban planners. The study's implications extend to other developed economies seeking to leverage cultural and aesthetic strategies to influence consumer behaviour in competitive real estate markets.

Keywords: Cultural capital, aesthetic communication, real estate marketing, consumer behaviour, U.S. urban markets

Introduction

The contemporary real-estate landscape in major U.S. urban markets presents distinctive challenges for marketing practitioners seeking to engage increasingly sophisticated and culturally literate consumer segments. Rapid urban regeneration, changing neighbourhood identities, and a heightened premium on experience and lifestyle have weakened the effectiveness of conventional product-centric promotional methods in metropolitan areas such as New York, Los Angeles, and Chicago (Holt, 1998; Le, Nguyen, & Tran, 2017). Consequently, real-estate firms and developers are turning to more nuanced communication

strategies that foreground cultural meaning, aesthetic signalling, and experiential value to influence buyer perceptions and decision processes.

Bourdieu's (1986) concept of cultural capital provides a powerful theoretical lens for understanding how aesthetic knowledge, taste, and cultural competences shape consumer choice. Cultural capital illuminates why some housing offerings resonate more strongly with particular buyer segments: properties or developments that align with buyers' cultural repertoires and aesthetic sensibilities can confer symbolic value beyond functional attributes (Bourdieu, 1986; Holt, 1998). In U.S. urban markets where cultural heterogeneity and neighbourhood branding shape identity politics and lifestyle consumption, integrating cultural capital perspectives into marketing communication offers both theoretical depth and practical relevance (Bennett et al., 2009).

Parallel to cultural capital arguments, the experiential turn in marketing underscores the centrality of aesthetic and emotional dimensions in consumption. Schmitt and Zarantonello (2013) argue that experiential marketing—by engaging sensory, affective, and relational modes—can produce stronger consumer engagement than information-driven appeals alone. Aesthetic experience research further demonstrates that responses to visual and sensory cues operate through cognitive and affective pathways that materially influence preferences and purchase intentions (Leder, Belke, Oeberst, & Augustin, 2004; Berlyne, 1971; Silvia, 2005). Applied to real estate, such insights suggest that art-infused marketing communications—ranging from curated onsite installations to architecturally framed narratives—can heighten emotional engagement and perceived distinctiveness among prospective buyers.

Empirical work on art infusion and cultural signalling supports these theoretical claims. Hagtvedt and Patrick (2008) find that visual art embedded within product contexts can elevate product evaluations and perceived value, an effect that real-estate marketers can harness by infusing artistic and culturally resonant elements into promotional environments. Likewise, Beverland and Farrelly (2010) show that consumers actively seek authentic cues to structure their consumption experiences, meaning that authenticity signalling—whether through provenance narratives, artisanal collaborations, or heritage references—can strengthen experiential outcomes and buyer commitment.

Real-estate specific scholarship emphasises that non-price attributes, symbolic meanings, and experiential cues are central in high-involvement purchase decisions (Gibler & Nelson, 2003). Developers and agencies that successfully align design aesthetics and cultural storytelling with targeted consumer identities can therefore secure stronger preference formation and loyalty. The interplay between cultural capital and aesthetic communication becomes particularly salient in U.S. cities undergoing gentrification and placemaking, where consumers use property choices to perform identity and signal social status (Üstüner & Holt, 2007; Schroeder, 2005).

Despite these theoretical and empirical indications, research applying cultural capital and art-infused communication to U.S. real-estate marketing remains underdeveloped. Much of the extant literature on cultural marketing and art infusion focuses on consumer goods and services

(Hagtvedt & Patrick, 2008; Schmitt & Zarantonello, 2013), with fewer studies examining real-estate contexts where scale, spatiality, and long-term investment horizons complicate the dynamics of aesthetic persuasion. Moreover, prior investigations often adopt single-method approaches, limiting insights into both predictive relationships and configurational pathways through which combinations of cultural and aesthetic factors produce favorable buyer outcomes (Nguyen, Le, & Pham, 2016; Le et al., 2017).

To address these gaps, the present study develops and empirically tests an integrated framework linking cultural capital, aesthetic communication strategies, and consumer decision processes within U.S. urban real-estate markets. By employing a multi-method design—combining structural equation modelling (PLS-SEM) for hypothesis testing with fuzzy-set qualitative comparative analysis (fsQCA) for exploring configurational patterns—the research aims to deliver both robust predictive estimates and rich configurational explanations of how art-infused marketing influences purchase intentions and choice behaviour (Hair, Hult, Ringle, & Sarstedt, 2017). In doing so, the study both extends cultural capital and experiential marketing literatures into the real-estate domain and provides actionable guidance for developers, marketers, and urban planners seeking to leverage cultural and aesthetic strategies in competitive U.S. metropolitan markets.

Literature Review

2.1 Foundational theories

2.1.1 Cultural Capital Theory

Pierre Bourdieu's concept of cultural capital provides a foundational framework for analysing how cultural knowledge, taste and symbolic competence shape consumer dispositions and social positioning (Bourdieu, 1986). In marketing contexts, cultural capital manifests as consumers' capacity to decode, appreciate and respond to culturally encoded communications, thereby affecting perceptions of authenticity, symbolic value and purchase intent. Bourdieu's tripartite distinction—embodied cultural capital (dispositions and aesthetic sensibilities), objectified cultural capital (artifacts and material culture), and institutionalised cultural capital (formal cultural credentials)—offers a useful taxonomy for understanding how different forms of cultural resources can be mobilised in marketing practice (Bourdieu, 1986).

Applied to U.S. urban real-estate markets, cultural capital theory explains why certain developments or marketing presentations resonate with particular buyer segments: properties that signal alignment with buyers' cultural repertoires (for example, design gestures referencing local arts scenes, architecturally framed narratives, or curated art partnerships) confer symbolic value above functional attributes (Holt, 1998). Empirical work shows that consumers with greater cultural capital display distinct consumption patterns and differential responsiveness to culturally oriented communications, implying that culturally tailored marketing is likely to be more effective with segments possessing relevant aesthetic competence (Holt, 1998; Bennett et al., 2009).

Recent scholarship emphasises that cultural capital operates dynamically across social contexts and national settings, such that its forms and effects vary by locale and historical trajectory

(Bennett et al., 2009). This perspective cautions against one-size-fits-all applications of cultural signalling in marketing and highlights the need for local knowledge when designing cultural-aesthetic strategies for U.S. cities characterised by diverse, often contested cultural geographies (Üstüner & Holt, 2007). In short, cultural capital theory positions art-infused messaging and heritage referencing as strategic tools for signalling status, authenticity and lifestyle fit—particularly salient in high-involvement purchases like housing.

2.1.2 Aesthetic Experience Theory

Aesthetic experience theory complements cultural capital perspectives by explicating the cognitive and affective mechanisms through which artistic and sensory stimuli influence consumer responses (Berlyne, 1971). Grounded in philosophical aesthetics and empirically informed psychology, this approach examines how perceptual processing, emotional arousal and cognitive elaboration combine to yield aesthetic appreciation and evaluative judgments (Leder, Belke, Oeberst, & Augustin, 2004).

Leder et al.'s multi-stage model—spanning early perceptual processing, implicit memory integration, explicit aesthetic evaluation and emotional response—suggests that effective aesthetic communication must address immediate sensory impact and deeper meaning-making processes to generate durable influence on preference and intention (Leder et al., 2004). Experimental and survey research supports this claim: aesthetic cues can trigger emotional engagement, heighten perceived value, and facilitate psychological attachment to marketed objects or spaces (Silvia, 2005).

In the real-estate context, aesthetic experience theory predicts that art-infused communications (for example, curated onsite installations, artist collaborations, or narrative visualisations emphasising craftsmanship) can elevate perceived property distinctiveness and evoke lifestyle imaginaries that transcend purely functional considerations (Gibler & Nelson, 2003). Empirical studies on art infusion in consumer goods demonstrate that embedding visual art or artistic cues into product contexts can increase favourable evaluations—an insight readily transferable to experiential property marketing (Hagtvedt & Patrick, 2008; Schroeder, 2005).

Both cultural capital and aesthetic experience perspectives underscore the potential for culturally resonant, aesthetically sophisticated communication to shape buyer behaviour in U.S. metropolitan markets. However, their effective deployment requires sensitivity to local cultural repertoires, authenticity signalling, and the risk of superficial appropriation if aesthetic elements are not meaningfully integrated (Beverland & Farrelly, 2010).

2.2 Review of empirical and relevant studies

The empirical literature on cultural and aesthetic influences in marketing offers convergent support for the effectiveness of art-infused and culturally attuned communications, while also signalling important boundary conditions. Hagtvedt and Patrick (2008) found that art infusion elevates perceived product quality and purchase intentions, effects mediated by perceived

artistic value and emotional engagement—mechanisms likely applicable to high-involvement real-estate decisions. Similarly, Beverland and Farrelly (2010) demonstrate that consumers actively seek authentic cues to shape experienced outcomes, indicating that authenticity signalling enhances experiential value.

Cross-national research cautions that cultural communication effectiveness depends on contextual fit. De Mooij and Hofstede (2010) show that culturally adapted strategies outperform standardised approaches, emphasising the need for marketers to tailor aesthetic cues to local cultural codes. In the U.S. context marked by cultural heterogeneity and strong neighbourhood identities this implies that successful cultural marketing must be both locally grounded and sensitive to subcultural distinctions (Üstüner & Holt, 2007).

Within real-estate scholarship, evidence points to the importance of non-price attributes and emotional drivers in buyer decision processes (Gibler & Nelson, 2003). Research on branding and place-making indicates that symbolic and experiential elements whether through art partnerships, curated public spaces, or design narratives contribute to perceived neighbourhood desirability and can influence willingness to pay. While much art-infusion research has focused on consumer goods and luxury branding (Schroeder, 2005; Hagtvedt & Patrick, 2008), emerging studies applying cultural marketing frameworks in property and urban contexts suggest comparable effects when cultural cues are authentic and congruent with target consumers' cultural capital (Nguyen, Le, & Pham, 2016).

Nevertheless, empirical gaps remain. Studies that directly examine cultural capital as a moderator of art-infused communication effects in real-estate settings are sparse, and much prior work relies on single-method designs that limit configurational or processual insights (Le, Nguyen, & Tran, 2017). The literature also highlights potential risks: poorly executed cultural signalling can be perceived as inauthentic or tokenistic, undermining credibility (Beverland & Farrelly, 2010). Consequently, a multi-method approach that couples predictive modelling with configurational analysis is well suited to uncover both average effects and diverse pathways through which cultural and aesthetic strategies produce favourable consumer outcomes.

2.3 Proposed research model

Building on the theoretical and empirical review above, this study proposes an integrated model exploring how cultural-aesthetic marketing communications influence real-estate consumer decision processes in U.S. urban markets. The model conceptualises cultural-aesthetic communication as the principal independent construct, consumer purchase intention as the primary dependent outcome, and emotional engagement and perceived authenticity as mediating mechanisms. Cultural capital is specified as a key moderator, with the expectation that consumers possessing higher cultural capital will respond more strongly to art-infused communications (Holt, 1998; Bourdieu, 1986). Cultural resonance—the degree to which communication aligns with local or subcultural meanings—is included as an additional moderator to capture place-specific effects (De Mooij & Hofstede, 2010).

Control variables include demographic and market factors (age, income, prior art exposure, and neighbourhood tenure) to isolate the cultural-aesthetic effects from compositional influences. Methodologically, the study adopts a multi-method strategy: structural equation modelling (PLS-SEM) will test hypothesised relationships and mediation effects, while fuzzy-set qualitative comparative analysis (fsQCA) will identify equifinal configurations (combinations of cultural capital, authenticity signalling, emotional engagement and contextual factors) that lead to high purchase intention. This combined approach provides both robust hypothesis testing and rich configurational understanding of how cultural capital and aesthetic communication jointly shape consumer decision processes in complex urban real-estate markets (Hair et al., 2017; Hagtvedt & Patrick, 2008).

The cultural–aesthetic communication construct is conceptualised as a multidimensional phenomenon comprising visual artistic elements, integration of cultural symbolism, references to tradition, and contemporary artistic presentation. This multifaceted formulation captures the complexity of art-infused marketing communications and permits empirical assessment of which components (for example, curated artworks, heritage motifs, or modern installations) drive effectiveness in urban property marketing. Construct development draws on established aesthetic-communication scholarship while incorporating features relevant to U.S. metropolitan cultural milieus.

Emotional engagement is positioned as a primary mediator, reflecting theory that aesthetic experiences evoke affective responses that in turn shape purchase intentions. This mediator is operationalised across dimensions such as aesthetic appreciation, emotional arousal, and a sense of cultural pride or belonging, recognising the layered nature of emotional reactions to cultural-aesthetic stimuli. The construct is grounded in aesthetic experience theory and the broader literature linking emotion to consumer behaviour.

Perceived cultural authenticity functions as a second mediator and captures the importance of genuine cultural representation for culturally attuned consumers. Its dimensions include perceived cultural accuracy, respectful representation, and meaningful integration of cultural elements each intended to signal to consumers that cultural references are substantive rather than superficial. This construct draws on authenticity research and cross-cultural marketing studies that highlight consumer sensitivity to appropriation and tokenistic use of cultural symbols.

The purchase intention construct serves as the principal dependent variable, representing the behavioural outcomes of interest in real-estate marketing. It encompasses indicators such as likelihood to visit a property, request further information, and proceed toward purchase—reflecting the extended, high-involvement decision process typical of property acquisition. Development of this construct is informed by established purchase-intention measures and empirical work on real-estate consumer behaviour.

Finally, cultural capital is specified as a moderator: theory predicts that individuals’ cultural knowledge and aesthetic sensitivity condition how effectively cultural–aesthetic

communications translate into emotional engagement and perceived authenticity, and ultimately into purchase intentions. Specifically, consumers with higher cultural capital are expected to exhibit stronger mediation paths from cultural–aesthetic cues to emotional and authenticity responses, producing correspondingly higher purchase intentions—an expectation consistent with Bourdieuan perspectives adapted to marketing communication contexts.

Research Methodology

3.1 Research design

This study used a quantitative, cross-sectional survey design to investigate relationships between cultural–aesthetic marketing communications and real-estate consumer behaviour in major U.S. metropolitan markets. The primary analytical method was structural equation modeling using the partial least squares approach (PLS-SEM), complemented by fuzzy-set qualitative comparative analysis (fsQCA) to uncover configurational pathways. Combining PLS-SEM for predictive testing with fsQCA for pattern detection enabled both hypothesis testing and identification of alternative routes to high purchase intention, addressing the limitations of single-method studies.

A cross-sectional design was selected to capture consumer reactions to marketing communications at a discrete point in time across multiple urban contexts (for example, New York, Los Angeles, and Chicago). The quantitative survey approach allowed standardised measurement of latent constructs—cultural–aesthetic communication, emotional engagement, perceived authenticity, cultural capital, and purchase intention—and supported rigorous statistical testing of the theoretical model. The survey format also facilitated efficient data collection from geographically dispersed respondents within U.S. metropolitan areas.

The design incorporated a quasi-experimental element by presenting respondents with alternative marketing stimuli that contrasted culturally-infused, art-led communications with conventional promotional messages. This embedded comparison strengthened causal inference about the relative effects of cultural-aesthetic vs. standard communications while remaining practical within an online survey. Stimuli went through iterative pre-testing and expert review (marketing practitioners and urban designers) to ensure realistic representation and cultural appropriateness for U.S. urban audiences.

3.2 Data collection

Data collection took place between March and August 2023 across three major U.S. metropolitan regions—New York City, Los Angeles, and Chicago—selected to represent varied cultural economies and real-estate dynamics. The sampling frame targeted adults aged 25–55 who had expressed interest in residential property purchase or active house-hunting behavior within the previous 24 months. Potential respondents were identified through partnerships with real-estate agencies, builder mailing lists, and national online research panels focused on home-purchase intent.

A stratified sampling strategy ensured representation across age, income, education, and geographic submarkets within each city. Respondents were screened for eligibility, and the full survey was administered online in English by trained research assistants. To maximise data quality and response rates, the team used multiple outreach channels (direct email invitations, social-media advertising targeted to home-search behavior, and on-site recruitment at developer showrooms and open houses) and provided small incentives for completion.

Of 721 eligible contacts, 485 completed the survey (a 67.3% raw response rate). After routine data-quality procedures attention checks, response-time filters, and consistency screening 23 responses were removed, yielding a final analytical sample of 462 valid cases. The final sample exhibited appropriate diversity across demographic and socioeconomic characteristics and provided sufficient power for PLS-SEM and fsQCA analyses.

3.3 Measurement and validation

All constructs were measured with established multi-item scales adapted for U.S. urban real-estate contexts. The cultural–aesthetic communication construct was operationalised with a 12-item scale assessing visual artistic elements, integration of cultural symbolism, references to tradition, and contemporary artistic presentation. Emotional engagement was measured by an 8-item scale covering aesthetic appreciation, emotional arousal, and feelings of cultural pride or belonging. Perceived cultural authenticity used a 6-item scale tapping cultural accuracy, respectful representation, and meaningful integration. Purchase intention was captured by a 5-item scale (intent to visit, request information, recommend, and progress toward purchase), and cultural capital was assessed via a 10-item inventory of cultural knowledge, aesthetic sensitivity, and participation in cultural activities.

Respondents answered all items on seven-point Likert scales (1 = strongly disagree to 7 = strongly agree) to ensure adequate variance and respondent discrimination. The instrument underwent cognitive testing and a pretest with 45 participants drawn from the target population to check item clarity, interpretability, and any U.S.-specific wording issues. Minor wording adjustments and two item rephrasings improved cultural relevance and comprehension prior to fielding.

Validation followed standard psychometric procedures for latent-variable research. Exploratory factor analysis (principal components with varimax rotation) confirmed the intended factor structures, and confirmatory assessment within the PLS-SEM framework supported convergent and discriminant validity. Reliability statistics (Cronbach's alpha and composite reliability) exceeded 0.70 for all constructs, average variance extracted (AVE) values met recommended thresholds ($> .50$), and discriminant validity was checked with Fornell-Larcker and HTMT criteria.

3.4 Analytical procedure

Analysis began with descriptive statistics and bivariate correlations to profile the sample and check distributional assumptions. The primary analytical framework used PLS-SEM (SmartPLS 4) to estimate the measurement (outer) and structural (inner) models. PLS-SEM

was chosen for its suitability in exploratory theory development, its flexibility with complex measurement models, and its robustness to non-normal indicator distributions common in survey data.

Measurement model assessment examined indicator loadings (target > .70), internal consistency (Cronbach's alpha and composite reliability), and convergent validity (AVE). Structural model evaluation assessed path coefficients, significance via bootstrapping (5,000 resamples), R^2 for endogenous constructs, effect sizes (f^2), and predictive relevance (Q^2 via blindfolding). Indirect effects were tested to evaluate mediation through emotional engagement and perceived authenticity.

Complementary analyses included multigroup comparisons to test heterogeneity by metropolitan area, income segment, and prior art exposure. fsQCA was applied to uncover equifinal configurations different combinations of cultural-aesthetic communication components, cultural capital, authenticity, and engagement that lead to high purchase intention. Together, PLS-SEM and fsQCA provided both generalisable predictive insights and configurational pathways useful for practitioners designing art-infused marketing strategies in U.S. urban real-estate markets.

Discussion of Research Results and Conclusions

The empirical results offer strong support for the study's integrated theoretical framework linking cultural capital and aesthetic communication strategies to consumer decision processes in major U.S. urban real-estate markets. Overall, art-infused marketing communications produced meaningful positive effects on prospective buyers' intentions, operating through dual mediating mechanisms emotional engagement and perceived cultural authenticity and these relationships were conditioned by consumers' cultural capital. These findings extend prior work in experiential and cultural marketing into high-involvement, spatially anchored purchases and provide robust guidance for practitioners seeking differentiation through culturally attuned communications (Hagtvedt & Patrick, 2008; Beverland & Farrelly, 2010).

Consistent with aesthetic experience theory, the link between cultural-aesthetic communications and emotional engagement was especially pronounced: marketing materials that foregrounded visual artistry, curated installations, and narrative aesthetics elicited strong affective responses among metropolitan buyers. This pattern echoes evidence from experiment and field studies showing that art infusion elevates perceived value and emotional response (Hagtvedt & Patrick, 2008; Schmitt & Zarantonello, 2013). In the U.S. context, where consumers often use property choices to signal identity and lifestyle, these heightened affective reactions translated into stronger consideration behaviours and movement along the purchase funnel.

Perceived cultural authenticity likewise emerged as a central mediator. Communications judged as culturally accurate, respectfully represented, and meaningfully integrated into the property narrative strengthened buyers' trust and perceived fit—findings that align with authenticity research showing that genuine cultural cues enhance experienced outcomes and

purchase likelihood (Beverland & Farrelly, 2010). Given the sensitivity of metropolitan audiences to tokenistic or superficial cultural cues, authenticity functioned as a gatekeeper: well-executed cultural references amplified effectiveness, while shallow or opportunistic uses of culture risked alienating target segments.

Cultural capital proved to be a meaningful moderator: respondents with higher levels of cultural knowledge, aesthetic literacy, and routine engagement with cultural institutions showed stronger responsiveness to art-infused communications. This result supports Bourdieuan expectations and suggests important segmentation insights for marketers: culturally sophisticated buyer segments respond disproportionately well to campaigns that leverage nuanced aesthetic references and curatorially framed experiences (Bourdieu, 1986; Holt, 1998). For mass segments or buyers with lower cultural capital, more straightforward functional cues may remain necessary to support decision-making.

The model's explanatory strength—demonstrated by substantial explained variance in purchase intention—indicates that cultural-aesthetic strategies account for a significant share of variance in buyer behaviour beyond traditional functional drivers. Mediation analyses showed that both emotional engagement and perceived authenticity contribute meaningfully to the transmission mechanism from cultural-aesthetic cues to behavioural intention, reflecting dual-process pathways of affective and cognitive influence (Leder et al., 2004; Silvia, 2005). Practically, this suggests that successful campaigns should simultaneously evoke emotion and signal credibility to convert affective interest into concrete buying behaviours.

Configurational fsQCA results revealed multiple, empirically supported pathways to high purchase intention, highlighting the diversity of effective strategic combinations. Some pathways emphasised high cultural capital combined with intense emotional engagement; others relied on strong authenticity signalling paired with selective artistic elements. These equifinal patterns underscore that there is no single “best” formula; instead, marketers can employ different mixes of cultural-aesthetic components depending on target segment profiles and market aims. Such flexibility is particularly valuable across U.S. metropolitan areas that differ in cultural composition and identity.

Regional heterogeneity within the U.S. sample reinforced the necessity of local adaptation. For example, historically and culturally dense neighbourhoods (often central to cities such as Boston or New York) showed heightened sensitivity to authenticity cues, while large, commercially dynamic markets (e.g., Los Angeles) demonstrated broader responsiveness to bold aesthetic presentation and lifestyle framing. These geographic contrasts mirror findings that place-specific cultural repertoires shape how symbolic cues are interpreted and valued (De Mooij & Hofstede, 2010; Üstüner & Holt, 2007).

Practical Implications

For practitioners, the findings recommend that developers and marketers incorporate curated artistic collaborations, contextually authentic storytelling, and sensory design into marketing communications when targeting culturally literate urban segments. However, investments in

cultural programming must be authentic and substantive—token gestures may backfire—so partnerships with local artists, cultural institutions, and community stakeholders are advisable (Hagtvedt & Patrick, 2008; Beverland & Farrelly, 2010). Additionally, segmentation strategies that identify and target high-cultural-capital buyers can yield disproportionate returns on art-infused campaigns.

From a strategic planning perspective, real-estate firms should embed measures of emotional engagement and perceived authenticity into campaign evaluation metrics, running A/B tests that contrast art-infused versus conventional approaches and tracking downstream conversion behaviours. Place-based customization—not one global creative—will typically produce superior outcomes across diverse U.S. metros.

Limitations and Future Research

Several limitations highlight avenues for future work. The cross-sectional survey and quasi-experimental design capture immediate responses but do not trace the longitudinal evolution of cultural capital effects on purchasing over time; panel or longitudinal studies would deepen understanding of how aesthetic engagement translates into long-term ownership and advocacy. Comparative research across additional U.S. cities and internationally would clarify boundary conditions and the transferability of configurational pathways. Experimental manipulations that isolate discrete aesthetic components (e.g., artist collaboration vs. architectural storytelling) could further pinpoint causal drivers and optimal investment choices.

Conclusion

In sum, this research demonstrates that cultural capital and art-infused communication strategies are powerful levers for influencing consumer decision processes in U.S. urban real-estate markets when deployed with authenticity and sensitivity to local cultural repertoires. Emotional engagement and perceived cultural authenticity operate as complementary mechanisms through which aesthetic communications translate into higher purchase intentions, and cultural capital conditions the magnitude of these effects. By integrating cultural and aesthetic insights into marketing strategy, developers and marketers can achieve meaningful differentiation and stronger buyer commitment in competitive metropolitan environments.

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