

A Study on the Real-Estate (Marketing) in Special Reference with the Advertisement and Product Positioning at Sachhidan and Realities Pvt Ltd., Nagpur

Akshay S. Thakre¹ and Dr. Sagar Jadhav²

Student, Jhulelal Institute of Technology, Nagpur, India¹

Assistant Professor, Jhulelal Institute of Technology, Nagpur, India²

Abstract: *Real estate or immovable property is a legal term (in some jurisdictions) that encompasses land along with anything permanently affixed to the land, such as buildings. Real estate is often considered synonymous with real property (also sometimes called reality), in contrast with personal property (also called personality). However, in technical terms, real estate refers to the land and fixtures themselves and real property are used primarily in over real estate. The term real estate and real property are used primarily in common law, while civil law jurisdiction refers instead to immovable property. In law, the word real means relating to a thing as distinguished from a person. Thus the law broadly distinguishes between real property (land and anything affixed to it) and personal property (everything else e.g. clothing, furniture, money)*

Keywords: Sales promotion technique, network marketing, Behaviour

I. INTRODUCTION

They introduce there selves as Builders and Developers who take pride in creating Residential and Commercial spaces with not only structural elegance but also offer a warm and cosy ambiance. They have constructed homes ranging from duplex apartments of 4 and 5 Bedrooms to 2, 3 and 4 Bedroom Flats totaling to approx. 4,80,000 sq.ft. area of construction. In addition to this They have successfully completed construction of Commercial Spaces consisting of Showrooms, Offices, etc. of approx. 42,000 sq.ft. Commercial spaces include Gulmohar Commercial, a building that has Basement, Ground Floor Showroom spaces and three floors for offices, where our Head Office is also located. Cityscape of Nagpur has changed tremendously in the past few years due to growing awareness amongst the citizens. Buildings have become friendlier functionally as They'll as aesthetically. Quality of construction is given a lot more importance and care is being taken to maintain and improve the standards in construction. The legal clearances, which are also now a must in every buyer's checklist come at the top of our priority list. Another very important aspect for a consumer while deciding on a property is the ratio of Carpet area and Built up area (the area under his direct possession) to the Super Built up area (the area for which the consumer pays which includes the common areas and passages). These ratios in our constructions are also very high, in fact, higher than the average Nagpur market standards for the same. They build Homes and not mere Houses. Here, They play an important role. Our motto is, To provide Quality, Sophistication and Luxury at affordable price. Our buildings herald Value for money. They have introduced a new culture in construction, that caters to various segments of society.

1.1 CONCEPT

Customer satisfaction refers to the level of contentment or fulfillment experienced by customers after interacting with a product, service, or overall brand experience. It is a measure of how well a business meets or exceeds customer expectations and addresses their needs and desires. Customer satisfaction is typically influenced by factors such as product quality, customer service, pricing, convenience, and overall customer experience. Satisfied customers are more likely to repeat purchases, recommend the business to others, and contribute to the company's long-term success.

1.2 DEFINATION

William J.Stanton-

Marketing is a business process by which products are matched with the“.”Market and through which the transfers of ownership are affected

Cundiff and Still

Marketing is about satisfying needs and wants through an exchange process“

Philip Kotler

1.3 OBJECTIVES

- To identify the real estate business activities in special reference with Sachhidan and realities Pvt Ltd in Nagpur city.
- To understand the advertisement of Sachhidan and realities Pvt Ltd in the Print And Electronic Media.
- To know the product positioning strategies of Sachhidan and realities Pvt Ltd.

1.4 HYPOTHESIS

The Current Study says that:-

- Real estate business activities carried out by Sachhidan and realities Pvt Ltd are effective.
- Real estate business activities carried out by Sachhidan and realities Pvt Ltd are not effective.

II. RESEARCH METHODOLOGY

The purpose of the methodology is to design the research procedure. This includes the overall design, the sampling procedure, the data collection method and analysis procedure. Marketing research is the systematic gathering recoding and analyzing of data about problem retaining to the marketing of goods and services. The essential purpose of marketing research is to provide information, which will facilitate the identification of an opportunity of problem situation and to assist manager in arriving at the best possible decisions when such situations are encountered

2.1 Collection of Data

- It is necessary to distinguish between types of the data. It is primary and secondary one.
- The primary data is collected at first hand and the secondary data are that which are Collected by someone else and which has already been processed.
- The distinction between primary and secondary data can be clearer on the basis of Documents. The primary data is documented as record and secondary data as report.

2.2 Primary Data

This data is gathering from first-hand information sources by their searcher this data Collection from employees, manager clerk etc. The primary data was collected from the Respondents by administering structured. Questionnaires and also through observation & discussion with management. Interview.

Google forms

Observation.

Survey through Questionnaire and schedule.

Secondary Data:-

Books

Internet

Newspaper

SAMPLE

Sample Size:-The sample size chose for this study is100 respondents.

SELECTION OF SAMPLING METHODS

Probability Sampling is following types:

1. Simple Random Sampling

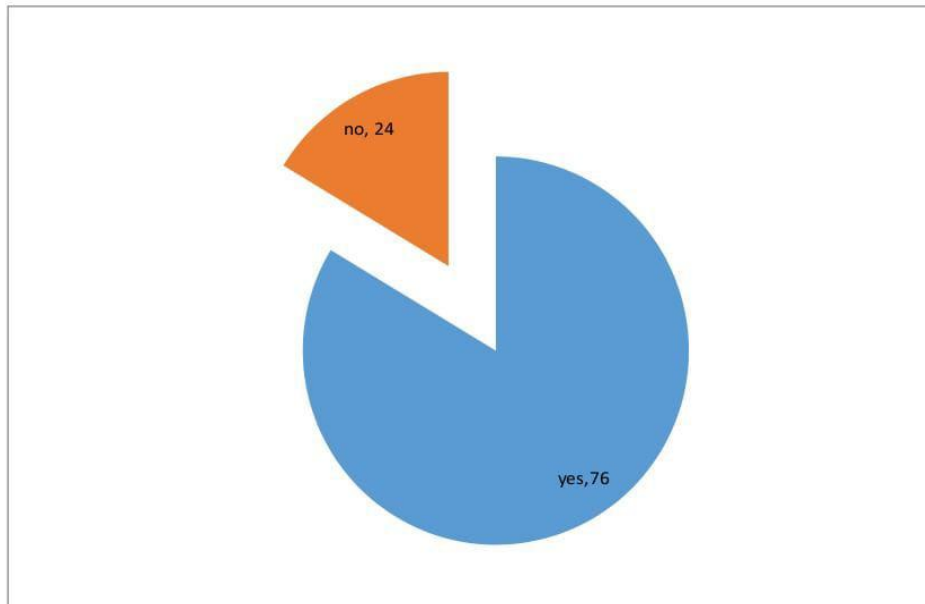
III. RESEARCH ANALYSIS AND INTERPRETATION

Are you interested in Real estate?

Yes

No

Yes	No
76	24

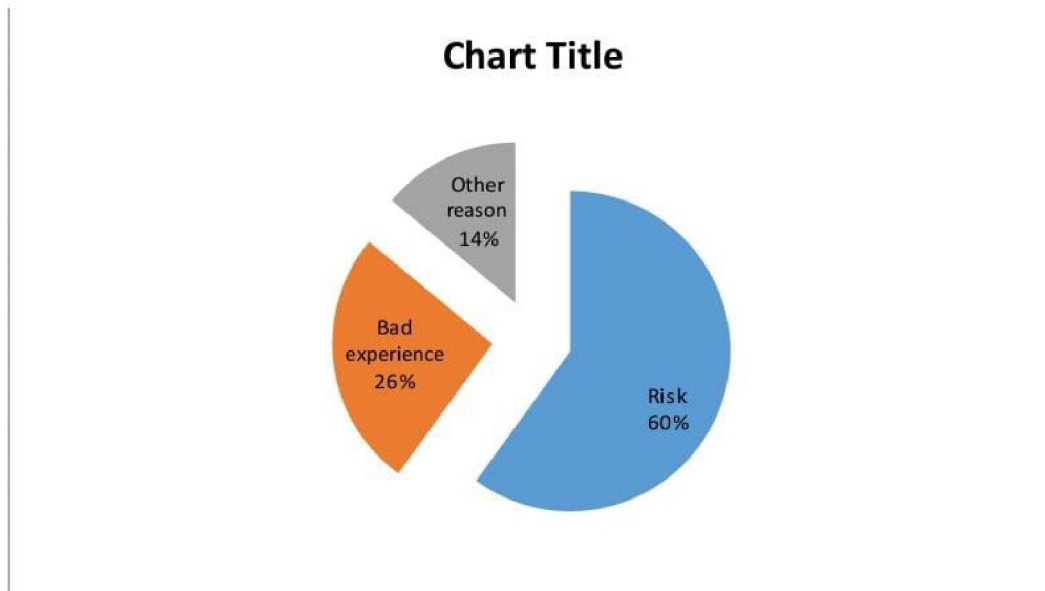


Interpretation – from this question, it seems that most of the people are interested for buying property through real estate still there are few people who are not interested in real estate.

2. – if not, what are the reason?

- Risk
- Bad experience
- Other reason

Risk	Bad experience	Other reason
60%	26%	14%

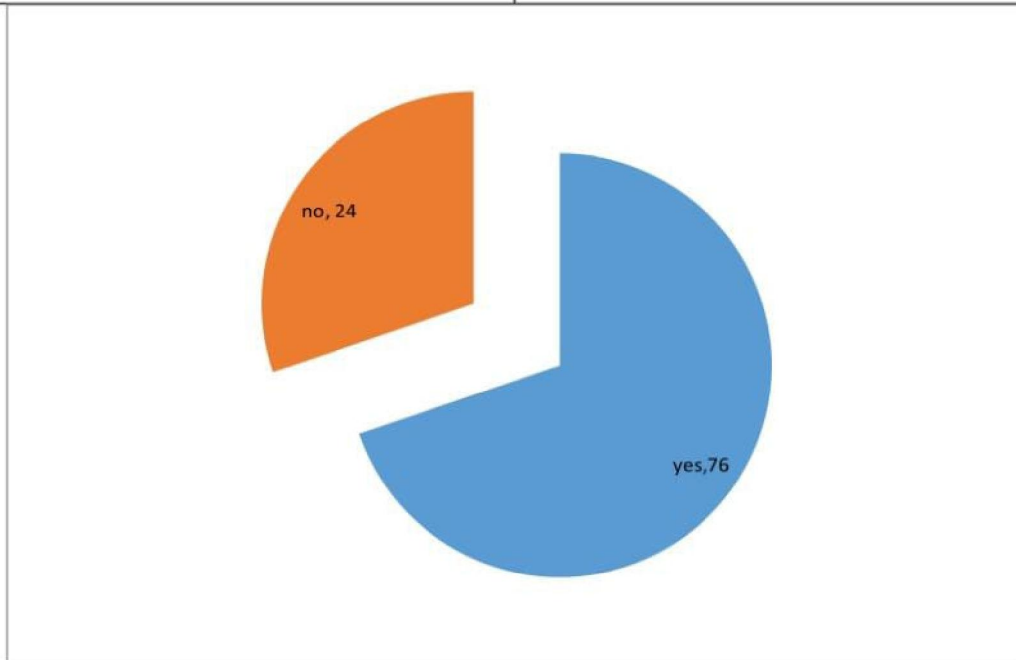


Interpretation – this question showing the reason for not interested in real estate, most of the people considered the lot of risk, few of them had bad experience and rest of the has other reason.

Q3. –Do you prefer real estate agency for buying the property in SDPL Nagpur City?

- Yes
- No

Yes	no
76	24

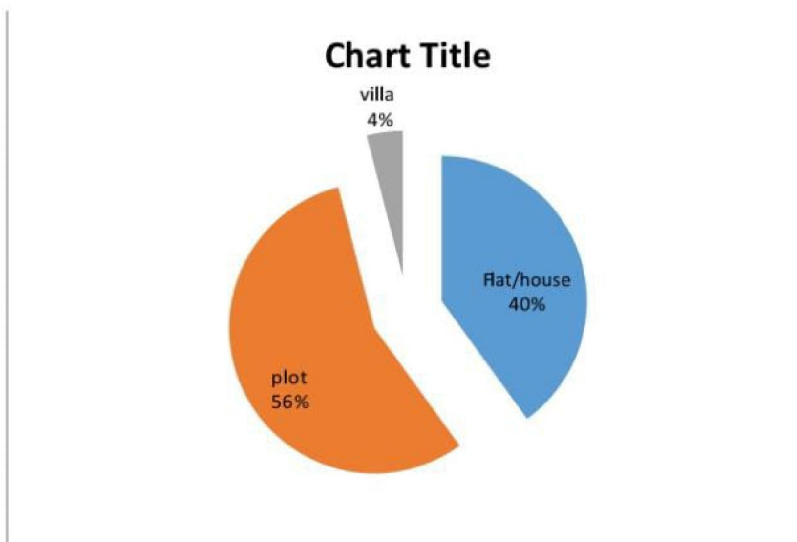


Interpretation – with 100 respondents, 76 people prefer to buying the property through real estate agency and rest of that not interested.

Q4. – which type of property you want to purchase in Nagpur City?

- Flat/house
- Plot
- villa

Flat/house	plot	villa
40%	56%	4%



Interpretation: most of the customer interested in plot and then interested in flat/house and few of them interested in villa.

IV. CONCLUSION

Finally, it can be concluded that in real estate sector, customer preferences affected by many factor but time is a very important which affect the decision making process of consumer.

- It is most fast growing & profitable sector in area of investment.
- The land is limited so it will always be appreciated.
- On the basis of study of consumer behavior, it can be said that in near future, there will be a lot of demand for real estate.
- But there is a risk factor that obstruct people to invest in real estate sector, so if the organization, which is selling the real estate should always be ready to clear all the doubts & queries which are in the mind of customer.

REFERENCES

- [1]. Agrawal D.R. 2005 Business Ltd. India. Statistics Published By Vrinda Publication (P).
- [2]. Case studies in Marketing in Indian Context by RSrinivasan
- [3]. Philip Kotler, 2007, Marketing Management Published by Pearson Education NewDelhi.
- [4]. Kothari C.R. 2006, Research Methodology Method & Techniques Published by New Age International (P) Ltd. New Delhi.