

A Research Paper on Real Estate of Sales and Development

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Abstract: *Sales Development is one level or type of marketing aimed either at the consumer or at the distribution channel (in the form of sales-incentives). It is used to introduce new product, clear out inventories, attract traffic, and to lift sales temporarily. It is more closely associated with the marketing of products than of services. The American Marketing Association (AMA), in its Web-based "Dictionary of Marketing Terms," defines sales Development as "media and nonmedia marketing pressure applied for a predetermined, limited period of time in order to stimulate trial, increase consumer demand, or improve product availability." Business pundits and academic students of business have developed almost fancifully sophisticated views of sales Development. In down-to-earth terms it is a way of lifting sales temporarily by appealing to economic motives and impulse-buying behavior. The chief tools of sales Development are discounts ("sales"), distribution of samples and coupons, the holding of sweepstakes and contests, special store displays, and offering premiums and rebates. All of these techniques require some kind of communication. Thus sales Development and advertising are difficult to distinguish.*

Keywords: Sales Development

I. INTRODUCTION

Sales Development is one level or type of marketing aimed either at the consumer or at the distribution channel (in the form of sales-incentives). It is used to introduce new product, clear out inventories, attract traffic, and to lift sales temporarily. It is more closely associated with the marketing of products than of services. The American Marketing Association (AMA), in its Web-based "Dictionary of Marketing Terms," defines sales Development as "media and nonmedia marketing pressure applied for a predetermined, limited period of time in order to stimulate trial, increase consumer demand, or improve product availability." Business pundits and academic students of business have developed almost fancifully sophisticated views of sales Development. In down-to-earth terms it is a way of lifting sales temporarily by appealing to economic motives and impulse-buying behavior. The chief tools of sales Development are discounts ("sales"), distribution of samples and coupons, the holding of sweepstakes and contests, special store displays, and offering premiums and rebates. All of these techniques require some kind of communication. Thus sales Development and advertising are difficult to distinguish.

The need for Development arises from the intensity of competition. Sellers must somehow attract customers' attention. In the open markets of old (and farmers markets of today), sellers did and do this by shouting, joking with customers, and sometimes by holding up a squealing piglet for everyone to see. Priya Raghbir and his coauthors, writing in California Management Review, identify "three faces" of consumer Developments: these are information, economic incentive, and emotional appeal. Information may take the form of advertising the availability of something, incentives are offered in the form of discounts, and emotional appeals are made by displays and, of course, by the low price itself.

Precisely because sales Developments must provide incentives—whether to the distribution channel, the company's own sales people, or to the consumer—they cost money by definition and must produce additional volume to pay for the expenditures. A grand sale that clears out the inventory but, with added advertising costs factored in, reduces margin too is—a failure. Sales Developments therefore must be carefully calibrated to achieve the purpose. Holding Developments too frequently will habituate customers to buy only when Developments are in effect. Avoiding Developments altogether will let competitors draw customers away.

II. REVIEW OF LITERATURE

Vecchio, Devon, Del (2006) In this report the result of the study, which examined the effective of sales Developmental offers and advertisement is creating a huge range of difference in retail marketing business. Development can also increase or decrease the preference for a brand.

Laroche and Michel (2005) Examined the effect of coupons on brand selection and categorization of consumers. As on study there both direct advertising and cross advertising effect, it is presence coupon to people about particular brand. It will effect on attitude and buying intentions of consumers towards particular brand. Anderson (2004) Examined how the present price Developmental offers impact in future purchasing. As reported the higher price discount in present period will increase future purchase by fresh purchaser. But it will reduce future purchases by regular purchaser.

Mela, F. Carl (1997) Reviewed the long-term impact of advertising and Developmental brand choice of consumer's behavior. As the study it will possible when change in Developmental policies of retailers and advertising concept of manufacturers. When the advertising will reduce and Developmental offers will increase then only customer attract through more price and Development over long time and easily pick the same brand.

Sethuraman, Ray (1996) Examined the discount effect between high priced and low- priced brands. The finding as the major national brand can sale the product without any reduce in its price compare to other competitor brands. Alvarez and Rodolfo (2005) Studied the effectiveness of sales Developmental on selecting brand. As a report Developmental is helpful to manufacturer and retailer for fulfilling their objectives. Immediate reduction of price is major technique for influence to select brand. Which Developmental is based on price it become have more effectiveness.

Vyas, H. Preeta (2005) Examined the consumer preferences with effect of sales Developmental. As on study the Developmental offers which is better, which Developmental offers immediate incentive offering of price-cut nature and it is likely available to all consumer segment. Janiszewski, Cunha, Chris and Mcrus (2004) Studied the effectiveness of the price discount on the attractiveness of the product. The price discounts are effective that only when the customer will receive the most weight of product discount. Price discount is depending upon each different product.

Kureshi, Sonal and Vyas, Preetha (2002) Examined the impact of sales Developmental offers on toilet soaps in retail. As this study free gifts are most of the retailer using in premium scheme and also popular toilets soap segments are conducting price-off. The price-off is the most popular and attractive tool for promoting sales of toilet soaps.

Priya, Corfman and Ragubir, Kim (1999) Examined the effectiveness of price Developmental on pre-trial brand. Reported as price Developmental are affecting on pre-trial brand with some unfavorable conditions these are, when brand earlier was not promoted. When Developmental were used more information about particular that product. When the analyzer was not more expert and when the Developmental was different compare to other.

S. Manjith and Kent, Yadav, B. Monroe (1993) Studied the effectiveness of bundle offers on consumer perception. As their results bundle offers including more additional saving offers also it is more impact on customer perception. This transaction is saving more than offered individual items.

Raghubir, Priya (2005) Examined the consumers response for the Developmental offers of -free gift with purchase as the study this joint bundle offer compared with „buy one get one free“ Developmental offers, consumers are very less to pay for free product offer. In this same way when given free product on purchase of bundle product. Consumers are very less to pay for purchase of alone product.

Shor, L. Oliver and Mikhael, Richard (2003) Examined the effectiveness of digital coupons on customer perception. As results providing a digital coupons and it is price reduction given more positive effect on consumer perception than traditional couponing.

Jacob, Alain, D. Astous and Isabelle (2002) Examined the consumer reaction for premium used sales Developmental offers. According to study consumer level will appreciation, when there is relatively available lower quality of goods for purchase.

When the value of offer specified. When the interest in buying in premium. Francis and Padgett (1995) Examined the relationship between Developmental purchasing and regular purchasing. The study shows positive relationship between Developmental purchase and regular price purchase. The Developmental offer is involving for access the customer towards product. Three fourth of regular customers make purchase more on regular price.

Huber, Orlmeyer and Joel, Gwen (1991) Examined negative impact of Developmental offers on brand experience. As on study when consumer had negative impact on purchased brands on discount offers than customers go to buy brands on regular price.

Jan-Benedict (2002) Examined the competitor react to others advertising attacks and price Developmental offers. As on study competitors react to others it is a nature of business. The competitors actually react to other competitors in same way. If given Developmental offers from one side and competitors also gives Developmental offers to customers. If attack with advertising from one side and competitors also attack with advertising. Whatever argues is there that will carry some few long-run of reaction.

Mary, P. Conchar (2005) Studied the t effect of Developmental and advertising spending on firm. As on study there is a going positive t relationship between Developmental and advertising spending on firm. It is expected to rising shareholder wealth and earning future cash flows.

Batra (1995) Examined t the effectiveness of advertisement on sale. As on t study advertisement influence on short term sales and also market share. Ryan, Smith, Elder (2008) Examined the effectiveness of advertisement on consumer perception. as on study in food court the advertisement effect on taste of the food then customer necessarily come for buy that and suggesting about food. It helps to improve in taste as this taste of the food helps to increase sales.

Lefferly and Goldsmith (2002) Examined t the effectiveness of websites advertisement on consumer response. As on study the website advertising is helpful to create understanding, Product selection, reviving and changing customer attitude and influence the customer perception towards particular brand.

Adelaar (2003) Examined t the effectiveness of advertising on emotion and impulse

2.1 OBJECTIVES OF THE STUDY

- To present an overview of the real estate industry.
- To evaluate the impact of branding the real state on customer decisionmaking process
- To understand the reason behind investment in real estate sector

2.2 HYPOTHESIS OF THE STUDY

H1: The Customer has a positive impact on Goel Ganga Group.

H2: Customers are more attracted to the project of Goal Ganga Group.

III. RESEARCH DESIGN & METHODOLOGY

Research in common parlance refers to the search for knowledge. It can be also defined as a scientific and systematic search for pertinent information on specific topic. Infact, search is an art of scientific investigation. In simple terms, research means, a careful investigation or enquiry especially through search for new facts in any branch of knowledge.

3.1 SAMPLE DETAILS

Sample size refers to the numbers of respondents researcher have selected for the survey. I have selected **100** sample units from, sites, and individual customers.

Sampling Technique

The sample design provides information on the target information and final sample sizes. I used conveyed convenient sampling surveyed in research.

3.2 SAMPLING MEDIA

Convenient sampling is used to do sampling as all the customers in the sites are surveyed..

3.3 LIMITATIONS OF THE STUDY

- The Sample Size is Limited only 100 Respondents
- The Sample Area is Nagpur City

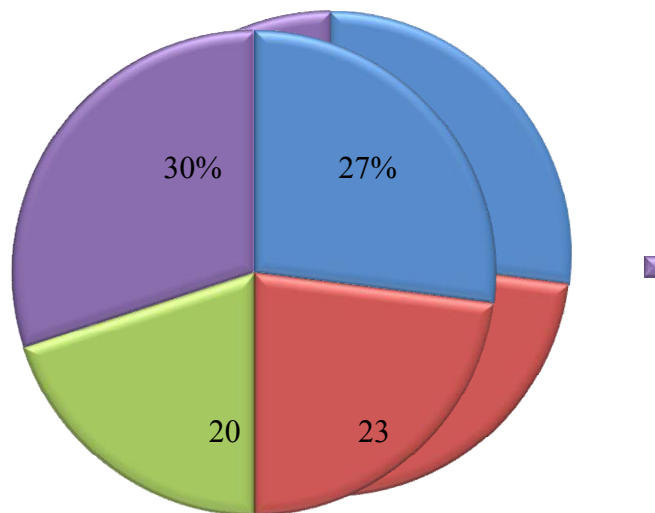
- The study is limited to Sales Development of Goel Ganga Group .
- The study is limited to data of 2022-23.

IV. DATA ANALYSIS & INTERPRETATION

SALE DEVELOPMENT ALA CTIVITY THAT ATTRACTS YOU MORETOWARDS THE GOEL GANGA GROUP

Particulars	No of Respondents	% of Respondent
Offers	13	27
Discounts	12	23
Flash sale	10	20
Invite	15	30
Total	50	100

Offers DiscountsSale Invite



INTERPRETATION:-

From the table we interpreted, The 9 respondents I.e. 30% of the total are attracted to the invite Developmental system following 8 respondents I.e. 27% of people are attracted to the offer Developmental system, 23% are attracted because of discounts and lastly 20% respondents are because of flash sale Developmental activityheld by Goel Ganga Group

V. CONCLUSION

- The quality delivered by Goel Ganga Group is quite good.
- Its unique way of promoting its product really attracts the consumer.
- The Developmental offers or the Developmental discounts held by Goel Ganga Group on a particular season or even in a festive season do attracts the consumer.
- The pricing of Goel Ganga Group is quite satisfactory and this season to the main reasonfor the company rapid growth.
- Goel Ganga Group at present requires to review it marketing and distribution strategiesspecially concentrating on retailers queries.
- It already is one of the most renowned household brand in the country.

- Hence all it needs to do is to take full advantage of this fact. If the company works out its marketing strategies for its products thoughtfully and calculative it will not be long before Goel Ganga Group becomes the market leader which it presently is in all the sectors.
- From the findings it has been shown that it needs to increase the margin since its push strategy mainly focuses on the retailer, who don't want to product if they do not have any extra benefits.
- Increase more advertisement about the product could prove to be more fruitful.

VI. SUGGESTION

- It could venture into corporate tie-ups at its various outlets.
- Undertaking products at par base but Goel Ganga Group should also concentrate in various products to improve its brand image.
- Conduct some giveaway of the new product launched as an Developmental basis
- Set up some mini outlets to go offline rather than only selling its product through E-commerce.
- Company should also focus on the offline markets rather than concentrating only on an E-commerce market.
- Whatever methods the company chooses to employ, interactive communication should be given high priority.

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