



**ROLE OF ADVERTISING AND ITS IMPACT ON THE CONSUMERS
WITH SPECIAL REFERENCE TO THE REAL ESTATES OF
CHANDRAPUR CITY.**

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ABSTRACT

The origin of advertising does not lie in the modern industrial age, but it has its roots in the remote past. Advertising plays an important role in today's competitive business world. It provides benefits to Manufacturers, Retailers, Customers, Salesman and Society as well.

Advertising spreads information about the product or services and makes consumers aware about it through various mass media, which makes positive effect on the mind of the people and creates demand for the product. Advertising can take a number of forms, Including Outdoor, Advocacy, Comparative, Cooperative, Direct-mail, Informational, Institutional, Persuasive, Product, Reminder, Point of-purchase, and Specialty advertising.

The real estate sector in India assumed greater prominence with the liberalization of the economy, as the consequent increase in business opportunities and labor migration led to rising demand for commercial and housing space. At present, the real estate and construction sectors are playing a crucial role in the overall development of India's core infrastructure. The real estate industry's growth is linked to developments in the retail, hospitality and entertainment (hotels, resorts, cinema theatres) industries, economic services (hospitals, schools) and

information technology (IT)- enabled services (like call centers) etc and vice versa. A number of small regional players with relatively low levels of expertise and/or financial resources has traditionally dominated the Indian real estate sector. Historically, the sector has not benefited from institutional capital; instead, it has traditionally tapped high net-worth individuals and other informal sources of financing, which has led to low levels of transparency. This scenario underwent a change with in line with the sector's growth, and as of today, the real estate industry's dynamics reflect consumers' expectations of higher quality with India's increasing integration with the global economy. The researcher has visited 10 real estate's Company. 1) Synergy group. 2) Tirupati properties. 3) Nilawar builders. 4) Atharva builders and Developers. 5) Aakar builders and Developers. 6) Landmark vastunirman. 7) Gharkul construction. 8) Chintamani developers. 9) Shree sailanicontruction and khaire developers. 10) Elevate real estate.

Key Words: Advertising, impact on consumer, real estate, Chandrapur city.

Introduction

The origin of advertising does not lie in the modern industrial age, but it has its roots in the remote past. Advertising plays an important role in today's competitive business world. It provides benefits to Manufacturers, Retailers, Customers, Salesman and Society as well.

Advertising can take a number of forms, Including Outdoor, Advocacy, Comparative, Cooperative, Direct-mail, Informational, Institutional, Persuasive, Product, Reminder, Point of-purchase, and Specialty advertising.

Advertisement plays a very important role in every business. Advertisement is one of the most important things present in our society today, like an old slogan puts it '***Advertising is, your right to choose***'.

- 1) Advertising helps to keep the consumers informed about whatever new products services are available in the market at their disposal.
- 2) It helps to spread awareness about products or services that are of some use to consumer and potential buyers.
- 3) Advertising introduces different brands of same product it also tells about qualities of each brand and we can easily select.

Real estate is "property consisting of land and the buildings on it, along with its natural resources such as crops, minerals, or water; immovable property of this nature; an interest vested in this (also) an item of real property; (more generally) buildings or housing in general. Also: the business of real estate; the profession of buying, selling, or renting land, buildings or housing."

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Through the proper use of words and graphic images, an advertisement can create sales. A thorough knowledge of the property being promoted is critical in order to devise a message in which the selling points can be translated into customer benefits. Ads should be written in the present tense, use lively, descriptive words and phrases, short, simple sentences, and be carefully punctuated. Facts should be reviewed carefully to avoid misleading the reader. Advertising Terminology.

Objectives of the Research

1. To study the awareness of advertising in Chandrapur city.
2. To study customer attitude towards advertising.
3. To study awareness of customers towards real estate.

4. To study awareness of customers towards real estate companies.
5. To study consumer perception towards real estate.
6. To study advertising strategy of real estate companies.

REVIEW OF LITERATURE

Like, Retweet, Repeat: Social Media's Impact on Real Estate Marketing; Emily G. Kendall April 2014

Everyone needs a place to lay their head at night. No one expressly desires to be homeless; shelter is listed at the most basic tier of Maslow's Hierarchy of Needs. Many people, especially in western culture, not only work for the practical necessities of a house but also take pride in its appearance, amenities, and design. No two homes are identical and there are positives and negatives to each.

In 2012, commercial real estate expert Robert J. Pliska authored an article in *Real Estate Issues* detailing why he considers social media interaction to be a necessity for successful professionals. He explained his perspective by using a quote from Wayne Gretzky, who said, "A good player plays where the puck is. A great player plays where the puck is going to be" (48). In real estate, or in any business, Pliska believes that social media is "where the puck is going to be." He mentioned that 83 percent of all decision making now starts with a Google search. If a business does not establish an online presence (in addition to having a website), they are severely limited as compared to competitors.

The Effects of Environmental Contamination on Real Estate: A Literature Review Thomas O. Jackson.

The literature reviewed in this article reflects the degree to which practitioners and academics are having difficulty in arriving at consistent findings as to the effect of environmental contamination on real estate. The valuation literature in this category deals with appraisal methods, but does not develop a consensus view. The empirical sales price literature is also inconsistent, with disagreement over the existence and magnitude of price impacts, persistence of these impacts and other issues. The article concludes by summarizing the results of these studies with respect to contamination source, effect on sales price, persistence and intervening factors such as strong or weak market conditions.

Trends in the Use of the Internet for Marketing Residential Real Estate in New Zealand

Sales and purchases of residential real estate are the most significant financial transactions that the majority of the population are involved with. As such they are concerned that these transactions are carried out efficiently and to their best advantage. One of the most significant changes affecting modern society over the last ten years has been the growth in consumer use of the Internet. This research examines the intersection of these two important issues – i.e. the use of the Internet for marketing residential real estate. Over the last twelve years Lincoln University has biennially surveyed residential real estate buyers and sellers in Christchurch, New Zealand. Findings from this research include the rapid growth of Internet use in recent years at the expense of newspaper advertising. However, the radical change in real estate brokerage services predicted by earlier researchers has not occurred – at least not yet. But major changes in Internet access and use are still underway and their effects on real estate brokerage may not be fully played out for some time to come. Real Estate has grown rapidly in New Zealand in recent years, with a doubling approximately every two years. To date this growth has largely been at the expense of traditional newspaper advertising.

RESEARCH METHODOLOGY

“Research is an honest, exhaustive, intelligent searching for facts and their meanings or implications with reference to a given problem. It is the process of arriving at dependable solutions to problem through planned and systematic collection, analysis and interpretation of data. The best research is that which is reliable, verifiable and exhaustive so that it provides information in which we have confidence.”

Source of data

1. Primary Data:

The primary data collected from making phone calls and through fixing appointments with the customers.

2. Secondary Data:

The secondary data is collected from brochures, business world magazines, advertisements in television.

Sample design:

The researcher has adopted the convenient sampling and it was much careful to ensure that the sample represent the whole area of the study. A sample of 200 consumers has been selected for the study by using convenient sampling method.

Sample Universe: Chandrapur City

Sampling technique: Sampling random technique.

Sample size: A sample of 200 employees was selected for this survey.

Tool for analysis:-

1. **Chi square Test:-** The Chi square formulae used on these data is

$$X^2 = \sum [(f_0 - f_e)^2 / f_e]$$

Where

f_0 – the observed frequency in each category

f_e – the expected frequency in the corresponding category

df – the “degree of freedom” (n-1)

X^2 – is Chi square.

2. **Percentage method:- Simple percentage:**

Simple percentage analysis was used by the research for analyzing and interpreting the collected data. Pie diagrams and bar charts gave the diagrammatic representations.

$$\text{Percentage Method} = (\text{No. Of respondents} / \text{Total respondents}) \times 100$$

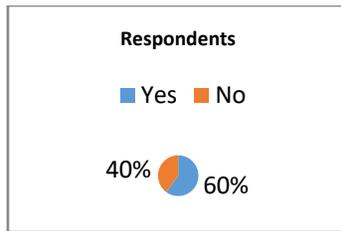
DATA ANALYSIS

The data has been collected from real estate companies and survey of customers. Approx 200 sample were collected from population of Chandrapur City. The Chi square test and percentage method is used as statistical tools for data analysis.

Are you interest to invest in real estate?

Table-1

Category	Respondents
Yes	60%
NO	40%
Total	100%



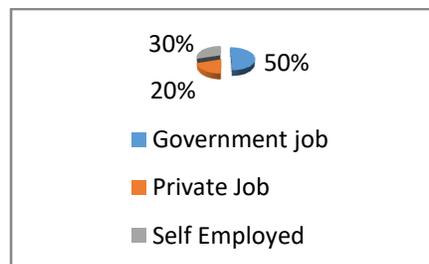
Graph-1

From the above table it is found that out of 200 customers, 60% employees are having interested, 40% employees have not interested. Hence maximum customers are interested.

What are you doing?

Table-2

Sr.No	Category	Respondents
1	Government job	50%
2	Private Job	20%
3	Self Employed	30%
	Total	100%



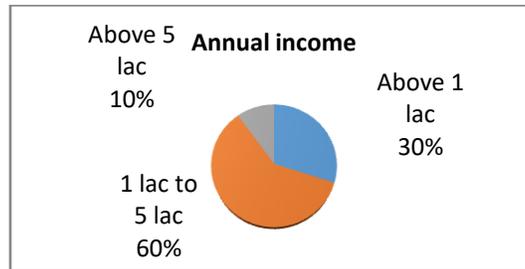
Graph-2

From the above table it is found that out of 200 customers, 50% employees are having government job, 20% employees have private job and 30% employees are self employed. Hence maximum customers are of government job.

What is your annual income?

Table-3

Sr. No.	Category	Respondents
1	Above 1 lac t	30%
2	1 lac to 5 lac	60%
3	Above 5 lac	10%
4	Total	100%
	Total	100%



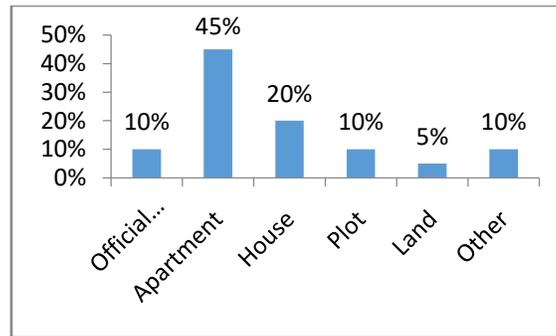
Graph-3

From the above table it is found that out of 200 customers, 30% customers having annual income of above 1 lac , 60% customers have annual income of 1 lac to 5 lac, 10% customers have annual income of above 5 lac.Hence maximum customers have annual income of 1 lac to 5 lac.

Which kind of property you are looking?

Table-4

Sr. No.	Category	Respondents
1	Official Building	10%
2	Apartment	45%
3	House	20%
4	Plot	10%
5	Land	05%
6	Other	10%
	Total	100%



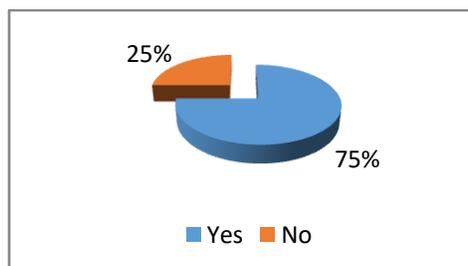
Graph-4

From the above table it is found that out of 200 customers, 10% customers are interested in official building, 45% customers are interested in Apartment, 20% customers are interested in house, 10% customers are interested in Plot, 5% customers are interested in Land and 10% customers are interested in other real estate. Hence maximum customers are interested in Apartment as real estate.

Are you aware about the current real estate market prices?

Table-5

Sr. No.	Category	Respondents
1	Yes	75%
2	No	25%
	Total	100%



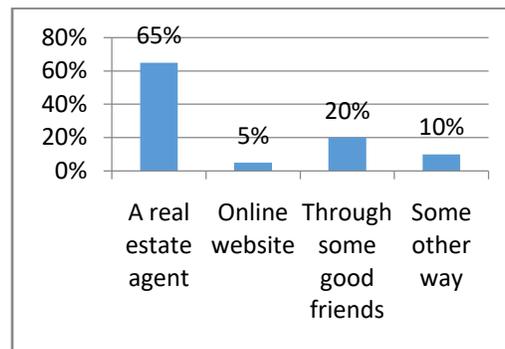
Graph-5

From the above table it is found that out of 200 customers, 75% customers are aware about the current market price of real estate while 25% customers are not aware of it. Hence maximum customers are aware about the current real estate market prices.

From where you come to know about real estate deal through?

Table-6

Sr. No.	Category	Respondents
1	A real estate agent	65%
2	Online website	05%
3	Through some good friends	20%
4	Some other way	10%
	Total	100%



Graph-6

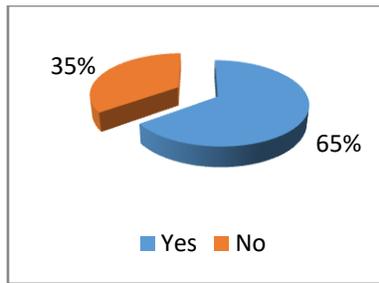
From the above table it is found that out of 200 customers, 65% customers are come to know about real estate deal through real estate agent, 5% customers come to know through online website, 20% come to know through some good friends and 10% customers come to know through some other ways.

Hence maximum customers come to know about the real estate deal through real estate agent.

Do you have knowledge about the real estate companies?

Table-7

Sr. No.	Category	Respondents
1	Yes	65%
2	No	35%
	Total	100%



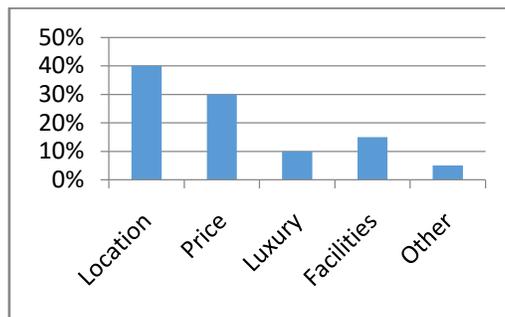
Graph-7

From the above table it is found that 65% customers are aware about the real estate companies while 35% customers are not aware about such companies. Hence maximum customers are aware about the real estate companies.

Which is type buying a property?

Table-8

Sr. No.	Category	Respondent
1	Location	40%
2	Price	30%
3	Luxury	10%
4	Facilities	15%
5	Other	05%
	Total	100%



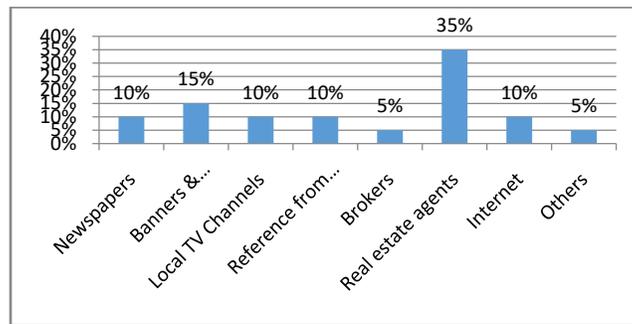
Graph-8

From the above table it is found that 40% customers looks for location while buying property, 30% goes for prices, 10% goes for luxury, 15% goes for facilities while 5% customers looks other facilities. Hence maximum customers looks for location of property while buying.

How you come to know about the real estate company information?

Table-9

Sr. No.	Category	Respondents
1	Newspapers	10%
2	Banners & hoardings	15%
3	Local TV Channels	10%
4	Reference from friends and family	10%
5	Brokers	5%
6	Real estate agents	35%
7	Internet	10%
8	Others	5%
	Total	100%



Graph-9

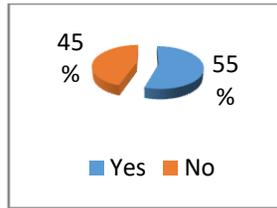
From the above table it is found that 10% customers come to know about real estate company through newspaper, 15% customers comes to know from banners and hoardings, 10% customers comes to know from local TV channels, 10% customers from friends and family, 5% customers from brokers, 35% customers from real estate agents, 10% from internet and 5% from others.

Hence maximum customers comes to know from real estate agents.

Are real estate agent or broker makes any contact with you?

Table-10

Sr. No.	Category	Respondents
1	Yes	55%
2	No	45%
	Total	100%



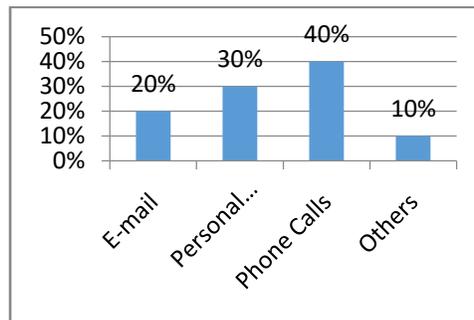
Graph-10

From the above table it is found that 55% customers said that real estate agent or broker make regular contact while 45% said that their real estate agent or broker do not make regular contact with them. Hence most of the customers are of the opinion that real estate agent or broker make regular contact with them.

How Real Estate Company keep contact with you?

Table-11

Sr. No.	Category	Percentage
1	E-mail	20%
2	Personal Meetings	30%
3	Phone Calls	40%
4	Others	10%
	Total	100%



Graph-11

From the above table it is found that, 20% customers said that real estate company used to keep contact with them through E-mail, 30% customers said that real estate company keep contact with them through personal meetings, 40% contact with them through phone calls and 10% through other sources.

Hence most of the customers said that company used to make contact with them through phone calls.

What is your approach while selecting real estate properties?

Table-12

Sr. No.	Category	Respondents
1	Location	50%
2	Price	30%
3	Facilities	10%
4	Special Offers	10%
	Total	100%



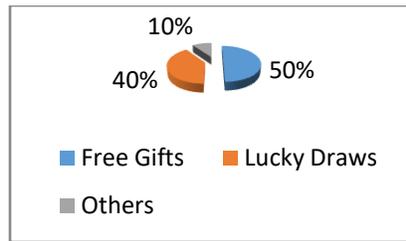
Graph-12

From the above table it is found 50% customers said that they attracted towards real estate companies due to good locations, 30% customers said that they get attracted due to prices of the company, 10% due to facilities and 10% due to special offers provided by the company. Hence maximum customers said that they get attracted due to location of the companies.

Are the Company makes any special offer as marketing strategy?

Table-13

Sr. No.	Particulars	Percentage
1	Free Gifts	50%
2	Lucky Draws	40%
3	Others	10%
	Total	100%



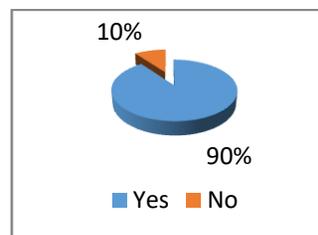
Graph-13

From the above table it is found that 50% customers said that company used to promote free gifts, 40% customer used to promote lucky draws and 10% customer said that company used to provided other special offers. Hence maximum customers said that companies used to promote free gifts to attract customers.

Are you satisfied by promotional activities?

Table-14

Sr. No.	Category	Respondents
1	Yes	90%
2	No	10%
	Total	100%



Graph-14

From the above table it is found that 90% customers are get attracted by promotional and advertising activities while 10% customers are not get attracted by such advertising activities.

Hence most of the customers are attracted by advertising and sales promotional activities.

Calculation of Observed and Expected frequencies with the help of Chi Square Test

Sr no.	Options	Frequency f_0	Expected frequency f_e	X^2
1	Interest to invest in real estate	60	91.42	10.79
2	Job profile	100	91.42	0.80
3	annual income	100	91.42	0.80
4	Kinds of property of interest.	100	91.42	0.80
5	Awareness about the current real estate market prices.	75	91.42	2.94
6	Media of getting information	100	91.42	0.80
7	Knowledge about real estate companies.	100	91.42	0.80
8	Property looking for	100	91.42	0.80
9	Source of information about company	100	91.42	0.80
10	Real estate agent or broker makes contact with you.	55	91.42	14.50
11	How real estate company keep contact with you?	100	91.42	0.80
12	How you attracted towards real estate companies?	100	91.42	0.80
13	Special offers for promotion of company	100	91.42	0.80
14	Impressed by promotional activities?	90	91.42	0.022
		$\sum f_0 = 1280$		$\sum f_e = 36.52$

NOTE: - In the above table the observed frequency taken into consideration includes only the positive responses whereas the negative are not being involved.

Expected frequency

$$f_e = \sum f_0 / n$$

$$= 1280 / 14$$

$$f_e = 91.42$$

From the above table

$$X^2 = \sum [(f_0 - f_e)^2 / f_e] = 36.52$$

As the critical value for $X^2_{0.05, 13}$ is 22.362 where the degree of freedom = $n-1=14-1=13$

And the calculated value for X^2 is 22.362 i.e. critical value is less than the calculated value, hence H_1 would be accepted which says that Retention policies does not affect employee turnover and accordingly H_0 is rejected.

FINDINGS

- 1) We found that out of 200 customers, 60% employees are having interested, 40% employees have not interested.
- 2) We found that out of 200 customers, 50% employees are having government job, 20% employees have private job and 30% employees are self-employed.
- 3) We found that out of 200 customers, 30% customers having annual income of above 1lac, 60% customers have annual income of 1 lac to 5 lac, 10% customers have annual income of above 5 lac.
- 4) We found that out of 200 customers, 10% customers are interested in official building, 45% customers are interested in Apartment, 20% customers are interested in house, 10% customers are interested in Plot, 5% customers are interested in Land and 10% customers are interested in other real estate.
- 5) We found that out of 200 customers, 75% customers are aware about the current market price of real estate while 25% customers are not aware of it.
- 6) We found that out of 200 customers, 65% customers are come to know about real estate deal through real estate agent, 5% customers come to know through online website, 20% come to know through some good friends and 10% customers come to know through some other ways.
- 7) We found that 65% customers are aware about the real estate companies while 35% customers are not aware about such companies.
- 8) We found that 40% customers looks for location while buying property, 30% goes for prices, 10% goes for luxury, 15% goes for facilities while 5% customer's looks other facilities.
- 9) We found that 10% customers come to know about real estate company through newspaper, 15% customers comes to know from banners and hoardings, 10% customers comes to know from local TV channels, 10% customers from friends and family, 5% customers from brokers, 35% customers from real estate agents, 10% from internet and 5% from others.

10) We observe 200 customers in that, 55% customers said that real estate agent or broker makes regular contact while 45% said that their real estate agent or broker do not make regular contact with them.

11) We observe 200 customers in that, 20% customers said that real estate company used to keep contact with them through E-mail, 30% customers said that real estate company keep contact with them through personal meetings, 40% contact with them through phone calls and 10 % through other sources.

12) We observe 200 customers in that 50% customers said that they attracted towards real estate companies due to good locations, 30% customers said that they get attracted due to prices of the company, 10% due to facilities and 10% due to special offers provided by the company.

13) We observe 200 customers in that 50% customers said that company used to promote free gifts, 40% customer used to promote lucky draws and 10% customer said that company used to provided other special offers.

14) We observe 200 customers in that 90% customers are get attracted by promotional and advertising activities while 10% customers are not get attracted by such advertising activities.

The nature and workings of the direct real estate investment market differ from those of the other main asset classes. Unlike other major categories of investment where there are well-developed markets in which homogeneous investments are regularly traded, real estate is a heterogeneous asset. No two properties are the same, whether in terms of physical size, accommodation, structure, condition, differences in tenure or simply location. There is a paucity of information within the direct real estate market, exacerbated by there being no central market place for its transactions. Even where prices are published e.g. auction results; the full details of a deal are rarely made known.

However, almost all studies that employ conventional investment theory advocate the inclusion of real estate within a multi-asset portfolio. Those that do not, often depend on an excessive degree of un smoothing. Although as they almost all do, by using real estate indices they implicitly assume that investors hold a `diversified' real estate portfolio.

LIMITATION

Following are the limitations for the said study.

- It is purely a study of users of real estate organizations located in Chandrapur city only.

- The information collected from agencies and companies is corrected by persuading the concerned agencies, as they are not generous to provide the information.
- The qualitative aspect of research is the awareness of the use of advertising it cannot be quantified.

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