

Chapter-17

MARKETING STRATEGY OF DLF IN REAL ESTATE

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ABSTRACT

Real estate is the backbone of the national economic development, the level of its development directly affects the overall level of economic development. The paper analyses real estate of Dlf in real estate. First of all, The marketing theory of real estate are Outlined, on the basis of this theory, using theories of 4P (Product strategy, promotion strategy, price strategy and place strategy) to conclude the marketing situation of real estate enterprises, and put forward the problems existing in real estate enterprises marketing strategies in Dlf real estate. Now a days real estate market is very demanding and most of the customer of this market is facing huge problems like Developer selection, procedure, rules etc. this report is not cover entire market but contains all major information about DLF. Real Estate projects are highly priced projects which cannot be sold efficiently without a well strategized marketing campaign so as to reach out to the exact targeted market. Real estate, being one of the biggest business sectors, needs more efficiently targeted marketing campaign as this is very niche and unexplored field in the Indian scenario.

Keywords: DLF, Real estate, Marketing Strategy, Marketing

INTRODUCTION

One of the most well known industries in the world is real estate. After Agriculture, real estate is india's largest job, and it is predicted to grow at a 30 % annual rate over the next ten years. The four subsectors of the real estate industry are housing, Retail, hotel and commercial spaces. The increase of the corporate environment has boosted demand for office spaces as well as urban and semi urban hotels, Housing the inutry's growth. Across terms of direct, indirect and induced effects in all sectors of the economy. The construction industry ranks third among the 14 major industries. The most popular property investments destination for NRIs is projected to be bengaluru, followed by ahmedabad, pune, chennai, goa, delhi and dehradun.

LITERATURE REVIEW

Land and designs, as well as the normal assets of the land, like crude verdure and untamed life, cultivated yields and creatures, water, and mineral stores, make up land. The development area in India seems, by all accounts, to be more moving than some other business because of more gamble, thus it is important to choose and execute great gamble the executives strategies for the venture to succeed, Weighty and structural designing development (thruways, spans, rail line lines, air terminals, and so on), This industry incorporates land venture (both private and business), as well as unambiguous structure wares (like compositional items, electrical associations, ornamental things, and so forth.). These classes truly aren't supposed to follow same turns of events however, in fact, have differed improvement designs all through the country. The organization's plan to upgrade moderate offices is causing a flood in the advancement area in India. In the land business, current monetary development has brought about critical client commitment (both private as well as business).

RESEARCH OBJECTIVES

- To compare DLF's customer happiness to that of other competitors;
- To learn about DLF's customer awareness; and
- To learn about DLF's marketing strategy
- To understand the aspects that influence a customer's decision while acquiring real estate items.
- To determine the size of the market for awareness infrastructure pvt. Ltd.

RESEARCH METHODOLOGY

The purpose of the investigation is explained in a research approach. What is the procedure for doing it, how are progresses in the process monitored, and what constitutes success in terms of the study's stated goals

Marketing research's major purpose is to supply information that will assist in identifying a problem scenario or an opportunity or help managers make the best decisions possible when faced with such scenarios.

Sample Size

The number of respondents chosen for the survey is referred to as the sample size. I chose the forms, cities, and newspapers for 20 example units.

Research Design

Research design that is descriptive. This method is used to conduct further in-depth investigations into the practical development of the working hypothesis. It has built-in flexibility, which is important because in exploratory investigations, the study topic, which was initially broad, is narrowed down to a more specific meaning, necessitating alterations in the research strategy for obtaining relevant data.

DATA ANALYSIS

Q.1 Are you interested in real estate ?

Interpretation: Depending on this question, it is correct. Based on this question, it appears that the majority of individuals are interested in acquiring real estate, however there are a minority who are not.

Q.2 If not, what are the reason?

Interpretation: This question reveals the reasons why people aren't interested in real estate. The majority of people believe there is a lot of danger, a few had terrible experience, and the remainder have different reasons.

Q.3 Do you prefer real estate agency for buying property?

Interpretation: with 20 respondents, 61.1 percent prefer to buy a home through a real estate agent, while the remainder are uninterested.

Q.4 Which type of real estate you want to purchase?

Interpretation: The majority of customers are interested in flats/houses, followed by plots, and finally, villas.

Q.5 Which factor do you considered the most in the property?

Interpretation: With 20 people, 88 percent are seeking for a location, but 11 percent are looking for a price, and the rest are looking for facilities.

Q.6 Why do you want to purchase ?

Interpretation: Because of the high value of real estate, about 55% of individuals wish to invest. It nevertheless, only a small percentage of them are doing so to build wealth for their families.

Q.7 Do you influence the company scheme on purchasing property?

Interpretation: Although some people are influenced by the plan, individuals that are interested in real estate and are searching for a plan to buy the property are influenced by the company's business.

Q.8 In which area you want to purchase your property?

Interpretation: People explain why they want to buy houses near the market, and some of them desire property near transportation

amenities, while others believe that properties in industrial areas are not up to par.

Q.9 What is your budget in purchasing flats/houses?

Interpretation: This question reveals that the majority of those interested in buying flats are from the upper middle class. They have sufficient funds to invest in or acquire apartments or houses.

Q.10 Which size of flat do you want?

Interpretation: The majority of consumers want to buy a three-bedroom apartment, followed by a two-bedroom apartment. Few of them preferred a one-bedroom apartment.

Q.11 How do you come to know about DLF?

Interpretation: The majority of people are familiar with the company because of hoardings, followed by family, and a few others who have heard about it through telemarketing.

FINDINGS

- People interested in real estate; more than 76% of those in this sector are interested in actual estate, while 24% are not.
- Some arguments claim that 60 percent of individuals believe real estate to be a risk, 26 percent consider it to be a poor experience,
- 76 percent of customers prefer to buy property through a real estate agent, whereas 24 percent are uninterested in using a real estate agent.
- Customers concerned in real estate, 40% want to buy a flat/house, 56% want to buy a plot, and 4% want to buy a villa finished Aarvanss Real Estate Company.

- When it comes to property, 60 percent of customers look at the location, 39 percent look at the pricing, and 11 percent look at the facilities.

CONCLUSION

- Finally, it can be noted that even in the housing market, client satisfaction is essential. Choices are influenced by a variety of factors, the most important of which is time.
- It is the most rapidly increasing and profitable investment sector.
- It will always be valued.
- Based on consumer behaviour research, it can be predicted that real estate would be in high demand in the near future.
- However, there is a danger aspect that prevents individuals from investing in the real estate sector, therefore any company selling real estate should always be prepared to answer any questions or concerns that customers may have.

SUGGESTION

Proposal to the Actual Estate Industry/ Companies:

- Land prices should be determined not only by demand and supply in a particular industry, but also by land usage and utility.
- In order to determine potential customers, the company should include information such as marketing research study and contact information for those who would be interested in buying the company

Advice for Real Estate Clients:

- Those absorbed in real estate should assess the usability of accessible land as well as its surroundings.
- Because land cannot be produced, land prices are continually rising, thus for those who aren't interested, the price of land will continue to rise.

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