

A Comparative Study of the Effectiveness of Traditional and Digital Marketing Channels in Real Estate Promotion: Customer Preferences in Nagpur Region

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Abstract: *This research compares the effectiveness of traditional marketing and digital marketing methods in advertising real estate projects, considering consumer preferences in Nagpur. The rise of internet technology has led to a shift in the strategies adopted by real estate developers, from traditional marketing channels like newspapers, brochures and hoardings to digital channels such as social media, websites and online ads.*

Primary data from 100 respondents were collected through a questionnaire. It assesses brand awareness, trust, engagement and purchase influencing factors through the two channels of marketing. Microsoft Excel was used to analyse the data.

Results show that traditional marketing creates credibility and trust, particularly amongst senior customers, while digital marketing offers wide reach, easy access to information and improved engagement. It is found that the best approach to promote real estate is to use both types of marketing.

Keywords: Real Estate, Online Marketing, Offline Marketing, Consumer Preference, Nagpur, Consumer Behaviour, Marketing Channels

I. INTRODUCTION

Real estate is an important component of India's economic growth and has witnessed a surge in growth owing to urbanization and the rising demand for residential and commercial spaces. In this highly competitive market, marketing has become crucial for real estate developers to reach potential purchasers and guide their purchase decision. In the past, real estate marketing involved techniques such as print media advertising, brochures, billboards, TV advertising, and personal referrals. This was successful in increasing awareness and gaining the trust of the customers, particularly at a local level. But in the digital era, with the growing penetration of the internet, digital marketing has become an effective way to promote real estate. Online channels, including social media, real estate websites, email marketing and online ads, offer customers real-time access to comprehensive information, photos and virtual tours of properties, allowing them to compare and choose the right property. In emerging urban centres such as Nagpur, which is experiencing infrastructural development and urbanisation, the use of digital marketing has grown. However, traditional marketing channels remain crucial, especially for customers who value face-to-face interaction and physical presence. Thus, this research seeks to assess the relative performance of traditional and digital marketing channels for real estate promotion, as well as to investigate customers' preference in the market of Nagpur.



II. LITERATURE REVIEW

The literature suggests the role of traditional and digital marketing mediums in shaping customer behaviour in real estate. Conventional marketing techniques such as print and outdoor advertising have been acknowledged for their role in enhancing credibility and trust in the eyes of consumers. This approach is highly effective in local markets and is favoured among older consumers who appreciate personal contact and a physical presence. Conversely, online marketing has become increasingly significant because of its affordability, reach and capacity to offer rich and interactive information. Studies have shown that digital platforms enable customers to access property information, compare prices, view photographs and virtual tours and reviews, which play a crucial role in their purchasing decisions. Additionally, social media sites like Facebook, Instagram and YouTube have improved customer interaction by allowing developers to target customers and directly engage with prospective buyers. Additionally, the COVID-19 pandemic has sped up the transition to digital platforms, with customers increasingly using these channels for property searches and purchases. While digital marketing is beneficial, research also shows that traditional marketing is still important, particularly in establishing credibility and facilitating the final buying decision. In summary, the research suggests that although digital marketing improves accessibility and convenience, traditional marketing provides credibility, suggesting a hybrid approach. But there is scant literature on consumer preferences in regional markets such as Nagpur, which this study aims to fill the gap.

III. RESEARCH METHODOLOGY

3.1 Research design

This study adopts a quantitative and descriptive approach.

3.2 Data Collection

- Primary Data: Survey questionnaire (Google Forms))
- Asked about awareness, trust, preference and decision making

3.3 Objectives of the Study

1. To evaluate traditional and digital marketing in real estate marketing
2. To determine customers' preferences for marketing channels

3.4 Sampling Technique

- Convenience Sampling

3.5 Sample Size

- 100 respondents

3.6 Area of Study

- Nagpur Region

3.7 Data Analysis Tools

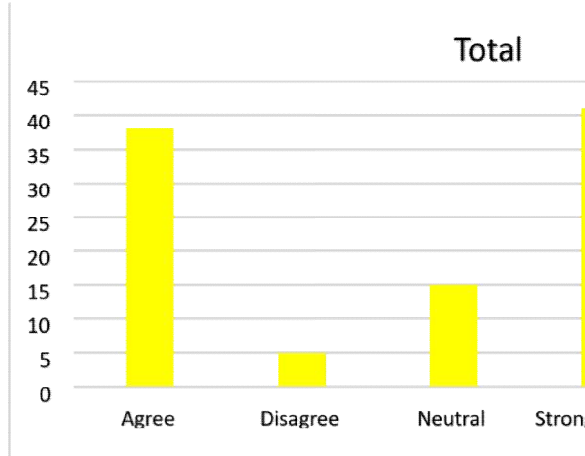
- Microsoft Excel
- Graphs and Charts



IV. DATA ANALYSIS & INTERPRETATION

Graphs:

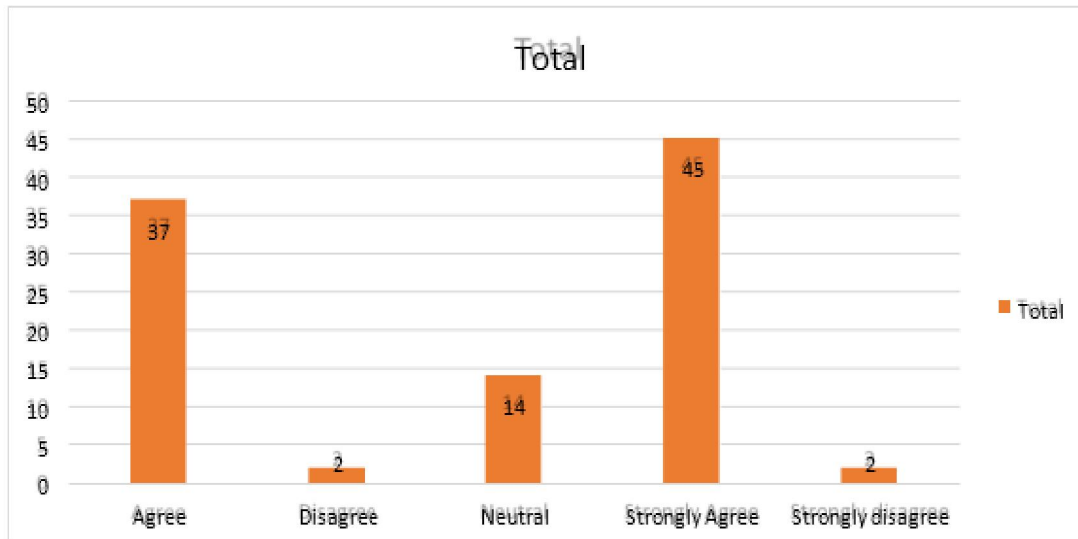
- Combining both traditional and digital marketing together improves awareness about real estate projects



Analysis:

41% strongly agree and 38% agree that a combination of the two approaches is effective. This indicates that integrated marketing gives better results. Combining traditional and digital marketing methods is the most effective strategy for increasing awareness.

- Direct interaction with real estate agents increases trust in a property project

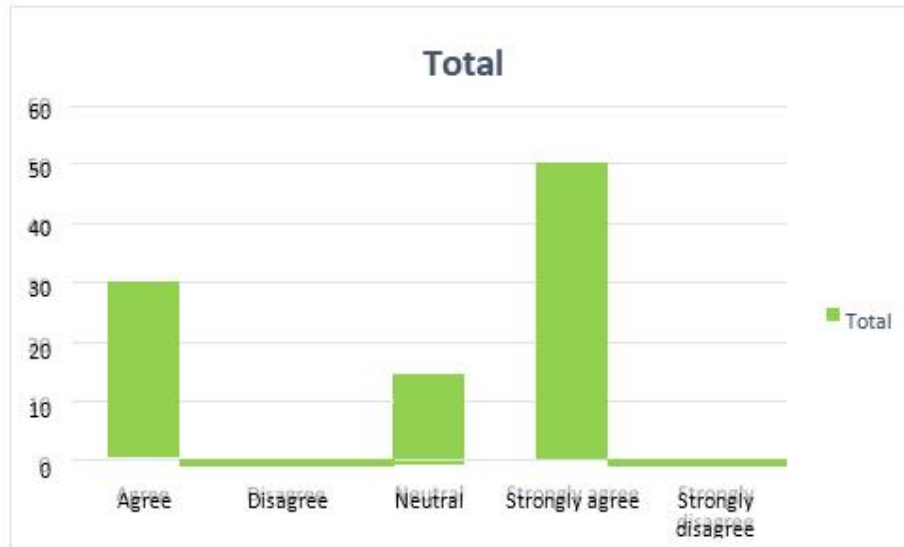


Analysis:

45% strongly agree and 37% agree that interaction with agents increases trust. Only a minority of those do not agree. This shows that customer confidence in real estate is significantly contributed by personal communication. Direct interaction with real estate agents greatly increases customer trust, highlighting the importance of personal communication.



- Face-to-face interaction with real estate agents is more convincing than online communication



These are: 51% strongly agree and 31% agree that face-to-face interaction is more convincing. Analysis: This is a clear indication of the significance of personal interaction in real estate. Face-to-face interaction is highly preferred and considered more convincing than online communication.

Interpretation:

The data shows that most respondents belong to the active earning group with good income levels, indicating strong potential for real estate investment. Traditional marketing methods and personal interactions are highly trusted and effective in influencing decisions, while digital marketing mainly helps in awareness and faster access to information. Overall, a combination of both traditional and digital marketing provides the best results in attracting and influencing customers.

Finding 1: Combination of Marketing Channels

The majority of the respondents feel that integrated marketing drives brand awareness. Interpretation: Multichannel marketing is more effective than single channel marketing.

Finding 2: Trust Through Personal Interaction

Most of the respondents agree that personal interaction with agents builds trust. Interpretation: Traditional marketing is effective in building trust.

Finding 3: Direct vs Online

In-person is more persuasive to respondents.
 Interpretation: Face to face communication matters in real estate.

Finding 4: Role of Digital Marketing Digital marketing helps in:

- Quick information access
- Property comparison
- Wider reach



Interpretation: Online marketing is better in the initial decision-making.

V. RESULTS OF THE RESEARCH

- Consumers like both marketing approaches
- Traditional marketing is reliable and trustworthy
- Digital marketing is more convenient and creates awareness
- Digital is preferred by younger customers
- Traditional is preferred by older customers

VI. CONCLUSION

Finally, the study shows that traditional marketing and digital marketing both play an important role in the marketing of real estate properties in Nagpur. Online marketing has become a powerful medium because of its reach, affordability and the ability to offer detailed information to consumers in real-time. It plays a significant role among tech-savvy, younger generations who use digital channels to browse and compare properties. However, traditional marketing is still important in building trust, authority and relationship, which are key elements in real estate purchasing. Potential buyers still value personal contact and physical inspection when finalising their purchase, suggesting traditional methods cannot be abandoned completely.

This study shows that a one-size-fits-all approach of using either traditional or digital marketing is not enough to reach peak efficiency.

Therefore, a hybrid marketing approach that leverages the best of both worlds is best for real estate developers. Through the combination of digital and traditional methods of establishing trust and credibility, real estate developers can cater to varied consumer needs and improve marketing efforts.

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