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Impact of Digital Marketing on Customer Buying Behavior (Residential Real Estate)

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Abstract: ***The study is to examine the impact of digital marketing on the customer buying behavior and to find out the customers are sensible of digital marketing and the digital channel's impact on their purchase decision. The study is carried out through checks from 148 respondents and Responses from the client. The rating scale was used to get the respondents' final results from the questionnaire. The questionnaires were distributed to 180+ and got 148 responses from respondents. The Rate scale will be used to measure a person's perception and attitude or opinion. The results are interpreted to show the impact of digital marketing on customer buying behavior. The findings revealed that customers are apprehensive of digital marketing and prefer to book site visits through digital channels in their buying actions. The study is performed in a particular geographical area, particularly residential real estate customers or leads and this may be considered as a limitation to judge the purchase opinion of varied regions. As the world moves towards a digital period, the various digital channels play a vital place in the increase of sales of any company's products or generating leads for the Business. So, the present study attempted to reveal the impact of digital marketing on customer buying behavior- Residential Real Estate. This result helps us to change the Digital Marketing Strategy plan Developed for the Residential Real Estate (Vue Residences).***
Keywords: Digital marketing, customer behavior, Residential Real Estate (VUE Residences), online customer buying behavior.

I. OBJECTIVES OF THE PROJECT

1) To Understand Customer Behaviour towards Residential Real Estate.
2) To Understand the influence of digital marketing channels on "customer buying behavior" towards Residential Real Estate.

II. PURPOSE OF THE PROJECT

1) Understanding Customer's Perception & Attitude or Opinion.
2) According to the customer's perception, making changes in digital marketing strategy and generating more Quality Leads.

III. SCOPE OF THE PROJECT

The suggestion from the study is based on the responses given by the customers or leads of Vue Residences. This study will help get an insight into the impact of digital marketing on customer buying decisions.

IV. DATA ANALYSIS AND INTERPRETATION

A. Sample Profile

Out of a total sample of 148 people who responded, 16.7 % were female, and 83.3% were male. A wide majority of respondents were between 31-40 years of age (53.1%) and between 26 and 30 years of age (29.1%). Most of the respondents are highly educated which helps in getting proper responses. The majority of respondents are professionals (75%) (The term professional refers to anyone who earns their living from performing an activity that requires a certain level of education, skill, or training). Almost every person involved in this survey is earning a good amount. Descriptive statistics are displayed in Table 1

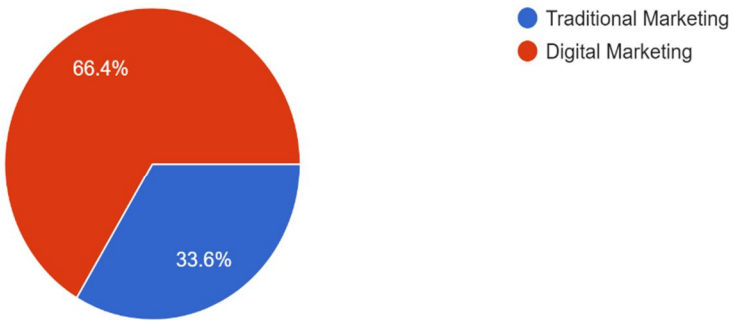
Descriptive statistics of the respondents' demographic characteristics (Frequency tables)

Variable	frequency	percentage (%)
AGE		
• 25 or Below	8	5.4%
• 26 – 30	43	29.1%
• 31 – 40	81	53.1%

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• Above 40	16	12.2%
GENDER		
• Male	125	83.3%
• Female	23	16.7%
Educational Qualification		
• Graduation	86	58.19%
• Post-Graduation	49	33.1%
• PhD	9	6.1%
• Others	4	2.7%
Occupation		
• Business People	35	23.7%
• Professionals	111	75%
• Retired	2	1.4%
• Others	0	0%
Monthly Income		
• <30,000	1	0.7%
• 30,000-60,000	23	15.5%
• 60,000-90,000	60	40.5%
• >90,000	64	43.3%

1) How are you Aware of Vue Residences?

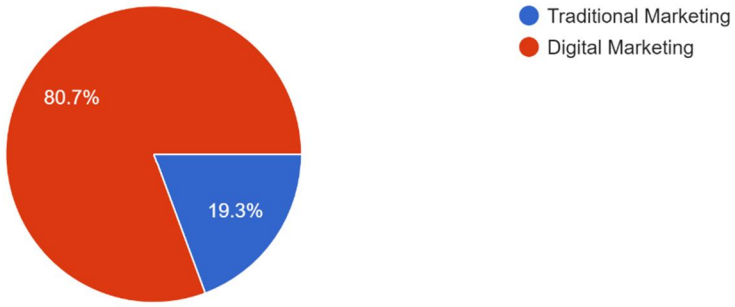


- *Descriptive Statistics*

How are you Aware of Vue Residences?	percentage	No of Respondents
Traditional Marketing	33.6%	49
Digital Marketing	66.4%	99

The above graph and table show how respondents are aware of Vue Residences. Through Digital Marketing, 66.4% of site visitors got to know about the Vue Residences and 33.6% of site visitors got to know about the Vue Residences through Traditional Marketing. So, Digital Marketing has a double impact on reaching Customers in this competitive Market.

2) Which Approach created interest in Vue Residences?

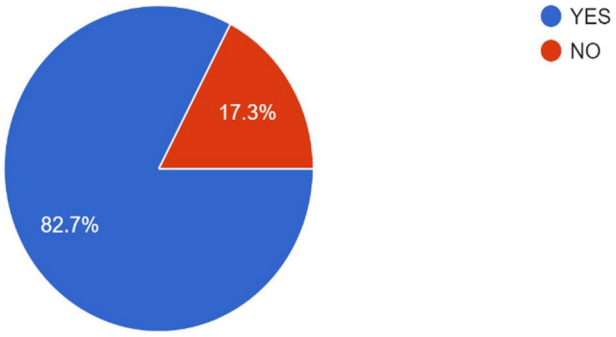


- *Descriptive Statistics*

Which Approach created interest in Vue Residences?	percentage	No of Respondents
Traditional Marketing	19.3%	29
Digital Marketing	80.7%	119

The above graph and table show which Approach created the interest in Vue Residences. With the help of Digital Marketing, 80.7% of site visitors were attracted to visit the Vue Residences and 19.3% of site visitors were attracted to visit the Vue Residences through Traditional Marketing. So, Digital Marketing has a higher impact on making the Customers visit the site in this competitive Market.

3) Did you Book a Site Visit for Vue Residences Online?

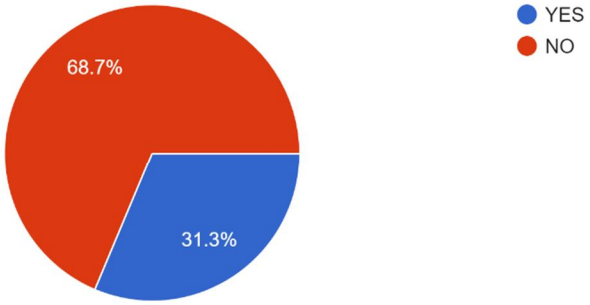


- *Descriptive Statistics*

Did you Book a Site Visit for Vue Residences Online?	percentage	No of Respondents
YES	82.7%	123
NO	17.3%	25

The above graph and table show how many customers booked online site visits. 82.7% of customers booked site visits online by filling out a form provided on the website and 17.3% of customers booked site visits through phone calls or other ways. So, the number of online site visits is more than offline site visits.

4) In the past, have you Brought any Real Estate Property (I.e., apartments, houses, villas, etc.)?

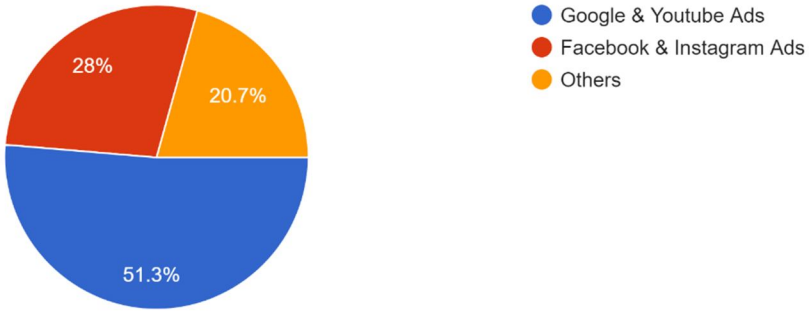


- *Descriptive Statistics*

In the past, have you Brought any Real Estate Property (i.e., apartments, houses, villas, etc.)?	percentage	No of Respondents
YES	31.3%	46
NO	68.7%	102

The above graph and table show, in the past customers, brought any real estate property or not. 68.7% of customers or site visitors have not brought any real estate property in past, whereas 31.3% of customers or site visitors have brought real estate property in past. So, the number of customers or site visitors is new to this market.

5) Which mode of Digital Marketing created interest in you?



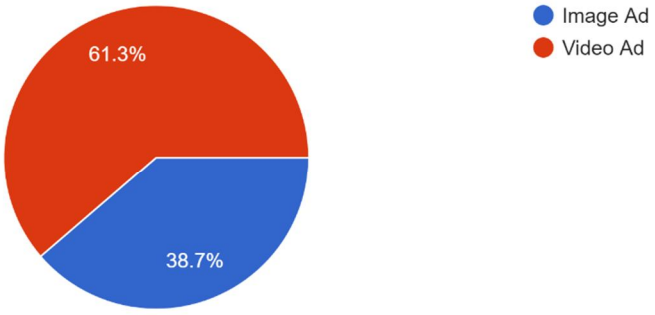
- *Descriptive Statistics*

Which Mode of Digital Marketing created interest in you?	percentage	No of Respondents
Google & Youtube ADS	51.3%	76
Facebook & Instagram ADS	28%	41
Others	20.7%	31

The above graph and table show that the mode of Digital Marketing created interest in customers to visit the site. Google Ads & Youtube Ads created interest in 51.3% of customers to book a site visit to Vue Residences and Facebook Ads & Instagram Ads created interest in 28% of customers to book a site visit. So, a Maximum number of site visitors visit the site through the interest created by the advertisements running on Google, Youtube, Facebook & Instagram platforms.

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6) What kind of Advertisements makes people visit the Website?

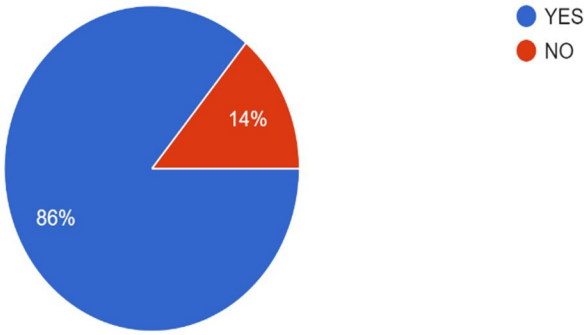


- *Descriptive Statistics*

What Kind of Advertisements makes people visit the Website?	percentage	No of Respondents
Image AD	38.7%	57
Video AD	61.3%	91

The above graph and table show that kind of Advertisements makes people visit the Website. Among 148 respondents, Image Ads made 38.7% of respondents land on the website and Video ads made 61.3% of respondents land on the website. So, a Maximum number of respondents are landed on the website through a video Ad.

7) Do you ever consider the advertisement displayed on your phone?

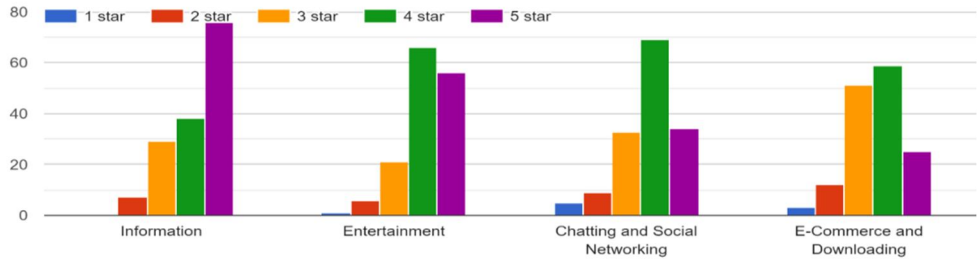


- *Descriptive Statistics*

Do you ever consider the Advertisement displayed on your phone?	percentage	No of Respondents
YES	86%	127
NO	14%	21

As shown in the Graph and Table among 148 Respondents, 86% of respondents consider the Advertisements displayed on their phones, and 14% of respondents don't consider the Advertisements displayed on their phones.

8) Do you use the internet for? (Rate them in order of your preferences)



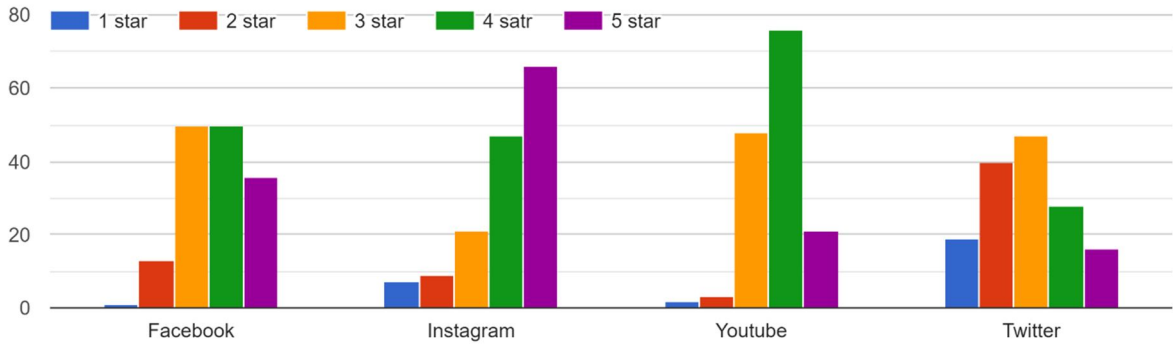
- *Descriptive Statistics*

Do you use the internet?	Respondents					Total Respondents	Mean
	1 star	2 stars	3 stars	4 stars	5 stars		
Information	0	7	29	37	75	148	4.2
Entertainment	1	6	21	65	55	148	4.1
Chatting and Social Networking	5	9	33	67	34	148	3.8
E-Commerce and Downloading	3	12	51	57	25	148	3.6

Note: 1star = 1, 2star = 2, 3star = 3, 4star = 4, 5star = 5

The five-point Likert scale is considering an interval scale. The mean is very significant. From 1 to 1.8, it means 1star. From 1.8 to 2.6, it means 2star. From 2.6 to 3.4, it means 3star. From 3.4 to 4.2, it means 4star. From 4.2 to 5, it means 5star.
The above graph and table show the purpose of utilizing the internet by the respondents. The mean of the first statement is 4.2, which means that the majority of the respondents rated Information with 5 stars. The mean of the second statement is 4.1, which means that the majority of the respondents rated Entertainment with 4 stars. The mean of the third statement is 3.8, which means that the majority of the respondents rated Chatting and Social media networking with 4 stars. The mean of the fourth statement is 3.6, which means that the majority of the respondents rated e-Commerce and Downloading with 4 stars.
So, Respondents using the internet mostly to get information and entertainment and also use the internet for chatting, social networking, e-Commerce, and downloading but not much as compared with information and entertainment.

9) Rate the Social Media Platforms you Aware of



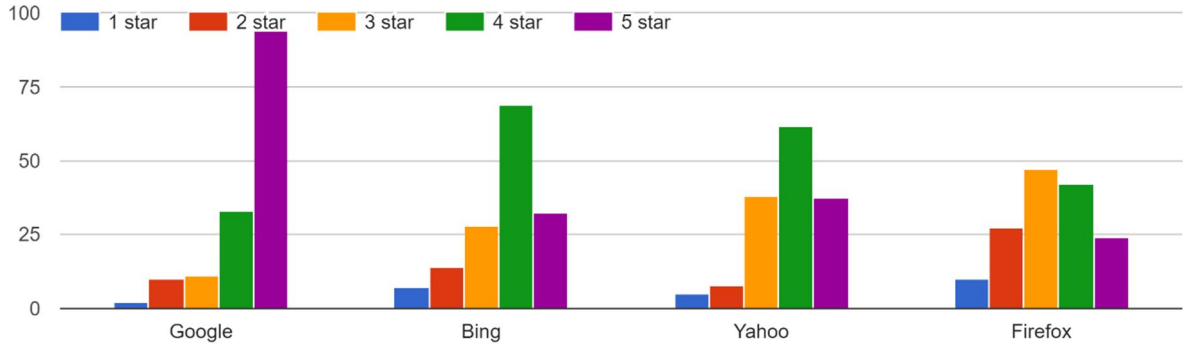
- *Descriptive Statistics*

Platforms	Respondents					Total Respondents	Mean
	1 star	2 stars	3 stars	4 stars	5 stars		
Facebook	1	13	48	50	36	148	3.72
Instagram	7	9	21	45	66	148	4.04
Youtube	2	3	46	76	21	148	3.75
Twitter	19	40	45	28	16	148	2.88

Note: 1star = 1, 2star = 2, 3star = 3, 4star = 4, 5star = 5

The five-point Likert scale is considering an interval scale. The mean is very significant. From 1 to 1.8, it means 1star. From 1.8 to 2.6, it means 2star. From 2.6 to 3.4, it means 3star. From 3.4 to 4.2, it means 4star. From 4.2 to 5, it means 5star.
The above graph and table show the rating of the social media platforms provided by the respondents. The mean of the first statement is 3.7, which means that the majority of the respondents rated Facebook with 4 stars. The mean of the second statement is 4, which means that the majority of the respondents rated Instagram with 4 stars. The mean of the third statement is 3.8, which means that the majority of the respondents rated Youtube with 4 stars. The mean of the fourth statement is 2.9, which means that the majority of the respondents rated Twitter with 3 stars.
So, Instagram & Facebook is the most rated social media platform by the respondents, followed by YouTube. Twitter is the less-rated social media platform by the respondents.

10) Rate the Search Engines do you Aware of



- *Descriptive Statistics*

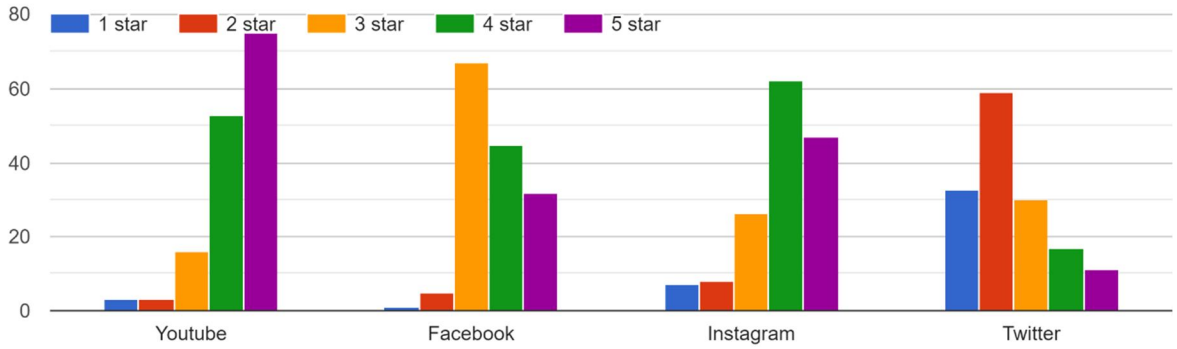
Search Engines	Respondents					Total Respondents	Mean
	1 star	2 stars	3 stars	4 stars	5 stars		
Google	2	10	9	33	94	148	4.4
Bing	7	14	28	69	30	148	3.68
Yahoo	5	8	38	60	37	148	3.78
Firefox	10	27	45	42	24	148	3.29

Note: 1star = 1, 2star = 2, 3star = 3, 4star = 4, 5star = 5

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The five-point Likert scale is considering an interval scale. The mean is very significant. From 1 to 1.8, it means 1star. From 1.8 to 2.6, it means 2star. From 2.6 to 3.4, it means 3star. From 3.4 to 4.2, it means 4star. From 4.2 to 5, it means 5star.
The above graph and table show the rating of the search engines provided by the Respondents. The mean of the first statement is 4.4, which means that the majority of the respondents rated Google with 5 stars. The mean of the second statement is 3.7, which means that the majority of the respondents rated Bing with 4 stars. The mean of the third statement is 3.8, which means that the majority of the respondents rated Yahoo with 4 stars. The mean of the fourth statement is 3.3, which means that the majority of the respondents rated Firefox with 3 stars.
So, Google is the most-rated Search engine by the respondents, followed by Yahoo and Bing. Firefox is the less-rated Search engine by the respondents.

11) Where you come Across a lot of Advertisements while using Apps



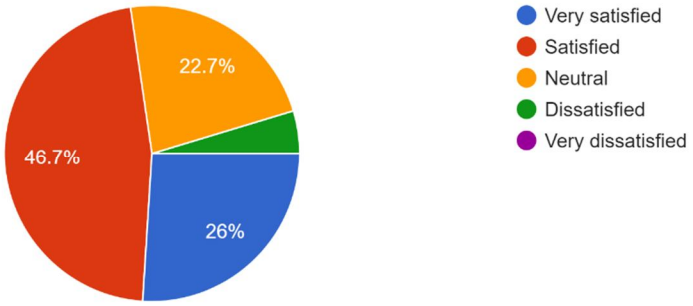
- *Descriptive Statistics*

Where you come across a lot of Advertisements while using Apps?	Respondents					Total Respondents	Mean
	1 star	2 stars	3 stars	4 stars	5 stars		
Youtube	3	3	16	53	73	148	4.28
Facebook	1	5	65	45	32	148	3.69
Instagram	7	8	24	62	47	148	3.91
Twitter	33	59	28	17	13	148	2.49

Note: 1star = 1, 2star = 2, 3star = 3, 4star = 4, 5star = 5

The five-point Likert scale is considering an interval scale. The mean is very significant. From 1 to 1.8, it means 1star. From 1.8 to 2.6, it means 2star. From 2.6 to 3.4, it means 3star. From 3.4 to 4.2, it means 4star. From 4.2 to 5, it means 5star.
The above graph and table show Respondents come across a lot of advertisements while using Apps. The mean of the first statement is 4.3, which means that the majority of the respondents rated Youtube with 5 stars. The mean of the second statement is 3.7, which means that the majority of the respondents rated Facebook with 4 stars. The mean of the third statement is 3.9, which means that the majority of the respondents rated Instagram with 4 stars. The mean of the fourth statement is 2.5, which means that the majority of the respondents rated Twitter with 2 stars.
So, most of the respondents come across a lot of advertisements while using youtube, followed by Instagram, and Facebook, and there come across fewer advertisements while using Twitter.

12) Are you satisfied with the Specifications and Amenities provided by the company?



- *Descriptive Statistics*

Are you Satisfied with the Specifications and Amenities Provided by the Company?	percentage	No of Respondents
Very satisfied	26%	38
Satisfied	46.7%	69
Neutral	22.7%	34
Dissatisfied	4.7%	7
Very dissatisfied	0%	0

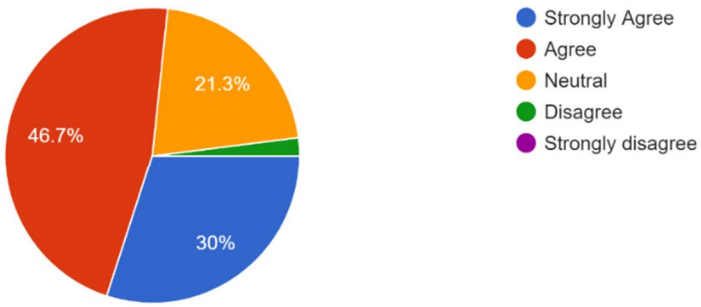
Note: Strongly Agree 1, Agree 2, Neutral 3, Disagree 4, Strongly Disagree 5

Mean	2.067568

The five-point Likert scale is considering an interval scale. The mean is very significant. From 1 to 1.8, it means very satisfied. From 1.8 to 2.6, it means satisfied. From 2.6 to 3.4, it means neutral. From 3.4 to 4.2, it means dissatisfaction. From 4.2 to 5, it means strongly dissatisfied. The above graph and table show customers' satisfaction with the Specifications and Amenities provided by the company. Among 148 respondents, 38 respondents are very satisfied and 69 respondents are satisfied with the Specifications and Amenities provided by the company and 34 respondents are neutral and 7 respondents are dissatisfied with the Specifications and Amenities provided by the company.

Mean 2.1 is close to Satisfied, so we can say that Majority of the respondents are satisfied with the Specifications and Amenities provided by the Company.

13) Informative Content should be displayed in the Advertisements!



- *Descriptive Statistics*

Informative Content should be displayed in the Advertisements!	percentage	No of Respondents
Strongly Agree	30%	44
Agree	46.7%	69
Neutral	21.3%	32
Disagree	2%	3
Strongly disagree	0%	0

Note: Strongly Agree 1, Agree 2, Neutral 3, Disagree 4, Strongly Disagree 5

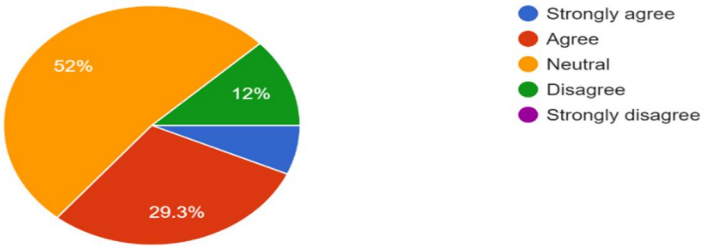
Mean	1.959459

The five-point Likert scale is considering an interval scale. The mean is very significant. From 1 to 1.8, it means strongly agree. From 1.8 to 2.6, it means agree. From 2.6 to 3.4, it means neutral. From 3.4 to 4.2, it means disagree. From 4.2 to 5, it means strongly agree.

The above graph and table show customers' perception of the statement "Informative content should be displayed in the advertisements". Among 148 respondents, 113 respondents are satisfied with the statement and 32 respondents are neutral about the statement.

Mean 2 is close to Agree, so we can say that most of the respondents agree with the Statement.

14) Digital channels will change your Opinion toward Buying Decisions.



- *Descriptive Statistics*

Digital channels will change your opinion toward the buying decisions	percentage	No of Respondents
Strongly Agree	6.7%	10
Agree	29.3%	44
Neutral	52%	77
Disagree	12%	17
Strongly disagree	0%	0

Note: Strongly Agree 1, Agree 2, Neutral 3, Disagree 4, Strongly Disagree 5

Mean	2.682432

The five-point Likert scale is considering an interval scale. The mean is very significant. From 1 to 1.8, it means strongly agree. From 1.8 to 2.6, it means agree. From 2.6 to 3.4, it means neutral. From 3.4 to 4.2, it means disagree. From 4.2 to 5, it means strongly agree.

The above graph and table show that digital channels influence customer buying behavior. Among 148 respondents, 54 respondents are agreeing and 77 respondents are neutral and 17 respondents are disagreeing that digital channels change the opinion towards buying decisions. Mean 2.7 is close to Neutral, so we can say that most of the respondents are Neutral about the Statement.

V. FINDINGS

A. Digital marketing has a greater future in the present market.
B. Ratio of male customers is very high in visiting Vue residences is 83.3%.
C. Income of respondents mainly falls in the range of Rs. 60,000 to Rs. 90,000 that is 40.5% & above 90,000 that is 43.3%.
D. The majority of respondents are professionals (75%) and business people (23.7%).
E. Digital Marketing has a double impact on reaching Customers in this competitive Market.
F. With the help of Digital Marketing, 80.7% of site visitors were attracted to visit the Vue Residences and 19.3% of site visitors were attracted to visit the Vue Residences through Traditional Marketing. So, Digital Marketing has a higher impact on making the Customers visit the site in this competitive Market.
G. 68.7% of customers or site visitors have not brought any real estate property in past. So, the number of customers or site visitors are new to this market.
H. Maximum number of site visitors visit the site through the interest created by the advertisements running on Google, Youtube, Facebook & Instagram platforms.
I. Video ads are more effective than image ads.
J. 86% of respondents consider the Advertisements displayed on their phones.
K. Respondents using the internet mostly to get information and entertainment and also use the internet for chatting, social networking, e-Commerce, and downloading but not much as compared with information and entertainment.
L. Instagram & Facebook is the most rated social media platform by the respondents, followed by YouTube. Twitter is the less-rated social media platform by the respondents.
M. Google is the most-rated Search engine by the respondents, followed by Yahoo and Bing. Firefox is the less-rated Search engine by the respondents.
N. Most of the respondents come across a lot of advertisements while using youtube, followed by Instagram, and Facebook, and there come across fewer advertisements while using Twitter.
O. Majority of the respondents are satisfied with the Specifications and Amenities provided by the Company.
P. Most of the respondents agree with the Statement i.e., informative content should be displayed in advertisements.
Q. Most of the respondents are Neutral about the Statement i.e., digital channels change your opinion toward the buying decisions.

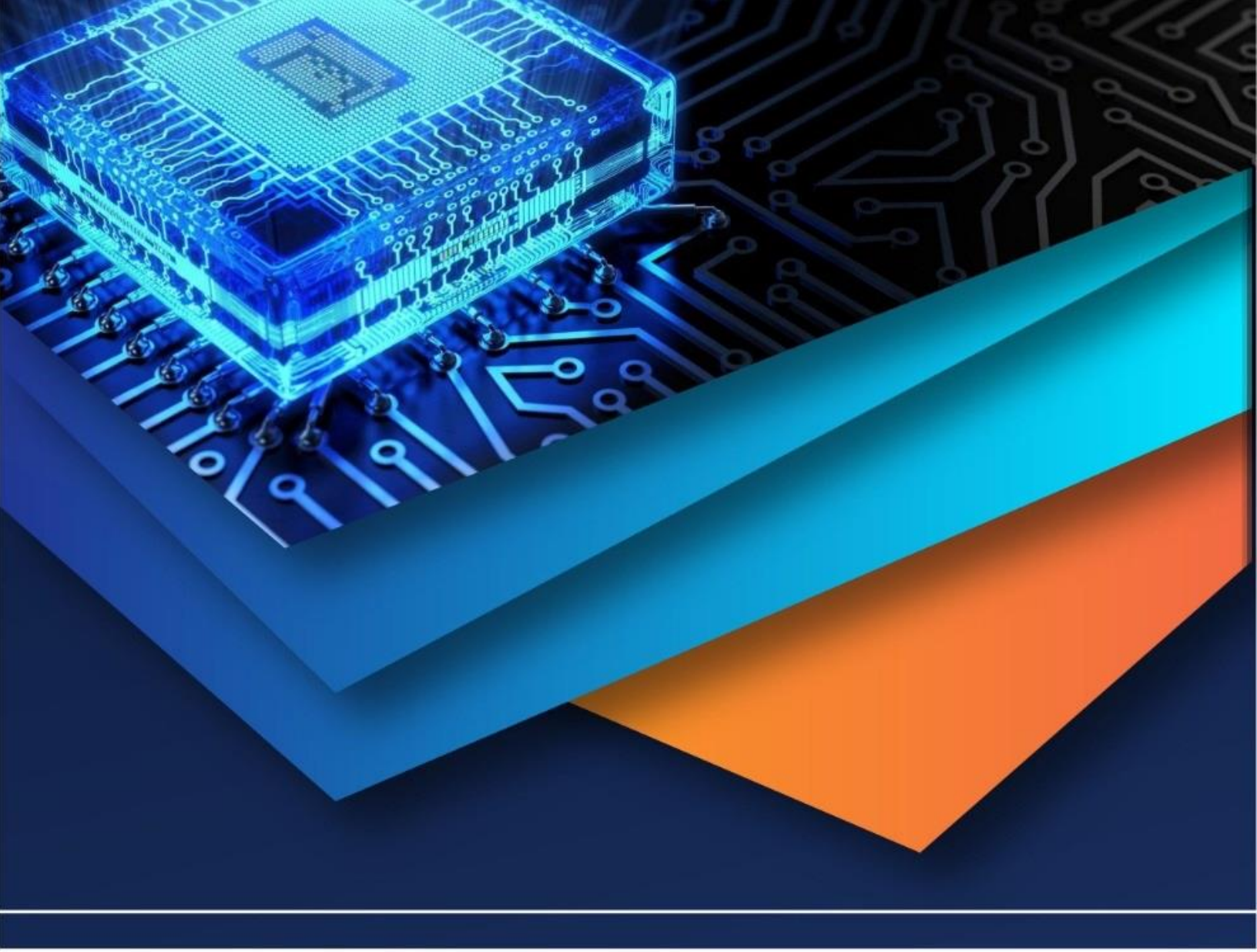
VI. SUGGESTIONS

A. Improve technical advancement in the promotion of Vue residences.
B. Collect and implement the feedback provided by the customer in the right way.
C. Provide a transparent and good service to the customer.
D. Creating more awareness campaigns to reach more people.
E. Complete description needs to provide about the projects on the Vue residences website to the online visitors.
F. Should target more professional and business people.
G. Should concentrate more on video ads in order to attract more site visits.
H. Run more campaigns on Google and Facebook.
I. Should focus on the Ad Copy (content) used for the Advertisements.

VII. CONCLUSION

This study helps to understand the customer perception towards residential real estate and the targeted audience. Digital marketing methods influence more on customers. It's very helpful to make changes in the digital marketing strategy developed for Vue residences. Digital marketing plays a vital role in order to promote any business and it has more impact on customer behavior. Every business should go for business marketing in order to promote their business because internet users are increasing day by day, which improved the importance of digital marketing. The look is made in a particular geographical vicinity the outcomes of the look at famous that humans are aware of the virtual channels InSite in their educational qualification, clients use to prefer virtual channels to buy any sought merchandise, not a good deal role of monthly earnings of human beings performs a position deciding on a type product purchase through digital channels.

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