SALES PROMOTION ACTIVITIES, REAL-ESTATE INDUSTRIES, BANGALORE

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ABSTARCT:

The sales marketing initiatives in Bangalore, India's real estate market are the main subject of this study. Bangalore's real estate market has grown quickly, drawing substantial capital inflows as well as interest from both local and foreign investors. Examining the various sales advertising tactics and initiatives used by Bangalore real estate companies to entice prospective buyers and investors is the goal of this study. The study intends to provide light on the efficacy of various promotional tactics within the Bangalore real estate market by examining these strategies.

The research technique entails a thorough analysis of the body of knowledge regarding real estate industry sales promotion initiatives, in addition to primary data collecting via surveys and interviews with relevant parties such as customers, marketers, and real estate developers. Given the increasing prominence of digital platforms in the real estate market, the study will also examine how digital marketing and online promotions affect Bangalore's real estate market.

The results of this study will help to clarify the dynamics of sales promotion in the real estate sector and offer insightful information to academics and practitioners alike. The goal of the study is to provide real estate firms in Bangalore with ideas and advice on how to improve their approaches to sales promotion and interact with potential customers in a cutthroat market.

INTRODUCTION:

Sales promotion serves multiple purposes such as acquiring new customer's, retaining,countering competitive pressures, and leveraging opportunities derived from market researchinsights. It encompasses a combination of external and internal measures

strategically designed to boost company sales. Illustrative instances of promotional activities encompass advertising, publicity, initiatives in public relations, and hostingspecial sales events. Within this framework, internal sales promotion mechanisms like window displays, showcasing promotional materials, and implementing programs such as premium giveaways and contests also have a key role in driving sales.

Main objectives:
- To understand the efficiency of NoBroker's sales promotion activities in attracting new customers.
- To determine the outcome of sales promotions on customer satisfaction and loyalty.
- To identify the most successful types of sales promotions employed by NoBroker

LITERATURE REVIEW:

Andani, K., & Wahyono, W. (2018) The purpose of this study is to ascertain the direct andunintended repercussions on impulse purchasing of sales promotion, delightful shopping incentive, fashion participation, and optimistic emotion as anmediating variable. Customers of House of Smith Semarang make up the study's sample population. 100 respondents were sampled using the incidental sampling method and the Likert scale questionnaire. data analysis using path analysis and descriptive percentages.The findings demonstrate that pleasant mood influences impulse buying and mediates the effects of sales promotion, hedonic shopping incentive, and fashion participation. These factors all affect impulse buying.

Martinus, H., &Anggraini, L. (2018) This study was to determinethe impact of relationship between social media sales promotion and product purchase. The approach used was a quantitative explanatory approach. The data were processed using simple linear regression analysis in SPSS version 23. According to the study's findings, social media sales advertising significantly influences respondents' intentions to buy L'Oréal Paris Micellar Water. Additionally, the association is favourable.

Nguyen, H. N., Song, H. J (2019) Preorder promotions are becoming more prevalent for a variety of goods and services. Sales promotions, such price cuts and freebies, are regularly used to increase the allure of an offer and boost the sales reaction. We demonstrate through a series of tests that the success of a preorder promotion depends on whether it corresponds to the construal level connected to the schedule of the release of the featured product.

METHODOLOGY:

The research will use a descriptive survey approach to collect data from customers. A structured questionnaire will be developed to gather quantitative data on customer perceptions and experiences with sales promotions.

Sample Design:

A sample design is an infinite plan to get samples in the given large amount of population.The unit for this study is the general public and customers of NoBroker. Convenience Sampling of 100 NoBroker's customer base to ensure a representative sample.

Demographic Details:

Item	frequency	(%)
male	57	57
female	43	43
Total	**100**	**100**

20 – 30	20	20
30 – 40	30	30
40 – 50	28	28
50 – 60	15	15
60 above	7	7
Total	**100**	**100**
SSLC	6	6
PU	15	15
UG	40	40
PG	30	30
PhD	9	9
Total	**100**	**100**

RESULT ANALYSIS:

	Hypothesis	Statistical tools	Pvalue	Accepted/Rejected
H1	Age and Overall Satisfaction	Chi-square test	0.693	Rejected
H2	Marital category and Recommendation	Correlation	.287	Rejected
H3	Overall impact and Age of Respondents	Anova	.663	Rejected

TEST OF HYPOTHESIS:
Hypothesis 1: Chi-square test

		Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Total
Age	20 - 30	2	9	12	1	1	25
	30 - 40	3	12	6	3	3	27
	40 - 50	4	13	11	2	1	31
	50 - 60	0	6	5	2	1	14
	60 & above	1	1	0	1	0	3
Total		10	41	34	9	6	100

	value	d f	significance
Chi-Square	12.725[a]	16	.693
Ratio	13.862	16	.609
Linear Association	0.000	1	.985
n of Valid Cases	100		

H₀: Nosignificant correlation between age and overall satisfaction with the sales promotion provided by NoBroker.
H1: Significant correlation between age and overall satisfaction with the sales promotion provided by NoBroker.

INFERENCE: From above we can demonstrates that null hypothesis (H0) is upheld since p-value exceeds 0.005, while the alternative hypothesis (H1) is discarded. Consequently,no statistically substantial interrelation between age and satisfaction concerning the sales promotion provided by NoBroker.

Hypothesis 2: Correlation

	Mean	Std. Deviation	n
Marital status	1.48	.594	100
Recommend	2.73	1.100	100

		Marital status	Recommend
Marital status	Pearson	1	.108
	Sig.		.287
	N	100	100
Recommend	Pearson	.108	1
	Sig.	.287	
	N	100	100

H₀: There is no significant relationship between the marital category and level of recommendation.
H1: There is significant relationship between the marital category and level of recommendation.

INFERENCE: The provided correlation analysis indicates a weak positive relationship (correlation coefficient of 0.108) between marital category and recommendations. Yet, correlation is not significant (p-value of 0.287), suggesting that connection between these variables is not strong enough to be considered reliable based on the available data. The analysis was conducted with 100 data points for each variable.

Hypothesis 3: Anova

Age					
	Sum	d f	Mean	f	Sig.
Between Groups	2.975	4	.744	.601	.663

Within Groups	117.535	95	1.237		
Total	120.510	99			

H_0: There is no significant difference between the overall impact and age of the respondents.

H1: There is significant difference between the overall impact and age of the respondents.

INFERENCE: The table above indicates that (Ho) is accepted since the p-value is greater than 0.005, and (H1) is rejected. Therefore, based on the data and analysis, it is inferred there is no significant variation between age of the respondents and their overall impact.

FINDINGS:
- 56 % of responses were from male
- 31% of respondents are between the age limit of 40-50
- 33% of respondents are undergraduate
- 57% are married
- 29% are neutral with engaging with NoBroker sales promotion when searching for rental properties
- 36% of respondents were motivated from Discounts on Rental fees for using NoBroker for the first time.
- 43% of respondents came to know about NoBroker from social media.
- 84% of respondents were influenced by the sales promotion over NoBroker
- 41% were overall satisfied by the NoBroker.

CONCLUSION:
- In conclusion, the study highlights that sales promotion plays a role in improving sales and attracting prospects for organizations. With today's intense market competition, effective promotional activities are necessary for any company's success. Promotional activities serve as a gateway to enhance customer engagement, stimulate demand, and ultimately drive sales growth.
- The implementation of well-designed sales promotion campaigns can significantly influence consumer behaviour. Offering relaxation plans, loyalty programs, and enticing incentives can captivate a larger audience and entice potential customers. These approaches not only result in higher sales but also play a role in fostering customer loyalty and maintaining enduring relationships over time.

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