CHAPTER 1

INTRODUCTION TO THE STUDY

1.1 INTRODUCTION

Basic needs of human are food, water, shelter and clothing. Therefore, construction work is the main stream of any human activity. Construction Industry work covers work on new or existing commercial, industrial or domestic buildings or structures. Construction is a large, dynamic, and complex industry sector that plays an important role in the economy of a country. Housing is a building or structures that individuals and their family may live in. Housing comes in large variety of configurations from a freestanding to apartments. There are many contradicting scenario in the housing sector in India. On one side huge population do not have affordable housing and many in urban and rural areas are found living in huts, pavements and slums. Still in India, lot has to be done in housing sector. In urban centres, even middle class have problem with housing. Many live in rented houses. Being basic need housing is a priority of any government. Successive governments have drawn many plans to give housing to all citizens. They try to provide a minimum living space to each individual. On the other side, there are huge housing projects that have changed the landscape of urban area. The large population base, rising income level and rapid urbanization has led to growth of private players in the housing sectors. Many builders have come with huge housing projects in different urban area. Housing has become expensive because of non-availability of land space in metro areas, escalating land cost and development of housing projects far away from the central district. On one hand, Urban India has high housing shortage; on the other hand, there is a
massive and rapidly growing stock of vacant houses. Though marketing of basic needs are considered easy. The private housing projects are products of high value and require huge marketing efforts. This study looks at the promotion of housing projects done by builders in urban area and finds their effectiveness individually and as an integrated marketing communication that provide a synergy to marketing.

1.2 INDIAN CONSTRUCTION INDUSTRY

The real estate sector in India has come a long way by becoming one of the fastest growing markets in the world. The real estate sector is a critical sector of our economy. The sector comprises of four sub-sectors-housing, retail, hospitality, and commercial. While housing contributes to five-six percent of the country’s gross domestic product (GDP), the remaining three sub-sectors are also growing at a rapid pace, meeting the increasing infrastructural needs. The construction industry ranks third among the 14 major sectors in terms of direct, indirect and induced effects in all sectors of the economy. The industry's growth is linked to developments in the retail, hospitality and entertainment (hotels, resorts, cinema theatres) sectors, economic services (hospitals, schools) and information technology (IT)-enabled services (like call centres) etc and vice-versa.

Housing demand is expected to grow at a compound annual growth rate (CAGR) of 19 per cent between 2010 and 2014, with tier-I metropolitan cities projected to account for about 40 per cent of this. Growing at a rate of about 20% per annum it is the second-largest employment-generating sector after agriculture. Not only does it generate a high level of direct employment, but it also stimulates the demand in over
250 ancillary industries such as cement, steel, paint, brick, building materials, consumer durables and so on. Therefore, housing sector has a huge multiplier effect on the economy and therefore, is a big driver of economic growth.

The real estate sector has transformed from being unorganised to a dynamic and organised sector over the past decade. Government policies have been instrumental in providing support after recognising the need for infrastructure development in order to ensure better standard of living for its citizens. In addition to this, adequate infrastructure forms a prerequisite for sustaining the long-term growth momentum of the economy. The real estate sector in India is being recognised as an infrastructure service that is driving the economic growth engine of the country. The Indian real estate market size is expected to touch US$ 180 billion by 2020. It is not only successfully attracting domestic real estate developers, but foreign investors as well.

The Indian real estate industry has been on a roller coaster ride since 2005. Consequent to the government’s policy to allow Foreign Direct Investment (FDI) in this sector, there was a boom in investment and developmental activities. The sector not only witnessed the entry of many new domestic realty players but also the arrival of many foreign real estate investment companies including private equity funds, pension funds and development companies entered the sector lured by the high returns on investments. The real estate sector has been riding through many highs and lows since then. The industry achieved new heights during 2007 and early 2008, characterised by a growth in demand, substantial development and increased foreign investments. However, by mid 2008, the effects of the global economic slowdown were evident here too, and the industry took a
‘U’ turn. FDI inflow into real estate dropped significantly and what had emerged as one of the most promising markets for foreign investments experienced a downturn. Foreign direct investment (FDI) in the sector is expected to increase to US$ 25 billion in the next 10 years, from present US$ 4 billion (Corporate catalyst of India, 2013).

India is a part of Global trend that is advancing towards an increasing urbanization, according to which more than half of the world’s population is living in towns and cities. According to Census 2011, India has a total population of 1.21 billion out of which 31.1% live in urban areas. Therefore, the urgent need of the national policy makers, at present, is authentic data on Housing viz, the housing stock, addition to housing stock, investment in housing, housing conditions and needs (Structure, Congestion, obsolesce) role of public and private sector in the housing, prices of building materials etc. (Central Statistics Office, 2014).

In all states, with the state players there are private players in developing housing projects. Public Private Partnership is another model tried for providing housing for the needy. The model varies from one state to another. For example, in Bangalore there are different categories of players in the housing projects segment. One is Bangalore Development Authority and another is Karnataka Housing Board. Both of these are state sponsored bodies. Housing cooperative societies are second category. In addition to these players, there are number of private players who develop sites, construct house and apartments (KPMG, 2012).
1.2.1 Opportunities in Construction Industry

With the country’s agriculture sector having a limited absorption capacity, majority of the growth in urbanisation is expected to be a consequence of rural-to-urban migration. Post economic liberalization, India’s manufacturing and services sector has seen an influx in employment from the rural youth. With the country expected to witness rapid industrialization, the trend of migration from rural to urban areas is likely to continue (KPMG (2012) Real Estate and Construction - Bridging the Urban Housing Shortage in India.).

India’s urban population has grown at a CAGR of 2.8 percent over 2001-2011, resulting in an increase in the urbanization rate from 27.8 percent to 31.2 percent. Out of India’s 1.21 billion populations, 377 million people are urban dwellers. The Federation of Indian Chambers of Commerce (FICCI) estimates that by 2050, the country’s cities would witness a net increase of 900 million people. Furthermore, between 2012 and 2050, the pace of urbanization is likely to increase at a CAGR of 2.1 percent—double than that of China.

Given this scenario, it becomes critical to fill the existing gaps in the country that has strained urban infrastructure and in particular, housing. By providing affordable housing, the real estate sector can play a pivotal role in urban development of these states as well as the country. However, as things stand, the real estate sector faces considerable headwinds. Rising cost pressures and a difficult regulatory scenario are among the primary concerns. State and Central Government support in the form of liberal regulations and inclusive growth policies could provide the means to harnessing the full potential of affordable housing in the
As urban development takes place, a growing concern for India’s urban planners is the massive urban housing shortage plaguing the country. A thrust on encouraging private sector participation in affordable housing, traditionally the domain of the Government, could provide the answer to India’s urban housing predicament. (KPMG (2012) Real Estate and Construction - Bridging the Urban Housing Shortage in India.)

Making affordable housing work in India necessitates the active involvement of all the stakeholders concerned. Radical thinking on the part of the Government can provide the much needed fillip to affordable housing development in the country. Steps such as establishment of a single window clearance system, formulation of innovative micro mortgage lending models and tax subsidies would encourage private sector involvement. The developers, on their part, need to adopt innovative and low-cost technologies, which could enable them to deliver affordable houses quickly and cost-effectively.

Within the urban population, there is a rapidly growing informal sector whose ability to borrow from the formal market is not adequately recognized. This is also posing a new challenge to the Policymakers and financiers. Although there has been continued deepening and broadening of the financial system, through a series of comprehensive financial reforms, the outstanding housing loans account for only 7.25 per cent of India’s GDP, when compared with China (12 per cent), Thailand (17 per cent), and Malaysia (29 per cent). By the year 2030, an additional 3 billion people, about 40 percent of the world’s population, will need access to housing.
This translates into a demand for 96,150 new affordable units every day and 4,000 every hour (Central Statistics Office, 2014).

Rental housing in India has very low penetration unlike many developed economies, which have emphasized on affordable or social rental housing that constitutes up to 20-30 percent of their housing stock. In these countries, governments have a large role to play in promoting social housing as most of the rental houses are provided by government or by limited or non-profit housing associations that utilize government incentives. In India, authorities like the MMRDA have launched affordable rental housing scheme. However, the scheme met with limited success as it lacked the necessary enforcement and the required rental management. Developers should leverage on innovative and low-cost technologies such as pre-fabrication, which can be used to construct affordable houses quickly and cost-effectively. Although, pre-fab materials are 15-20 percent costlier, developers would gain from the dual benefits of higher efficiency and lower labour costs. In Europe and the Middle East, the use of precast concrete and engineering homes technology has enabled certain developers in saving up to 64 percent of the total man hours needed using conventional methods (KPMG, 2012).

1.2.2 Challenges in construction industry

The construction industry has huge potential of growth due to high population density in urban areas and a huge demand for urban land. In spite of this, the construction industry faces many problems. Different government regulations have created an artificial land shortage and pushed up land prices in India. Without Government support, the limited availability of land in urban areas makes it unviable for developers to take up housing
projects. Estimates reveal that real estate developers are required to pass the approvals through 150 tables in about 40 departments of central and state governments and municipal corporations. Delays in project approvals could add 25-30 percent to the project cost. Better co-ordination among the multiple authorities in dealing with various permissions/approvals can encourage real estate developers to invest in the affordable housing segment. Currently, it takes nearly two to three years for a developer to commence construction after having entered into an agreement for land purchase. Raw materials, including steel, cement, sand, bricks, etc, have witnessed price escalation of 20-50 percent in the recent past. Owing to the success of the National Rural Employment Guarantee Act (NREGA) scheme, the labour shortage in construction has risen and this has further affected the construction costs as it has led to a considerable rise in wage levels (KPMG, 2012).

The current financing mechanism in the country is also a problem of the industry. The loan market of INR 3-10 lakhs is estimated at INR 1,100, 000 crores. Despite this, less than 20 percent of the INR 55, 200 crores worth of housing loans disbursed by HFCs in FY2011 were in the loan bracket of INR 3-10 lakhs. Along with the buyers, real estate developers are also grappling with funding challenges. Banks have curtailed their exposure to real estate citing cautious measures leaving high-cost finance options such as Non-banking Financial Companies (NBFCs) and Private Equity (PE) funding as the only source of finance. Moreover, high cost of finance coupled with the waning demand has disrupted the cash flow situation of developers. Hence, developers are now deferring their project launches, thereby altering the slated supply (KPMG, 2012).
There is a growing need to revisit regulations such as the Rent Control Act, which are proving to be a deterrent in the development of rental houses and redevelopment of areas with old properties. By formulating, more clear and defined guidelines within building bylaws and rules for Floor Space Index (FSI), zoning and development plans the local urban authorities in India can reduce the difficulties faced in planning for construction projects in India. Taxability of real estate transactions in India has been a matter of dispute and litigation as the Union Government, individual State Governments and local authorities are empowered to impose various indirect taxes on developers. Once a more clear definition on whether ‘the real estate property’ is a product or service is provided by the Government, developers would gain a breather from the current double taxation regime. The Government also needs to revisit the non-uniformity in stamp duties across the country. The stamp duty to be paid at the time of execution of the underlying instrument varies from 5 percent to 15 percent of the value of property in different States (KPMG, 2012).

1.3 BANGALORE CONSTRUCTION INDUSTRY

Bangalore is a picturesque city, which reminds of the beautiful weather. The driving industry in Bangalore is IT and ITES and this has had a positive impact on the supporting industries as well. The revenues from IT-BPO sector has grown substantially over the last 5 years, which has resulted in, increased job opportunities for engineering talent from across the country. Bangalore has been the fastest-growing city of India since the past few decades. IT has been the major growth driver and is responsible for aggressive real estate development in the city. Being the IT hub of India, Bangalore has a multi-cultural population with good social infrastructure,
excellent educational institutes and constantly upgrading physical infrastructure.

Since past few decades, among all cities in India, Bangalore has grown the fastest. Bangalore is the third-largest hub for High Net worth Individuals (HNIs). It is estimated to be home to over 10,000 individual dollar millionaires. Bangalore has a large base of expatriates who live and work in the city. The residents are well travelled, cultured and have sophisticated tastes. There has been increased demand for high-end residential apartments in the city, particularly in the Central Business District (CBD), Secondary Business District (SBD), Whitefield, North Bangalore and Outer Ring Road sub-markets. Bangalore is one of the most promising markets for villa projects in India. Villa and row house developments are most active in the North Bangalore, ORR, Sarjapur Road and Whitefield micro-markets. High-end residential property buyers in Bangalore are very sensitive in terms of amenities, product quality and unit sizes.

Midsize segment is mainly driven by individuals working in the IT and ITES industry. The main driving factors for this segment are social infrastructure, proximity to workplaces, good physical infrastructure and access to medical and educational facilities. Because of these reasons, micro-markets such as Whitefield, the ORR IT corridor, Electronic City and few areas in North Bangalore have witnessed a steady demand from the mid-income segment.

The demand for affordable housing comes from extremely price sensitive buyers – therefore, affordable projects are developed in the suburbs as these areas offer large land parcels at lower acquisition costs.
Areas such as Mysore road, Hosur road, Kanakapura road etc. have witnessed high demand for this segment. The affordable housing concept has gained ground in Bangalore City, mainly due to a few graded developers like Purvankara, Brigade Group, Shriram Properties, Golden Gate Properties, Ozone Group and Nitesh Estate who are focusing their projects for customer segment. In most cases, the housing units are made affordable by reduced unit sizes, compromising on civic amenities and other USPs which were typically provided as differentiators to the competing projects in the micro-market/city. Major national level players and local developers have plans to enter the affordable housing segment of Bangalore. These include Tata Housing, Usha Breco Realty, Godrej Properties, Ashoka Group, Jannaadhar Construction, CSC Builders, Brigade Group, etc.

The Bangalore market saw absorption of 6,519 units in 2Q13 against 6,689 units in 1Q13. Unsold stock in 2Q13 totalled 50,184 units in 2Q13 as compared to 46,823 in 1Q13, reflecting a vacancy rate of 53.4%, down from 54.2% in 1Q13. 21 residential projects were launched across Bangalore in 2Q13, offering 9,889 units against 10,009 units in 1Q13. Meanwhile, eight residential projects comprising 2,319 units in various sub-markets were withdrawn from active stock as they were completely sold out. The major projects launched in 2Q13 included Prestige Sunrise, Prestige Ivy Terraces, Shriram Sameeksha, Sobha Santorini and Brigade Begonia.

Central (CBD) & Off Central (SBD): Low supply and high demand. Due to low availability of large land parcels and high capital values, these micro-markets have seen a limited supply of residential developments. These markets have very good social and physical
infrastructure. Nitesh Park Avenue, Prestige Kingfisher Towers, Westcourt Cityview, ETA Beau Monde, 77 Degrees East, Sobha Indraprastha and Prestige Edwardian are some of the high-end projects in these micro-markets. The demand for high-end residential units remains high in the North Bangalore region. Residential real estate activity in North Bangalore has gained traction post the commencement of the Bangalore International Airport. The projects located around Hebbal, Bellary Road and surrounding areas are in the luxury segment. North Bangalore is assured to be the next economic centre of Bangalore. Proximity to the International Airport and planned social and the physical infrastructure in the North have boosted development in the area. Embassy Lake Terraces, RMZ Latitude, Karle Zenith, Equinox, Embassy Boulevard are some of the high-end projects in the North Bangalore.

The demand for high-end residential developments is low in the South. The housing requirement in this area increased after Electronic City established itself as an IT Hub in this micro-market. However, it did not attract premium residential developments due to poor urban and social infrastructure.

Whitefield as a micro-market has developed into a self-sustaining area. Along with being an IT destination, this area has good social infrastructure and developing physical infrastructure. Hence, the demand for luxury residential developments remains high. Adarsh Palm Meadows, Prestige White Meadows, Chaithanya Sharan, Windmills of Your Mind are some of the luxury projects in this market.

This micro-market has not been successful in attracting many real estate developers as it fails on the count of good social infrastructure. It
is mainly dominated by industrial developments and has seen hardly any developments in high-end residential developments.

Proximity to the International Airport, planned infrastructure such as the Elevated Expressway (Bellary Road), High Speed Rail Link, Bangalore Metro Rail, etc. has been the major growth drivers for residential development in North Bangalore. In addition, the Government is aggressively promoting this area for future economic activities. The planned Information Technology Investment Region (ITIR) near Devanahalli, Aerospace SEZ planned near the International Airport and the proposed Devanahalli Business Park are the key drivers for residential development in North Bangalore. Some of the prime developments in North Bangalore in the mid-segment residential category are Prestige Misty Waters, Hiranandani Glen Gate, Brigade Altamont, Mantri Webcity and Sobha City.

South Bangalore is close to major work centres along the ORR and is primarily classified as an upper middle-class residential catchment. It has potential for further augmentation of existing physical and social infrastructure. Over the past few years, the Southern suburbs have witnessed a high percentage of appreciation on investments. Amongst the prime residential developments in the Southern suburbs of Bangalore, projects that can be listed are Salarpuria Greenage, SNN Raj Lakeview, Purva Highlands and Sobha Forest View.

Eastern Bangalore is characterized by major work centres like Whitefield, the EPIP Zone that has escalated the development of residential apartments over the past few years. Many mid-scale residential projects like Brigade Cosmopolis, Brigade Lakefront, Sobha Habitech and UKN
Belvista have been launched in this area. These areas are self-sufficient in terms of social and physical infrastructure as well, which is of prime importance for residential development.

West Bangalore is characterized by a low social profile and industrial surroundings. In addition, being located away from the major IT-ITES corridors; it shows less potential for real estate growth. Although it has high availability of land for real estate development, the demand is substantially low in this part of Bangalore. Further development of the Metro in the near future might boost the development of mid-segment residential apartments in this area. At present, one of the prominent residential projects in this area is Purva Sunflower.

1.3.1 Problems of Bangalore Housing industry

The Bangalore market is considered one of the strongest and most stable markets in India, due in the main to its predominant end user buyer profile that is driven by employment in the IT and IT services sectors. However, whilst Bangalore has performed better than markets such as Gurgaon it has still suffered from the same issues of oversupply and decreasing margins. One of the major problems for the real estate sector has been the slow growth in the economy in the past 3 years. From a high of 10.3% in 2010, the GDP has now dropped to only 4.6%, a fall of 55% over the last 4 years, and this low level has now been stable at fewer than 5% for over 14 consecutive quarters. Builders are finding it difficult to sell their older inventory as the real market prices have failed to keep up with their list prices. We are seeing in virtually all projects resale stock coming onto the market at significantly less than the builders’ list price, and in many cases still not finding buyers. In year-ending 2013, slowing of sales and a
build in inventory (+12% by value) was noted. In the first half of 2014 the situation deteriorate with a further rise of 18% in inventory value, so a cumulative 30% rise over 12 months has left an additional 15,850 Crore in inventory now being held by builders. The unsold inventory stands at 76,058 units, with a value of INR 65,411 Crore. The highest unsold inventory lies in Premium segment (1-3Cr) with 34% of the total inventory unsold and an oversupply for the period of 218%. Apartment stock made up 77% of the value of unsold inventory and 19% was from the Villa & Row house segment. The Residential Market has witnessed 24,305 units in new launches over the last 6 months. This contributed 40.2 Mn Sft. of built area. 80% was apartments, and 12% are plotted developments. The value of the Unsold Inventory in the newly launched projects is INR 12,868 Crore and 86% of this is made up of apartments. There is a great deal of pressure on builders to liquidate their inventories. They are required to see a number of new offers to try and stimulate the market. Builders are required to carry on an effective marketing communication.

1.4 MARKETING

Human needs and wants are shaped by interplay of various social forces. Marketing evolves through this peculiar social system. It involves relationships among members of the society. It helps enterprises to estimate consumer demand and produce for their satisfactory consumption. It helps in anticipating customer demand and creating satisfied customers through conception, production, promotion and physical distribution of goods and services in a socially relevant exchange process. According to Philip Kotler, Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value to each other. Marketing is an ongoing
process of discovering and translating consumer needs and desires into products and services, creating demand for these products and services, serving the consumer and his demand through a network of marketing channels and expanding the market base in the face of competition.

Marketing plays an important role in giving better products at competitive price to the customers. There is urgent need to implement all available knowledge in marketing the housing projects. This helps to add value to buyers, housing becomes cost effective, and competition would herald new opportunities for the buyers with new products and value added services. The task of marketing is to combine all the four elements, i.e., product, price, promotion and place into a marketing strategy to facilitate the potential for exchange with consumers in the marketplace.

Out of all the elements of marketing mix, promotion variable must be an integral part of a viable marketing strategy and be coordinated with other marketing activities. Marketers have always recognized the importance of combining promotional mix with a cohesive marketing strategy. Many enterprises have recognized the need to integrate their various marketing communication efforts, such as media advertising, direct marketing, sales promotion, internet marketing, event sponsorships and public relations to achieve more effective marketing communications. Here the integrated marketing communication strategies adopted by the housing project industry is crucial in reaching the target customers. In addition to this, there is urgent need to develop new knowledge in the field of integrated marketing communication strategies in marketing housing projects in Indian context.
## 1.4.1 Integrated Marketing Communication

Integrated marketing communication process is the management and control of all the marketing communications. It should ensure that the brand positioning, personality and messages are delivered synergistically across every element of communication and are delivered from a single consistent strategy. The strategic analysis, choice, implementation and control of all elements of marketing communications will efficiently and effectively influence the transactions between organizations and its existing and potential customers. Integrated marketing communication is the planning and execution of all types of marketing communication needed for a product, brand, idea, company or place in order to satisfy a common set of communication objectives and support the positioning proposition. IMC involves planning and delivering consistent message to the identified target audience.

An integrated marketing communication program should create synergy among various marketing communication tools. Integration marketing communication is defined as a process of managing all sources of information about a product or service to which a customer or prospect is exposed, which behaviourally moves the consumer towards a purchase and maintains customer loyalty. Traditionally firms have outsourced both advertising and public relations activity to agencies assuming that there is no need to integrate them, but due to emergence of many other tools of marketing communication and withering out of effectiveness of advertising, it has become important to use an integrated approach to marketing communication.
An integration marketing communication program can be defined from two points, namely continuity and strategic orientation. Campaign continuity means that all messages communicated in different media through different marketing communication tools are interrelated. It involves marketing both the physical and psychological elements of a marketing communication campaign consistent. Physical continuity refers to the consistent use of creative elements in all marketing communications. This continuity can be achieved by using the same slogan, taglines and trade characters across all ads and other forms of marketing communications. The psychological continuity refers to a consistent attitude towards the firm and its brand. It is referred as company’s voice and personality for the consumers. This can be achieved by using a consistent theme, image and totality in all advertisements and other forms of marketing communications.
Table 1.1 Tools and methods of integrated marketing communication process.

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<th>Public Relations</th>
<th>Personal Selling</th>
<th>Direct marketing</th>
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The second characteristic is strategic orientation. This means marketing communication will be effective as they are designed to achieve long-term corporate and marketing goals of the firm. The focus of an integrated marketing communication program is not to develop a unified campaign or theme that simply attracts people’s attention but to develop a long-term communication program to achieve strategic goals in terms of sales, market share and profit.

The marketing manager uses a number of tools and methods for communicating with customers. Table no 1.1 explains various tools and methods used in integrated marketing communication process by an enterprise.

1.4.2 Effectiveness of Integrated Marketing Communication

The marketing communication program needs to be coordinated and managed as per the overall integrated marketing communication plan. It is necessary to develop perfect coordination between various media channels and coordinate the media schedule previously decided upon. This process should continue despite the fragmentation of audience and the increased ineffectiveness of individual media vehicles. The coordination and management involves developing appropriate organization structure, responsibility and authority to the people to manage and monitor the program. The wide range of messages, tools and audiences makes it important to integrate the marketing communication program.

The marketing manager should measure the results of the marketing program so that he can find out the efficiency of the money spent in achieving the objectives. The objectives of marketing communication are
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The marketing communication objectives are measurable through measures like awareness, comprehension, trial and adoption rate. If the measure of sales is through market share, the communication measure is through mind share evaluation. Enterprises undertake tracking and monitoring studies to find out the marketing communication results. The audience exposure can be measured by looking at the percentage of people who have seen the marketing message, read the message, understood the message and purchased.

Brand awareness is the degree to which a brand is perceived by potential clients, and is effectively connected with a specific item. Communicated more often than not as a rate of the target business, brand awareness is the essential objective of promoting in the early period of product introduction. Brand awareness is identified with the capacities of brand characters in customers' memory and might be reflected by how well the buyers can distinguish the brand under different conditions. Brand awareness incorporates brand recognition and brand recall performance. Brand recognition is the capacity of the shoppers to effectively separate the brand they have been presented earlier. This does not require the buyer distinguish the brand name. Rather, it frequently implies that buyers can react to a certain brand in the wake of review of its visual bundling images. Brand recall alludes to the capacity of the purchasers to effectively produce and retrieve the brand in their memory.

Brand familiarity, brand likeability and product involvement are also used in finding the effectiveness of the integrated marketing communication. In theory, if a person is unfamiliar with a brand, the
information they get from the marketing communication and should have a relatively strong influence on their attitude towards the brand. Drawing from the psychology literature, likeability has been defined as “a persuasion tactic and a scheme of self-presentation.” Likeability is defined as, the property that makes a person or brandlikeable, that allows them to be liked. Product involvement is essentially a consumer response to the product. Product involvement determines how the marketing communication is processed.

1.5 STATEMENT OF THE RESEARCH PROBLEM

After the recession, the market for the housing projects has become stagnant. There are lot of inventories that need to sell. In the marketing strategy, at this stage, promotion is the only tool that is required to push the sales. However, because of the financial situations, marketers need to make their communication effective. This leads the investigation if the marketing communications for housing projects are effectiveness. The purpose of the study is to identify and analyze the integrated marketing communication strategies across several enterprises, societies & Government bodies engaged in the provision of housing and find the impact of them in bringing a positive change in terms of their objectives, growth and new trends in the field of housing sector. This research aims to identify the applicability & usefulness of the current integrated marketing communication strategies that are used in marketing housing projects in Bangalore urban district. The study also suggests the various methods and strategies that will be more beneficial in the interest of both the users and providers.
Hence, the research question for the study is framed as:

“Are the Integrated Marketing Communication Strategies for Housing Projects in Bangalore urban district effective?”

1.6 OBJECTIVES OF THE STUDY

1. To analyze the influencing factors in formulating the integrated marketing communication strategies for housing projects in Bangalore urban district.
2. To compare the different existing methods of integrated marketing communication strategies in marketing housing projects.
3. To explore and analyze the innovative methods of integrated marketing communication strategies for marketing housing projects.
4. To study the effectiveness of integrated marketing communication strategies of different housing projects providers in Bangalore urban district.
5. To compare the effectiveness of integrated marketing communication strategies of different housing projects providers in Bangalore urban district.
6. To suggest methods to implement effective integrated marketing communication strategies by housing projects providers.

1.7 SCOPE OF THE STUDY

The study covers the integrated marketing communication strategies of different players in housing sector. The study covers Government bodies like BDA and Housing Board, private players, housing co-operative societies, and public private partnership. The study covers the
importance, methods and effectiveness of integrated marketing communication strategies in marketing housing projects. The study comparatively analyses the integrated marketing communication strategies of different players. In addition to this, the study looks forward to develop new varieties of different methods of integrated marketing communication strategies in marketing housing projects. The study covers the housing projects in the geographical jurisdiction of Bangalore urban district.

1.8 LIMITATIONS OF THE STUDY

1. The study is limited to Housing projects in vicinity of Bangalore urban district.
2. The study is limited to housing projects developed for retail selling.
3. The study does not include sale of Agricultural land or farm housing projects.

1.9 CHAPTER SCHEME

The entire research will be presented through a thesis in the following manner:-

This introductory chapter has presented the importance, opportunities and challenges of the housing industry. The problems in the housing industry lead to the purpose of the study. The phenomenon and concepts related with the study are elucidated. This chapter also narrows towards framing a research question and the objectives of the study.

Chapter 2 presents a theoretical background of the effectiveness of integrated marketing communication. Various literatures focusing on
Effectiveness of advertisements, Personal selling, Publicity, sales promotion, direct marketing and digital marketing are critically analysed and presented. Literatures on effectiveness of integrated marketing communication are also analysed.

In Chapter 3, provides the background for the study by presenting the exhibits of various promotional communications used in different media by the builders in Bangalore.

In Chapter 4, the methodology of the study is described. The operational, sample, observational and statistical designs are explained in detail.

Chapter 5 will explain the entire analysis and interpretation of collected data. The results of data analysis are presented. First, the characteristics of the data are analysed by descriptive statistics. Further data is validated by a factor analysis and reliability tests. Inferential statistics is used to test the hypothesis. Regression test, ANOVA and Chi-square tests are used. The results of the data analysis are interpreted and the findings of the study are discussed.

Chapter 6 is a summation of the thesis. The contributions of the study are highlighted. The limitations of the study are explained and a possible direction for further research is set. Implications to various stakeholders are discussed and recommendations are provided. Other relevant details that are not included in the main part of the thesis are furnished in the appendices.