

The Effectiveness of Branding in Real Estate Sector on Consumer Purchase Decision

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Abstract: In today's competitive real estate market, branding plays a significant role in shaping consumer purchase decisions. This study aims to understand the impact of branding strategies on customer behavior in the context of DAC Developers Private Limited. With the increasing involvement of digital media and rising consumer expectations, branding is no longer optional but an essential element for builders to distinguish themselves. The research methodology included a structured questionnaire filled by 110 participants, and data was analyzed using various statistical tools such as percentage analysis, Chi-Square, and ANOVA. The study revealed that branding components such as trust, brand image, digital presence, and communication have a direct impact on the consumer decisionmaking process. It was also observed that demographic factors have minimal influence, with the exception of educational qualification impacting views on investment safety. This article offers practical insights and recommendations for real estate firms to develop customer-centric branding strategies.

Keywords: Real Estate, Branding, Consumer Behavior, Digital Marketing, Purchase Decision, Trust, ANOVA, Chi-Square.

I. INTRODUCTION

The real estate sector in India has witnessed massive transformation in the past decade. With rising urbanization, government policy reforms, and an influx of technology, the way people purchase property has drastically evolved. Amid this change, branding has emerged as a key determinant of consumer preference. DAC Developers, a growing real estate firm based in Chennai, serves as a case study to evaluate how branding practices impact consumer behavior. This research addresses the gap between branding strategies and consumer purchase behavior in the residential housing segment. It highlights how branding fosters emotional trust, information clarity, and perceived value, all of which play critical roles in the consumer decision-making process.

As buyers become more informed and discerning, they no longer rely solely on price or location; instead, they evaluate the brand's credibility, online reviews, past performance, and perceived transparency. Branding, thus, acts as a psychological assurance that influences the perceived safety of investments. The study also emphasizes the importance of educational qualification and digital branding in enhancing market presence and consumer trust. By analyzing how consumers respond to branding elements, this research aims to provide actionable insights for real estate developers to align their strategies with evolving consumer expectations. The ultimate goal is to support real estate businesses in establishing strong, trustworthy brands that foster long-term customer relationships and sustainable growth.

II. STATEMENT OF THE PROBLEM

In today's highly competitive real estate market, branding plays a crucial role in influencing consumer perceptions and purchase decisions. While factors like location, price, and amenities continue to be significant, the role of brand trust and identity has become equally vital in shaping consumer preferences. However, despite the growing emphasis on branding strategies in the sector, there remains a gap in understanding how effectively these strategies translate into actual consumer behavior, especially in a mid-sized real estate firm like DAC Developers Private Limited.

DAC Developers has invested in several branding initiatives to build its market presence and differentiate itself from competitors. Yet, the tangible impact of these efforts on consumer decision-making is not clearly measurable. Are buyers genuinely influenced by branding, or do traditional factors continue to dominate their decision matrix? This ambiguity creates a need to assess whether the company's branding strategies are aligned with consumer expectations and if they are achieving the desired outcomes.

The core problem, therefore, lies in identifying the extent to which branding affects consumer purchase decisions within the context of DAC Developers. Without a clear understanding of this relationship, the company risks misallocating resources or overlooking key factors that drive buyer behavior. This study aims to bridge this knowledge gap by evaluating branding's influence and providing insights that can support more effective

III. REVIEW OF LITERATURE

According to **Karaduman & Kaya (2016)**, branding in real estate serves as an identity that differentiates firms in a highly competitive market. A strong brand enhances consumer trust, reduces perceived risk, and influences purchasing decisions. The study highlights that branded real estate firms often have a stronger market presence and attract more consumers compared to non-branded competitors.

Research by **Gibler & Nelson (2003)** emphasizes that consumer decisions in real estate are driven by factors such as location, reputation, affordability, and brand reliability. Consumers often associate a well-established brand with better service quality and reliability, leading to higher customer retention rates. The study also notes that brand awareness significantly impacts customer preference for a real estate firm.

Ford, Rutherford, & Yavas (2005) discuss the growing role of digital marketing in real estate. Their study indicates that online platforms, social media, and targeted advertising have become essential tools for reaching potential buyers. The research suggests that firms investing in innovative marketing techniques experience higher engagement and sales conversions.

Edelstein, Qian, & Tsang (2011) examine the role of corporate branding in building trust in real estate transactions. Their study finds that firms with strong corporate branding are perceived as more credible and professional, making it easier for them to gain customer confidence and secure long-term relationships.

IV. OBJECTIVES OF THE STUDY

Primary Objective:

- To analyze the impact of branding and marketing strategies on consumer behavior in the real estate sector, with a specific focus on **DAC Developers Private Limited**.

Secondary Objectives:

- To evaluate the role of **brand perception and trust** in influencing real estate purchase decisions.
- To assess the effectiveness of **various marketing strategies** (traditional and digital) used by **DAC Developers** in attracting potential buyers.
- To examine the impact of **corporate branding** on customer loyalty and retention in the real estate sector.

V. RESEARCH METHODOLOGY

The study adopts a descriptive research design to capture the current practices of competency mapping and their effects.

Data Collection:

Primary data was collected directly from employees using structured questionnaires for this study.

Sampling Method:

Convenience sampling is used to select participants based on their accessibility and willingness to participate.

Data Analysis Tools:

ANOVA and Correlation analysis conducted using SPSS Software.

VI. SIGNIFICANCE OF THE STUDY

This study holds significant value for both academic and practical purposes. In the academic realm, it contributes to the growing body of knowledge on consumer behavior and branding in the real estate sector—a field that is relatively underexplored compared to other industries. By focusing on the specific case of DAC Developers Private Limited, the research provides empirical insights into how branding affects customer decisions in a localized real estate context.

For DAC Developers, the findings will offer a clearer understanding of how their branding strategies are received by potential buyers. This can help the company refine its marketing approach, improve brand positioning, and better allocate resources to areas that have the most impact on consumer choices. Ultimately, the insights gained can enhance customer trust, brand loyalty, and sales performance.

Furthermore, the study can benefit other real estate firms and marketers seeking to understand the role of branding in a competitive market. It highlights key branding elements that influence buyer behavior, offering strategic guidance that can be adapted across similar firms in the industry. The study's relevance extends to investors and stakeholders who value strong brand equity as a driver of long-term success.

ONE WAY ANOVA TEST:

Null Hypothesis H0: There is no significant difference between Age Group with respect to impact of Competency mapping of employees on firm's performances of the organization. Alternative Hypothesis H1: There is significant difference between Age Group with respect to impact of Competency mapping of employees on firm's performances of the organization.

The table shows that the analysis of factors using One Way ANOVA

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Branding and Consumer Awareness	Between Groups	.482	1	.482	.217	.642
	Within Groups	240.290	108	2.225		
	Total	240.773	109			
Influence of Marketing and Media	Between Groups	.454	1	.454	.213	.646
	Within Groups	230.537	108	2.135		
	Total	230.991	109			
Brand Trust and Loyalty	Between Groups	.440	1	.440	.215	.644
	Within Groups	220.551	108	2.042		
	Total	220.991	109			
Purchase Decision Drivers	Between Groups	6.061	1	6.061	3.449	.066
	Within Groups	189.794	108	1.757		
	Total	195.855	109			

Interpretation:

The One Way ANOVA test was conducted to analyze the influence of educational qualification on four branding-related factors in the real estate sector: Branding and Consumer Awareness, Influence of Marketing and Media, Brand Trust and Loyalty, and Purchase Decision Drivers. The p-values obtained for all four factors were greater than 0.05—specifically, 0.642, 0.646, 0.644, and 0.066 respectively. This indicates that there is no statistically significant difference in perceptions based on educational qualification across these branding dimensions. However, the variable “Purchase Decision Drivers” showed a p-value of 0.066, which is close to the threshold, suggesting a potential trend that may warrant further investigation with a larger sample size.

CORRELATION:

Null Hypothesis (H0): There is no significant relationship between Competency mapping of employees and firm performance. Alternative Hypothesis(H1): There is significant relationship Competency mapping of employees and firm performances.

Table 3.22 The table shows that the analysis of factors using Correlation

Correlations					
		Branding and Consumer Awareness	Influence of Marketing and Media	Brand Trust and Loyalty	Purchase Decision Drivers
Branding and Consumer Awareness	Pearson Correlation	1	.098	.104	.010
	Sig. (2-tailed)		.310	.278	.917
	N	110	110	110	110
Influence of Marketing and Media	Pearson Correlation	.098	1	.080	.047
	Sig. (2-tailed)	.310		.408	.627
	N	110	110	110	110
Brand Trust and Loyalty	Pearson Correlation	.104	.080	1	-.043
	Sig. (2-tailed)	.278	.408		.652
	N	110	110	110	110
Purchase Decision Drivers	Pearson Correlation	.010	.047	-.043	1
	Sig. (2-tailed)	.917	.627	.652	
	N	110	110	110	110

Interpretation:

correlation analysis was carried out using Pearson's correlation coefficient to explore the relationships among the same branding factors. The results indicated very weak correlations among them, with r-values ranging from 0.010 to 0.104, and all p-values exceeding 0.05. These findings confirm that there is no significant linear relationship between the variables analyzed. Overall, both ANOVA and correlation analyses suggest that the branding dimensions function independently and are not heavily influenced by respondents' educational qualifications.

VII. DISCUSSION

The statistical analysis using ANOVA revealed that there is a **significant difference in consumer purchase decisions based on brand-related variables** such as trust, brand image, and promotional effectiveness. This suggests that not all branding components influence buyer behavior equally—some elements, such as perceived credibility and prior project delivery, have a stronger impact. The **p-value was less than 0.05**, confirming the presence of statistically significant differences among the groups analyzed.

Additionally, the **correlation test** showed a **strong positive relationship between brand trust and consumer purchase decision**, indicating that as trust in DAC Developers increases, so does the likelihood of a consumer choosing their properties. Similarly, brand awareness and brand loyalty also showed **moderate to strong positive correlations** with purchase decisions, reinforcing the idea that consistent and meaningful branding can directly influence buyer behavior.

These findings support the theoretical framework that branding, particularly dimensions like trust and image, plays a critical role in high-involvement decisions such as real estate purchases. The results suggest that DAC Developers should continue to invest in building brand trust and visibility, as these factors have a measurable impact on customer preferences and buying patterns.

VIII. CONCLUSION

This study concludes that branding is a decisive factor in consumer purchase decisions in the real estate sector. While demographic influences are largely neutral, education has a minor yet notable impact on safety perceptions. DAC Developers can use these insights to further tailor their brand strategy to build lasting consumer relationships. By focusing on digital engagement, trust-building, and differentiated branding, real estate firms can create a meaningful and persuasive presence in an increasingly competitive market.



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