

**A STUDY ON THE INFLUENCE OF DIGITAL MARKETING
COMMUNICATION TOOLS IN CREATING BRAND AWARENESS
SPECIAL REFERENCE OF HOUSING COMPANY IN CHENNAI**

Submitted in partial fulfillment of the requirement for the award of

Bachelor of commerce

By

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**BACHELOR OF COMMERCE
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

Institute of science and technology

(DEEMED TO BE UNIVERSITY)

Accredited with grade "A" by NAAC|12B Status by UGC| Approved by AICTE

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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this project report is the Bonafide work of M.BHUVANESHWARI (39740073) who has done the project work entitled '**A STUDY ON THE INFLUENCE OF DIGITAL MARKETING COMMUNICATION TOOLS IN CREATING BRAND AWARENESS SPECIAL REFERENCE OF HOUSING COMPANY IN CHENNAI**' under my supervision from December 2021 to February 2022

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Submitted for viva voce held on_____

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DECLARATION

I **M. BHUVANESHWARI (39740073)** hereby declare that the project report entitled “A STUDY ON THE INFLUENCE OF DIGITAL MARKETING COMMUNICATION TOOLS IN CREATING BRAND AWARENESS SPECIAL REFERENCE OF HOUSING COMPANY IN CHENNAI” done by me under the guidance of **DR.K.SASIREKHA BSC. ,BED., MBA,PHD** Assistant professor, school of management studies is submitted in partial fulfillment of the requirements for the award of Bachelor of commerce degree.

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SIGNATURE OF THE CANDIDATE

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M. BHUVANESHWARI

ABSTRACT

Digital marketing has emerged as a specialism over the last decade with its origin rooted in direct marketing . the increase in the number of personal device and its use means brand marketers have many more ways of communication directly and indirectly with their target consumer . the studies focuses on the effect of digital marketing on branding of a particular product . the study focuses on how digital marketing has made the people to know about the brand and the development of the brand in the market through technology . the research provide the overview of different digital marketing tools like e-mail marketing ,SEO, mobile marketing ,blogging, affiliated marketing etc..., and its influence on brand building among the customers. this study helps to determine the relationship between the digital marketing and brand building . the digital marketing makes the consumer to remember the eye-catchy caption which blinks on their digital devices starting from their e-mail to their search engines. The study identified that digital channels and assets are used to communicate a brand's positioning as part of a multi channels brand communication or engagement program where the digital marketing can be called as digital branding or digital communication.

TABLE OF CONTENT

CHAPTER NO.	TITLE	PAGE NO
	ABSTRACT	v
	LISTS OF TABLE	viii
	LIST OF CHARTS	ix
	INTRODUCTION	
CHAPTER- 1	1.1 introduction	1
	1.2 industry profile	3
	1.3 objective of study	6
	1.4 scope of study	6
	1.5 need of study	7
	1.6 limitation of study	7
CHAPTER-2	REVIEW OF LITERATURE	
	2.1 Review of literature	8
CHAPTER-3	RESEARCH METHODOLOGY	
	3.1 Research methodology	10
	3.2 Research design	10
	3.3 sampling technique	11
	3.4 sources of data	11
	3.5 structure of questionnaire	12
	3.6 sampling size	12
	3.7 hypothesis\ analytical tools	13
	DATA ANALYSIS AND INTERPERATION	
CHAPTER-4	4.1 Percentage analysis	14
	4.2 statistical analysis	30
	FINDING, SUGGESTION,AND CONCUSION	
CHAPTER- 5	5.1 finding	33

	5.2 suggestion	34
	5.3 conclusion	35
	REFERENCE	36
	APPENDIX	37

LIST OF TABLE

TABLE NO	PARTICUALRS	PAGE NO
4.1	Age of the respondents	14
4.2	Gender of the respondents	15
4.3	Occupation of the respondents	16
4.4	Marital status of the respondent	17
4.5	Income of the respondents	18
4.6	Digital media do you aware off	19
4.7	Favour medium of new item in market	20
4.8	Prefer to hear advertisement in social media	21
4.9	Future is going to digital	22
4.10	Social media is most important factor	23
4.11	Purchasing experience with others	24
4.12	Information through housing companies through social media	25
4.13	Book flat from housing companies in online	26
4.14	Advertisement through social media then traditional media	27
4.15	Fales has increased lot of housing company	28
4.16	Reachable and awareness of digital media	29

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TABLE NO	PARTICUALRS	PAGE NO
4.1	Age of the respondents	14
4.2	Gender of the respondents	15
4.3	Occupation of the respondents	16
4.4	Marital status of the respondents	17
4.5	Income of the respondents	18
4.6	Digital media do you aware off	19
4.7	Favor medium introduced in the market	20
4.8	Prefer to hear advertisement through social media	21
4.9	Future going to be digital	22
4.10	Social media is the most influential factor	23
4.11	Purchasing experience with others	24
4.12	Information about housing company through social media	25
4.13	Book flat from housing companies in online	26
4.14	Advertisement through social media then traditional media	27
4.15	Fales has increased lot of housing company	28
4.16	Reachable and awareness of digital media	29

CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION

The development and widespread use of internet technology have transformed the way society communication both in their daily and professional life. one of the most important indicators of the transformation is emergence of new communication tools.

New communication tools emerging with development of internet technology are called “**digital communication tools**” when we talk about digital communication tools, what comes to mind are Facebook ,twitter, Instagram, and similar social networks that are used online and virtual platforms like web sites, micro blogs, and search engines. With the advent of new communication tools, already available communication tools are becoming to be called as “ **traditional communication tools**” . traditional communication tools are printed (journals, newspaper, etc...) visual (television, cinema, etc...) and audio(radio) communication tools.

Another transformation experienced with the development of new communication tools is the change of the way communication tools are being used. The most significant attribute of the change in the way communication tools are being used is the transition of users, who access the content of communication tools, from being a passive player to becoming an active one. The ones who use digital communication tools are no longer satisfied with just reading or watching the content with others and interfere with the content by submitting their opinions and criticism if they feel necessary. In other words the users in digital platforms do not just consume the content presented to them, on the contrary they are active participants who have the opportunity to generate information and share the information generated.

All these development enabled the use of digital communication tools for marketing purposes, the reason for this is that in contrast with traditional communication tools, digital marketing tools have become global and popular marketing channels via which companies can communicate with their target group directly, quickly and continuously. Digital marketing tools are actually decomposing of traditional marketing tools and becoming more important since they allow consumers and producer to be interactive in the marketing process. Digital communication tools are being used for marketing purposes in many sector in this respect digital communication tools are referred to as **"digital marketing communication tools"** by marketing expert.

Housing companies started using digital marketing tools efficiently in the process of **"creating brand awareness"**, which is considered as the first and one of the most important steps of marketing. it is known that most of the large scale housing companies have Facebook, Twitter, Instagram, account and web sites regarding their companies and house they build and that they use e-mail, SMS, MMS, and similar digital marketing tools to communication with their consumers and it is seen that via these channels, they share information about new project launched or planned to be launched for sale and that they respond to any criticism and remark

However even through there are lot of publications about digital marketing tools, scientific studies about their use in housing market is very limited In this context, the main aim of the study is to investigate the trend in using digital marketing tools and the impact level of digital marketing tools to generate brand awareness in housing companies.

1.2 Industry profile



One successful business in the construction world is the housing companies. The industry covers many aspects of the property such as leasing, appraisal, marketing, and management of commercial, residential, agricultural and industrial properties. The industry fluctuates depending on the economics but at the same time remains consistent since people always need home and business need commercial space.

Housing company is any real property consisting of land and improvements such as fixtures building, roads, structures, and even utility system here are the four types of housing companies

RESIDENTIAL ;

This includes both new construction and resale. A common category of residential real estate is single- family homes. Other residential real estate includes condominiums ,co-ops, townhouses ,triple-deckers ,high-value homes, duplexes, quadplexes, vacation, and multi- generational homes.

COMMERICAL ;

Included in this type of real estate are strip malls, shopping centers, educational and medical buildings ,hotels, and offices. Apartment, although used for residences, are often considered commercial since they are owned to produce income.

INDUSTRIAL;

This kind of real estate includes manufacturing building and property , including warehouses there can be various uses for industrial building such as research, production distribution, and storage of goods, however, buildings where goods are distributed ,are considered as commercial real estate

LAND;

Land can either mean vacant land, ranches, or working farms. Subcategories of this kind of real estate include undeveloped, early development or reuse, subdivisions, and site assembly.

HOUSING COMPANIES DIGITAL MARKETING TECHNIQUE;

Digital marketing is a great place, to begin with, if any housing company developer wants to succeed. Industry specialists who aren't making use of this medium are losing out on many opportunities. Following are some of the strategies that a developer can use;

BUILDING THE BRAND

An important step that acts as a backbone for digital marketing is creating an online presence. real estate developer need to concentrate on these things to establish a proper online presence.

CREATING THE WEBSITE

Website promotion can have two major objective for housing companies-an online office that shows the building projects or an online market place for seeking homes. There are various tools and technologies that can be used to make such content work. The design of the website also makes a difference in user experience. apartment from the design, make sure you have engaging content on your website, this content should be able to keep the visitor on the website for a long time.

ADVERTISING

The best way to make sure you are reaching your target audience is by advertising online.it can be suitable tool for lead generation in case of real estate when done correctly.

DRIP EMAIL MARKETING

These are automated emails that target a predefined set of user with predefined messages over a predefined period of time . real estate developers can use data to target and stay in touch with a group of customers.

INFLUENCER MARKETING

The word-of-mouth method for the internet is called as influencer marketing. Influencer marketing makes use of famous bloggers and others housing companies professional to promote branded to their fan base, most of would qualify as a relevant audience.

1.3 OBJECTIVE OF THE STUDY;

- To find out the factor influencing the brand perception of housing companies.
- To study the influence of digital marketing in creating a brand awareness.
- To study the influence of digital marketing in creating a brand loyalty of housing companies.

1.4 scope of the study;

- The scope of the study is between the digital media than traditional media
- The study is digital media is most influential factor
- The study is how they reachable and awareness of the housing companies.

1.5 NEED OF THE STUDY;

- The need of the study is about the awareness of digital marketing among the customers.
- The study relation ship between digital marketing and brand building.
- The study is to how they keeping the brand loyalty among the social media

1.6 LIMITATION OF THE STUDY;

- Duo to the time constraint the sample size was restricted to 100 respondents only.
- Since the study is based on the primary data collected through questionnaire the result of the study is subject to all the limitations of the primary data.
- The analysis based on some statistical tools which as it is own limitation.
- The finding and suggestions are based on the information given by the respondent.

CHAPTER-2

2.1 REVIEW OF LITERATURE

Rossiter and Percy(1987) defined brand awareness as an element that constitutes the basic step of occurrence of communication between the companies and consumers, which needs to take place before all other step in that process. In this sense, brand awareness is the main element that has impact on the behavior of the consumer and that shapes the brand preference of the consumer. If there is no brand awareness, there is no purchasing decision. If we consider that for a consumer, there are numerous options in the market that meets a similar need, the target of brand awareness is to have the very first communication with the consumer and to ensure that the brand always remains on the agenda of the consumer.

According to Aaker (2007) there are different level of brand awareness; brand awareness can have a very wide range from the emotion of vaguely knowing a brand to believing that the brand is the only product in a specific category.

Marina Johansson (2010) implies how social network have influenced in the process of branding a product. It also tells about how companies create brand equity through brand awareness. The level of brand awareness are recognition ,recall, top-of-mind, word of mouth ,the research revealed different aspect of branding and which aspect has been highly influenced through social media. It explain the brand equity, brand strategy and brand awareness.

Farina Yasmin et.al (2015) focuses on how digital marketing is attracting and allowing the customers to interact with the brand through digital media. The study portrays the relationship between traditional marketing which has impact on the firm's sales.

The research clearly list out the advantages of digital media to the customers. The study concludes that digital marketing has no boundaries for reaching the customers, the study concludes that digital marketing has no boundaries for reaching the customer and it has positive impact on the sale of the product.

Nan feng (2014) in his study explain the necessity for building the strong brand among the customer. The four factor are brand positioning, the brand name selection, brand sponsorship, and brand development. These four factor have positive impact on building a strong brand and highlight the brand development process which be done through line extensions, multi-brand, or new brands.

Christian Hoffmann and Lisa Weithaler (2015) examine the transformation of brand identity into positive brand reputation. The study focuses on how consumer perception is influenced by online communication channels and does helps the consumer in the decision making process towards the particular brand. The study find out the brand reputation elements are differentiation, trustworthiness, recognizability, willingness-to-support, responsibility, and credibility, these elements are interconnected for the consumer perception towards a brand in the digital era.

Dunuwille and Pathmini (2016) analyse the impact of brand image on customer satisfaction in the mobile phone market. The study explains the nature and level of customer satisfaction and brand image in the market and also identify the brand images factor which influence to the mobile phone customer satisfaction and provide recommendation to improve customer satisfaction through brand image in the mobile phone market. the study concludes by saying perceived quality, brand loyalty ,brand awareness and brand association are also positively to customer satisfaction.

CHAPTER-3
RESEARCH METHODOLOGY

3.1 METHODOLOGY:

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research acquiring knowledge to perform tests, experiments, surveys, and critical analysis.

Research methodology simply refers to the practical “how” of any given piece of research. It’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

3.2 RESEARCH DESIGN:

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This research design applied for the study is ‘descriptive research’.

3.2.1 DESCRIPTIVE RESEARCH DESIGN;

Descriptive research aims to accurately and systematically describe a population situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research can use a wide variety of research methods to investigate one or more variables.

3.3 SAMPLING TECHNIQUE:

Sample design is the theoretical basis and the practice mean by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

3.3.1 NON-PROBABILITY SAMPLING;

Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgement of the research rather than random selection.

3.3.2 CONVENIENCE SAMPLING;

A convenience sampling is a type of non-probability sampling method where the samples taken from a group of people easy to contact or to reach.

3.4 SOURCES OF DATA;

Sources of data begins with figuring out what sort of data is needed. Followed by the collection of a sample from a certain section of the population. Next, you have to utilized a certain tool to gather the data from the chosen sample. The two types of sources of data are;

3.4.1 PRIMARY DATA;

The primary data for this study was collected through questionnaire

3.4.2 SECONDARY DATA;

Secondary data was collected from external sources like websites, journals etc...

3.5 STRUCTURE OF THE QUESTIONNAIRE;

The questionnaire follows a simple and basis layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of question and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic.

3.6 SAMPLE SIZE;

The sample size for the project had a target of 70-100 participants. The fixed target of the sampling size has been achieved as the total number of respondent for the survey questionnaire was 108. Total of 108 responses helped the project to analyze more response and it helped to derive a conclusion recording people's perception towards a study of satisfaction of public how they consider it.

3.7 HYPOTHESIS/ANALYTICAL TOOLS;

CHI-SQUARE TEST;

A chi-square statistic is one way to show a relationship between two categorical variables. In statistics, there are two types of variable; numerical (countable) variable and non-numerical (categorical) variables.

ONE WAY ANOVA;

In statistics, one way analysis of variance is a technique that can be used to compare whether two samples are significantly different or not.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire;

4.1 PERCENTAGE ANALYSIS;

Table No.4.1: Age-wise classification of the respondents

AGE	NO. OF RESPONDENT	PERCENTAGES
18-28	39.8	43%
28-38	15.7	17%
38-48	30.6	33%
Above 48	13.9	15%
TOTAL	108	108%

INTERPRETATION:

From the above table, integrated 43% of respondent in the age group of 18-28, 17% of respondent in the age group of 28-38, 33% of the respondent in the age group of 38-48, 15% of the respondent in the age group of above 48.

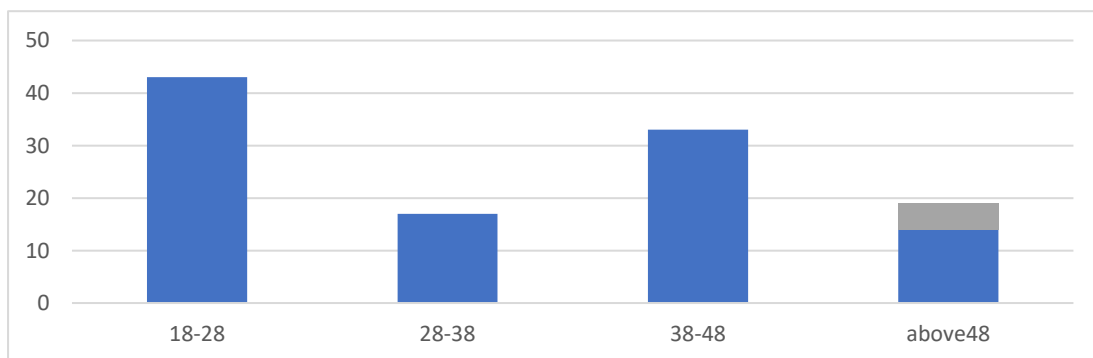


Fig 4.1 Age wise classification of the respondents.

Inference:

Majority (43%) of respondents is between the age group of 18-28

Table No.4.2:

Gender wise classification of respondent.

GENDER	NO.OF RESPONDENTS	PERCENTAGE
Male	54	54%
Female	54	54%
TOTAL	108	108%

INTERPERTATION:

From the above table, it is interpreted that 54% of respondent are of male, 54% of respondent are of female.

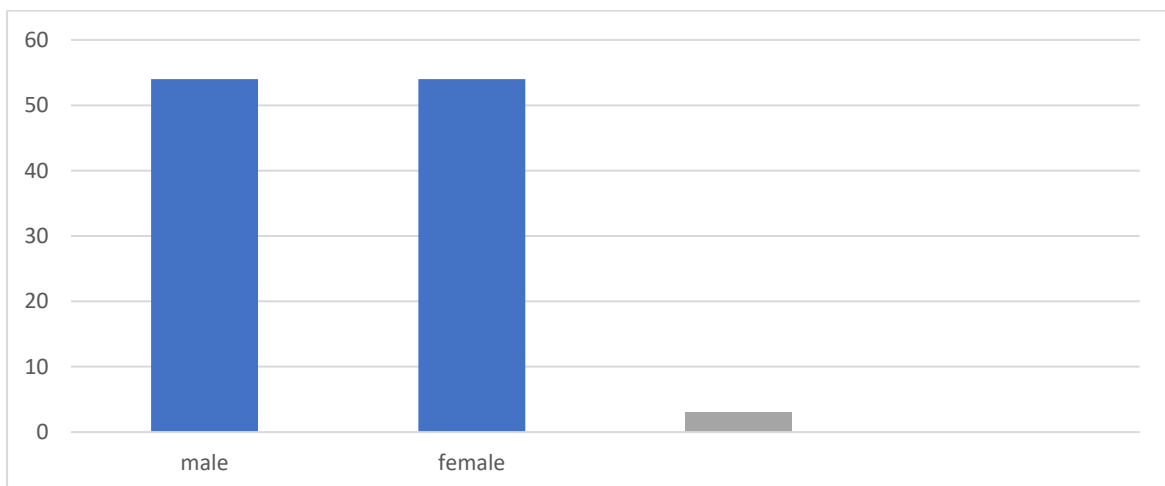


Fig 4.2 Gender wise classification of respondent

Inference:

Majority (54%) of respondents are both male and female.

Table no.4.3:

Occupation of the respondent.

OCCUPATION	NO.OF RESPONDENTS	PERCENTAGE
Self employee	38	38%
Government employee	24	24%
Private employee	46	46%
TOTAL	108	108%

INTERPRETATION:

From the above table, it is interpretation that 38% of respondents are self employee, 24% of respondent are government employee, 46% of respondent are private employee.

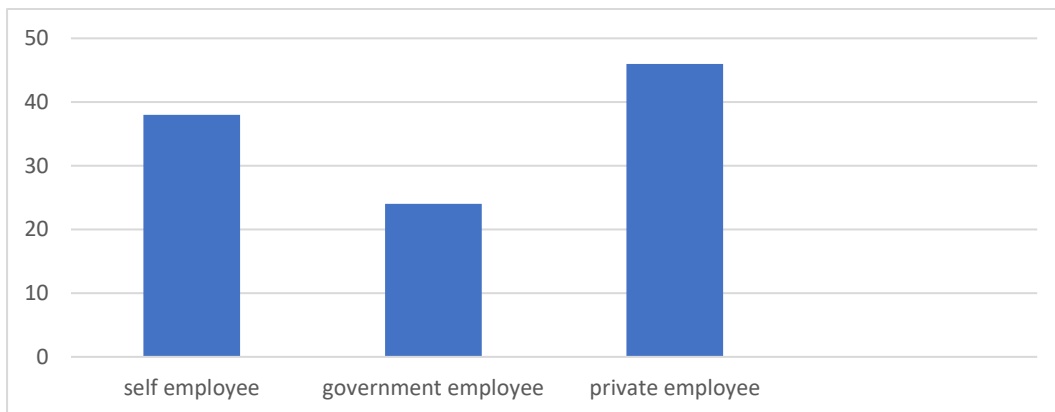


Fig 4.3 occupation of the respondent

Inference:

Majority (46%) of the respondents are private employee

Table No.4.4:

Marital status of the respondents

MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE
married	64	64%
unmarried	44	44%
TOTAL	108	108%

INTERPRETATION:

From the table 64% of the respondent is married, 44% of respondent is unmarried.

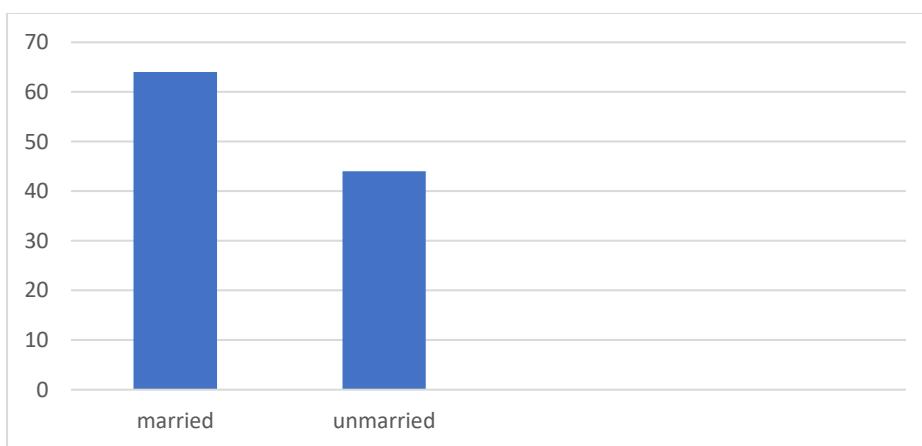


Fig 4.4 marital status of the respondents

Inference;

Majority (64%) of the respondents is married

Table No.4.5:

Income of the respondents

INCOME	NO.OF RESPONDENTS	PERCENTAGE
10,000-40000	52	52%
40000-60000	46	46%
Above 60000	10	10%
TOTAL	108	108%

INTERPERATION:

From the above table, integrated that 52% of respondents are 10000-40000, 46% of respondents are 40000-60000, 10% of respondents are above 60000.

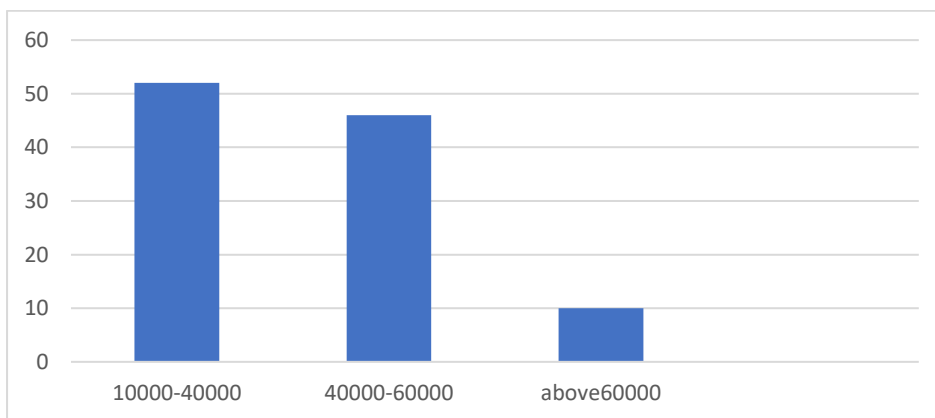


Fig 4.5 income of the respondents

Inference:

The majority (52%) of the R2espondents income is 10000-40000.

Table NO.4.6:

Digital media do you aware of

Digital media	No. of respondents	percentages
Face book	21	21%
You tube	30	30%
twitter	18	18%
Instagram	39	39%
TOTAL	108	108%

INTERPERTATION:

From the above table, interpreted that 21% of the respondents use face book, 30% of the respondents use youtube,18% of the respondents use twitter, 39% of the respondents use Instagram.

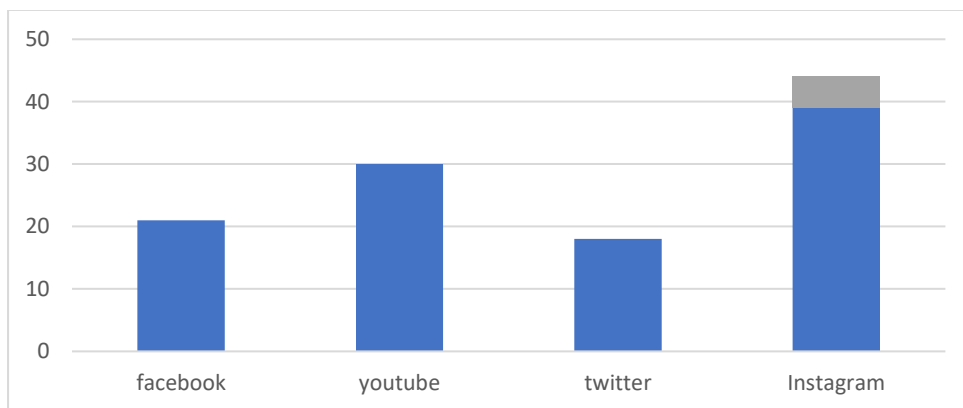


Fig 4.6 digital media respondent of the user

Inference:

The majority (39%) of the respondents are Instagram user.

Table no. 4.7:

Favour medium Introduced a new items in the market

Introduced a new items in the market	No of respondents	percentages
News paper	20	20%
television	45	45%
SMS marketing	31	31%
Emails companies	12	12%
TOTAL	108	108%

INTERPERTATION:

From the above table, interpreted 20% of the respondents are newspaper, 45% of the respondents are television, 31% of the respondents are SMS marketing, 12% of the respondents are Emails companies.

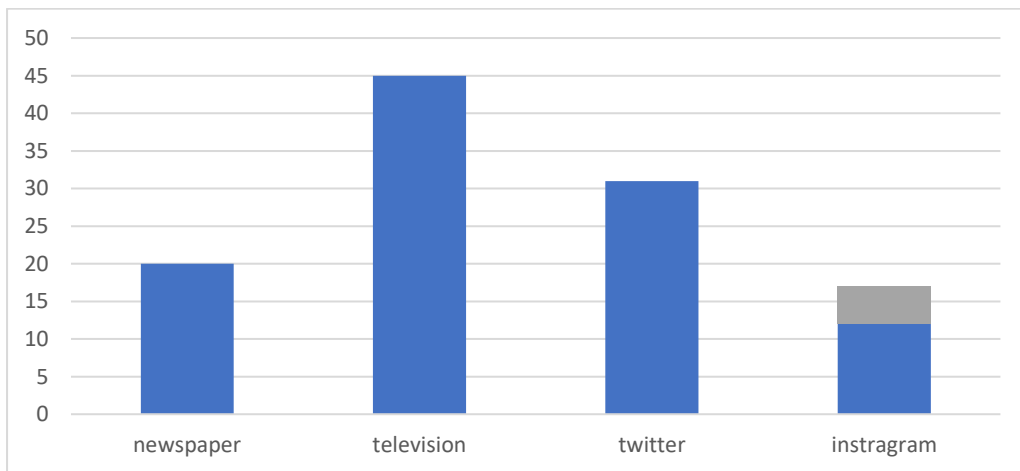


Fig 4.7 favour medium introduced new item in the market

Inference:

The majority (45%) of the respondents favoured medium introduced in the market are television.

Table no. 4.8

Prefer to hear about advertisement through social media

Hear about advertisement through social media	No of respondents	percentages
agree	39	39%
Strongly agree	22	22%
Neutral	26	26%
disagree	20	20%
Strongly disagree	1	1%
TOTAL	108	108%

INTERPERTATION:

From the above table, 39%of the respondents hear about advertisement through social media are agree, 22% of the respondents hear about advertisement through social media are strongly agree,26% of the respondents hear about advertisement through social media are netural,20% of the respondents hear about advertisement through social media are disagree, 1% of the respondents hear about advertisement through social media are strongly disagree.

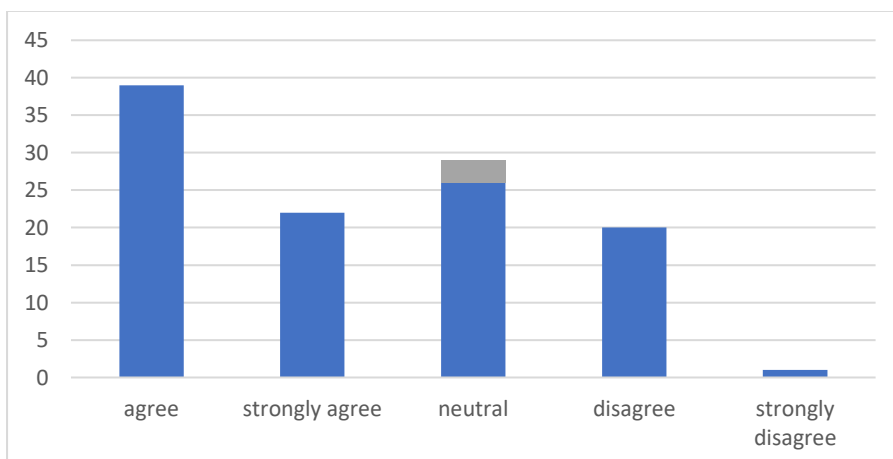


Fig no 4.8 hear about ad through social media

Inference:

The majority (39%) of the respondents prefer to hear about advertisement through social media are agree.

Table no.4.9

Future era is going to be digital

Future era is to be digital	No of respondents	percentages
agree	35	35%
Strongly agree	37	37%
neutral	23	23%
disagree	12	12%
Strongly disagree	1	1%
TOTAL	108	108%

INTERPERATION :

From the above table , interpreted that 35% of the respondents future era is to be digital are agree, 37% of the respondents future era is to be digital are strongly agree,23% of the respondents future era is to be digital era are neutral, 12% of the respondents future era is to be digital are disagree, 1% of the respondents future era is to be digital are strongly disagree.

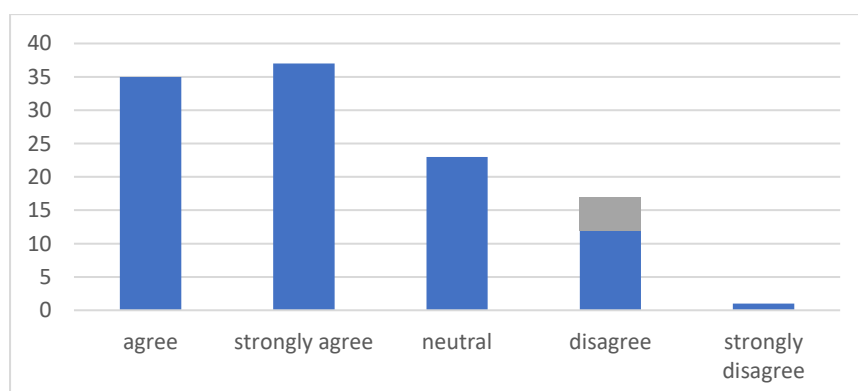


Fig 4.9 future era is going to be digital

Inference:

The majority (37%) of the respondents future era is to be digital are strongly agree

Table no. 4.10

Social media is the most influential factor

Social media most influential factor	No of respondents	percentages
agree	31	31%
Strongly agree	26	26%
neutral	30	30%
disagree	18	18%
Strongly disagree	3	3%
TOTAL	108	108%

INTERPERATION:

From the above table, interpreted that 31% of the respondents social media is the most influential factor are agree, 26% of the respondents social media is the most influential factor are disagree, 30% of the respondents social media is the most influential factor are neutral,18% of the respondents is the most influential factor are disagree,3% of the respondents is the most influential factor are strongly disagree.

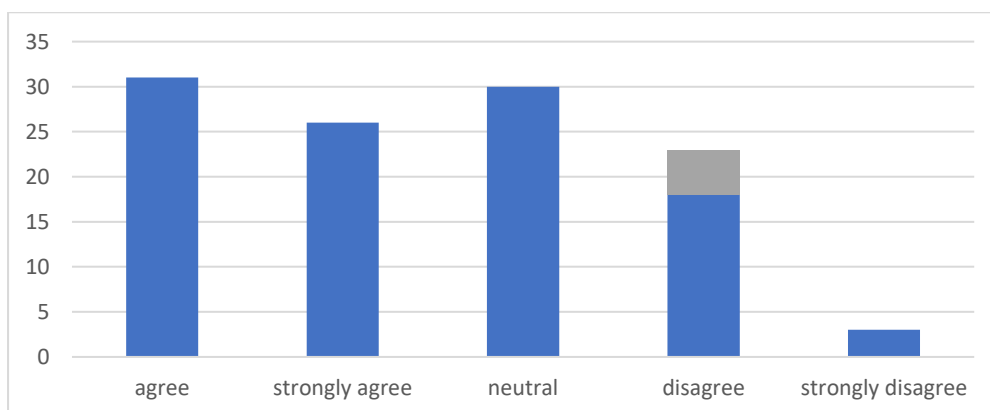


Fig 4.10 social media is the most influential factor

Inference:

The majority (31%) of the respondents social media is the most influential factor are agree.

Table no.4.11

Imparting purchase experiences with others

Purchase experience with others	No of respondents	percentages
Company websites	17	17%
television	35	35%
Social media	41	41%
Word of mouth	15	15%
TOTAL	108	108%

INTERPERATION:

From the above table, interpreted that 17% of the respondents are company websites,35% of the respondents are television,41% of the respondents are social media, 15% of the respondents are word of mouth.

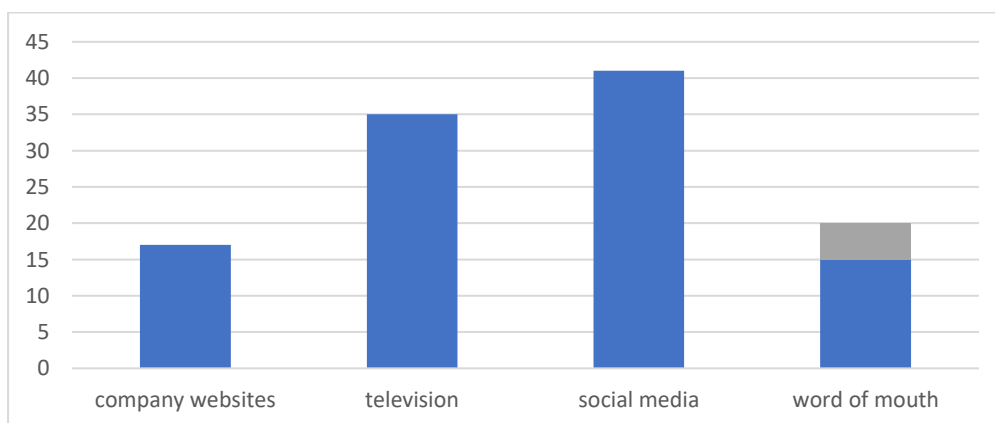


Fig 4.11 imparting purchase experience with others

Inference:

The majority (41%) of the respondents imparting purchase experience with others is social media.

Table no. 4.12

Information about housing company through social media

Housing companies in social media	No of respondents	percentages
agree	36	36%
Strongly agree	19	19%
neutral	33	33%
disagree	17	17%
Strongly disagree	3	3%
TOTAL	108	108%

INTERPERATION:

From the above table, interpreted that 36% of the respondents are agree,19% of the respondents are strongly agree,33% of the respondents are neutral, 17% of the respondents are disagree, 3% of the respondents are strongly disagree.

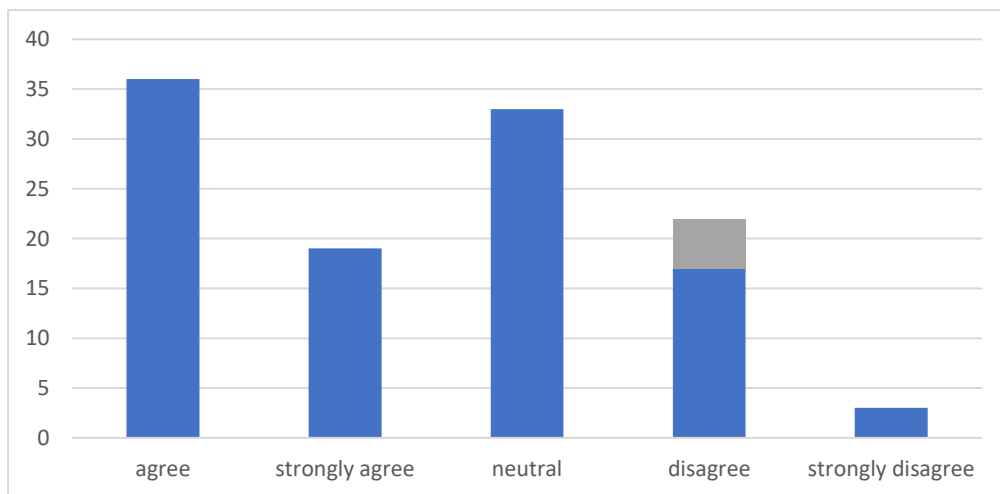


Fig 4.12 information about housing company through social media

Inference:

The majority (36%) of the respondents information about housing company through social media are agree.

Table 4.13

Purchase flat from housing company through online

Purchase flat through online	No of respondents	percentages
agree	27	27%
Strongly agree	23	23%
neutral	25	25%
disagree	27	27%
Strongly disagree	6	6%
TOTAL	108	108%

INTERPERATION:

From the above table, interpreted that 27% of the respondents are agree, 23% of the respondents are strongly agree, 25% of the respondents are neutral, 27% of the respondents are disagree, 6% of the respondents are strongly disagree.

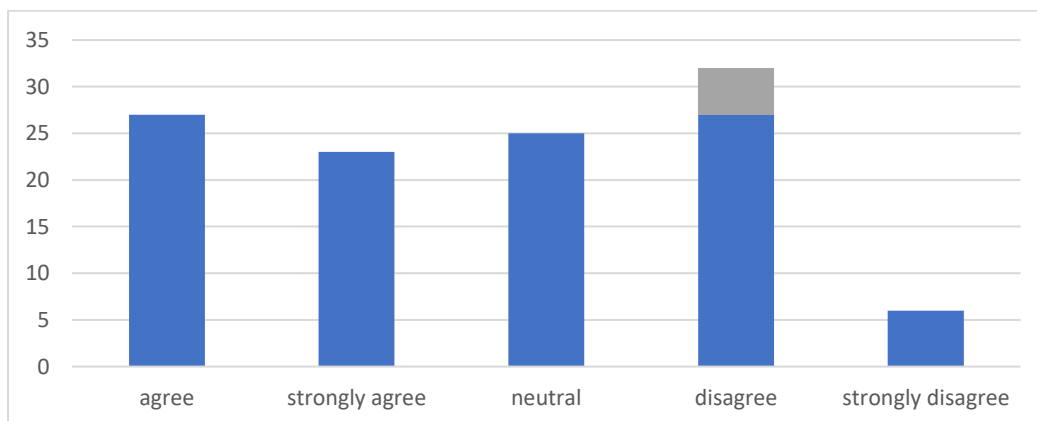


Fig 4.13 purchase flat from housing companies through online

Inference;

The majority (27%) of the respondents purchase flat from housing companies through online are disagree.

Table no.4.14

Advertisement through social media than traditional media

Ad through social media than traditional media	No of respondents	percentages
agree	31	31%
Strongly agree	32	32%
neutral	24	24%
disagree	16	16%
Strongly disagree	5	5%
TOTAL	108	108%

INTERPERATION:

From the above table, interpreted that 31% of the respondent are agree, 32% of the respondent are strongly agree, 24% of the respondent are neutral, 16% of the respondent are disagree, 5% of the respondent are strongly agree.

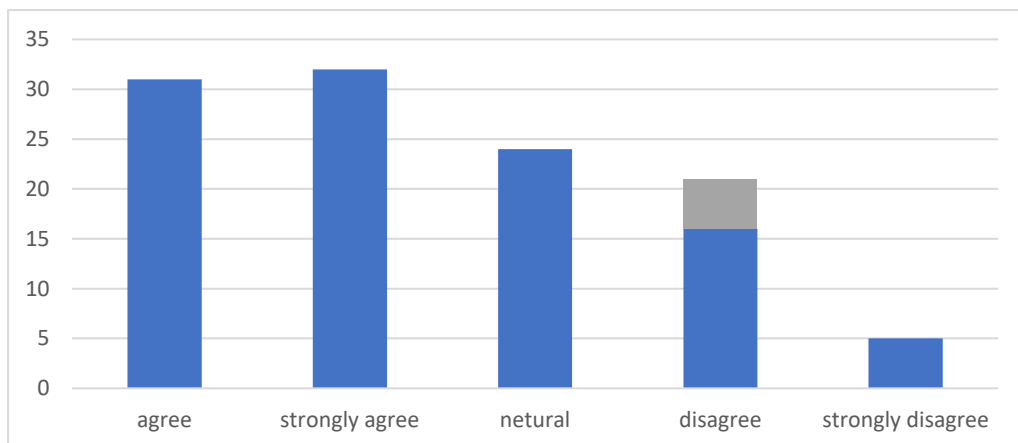


Fig no. 4.14 advertisement through social media than traditional media

Inference:

The majority (32%) of the respondent advertisement through social media than traditional media are strongly disagree.

Table 4.15

Fales has increase a lot of housing companies with digital presence

Housing companies with digital presence	No of respondent	percentages
agree	29	29%
Strongly agree	17	17%
neutral	36	36%
disagree	23	23%
Strongly disagree	3	3%
TOTAL	108	108%

INTERPERATION:

From the above table, interpreted that 29% of the respondents are agree, 17% of the respondents are strongly agree,36% of the respondents are neutral,23% of the respondents are disagree,3% of the respondents are strongly disagree.

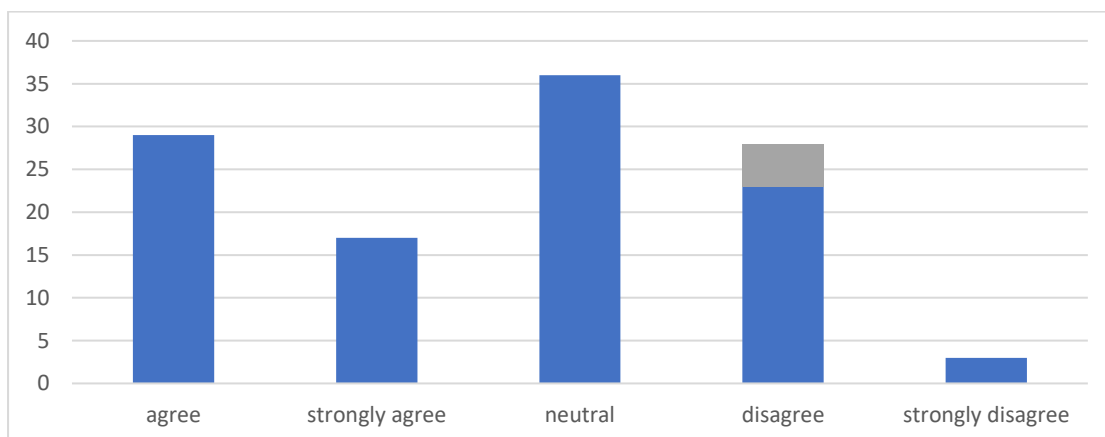


Fig 4.15 fales has increased a lot for housing companies with digital presence

Inference:

The majority (36%) of te respondents fales has increased a lot for housing companies with digital presence are neutral.

Table no. 4.16

Reachable and awarness of housing companies

Reachable and awarness	No of respondents	percentages
agree	34	34%
Strongly agree	29	29%
neutral	35	35%
disagree	8	8%
Strongly disagree	2	2%
TOTAL	108	108%

INTERPERATION:

From the above table, interpreted that 34% of the respondent are agree, 29% of the respondent are strongly agree, 35% of the respondents are neutral, 8% of the respondents are disagree, 2% of the respondents are strongly disagree.

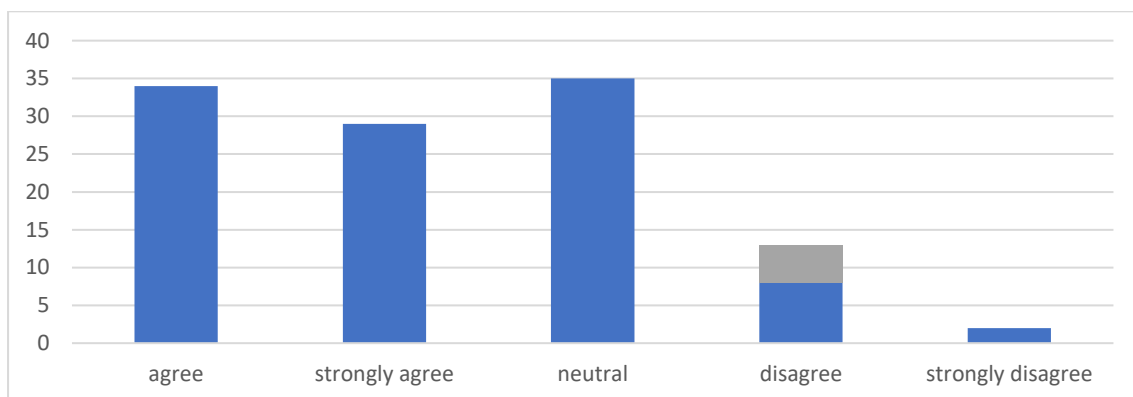


Fig 4.16 reachable and awareness of housing company

Inference:

The majority (35%) of the respondents reachable and awareness of the housing companies are neutral.

4.2 STATISTICAL ANALYSIS:

TEST 1 (CHI SQUARE)

H0- there is no relationship between digital media awareness and reachable & awareness of housing companies has been increased with digital presence.

H1- there is a relationship between digital media awareness and reachable & awareness of housing companies has been increased with digital presence.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
awareness * reachable	108	100.0%	0	0.0%	108	100.0%

awareness * reachable Crosstabulation

			reachable					
			1	2	3	4	5	Total
awareness	1	Count	13	2	10	13	1	39
		Expected Count	12.6	2.9	10.5	12.3	.7	39.0
	2	Count	6	2	11	11	0	30
		Expected Count	9.7	2.2	8.1	9.4	.6	30.0
	3	Count	6	1	6	8	0	21
		Expected Count	6.8	1.6	5.6	6.6	.4	21.0
	4	Count	10	3	2	2	1	18
		Expected Count	5.8	1.3	4.8	5.7	.3	18.0
Total	Count	35	8	29	34	2	108	
	Expected Count	35.0	8.0	29.0	34.0	2.0	108.0	

Chi-Square Tests

	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.214 ^a	12	.230
Likelihood Ratio	16.018	12	.190
Linear-by-Linear Association	2.578	1	.108
N of Valid Cases	108		

a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .33.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.375	.230
	Cramer's V	.217	.230
N of Valid Cases		108	

RESULTS:

There is positive relationship between digital media awareness & reachable of housing company since the value is .230 which is greater than 0.05 H_0 is rejected and H_1 is accepted. Hence there is a relationship between digital media and reachable of housing companies.

TEST 2 (ANOVA)

Oneway

ANOVA					
Social					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	27.003	4	6.751	2.947	.024
Within Groups	235.913	103	2.290		
Total	262.917	107			

ANOVA Effect Sizes ^{a,b}				
		Point Estimate	95% Confidence Interval	
			Lower	Upper
Social	Eta-squared	.103	.000	.193
	Epsilon-squared	.068	-.038	.162
	Omega-squared Fixed-effect	.067	-.038	.161
	Omega-squared Random-effect	.018	-.009	.046

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

H0- there is no relationship between gender and social media been the most influential factor.

H1- there is some relationship gender and social media been the most influential factor.

RESULT:

There is a negative relation ship between gender& social media been the most influential factor, the value is 0.024 which is in negative, it clearly status that 0.024 is lesser than 0.05 hence h0 is accepted &h1 is rejected.

CHAPTER-5

FINDINGS, SUGGESTIONS, CONCLUSION

Based on the analysis and discussion on primary data in the previous chapter.

Finding, suggestions, and conclusions of the study in logical manner.

5.1 FINDING

- Majority (43%) of the respondents in the age group of 18-28.
- Majority (54%) of the respondents are both male and female.
- Majority (64%) of the respondents are married.
- Majority (46%) of the respondents are private employee.
- Majority (52%) of the respondents are income 10000-40000.
- Majority (39%) of the respondents are digital media aware off are Instagram.
- Majority (45%) of the respondents favoured medium for introduced a new item in the market are television.
- Majority (39%) of the respondents prefer to hear about advertisement through social media are agree.
- Majority (37%) of the respondents future era is going to be digital are strongly agree.
- Majority (31%) of the respondent social media is the most influence factor are agree.
- Majority (41%) of the respondents impacting purchasing experience with others are social media.
- Majority (36%) of the respondents information about housing companies through social media are agree.
- Majority (27%) of the respondents purchase flat from housing companies through online are disagree.
- Majority (32%) of the respondents advertisement through social media than traditional media are strongly agree.
- Majority (36%) of the respondents sales has increased a lot of housing companies are neutral.

- Majority (34%) of the respondents reachable and awareness of housing companies are agree.

5.2 suggestions:

- ❖ Housing companies are developing at the rapid speed, now it can be easier to follow along with the idea and grow your very own manager. There are others opportunities than in the past and there is a best choice for you, too. This article can help put you on the path to your own house organization.
- ❖ If you would operate a business away from your residence. Make sure you examine your perspective about working at home. When you can't center on work because your in your house, or perhaps you believe working from home implies any where.

5.3 CONCLUSION:

The study makes an attempt to identify the influence of digital marketing on brand building by analyzing various factor which have been derived from literature review and questionnaire feedback. The study discovered two group for brand building such as brand loyalty and brand recognition and also listed out the digital marketing factor which grouped into three such as frequency update, brand attachments, digital, the study found out that digital marketing play a major role in building a brand in today's world. Customers are more attracted towards digital media than traditional media like print out, tv etc...changing buying behavior makes the marketers to understand the customer in a better way to Device Suitable marketing strategies to retain the present and to digital marketing approach , thus digital marketing serves as a digital communication for digital branding.

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APPENDIX

INFLUENCE OF DIGITAL MARKETING COMMUNICATION TOOLS IN CREATING BRAND AWARENESS SPECIAL REFERENCE OF HOUSING COMPANIES

- 1) Name _____
- 2). Age
 - a). 18-28 b). 28-38 c). above 48
- 3) gender
 - a). male b).Female
- 4) occupation
 - a). Self Employee b) .Government employee c). private employee
- 5) income
 - a). 10000-40000 b). 40000-60000 c). above 6000
- 6) most favoured medium for introducing new item in the market
 - a). newspaper b) .Television c). SMS marketing d).email campaigns.
- 7). Do you thing future era is going to be digital
 - a) agree b). strongly agree c). neutral d). disagree e). strongly disagree
- 8). Do you think social media is the most influential factor
 - a). agree b).strongly agree c). neutral d) disagree e). strongly disagree
- 9). Most preferred system for imparting purchase experience with others
 - a). company websites b). television c). social media d). word of mouth

10). You prefer to hear about advertisement through social media

a). agree b). strongly agree c). neutral d). disagree e). strongly disagree

11). You search information about housing companies through social media

a). agree b) strongly agree c). neutral d). disagree e). strongly disagree

12).you prefer to book and purchase flat from housing companies through online

a). agree b). strongly agree c). neutral d). disagree e). strongly disagree

13).housing companies prefer the advertisement through social media then traditional Media

a). agree b).strongly agree c). neutral d).disagree e). strongly disagree

14).fales has increased a lot for housing companies with the digital presents

a). agree b). strongly agree c). neutral d). disagree e). strongly disagree

15). Reachable and awareness if housing companies with digital presence

a). agree b) strongly agree c). neutral d). disagree e). strongly disagree.