

DIGITAL BUSINESS AND E-COMMERCE MANAGEMENT

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Chapter – 20

MARKETING STRATAGEMS FOR REAL ESTATE IN INDIA

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Abstract

The Indian real estate sector is one of the most lucrative sectors in the world. In India, real estate is the second leading employment provider after the agriculture sector and is estimated to nurture at 30 percent over the next decade. The development of the real estate sector is very well supported by the advancement of the commercial atmosphere, the demand for commercial space, and the urban and semi-urban housings. The real estate industry positions third amongst the 14 most important sectors in terms of direct, indirect, and influenced effects in all sectors of the economy. In today's real estate industry, developers cannot expect to create an ideal product without comprehensive market research and investigation to track market tendencies or without recognizing their target consumers group. The developers will reach the users only in the right location and income segment for their real estate projects, with a well-organized branding and marketing strategy.

Keywords : Real estate marketing, marketing strategies, dream home, Digital Marketing

Introduction

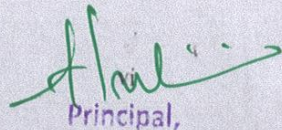
The real estate market in India is exceptionally beneficial and very competitive. But the Indian real estate market faces distinctive challenges. Compared to other sectors, time and phase are tight, highly localized, extremely competitive, and attractive products. A couple of decades ago, real estate properties were considered a luxury investment. Only wealthy people could afford the extortionate prices stamped on the various housing ventures. Even the procedure of purchasing a property was a lengthy and tiresome one. Home seekers



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