

CHAPTER 56

Digital Marketing Strategies in Real Estate for Pune City

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ABSTRACT

This study looks at how digital marketing methods affect real estate sales and marketing in Pune. The research looks at how real estate developers in Pune respond to a competitive market driven by increased demand for contemporary residential homes. It focusses on how digital change has transformed buyer interaction via virtual tours, online advertising, and SEO. Furthermore, the study investigates how younger generations prioritise lifestyle amenities, which influences project designs and marketing methods. The research emphasises the necessity of a well-defined strategic approach to sales and marketing, namely the integration of digital marketing technologies to improve brand awareness, lead generation, and total income. The results indicate that using digital platforms, community interaction, and content production are essential for gaining a competitive advantage in Pune's burgeoning real estate business.

Keywords: Digital marketing; Real estate; Residential properties; Virtual tours; Online advertising; SEO; Lifestyle amenities; Competitive market.

1.0 Introduction

Pune, a fast-expanding city, offers several prospects for real estate developers in a competitive market. As individuals from many backgrounds seek higher living standards and investment possibilities, the city's real estate industry is experiencing tremendous transformation. Demand for residential properties in tier-1 cities such as Pune is on the rise, owing to the growing middle class and changing lifestyles. Younger generations place a higher value on lifestyle facilities like gyms, green spaces, and co-working spaces, which are influencing project design and marketing methods. Furthermore, digital transformation has altered how developers interact with prospective customers. Tools like virtual tours, internet ads, and SEO have become indispensable, enabling for seamless involvement and informed decisions. This changing environment emphasises the significance of a well-defined sales and marketing strategy that includes market research, establishing customer profiles, and developing appealing marketing mixes.

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Digital marketing has become indispensable, outperforming conventional approaches and providing significant advantages like brand awareness, lead creation, and greater income. Using social media, community interaction, and content production, developers may build a strong presence and attract new purchasers. Finally, internet marketing plays an important part in designing effective real estate plans, providing a competitive advantage in Pune's dynamic marketplace.

2.0 Objectives of the Study

- To increase brand awareness and visibility in the real estate sector of Pune city.
- To generate high-quality leads to real estate properties in Pune city.
- To enhance customer engagement and foster lasting relationships in Pune city.
- To improve the online presence and ranking of the real estate in Pune city.

3.0 Review of Literature

The real estate industry plays a significant role in the global economy, where effective marketing strategies are crucial for success. Bhadauria *et al.* (2024) explored the impact of digital marketing strategies on real estate sales, highlighting the effectiveness of various digital tools in improving sales performance. Their study adopted a mixed-methods approach, utilizing surveys, interviews, and case study analyses to assess the role of digital marketing in real estate. Similarly, Tomasik (2024) examined the efficiency of marketing tools used by real estate companies in Poland, emphasizing the growing importance of websites, social media, and visualization tools in marketing strategies. Her study also analyzed the incorporation of ESG principles, reflecting a shift towards environmentally conscious marketing practices, such as replacing traditional flyers with digital formats.

In line with these findings, Ammani (2019) highlighted how digital marketing has revolutionized the real estate industry, providing builders with tools to showcase properties online and gain a competitive edge. This sentiment was echoed by Atila (2022), who investigated the implementation of digital marketing strategies by PT Rizki Mandiri Barokah, revealing its significant impact on sales and customer reach. Munirah *et al.* (2022) focused on the resilience of the real estate market during the COVID-19 pandemic, demonstrating the effectiveness of internet platforms like Facebook in driving engagement and maximizing profits. Kaur (2019) discussed the transformative role of digital marketing in the real estate industry, highlighting its dual impact: enhancing service quality while challenging traditional intermediaries. Bansude *et al.* (2021) underscored the competitive nature of the real estate market and the critical role of digital marketing in promoting diverse property types, from single-family homes to luxury condos. The study emphasized how digital platforms help buyers make informed decisions, ensuring financial stability and market growth.

Rehena *et al.* (2019) extended the discussion to urban planning, analyzing the smart city concept in Pune, which integrates digital tools for traffic management and citizen engagement. This aligns with the research by Waghulkar (2016), who explored the feasibility of online marketing for agricultural greenhouse products, illustrating the broader applicability of digital platforms across sectors. His study emphasized the Indian government's "Digital India" initiative, promoting technological adoption even in unorganized sectors like agriculture. Pawar (2020) provided insights into the real estate market in Pimpri-Chinchwad, Pune, focusing on customer preferences and the role of brokers in meeting diverse property needs. Together, these studies highlight the pervasive impact of digital marketing across industries, particularly in real estate, where technology has redefined customer engagement, sales strategies, and sustainability practices.

3.1 Research gap

While numerous studies have explored the role of digital marketing in the real estate sector both globally and within India, there is a limited focus on city-specific analyses, particularly for rapidly growing urban centers like Pune. Existing literature primarily addresses general trends, tools, and the broader impact of digital marketing strategies, but lacks in-depth investigation into how these strategies are tailored and implemented in the unique socio-economic and demographic context of Pune. There is also a noticeable gap in understanding the effectiveness of specific digital marketing tools and platforms in influencing buyer behavior and sales performance within the Pune real estate market. This study aims to bridge this gap by providing localized insights into the digital marketing practices of real estate firms operating in Pune City.

4.0 Methodology

The research methodology for the study titled "Digital Marketing Strategies in Real Estate for Pune City" employs a descriptive research design, focusing on primary data collection to analyze the effectiveness of digital marketing strategies. Data was gathered through structured questionnaires and semi-structured interviews with key personnel from 50 purposively selected real estate companies in Pune. The questionnaire covered company demographics, digital marketing practices, effectiveness, and challenges, while interviews provided in-depth insights into specific tools, strategies, and future plans. Quantitative data was analysed using statistical tools, and qualitative data was thematically examined to identify trends and patterns. Ethical considerations, including voluntary participation, informed consent, and confidentiality, were upheld throughout the study.

5.0 Statistical Data Analysis and Results Discussions

The data analysis for this study involves both reliability statistics and a one-sample t-test to ensure the validity and robustness of the findings. Reliability statistics, such as

Cronbach's alpha, were employed to assess the internal consistency of the questionnaire responses. The one-sample t-test was conducted to evaluate the significance of digital marketing strategies' effectiveness against predefined benchmarks. This approach facilitated the identification of key trends and insights related to the impact of digital marketing in the real estate sector of Pune city.

Table 1: Reliability Statistics

Cronbach's Alpha	N of Items
.989	36

Table 2: T-Test (One-Sample Test)

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
How effectively do you think real estate companies in Pune promote their brand on social media platforms?	31.226	99	.000	3.70000	3.4649	3.9351
Real estate advertisements in Pune city are memorable and impactful.	33.368	99	.000	3.73000	3.5082	3.9518
The online campaigns of real estate companies in Pune provide clear and relevant information about their properties.	33.683	99	.000	3.80000	3.5762	4.0238
You frequently come across digital content from Pune real estate companies on various platforms.	30.864	99	.000	3.77000	3.5276	4.0124
How strongly do you agree that the current digital marketing efforts effectively increase brand awareness for real estate in Pune?	32.999	99	.000	3.79000	3.5621	4.0179
To what extent do you feel familiar with real estate brands in Pune due to their online campaigns?	28.824	99	.000	3.65000	3.3987	3.9013

The reliability analysis shows that Cronbach's Alpha value is 0.989, which indicates excellent internal consistency among the 36 items measured. This high value suggests that the items are highly correlated and reliable in assessing the construction being studied. With 100% of the cases being valid (100 out of 100), the dataset is fully complete, and no cases were excluded, ensuring the robustness of the analysis. Overall, the reliability statistics demonstrate that the scale used in this analysis is highly reliable for measuring the intended variables. The results of the one-sample t-tests indicate that participants strongly perceive the effectiveness of

digital marketing efforts by real estate companies in Pune. For each of the five statements tested, the mean differences are significantly positive, with t-values ranging from 28.824 to 33.683 and p-values all less than 0.001, showing that these perceptions differ substantially from the test value of 0. The confidence intervals for the mean differences, ranging from 3.4649 to 4.0238, confirm that respondents consistently agree that Pune real estate companies effectively promote their brand on social media, provide clear information through online campaigns, and enhance brand awareness. These findings suggest that the online marketing strategies used by real estate firms in Pune are viewed as highly impactful, memorable, and familiarizing to the audience. The results indicate that digital marketing strategies employed by Pune-based real estate companies significantly enhance customer engagement, brand awareness, and lead generation. Strategies such as online advertising, social media presence, SEO, and personalized communication are highly effective in attracting serious buyers and fostering lasting customer relationships. The frequent use of well-designed websites, interactive social media, and responsive digital platforms further boosts visibility, trust, and customer satisfaction, contributing to long-term brand loyalty and recognition.

6.0 Conclusion

The study emphasizes the increasing importance of digital marketing in determining the success of the real estate sector in Pune. As competition grows and market conditions shift, real estate developers are strategically adopting digital tools and technologies to effectively attract and engage potential buyers. Innovative methods such as virtual property tours, targeted online advertising, social media marketing, and search engine optimization (SEO) have transformed the way properties are marketed, making the home-buying process more seamless and accessible for customers. A significant change in marketing strategy is the focus on lifestyle-oriented branding and the promotion of modern amenities. Real estate companies are no longer just selling properties; they are creating narratives around luxury, convenience, and community living.

This shift has resulted in a more personalized and customer-centric approach, where digital campaigns are customized to align with the preferences and aspirations of homebuyers. The research highlights the essential need for real estate firms to continually innovate and enhance their digital marketing strategies. By utilizing advanced data analytics, AI-driven recommendations, and immersive technologies like augmented reality (AR) and virtual reality (VR), businesses can maintain a competitive edge in Pune's evolving real estate market. Adopting these digital innovations will not only improve brand visibility and credibility but also boost sales and foster long-term customer engagement, ensuring sustained growth in an increasingly digital-first landscape.

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