

Advertising research study: Real estate in Noida

Group – 3

- The following study analyses the advertising research focused on the current real estate industry in Noida with the main area of focus being a 3-BHK luxury apartment valued at Rs. 1.5 crore.

Top performing players in the market

The real estate market has the following 3-top performing players who have been successfully leading the market in Noida.

1. Super Tech Limited
2. Godrej Properties
3. ATS Destinaire

Common Facilities	<ul style="list-style-type: none">● EMI● club house / community centre● fitness centre/gym● shopping centre● Metro connectivity● Parks● CCTV● Parking● Fully furnished/ Semi furnished
Unique Customer Propositions	<ul style="list-style-type: none">● Tallest building (Super tech group)● Free AC , modular kitchen (ATS)● Romanian Infra (Supertech)● Solar panel (Supertech)● Premium Luxury Villas (Godrej properties)
Price Segmentation	<ul style="list-style-type: none">● Rs. 60Lacs-Rs 1Cr (2BHK)● Rs. 1Cr-Rs 2 Crs (3BHK)● Rs. 1.5 Cr onwards (Villas)

Competitor analysis: Above listed companies have tie-ups with financing firms for easy loans and hassle free EMI procedures. Common basic facilities are provided by all the real estate companies but unique propositions range from different styles of infrastructure (including Romanian, Circular, Villa) to interior designing by celebrity Twinkle Khanna. Significant efforts have been made to give the housing brochures a vibe beyond bricks and motors.

Capturing the sentiments across platforms for current and potential buyers

There are multiple conversations which are prevalent across online portals in various forms like website, third-party platforms etc. which provide us with an in-depth knowledge of the consumers persona, their habits, search patterns, keywords to target them where the most returns would result.

Websites	<ul style="list-style-type: none">● Magic Bricks● 99 Acres● Housing.com● Commonfloor.com
Articles	<ul style="list-style-type: none">● The Indian Express● Economic Times● India property
Other third party platforms	<ul style="list-style-type: none">● Quora● Indian real estate forum● Silicone India● Indian real estate board● Home buying info● R2Iclub forums

Mapping the online conversations: Websites like Magic bricks, housing.com etc. are convenient and helpful to drill down on the exact kind of property one is looking for. The feature by 99 Acres that hides seen properties uses caches and cookies to provide that help. Valuations, home loans, popular agents etc. are all now available on these websites. Articles in newspapers about new property projects or investment worthy land are influential as they serve an unbiased opinion on the ground realities. People are always actively looking for a discussion on third party platforms such as Quora and other forums. As property is a hefty investment, clearing small doubts and queries makes it convenient. People post real opinions in real time which is a boon for all types of buyers.

Mapping key trends on Facebook

Trending keywords	<ul style="list-style-type: none">• Apartments in Noida• Residential apartments in Noida• Luxury apartment is Noida• Hi-rise in Noida• Readymade apartments in Noida• High-rise society in Noida• Brokerage in Noida
Trending hashtags	<ul style="list-style-type: none">• #3BHK• #luxuryApartment• #NoidaApartments• #PropertiesInNoida• #HousesInNoida• #Hirise #Noida
Consumer persona	<ul style="list-style-type: none">• Upper-Middle class families and above• People who live in the NCR region• More than 2 people employed in the household preferably• Car owners• Preferably married or living with the family
What the current conversation revolves around/topics	<ul style="list-style-type: none">• Possession dates• Queries on registrations• Queries on miscellaneous charges• Locality and atmosphere• Resale value• Amenities• Development in surrounding areas
Content type and formats	<ul style="list-style-type: none">• Property Images• Static images• Videos of the property by the developers• In-house videos by the property dealers/owner
Relevant groups/ pages	<ul style="list-style-type: none">• Luxury apartments in Noida• Ready to move apartments in Noida• Studio apartments in Noida• Luxury apartments in Noida• Noida federation of apartment owners association

Facebook analysis: From the data available, we have concurred that the vast majority of buyers are inclined towards purchasing a premium 3BHK as categorised in the data above. Some key findings from the research shows that the buyers desire additional amenities like interiors, in-house sports complex etc. before making the purchase along with getting first-hand solutions to queries like possession, resale value, surrounding environment to name a few! Overall, across social media platforms the conversation regarding housing remains synonymous to getting a 360 view of the property and nurturing answers to common concerns which could help garner potential buyers.

Google Trends

Location: Delhi

Duration: Last 12 months (2019)

Category: Real estate

Search term	Peak (2019)	Trough (2019)	Relevant queries	Relevant topics
Noida	July 21-27	Nov 4-10	<ul style="list-style-type: none">● Omaxe NRI mall Greater noida● Tech mahindra noida● One bhk flat in noida● 2bhk flat in noida for rent● Room for rent in noida● Villas in noida● 1bhk flat in noida● Villas in noida● 1bhk flat in noida	<ul style="list-style-type: none">● Property Dealer in Noida - real estate agency● Noida Sector 37 bus stop● Khora● Rajat Vihar● Exotica Dreamville● Tech Mahindra● Sec 52● Sec 63● Paramount Golf Forest Villa - back office
3 BHK Noida	Sep 1-7	Jan 13-19	<ul style="list-style-type: none">● 3BHK in Noida	<ul style="list-style-type: none">● Floor● Noida Phase 2● Greater Noida
BHK Noida	Aug 25-31	Feb 3-9	<ul style="list-style-type: none">● 2bhk in noida● 2bhk flat in noida● 1bhk flat in noida● 2bhk flat in noida for rent● 3bhk flats in noida● One bhk flat in noida	<ul style="list-style-type: none">● Garden● Sector 135● Construction● Broker● Mayur Vihar Phase II

Analysis of research from Google Trends: The research on Google Trends shows that in the category of 'Real Estate', in the last twelve months, the demand for apartments is the lowest in the months of February 2019 and highest in July-August-Sep 2019. As of the current data, consumers seem to prefer 1BHK or 2BHK flats as opposed to 3BHK flats in Noida, the latter being more preferable in Noida Phase 2 and Greater Noida. The interest of the consumers in 3BHK flats in Noida is a staggered, unpredictable graph with a sharp peak and a dip in interest. Search topics like 'Exotica Dreamville' and 'Paramount Golf Forest Villa' are an indication that luxury apartments are an aspirational aspect for buyers in that area.