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ST.MARY'S UNIVERISTY

SCHOOL OF GRADUATE STUDENT

DETERMINANTS OF MARKATING STRATEGIES

EFFECTIVENESS:

THE CASE OF YOTEK CONSTRUCTION

PRIVATE LIMITED COMPANY

BY - SELAMAWIT DAMTEW

ADVISOR: BERHANU ENDESHAW (PHD)

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ADDIS ABABA

Determinants of Marketing Strategies Effectiveness:
The case of Yotek Construction Private Limited Company

By: Selamawit Dantew

A thesis submission to St. Mary's University of graduate students in partial fulfillment of the requirement for the Master's of Business Administration

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DETERMINANTES OF MARKATING STRATEGIES EFFECTIVENESS; THE
CASE OF YOTEK CONSTRUCTION PRIVATE LIMITED COMPANY

BY

SELAMAWIT DAMTEW SGS/0025/2012

APPROVED BY BOARED OF EXAMINERS

Dean, Graduate Studies

Signature & Date

Advisor

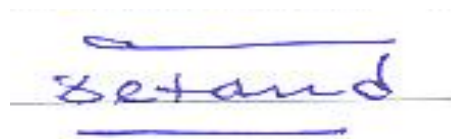
Signature & Date

Berhanu Endeshaw (Dr.)



External Examiner

Signature & Date



Dr Getie –Andualem–

11/7/2021

Internal Examiner

Signature & Date

DECLARATION

I, the undersigned, declare that this thesis is my original work, prepared under the guidance of Asst. Professor Berehanu Endeshaw. All sources of material used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any higher learning institution for the purpose of earning any degree.

NAME

SIGNATURE

ENDORSEMENT

This thesis has been submitted to St. Mary's University, School of Graduate Studies for examination with my approval as a university advisor.

Asst. Professor Berehanu Endeshaw

Advisor



Signature

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ACRONYMS

- 1. PLC – Private Limited Company**
- 2. EIA – Ethiopian Investment Agency**
- 3. MOUDC - Ministry of Urban Development and Construction**
- 4. FEACC - Federal Ethics and Anti-Corruption Commission**
- 5. SPSS – Statistical Package for the Social Science**

ABSTRACT

Marketing is an exchange of economic and social structure people and groups satisfy their needs and wishes by constructing, supplying and interchanging of products and services. Thus, marketers of the industry should always understand the main factors that influence the real estate market. The main objective of this study is to investigate the key factors that influence the marketing effectiveness of the real estate companies operating in Addis Ababa. The study used quantitative research approaches and information gathered from both primary and secondary sources. It is made by taking samples of real estate customers in Yotek real-estate compound. The study was taken from Addis Ababa and a total of 120 questionnaires were distributed and 114 were returned. But, during data cleaning 111 were valid and used for statistical analysis. The researcher applied descriptive statistics technique to analyze the data. The frequency, percentage, mean and standard deviation are made. This study tried to investigate the major factors that will influence the marketing strategy effectiveness of the industry. It was hypothesized in this study that quality of homes, price fairness, brand reliability, location convenience, and salesperson credibility significantly influence marketing effectiveness of the industry in Addis Ababa. The findings of the study showed that a positive and significant affect relationship between the dependent variable and all the independent variables.

Key Words: *Real estate Marketing, Marketing Effectiveness, Location, Price...*

CHAPTER ONE

1.1 BACK GRAOUND OF THE STUDY

Every business has a plan. Marketing effectiveness is measured by how well the company's marketing strategies increases its revenue while decreasing its costs of customer acquisition. The only way means of reaching customers was throughout band marketing approaches, which made measuring marketing effectiveness incredibly difficult. Real Estate investing business is no different. A strategy is simply a systematic plan of action designed to accomplish specific goals. At present, the Real Estate and construction sectors are playing a crucial role in the overall development of Addis Ababa core infrastructure. Yotek construction Plc is one of the construction companies in Ethiopia providing various construction services like construction of buildings, roads, special factory foundations and also Real Estate industries.

Residential Real Estate industry has witnessed stupendous growth in the past few years owing to many reasons: continuous growth in population, migration towards urban areas and ample job opportunities in service sectors. Due to various construction work experiences and high housing demand, Yotek is involved in Real Estate development with the total area of 52,750m² in Mekanisa, Lebu, Addis Ababa.

Now the Addis Ababa population is forecasted above 5million. As shelter is one of our primary needs, the sector is growing in a great way. Most of the citizens are ready to purchase their own home. This leads the marketing strategies have high influences to drive the customers which are the potential buyers in to the real estate industries.

Residential projects across cities saw several new mid-income housing projects being launched by developers to attract potential buyers. Demand for houses mounted as the global economy improved bringing back financial confidence to the home buyers along with low interest rates. End-users, who had put their purchasing plans on hold due to the fall in affordability levels and job-related uncertainties, started booking houses. The purpose of marketing effectiveness is to optimize marketing spend for the short and long term in support of, and in alignment with, the

brand/company strategy by building a market model using valid and objective marketing metrics and analytics (Powel, 2008)

When we think of strategic, we think of product differentiation, or the development of a differentiated brand value for a particular consumer segment, or many other combinations of real or perceived differentiation in the minds of the consumer. But, in many industries, very little differentiation is possible. Whether a company has significant, perceived differentiation in the market place or not, it can develop a strategic advantage in the way it executes its marketing. In cases where there is little left to differentiate, strategic advantage can still be gained by doing one thing better than competition. It does not matter whether the company is a Fortune 100 consumer-packaged-goods provider, or a small business, as in each case it may have competitive advantage in its own category. But, in order to stay alive, it must continuously find new ways to deliver strategic advantage. The improvement of long term marketing effectiveness is that new strategic advantage (Powel, 2008).

1.2 STATEMENT OF THE PROBLEM

Housing is one of the major problems prevailing in Addis Ababa. Even though there is a development recently in supply by both the government and private real estate companies, there is still huge gap between housing need of Addis Ababa residents and the supply. In the demand side, the effective demand (because of affordability) is very few, because of different factors. On the other side, the supply from the private sector is growing.

When discussing about the affordability of the real estate houses the one considered as a small household price ranges from 1.5-4 million birr and 92% of Addis Ababa residents earn a monthly income of less than 3,340 Eth birr. This issue is the major one which creates a huge doubt of the affordability for the vast number of population.

Based on ongoing trends, real estate developers have their work cut out for them to convince future customers of their trustworthiness, because of non-delivery of housing projects on time and lack of credibility from developers. From Capital newspaper written on Wednesday 30, 2015 by Muluken Yewondwossen stated that the registry of new customers at a real estate company has declined by 30% in the past few months, following Access real estate's inability to fulfill its commitments.

Real estate developers also said that at present it is difficult to obtain finance from private or state-owned financial institutions due to the government's main focus on controlling the fast growing inflation. At least there are three major reasons that can be singled out for the inability of the majority of the population in developing countries to get access to housing loans. These are absence of good collateral; informality and instability of income and lack of information on borrowers. Delays in the original timetable due to lack of available accessible land, finances obtained from clients for housing projects being used for other purposes and the shortage of experienced and organized professional teams to handle such huge investments, have been stated to be the major challenges for the sector from registering good performance, argue experts and some major real estate developers.

1.3 RESEARCH QUESTIONS

- What is the effect of quality of homes on marketing strategies effectiveness in Yotek Construction PLC?
- To what extent price fairness affects marketing strategies effectiveness in Yotek Construction PLC?
- What is the effect of brand reliability on marketing strategies effectiveness in Yotek Construction PLC?
- To what extent location convenience, affects marketing strategies effectiveness in Yotek Construction PLC?
- What is the effect of sale's person credibility, on marketing strategies effectiveness in Yotek Construction PLC?

1.4 OBJECTIVE OF THE STUDY

1.4.1 General Objective

The major objective of this study is to examine the determinants of marketing strategies effectiveness in Yotek Construction PLC.

1.4.2 Specific Objectives

The specific objectives of this study are to:

- Determine the effect of quality of homes on marketing strategies effectiveness in Yotek Construction PLC;
- Examine to what extent price fairness affects marketing strategies effectiveness in Yotek Construction PLC;

- Evaluate the effect of brand reliability on marketing strategies effectiveness in Yotek Construction PLC
- Determine to what extent location convenience, affects marketing strategies effectiveness in Yotek Construction PLC
- Examine the effect of sale's person credibility, on marketing strategies effectiveness in Yotek Construction PLC

1.5 SIGNIFICANCE OF THE STUDY

This thesis focuses on the experience and prospects of residential real estate development are an important subject that is concerned with the housing market in the growing population. Which ought to be aware to help the population understand how the housing supply is attained by real estate. Regardless of efforts so far done by the government and private real estate developers, specifically YOTEK real estate, and also there is still a huge gap between demand and supply in the housing market. Thus, the findings of this research will add to the relevant body of knowledge regarding the quality of private residential housing developments performance in Addis Ababa and in YOTEK construction. By analyzing the cost, time and quality implications in supplying real estate houses, findings of this research paper will bring a better insight to maximize the role real estate developers would play in affordable housing production. Regardless of how the market behaves currently, many strategies that can propel the business forward, thus this thesis will examine some marketing strategies that can be helpful to expand real estate industries.

1.6 Delimitation/Scope of the study

The scope of the research is stretches from the identification of consumer wants and needs to the evaluation of consumer satisfaction. In this research the elements (factors) that affect overall marketing performance of the real state were discussed. The critical factors that greatly influence customer decision when they choose a real estate company are discussed.

CHAPTER TWO

2 LITERATURE REVIEW

2.1 INTRODUCTION

This chapter deals with theoretical & empirical reviews and contains concepts & theories regarding the real estate marketing to provide relevant literature in the field and to come up with a suitable conceptual framework. The theoretical framework of this study focuses on the concept of real estate market. And the empirical review section covers research findings and articles previously done on the area.

Based on theoretical & empirical review of the literature and the relationship between research variables, conceptual framework and model developed at the last part of literature review.

2.2 Theoretical Review

A market is the set of actual and potential buyers of a product. These buyers share a particular need or want that can be satisfied through exchange relationships. Marketing is a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. In a narrower business context, marketing involves building profitable, value laden exchange relationships with customers. Hence, marketing is defined as the process by which companies create value for customer & build strong relationships in order to capture value from customers in return (Philip K. 2010).

The demands of specific real estate products and services result from fundamental physiological needs but also from attempt to recognition and self-realization. Wishes are often desires for satisfaction of individual needs. In having a few desire people's wishes are various. Needs or wishes may produce demand, provided that there is readiness for purchase, for renting or for claiming service. That is why real estate market doesn't only have to analyze possible needs and

wishes of customers but also to find out how many people or institutions are actually willing or capable of satisfying them (Knirsch, 2000).

Market strategies have become a significant function of success in today's competitive business environment for any sales based business company. The meaning of market is not only selling the product; it also encompasses company's orientation on customers need (Philip K. 2006). According to a number of market authors, the degree to which an organization demonstrates a market orientation will determine the effectiveness, with which the market concept is implemented by that organization and the degree to which the results will impact on the firm's performance (Byron and J. Paliwoda, 2001).

Real estate sector in global sector is developing day by day and correspondingly the profitability of the sector is rising therefore, it is critical to improve real estate market strategies. The market of real estate is an important issue for the seller, as it may affect market costs, the selling price and the market time of the property. Superior performance by a successful firm mandates that both market-oriented (an orientation toward creating value for the customer and the firm by meeting customer needs) and entrepreneurial-oriented (an innovation focused- orientation) activities take place (Ihtiyar, 2011).

The success or failure of real estate industry is dependent on many interrelated factors: economic conditions, demographics, transportation, management expertise, government regulations and tax policy, climate, and topography. Regarding to the real estate developers the objective of those engaged in the real estate industry is to create value by developing land or land with attached structures to sell or to lease or by marketing real estate parcels and interests (www.encyclopedia.com, 2016).

Marketing effectiveness: While Narver and Slater (1990) limit the scope of marketing performance to profitability measures, Kohli and Jaworski (1990) suggest both business performance outcomes such as profitability, market share and sales growth, and other desirable consequences such as customer satisfaction; repurchase employee job satisfaction, team spirit and organizational commitment.

Marketing effectiveness is related to organization performance in terms of market share growth, Profit ratio, sales growth, or customer satisfaction (Ho, 2011). A firm's profitability ratios are

used to determine how well the firm performs in the market. If an organization is able to perform well in terms of market share or profit ratio, it can be concluded that the organization is doing well in marketing performance. Besides the numeric measures, the increase in customer satisfaction can be related to an increase in marketing performance. If customers are satisfied with the services or products provided, customers' retention rate will increase.

Several arguments link marketing effectiveness to improvements in marketing and firm performance. First, the mere fact that some output will be measured has a positive effect on results. It encourages greater attention to the activities to be measured ("what gets measured gets done"). Second, it has been suggested that marketing's contribution to the achievement of strategic goals is underrepresented in firms that do not measure marketing performance. Third, it has been argued that MPM should lead to learning, which should enable improved marketing decisions and, consequently, improved performance. (António G and Joaquim C, 2013)

Organizations need to measure several factors in order to get a real idea of how the organization is performing and where they might intervene. Today's competitive environment requires marketing that is both effective and efficient, if organizations want to achieve their market and financial goals (Antonio d Gama, 2011).

Marketing Metrics: Researches point to a variety of marketing metrics. Clark (1999) identifies about 20 measures, Ambler and Riley (2000) tested a total of 38 measures, Davidson (1999) considers ten important measures of marketing effectiveness and Meyer (1998) notes hundreds. However, Clark (1999) suggests we should make better use of existing measures rather than formulate new ones. Ambler and Kokkinaki (1997) have summarized marketing metrics in six categories: financial, competitive market, consumer behavior, and customer intermediate, direct customer and innovativeness measures.

Financial performance measures are hardly obsolete (Woodburn, 2004). They can offer a total performance measurement (Tangen, 2003) by reducing numerous inputs and outputs to the same currency. As long as financial profits are the goal of most organizations, then decisions need to be validated in financial terms.

Financial evaluations probably have more power to drive change than any other performance measure; even though they are poor indicators of what changes should be made. Woodburn

2004, adds that marketing also has an impact as financial performance through its income generating capacity. Of course, in most situations, financial assessment will involve income as well as expenditure. Ambler (2000) argues that financial metrics are usually the first type to be employed to evaluate marketing performance. The financial measures include turnover, contribution margin and profit.

Competitive market measures define the extent to which an organization acquires market share over competitors, advertising and promotional share of the market. Gray et al. (1998) suggest that market share can be an important determinant of profitability in the medium to long term. They state that large market share is both a reward for providing better value and a means of realizing lower costs.

Consumer behavior measures define the extent an organization penetrates consumers, gains consumer loyalty and has a better customer gain.

Customer intermediate measure defines brand recognition, satisfaction & purchase intention.

The direct customer measure defines distribution level, profitability of intermediaries and service quality.

Finally, innovativeness defines the frequency to which an organization launches new products and their revenue achieved thereof.

Characteristics of Real Estate Market

Conversion: Real estate involves development or redevelopment of land or land use. It is a land in its developed form. It is a land and all permanent improvements on it, including building. Raw land that is not put to use of any kind has no value, but it is a resource with latent use value (Berhanu, 2004).

Durability: Real estate is durable since the buildings can last for many years while the land it stands on is indestructible. Land is fundamental for real estate business. In the absence of adequate land reserve, a real estate developer will lose opportunities and its business may have to be suspended. Available land in urban areas is becoming increasingly scarce and expensive. Real estate firms with no land reserve in an urban area will find themselves in a bad position.

Resource intensive: Real estate development is resource intensive. Finance is the most critical element of successful property development. The funds needed for the development of a real estate project are considerable and are used mainly for land acquisition and construction (Vera, 2000).

Expensiveness: Real estate development is an expensive activity; in most cases it requires borrowing funds. Real estate developers could start their operation by acquiring raw land or may buy an already serviced land from land lords. Depending on the situation, the cost of development may include land cost, land development cost (surveying, preparation of subdivisions plan, approval, servicing), actual building construction cost, disposal costs (broker fee), and cost of borrowed money. It follows from this that the existence of an efficient loan finance system is critical for real estate development (Berhanu, 2004).

Lengthy and involved process: Real estate development involves long contractual process with numerous participants from various business sectors. The production process in real estate involves number of lengthy activities such as; site acquisition, site survey and formation, securing planning consent, arrange financing, design construction and marketing (Vera, 2000).

Risk: Various risks like, changes in governmental policies, changes in interest rates and changes in the market environment will surface (Berhanu, 2004).

Complicated process: To succeed in real estate development, much preparation is required including acquiring a deep understanding of relevant public policy, physical planning, municipal regulations, market conditions, site appraisal, economic evaluation, financial requirements, contractual procedures, building design, construction technique & market strategies. Additionally, professional approach to project management is necessary to coordinate schedule, quality & cost (Vera, 2000).

2.3 Empirical Review

Al-Nahdi, et al, (2015) study factors affecting the real estate market is enormously important. The study investigates the factors influencing Saudi inhabitants to purchase real estate. The study examines the effect of Attitude, Location, Living Space, Public Service, Reference groups

namely (Friends Influence, and other Reference Group) on the intention to purchase real estate. Based on 220 questionnaires collected, the results show that Attitude had a positive effect on the intention to purchase real estate, while the Location, Living Space, Public Service, and Reference groups had no effect on the relationship between independents and the customers' intention to purchase real estate among Saudis.

Yannis Arvanitis (2013) conducted a study on African Housing Dynamics: Lessons from the Kenyan market. He put key conclusions & recommendations include use of alternative building solutions: the market needs to be educated to accept different building solutions which are more suitable cost-wise to reaching medium/lower income segments. Local government support helped to allow for effective supply of off-site infrastructure & land servicing (i.e. development of trunk infrastructure, water & sanitation, etc.) needed to support real estate.

Alexander Preko, Samuel Kwami Agbanu, & Mawuli Feglo (2014) conducted a study on service delivery, customer satisfaction and customer delight in the Real Estate business. It indicated as businesses now focus more on how to create customers, retain and maintain customers through quality service delivery, customer satisfaction and customer delight. The purpose of the study was to identify whether customer delight and customer satisfaction depend on service provided by an organization. The study revealed that service delivery is significant to customer satisfaction and customer delight. Further findings in the study also revealed that there is a positive correlation between service delivery and satisfaction, and satisfaction and customer delight. It is therefore recommended that, the Elite Kingdom should move away from the basic understanding of customer satisfaction to delighting customers which might pave the way for repeat purchase among customers of the organization.

James A. Kahn (2008) conducted a study on drives housing prices. The paper developed a growth model with land, housing services, and other goods that is capable of explaining a substantial portion of the movements in housing prices over the past forty years. Under uncertainty, the model exhibits a balanced aggregate growth, but with underlying Sartorial change. The paper introduces a Markov regime-switching specification for productivity growth in the non-housing sector and shows that such regime switches are a plausible candidate for explaining both qualitatively and quantitatively the large low-frequency changes in housing price

trends. In particular, the model shows how housing prices can have a “bubbly” appearance in which housing wealth rises faster than income for an extended period, then collapses and experiences an extended decline. The paper suggested that the current downturn in the housing sector was triggered by a productivity slowdown that may have begun in 2004, an event that could reasonably have been viewed as highly unlikely by investors and mortgage issuers in the early part of the decade.

Variables/Determinants of real estate marketing effectiveness

A. Quality & features of homes and marketing effectiveness

Product quality is a critical element for consumer decision making. Consumers always compare the quality of alternatives with regard to price within a category. According to Davis et al. (2003), perceived quality is directly related to the reputation of the firm that manufactures the product. Perceived quality is also regarded as the degree to which a product provides key customer requirements and how reliably. Product quality is conformance to requirements encompassing the features and characteristics of a product that satisfy stated needs (32).

As stated on the literature one of the major complaint area among Ethiopian real estate customers is a poor quality. Construction quality relates with usage of strong construction materials, construction equipment and up to date technological facilities and it also includes quality of sanitary, electrical and finishing works.

Construction quality, design and features of real estate homes become one of the main competing factors among real estate companies to win customer intention and it is the main reason for customers to choose a real estate company. Thus, quality is from the major factors that influence marketing effectiveness.

H1: Quality of homes significantly influences marketing effectiveness positively.

B. Price fairness and marketing effectiveness

There is a significant amount of research that proves price consciousness as an important variable in purchase decision making (33).

As stated on the literature due to expensiveness of real estate homes, the majority of the real estate home buyers in Ethiopia are from the Diasporas and high class. The price of real estate homes is even beginning to match or exceed the levels seen in African countries with much higher income than Ethiopia. Even it doubled and tripled in a span of few years.

If the home price be fair enough and affordable by the households, it will help to get better number of potential buyers from the residents and this will have led to effective marketing. Thus, marketers are expected to offer homes for customers with affordable price that can make their company profitable and assure marketing effectiveness.

Besides the price of the homes; payment schedule and trust worthiness to pay the down payment are also reasons for customers to choose a real estate company.

Therefore, Price has been one of the most hypothesized, tested and confirmed influencing variable of buying behavior and thus affects marketing effectiveness.

H2: Price significantly in fluencies marketing effectiveness.

C. Brand Image& Reliability and marketing effectiveness

Researchers have also been focusing on brand equity as one of the influential factors of market. For instance, Mahalingam & Kumar (2012) found out that in addition to product quality, brand awareness is also the most important factor in buying behavior. Brand awareness is said to precede all other steps in the buying process (34).

Brand image on the Ethiopian real estate business is especially related to delivery reliability of homes. Most of the real estate firms who secured land for real estate development are not

operating in full capacity in which some put the bare land without any construction not even a fence, some started construction only for the sake of securing the land and some other even transferred the land illegally to third party.

Since brand image & reliability is one of the reasons among home buyers in choosing a real-estate company it has a direct influence on marketing effectiveness.

H3: Brand image & reliability have a significant influence marketing effectiveness.

D. Location convenience and marketing effectiveness

Availability at convenient locations is vital for choice of a brand. Convenience of a brand has a significant impact on consumers' brand choice of any product. (35)

Location convenience is one element of marketing mix that will help to attract customers and influence their decision of buying a product. It is not only about `where the product to sell is located. Rather it includes: Availability of infrastructure, Convenience for transport, Availability of facilities like health center, shopping area, recreational places and other social services. On top of these, the researcher believes that location convenience is one of the reasons for customers to choose a real estate company and contribute for marketing performance. Hence accessibility is hypothesized to influence marketing effectiveness.

H4: Location convenience significantly affects real-estate marketing effectiveness.

E. Sales personnel's credibility and marketing effectiveness

Credibility is all about keeping the promise made by the sales personnel during personal selling. Personal selling is a form of person-to-person communication in which a seller attempts to assist and/or persuade prospective buyers to purchase the company's product or service or to act upon an idea. While considering personal selling it is important to underline on sales skills which has a significant impact on the sales performance.

Thus sales personnel of the company shall be well trained and skilled enough to convince customers, collect customer feedback on a continuous basis to know about customer feelings and shall keep the promise made for their customers.

Since customers take sales personnel's credibility as one of the reasons to choose a real estate company, it is related with and affects marketing effectiveness.

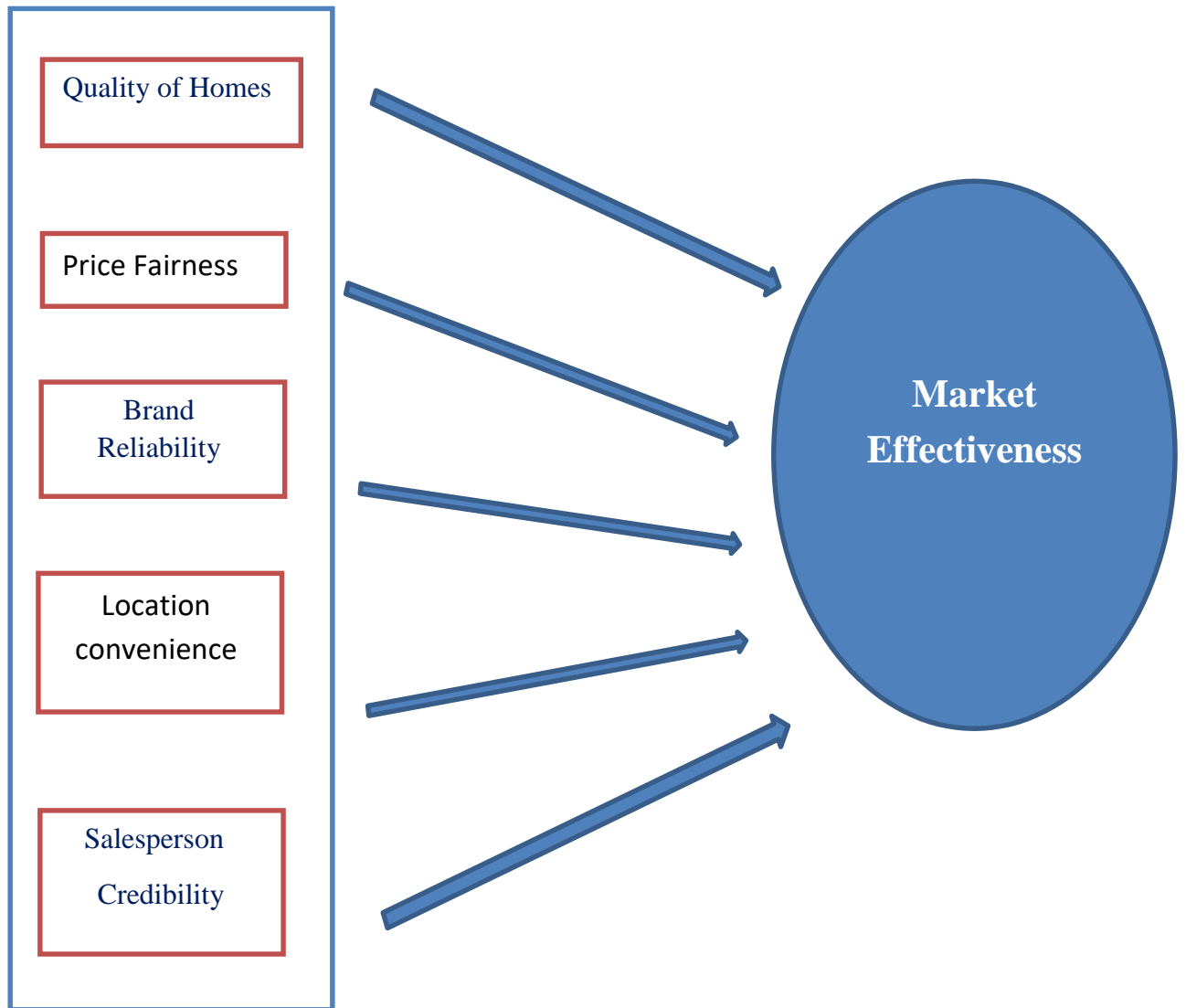
H5: Sales personnel credibility has positive influence on marketing effectiveness

In general, even though the five variables listed above are the major factors that will influence marketing effectiveness of the industry the supply and cost of land, shortage of finance, availability and cost of construction materials, lack of supporting infrastructure, shortage of skilled man power, high labor turn over, narrow target group of customers, lack of experience within the sector, lack of support from the government side, negative image of the sector due to the poor delivery promises, etc. are also affecting the marketing effectiveness of Ethiopian real-estate industry.

2.4 Conceptual Framework

Based on the related literature review the conceptual framework was developed. The framework shows the variables of the study which include Marketing strategy implementation, Brand image, Quality of real estate homes, Pricing, Sales personnel credibility, Location convenience of homes and Advertisement as the independent variable that affect the marketing effectiveness (dependent

variable).



Source: Own Survey 2021/Conceptual form work

CHAPTER THREE

3 RESEARCH DESIGN METHODOLOGY

3.1 Research Design

This chapter deals with the research design and methodology that are used to achieve the objective of the study. Population and sampling techniques, data type and sources, methods of data collection and method of data analysis, and reliability and validity of the study discussed.

The student researcher uses quantitative research methods. A quantitative research method on which the student researcher has collected quantitative data through close-ended questions using questionnaire, is also used to examine the variables of the study: that are quality of homes, price fairness, brand image, sales personnel credibility, and location convenience of homes as independent variables and marketing effectiveness as dependent variable. The questionnaire had twelve questions in total divided into 2 sections.

3.2 Population and Sampling Techniques

The student researcher randomly identified 80 customers from the selected real estate company and 40 random peoples who has a plan to have a unit.

Respondent's rate can easily be calculated using the following formula:

$$\text{Respondent Rate} = \frac{\text{Total Questionnaire Collected}}{\text{Total Distributed Questionnaire}} = \frac{114}{120} = 0.95(95\%)$$

Sampling techniques: The number were determined on the basis of the time available for conducting the research work, available funding for the study and the reliability of the respondents. From the total number of real estate which is found in Addis Ababa, selection is based on time, access and cost to be incorporated in the research. The real estate selected is the ones which are representative for analyzing the objectives set.

There view provided the basis to design the questionnaire which was distributed to professionals involved in the real estate sector. The developed questionnaires were to address the research objectives.

3.3 Data Type and Sources

Through the literature review, general concept of marketing effectiveness and other relevant information gathered from the sources will be carefully compiled and used to analyze the data that are going to be collected through questionnaires, here whatever the outcome may be there will be no doubt that the research will rely on true professionalism. Research instruments were used for the collection of relevant information. To identify the current practice of marketing effectiveness how the customers decide to choose a real-estate, questionnaire survey were carried out.

3.4 Methods of Data Collection

Research instruments were used for the collection of relevant information. To identify the critical factors that greatly influences customer decision when they choose a real estate company thorough questionnaire. Primarily, questionnaire is used to collect primary data. Questionnaire being the dominant tool of collecting first hand data was developed as to collect required data from selected respondents stated above.

Close supervision was made in filling the questions rather than distributing them simply; to avoid the gap of understanding or lack of care in filling the questionnaire by respondents as desired. The Questionnaire was developed for the selected real estate company. Most of the questions are adapted from former researches, which are designed to be close ended.

3.5 Data Analysis Methods

Through the literature review, theoretical and empirical concept of marketing strategies effectiveness is reviewed. The literature thoroughly done the gap, were identified and analyzed based on those critical issues.

Finally, the results of the questionnaires were analyzed using statistical techniques and the results used to form the basis for recommendations. The methods of analysis used in analyzing the data were SPSS method. This was followed by thorough question in order to draw a conclusion and to forward recommendations based on the findings of the study.

Rating scale is one of the most common formats for questioning respondents on their views or opinions of an event or attribute. In this regard, participants were asked to indicate level of agreement of factors by rating them on a five point scale, (1-Strongly Disagree, 2-Disagree, 3-Neutral 4-Agree and 5-Strongly Agree) and it is used to calculate the importance index for each factor that is used to determine.

3.6 Ethical Consideration

Approval for this study was obtained from St. Marry University, school of graduate students. And formal consent was obtained from each participant/sampling unit before data collection was commenced. The researcher tried to protect the rights of the respondents by ensuring that none of them were named during the research and they were selected to participate without compulsion.

3.7 Limitation of the Study

The study will be focusing on the marketing effectiveness strategies for business of real estate companies operating in the country ought to have been considered and it needs a full investigation of demand and supply that requires too much time and resources above the student researcher's capacity. However, in order to make this paper manageable, the study is related to the marketing strategies in Yotek construction real estate the student researcher restrict in major real estate companies operating in the capital, Addis Ababa. This geographical scope limitation is not only chosen because of time, access and cost, but also it is believed that considerable

numbers of real estate companies are available in A.A and can be an indication for the up country ones too.

3.8 Organization of the Paper

This paper is organized in five chapters. The first chapter deals with introduction, statement of the problem, objective of the study, the scope and limitation of the study. The second chapter deals with review of related literatures. The third chapter is discusses the research methodology. In the fourth chapter analysis and interpretation of the data and final chapter is main findings, conclusion and recommendations.

CHAPTER FOUR

4 RESULT AND DISUSSION

This chapter has two parts. It covers the data collected from questioner on the selected real estate company (Yotek real estate), on the various points of real estate marketing practice in general and on their respective firm in particular. And also detailed analysis were made from the data collected through questionnaire from the customers of selected real estate companies (Yotek) in order to determine the key factors contributing to the real estate market effectiveness.

The researcher used the descriptive statistic method and mean scores and standard deviation are employed to show respondents rating on factors affecting real estate market effectiveness.

4.1 Responses

Out of the total 120 self-administered questionnaires distributed to real estate customers, 114 of them were filled and returned, out of them 111 (92.5%) were usable and the rest only 3 (2.5%) of them were incomplete and non-usable questioners.

Sample	Frequency	Percent
Total distributed questionnaire	120	100%
Returned questionnaire	114	95%
Incomplete and non-usable questionnaire	3	2.5%
Total usable questionnaires considered for analysis	111	92.5%

Table – 4.1 Over all sample response rate

4.2 Reliability and Validity

Regarding to the Reliability and Validity of Instrument, pilot testing was done before the study questionnaire was used in actual data collection. A sample questionnaire was given to 20 respondents who were to be involved in the study after which it was checked for completeness, ambiguity and language. Those respondents have been involved in the sample population after pilot. Those questions that they were uncomfortable with and to make any other comments that could improve the questionnaire. Necessary adjustments were done before the actual data collection exercise. In reliability testing the extent to which the measure was without bias was done using the Cronbach's alpha coefficient, which ranges in value from 0 to 1. The higher the score, the more reliable the generated scale was. The questionnaire was a reliability coefficient of 0.793.

These coefficients indicate that the data was good and fit for further computation which can lead to making inferences.

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

- a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.793	25

N.B. Number of employees taken for reliability test is 20 and the number of items was 25. Reliability statistics shows coefficient (Cronbach's alpha 0.793. therefore it is reliable for further study.

General Characteristics of the Respondents

	Frequency	%age	Cumulative %age
Respondent Gender			
Female	46	41.442	41.442
Male	65	58.558	100
Total	111	100	
Respondent Age			
20-30	3	2.7	2.7
31-40	28	25.22	27.92
41-50	42	37.837	65.757
51-60	36	32.43	98.187
Above 61	2	1.80	100
Total	111	100	
Respondent Martial Status			
Single	23	20.720	20.72
Married	76	68.468	89.188
Divorced	12	10.810	100
Total	111	100	
Respondent Educational Level			
Elementary Complete	6	5.405	5.405
High school Complete	21	18.919	24.324
1 st degree	65	58.558	82.882
2 nd degree	19	17.117	100
Total	111	100	

Table 4.2 – Respondents demographic characteristics

The demographic characteristic of the respondents is shown in the table above. The gender distribution is 58.558% male and 41.442% females.

Majority of the real state customer respondents 42 (37.837%) fall in age group of 41-50 years followed by 36(32.43%) those aged 41-60 years, 3 (2.7%) of them fall under age 20-30, 28 (25.22%) of them fall under age 20-30 and 2 (1.8%) fall in >60 years. Most of the respondents are in age of over 30 years.

In terms of level of education, 17.117% of them have Masters` Degree, 58.5% of the respondents have Bachelor Degree, 18.9% of them have completed high school and 5.4% of the respondents have completed elementary. The result shows that most of the respondents are relatively educated.

	Frequency	%age	Cumulative %age
Respondent Occupation			
Government Employee	16	14.41	14.41
Company Owner	58	52.25	66.66
Private Employee	37	33.33	100
Total	111	100	

Table 4.3 - Respondent Occupation

Respondents, who are running their own business (company owner) constitutes 52.25%, followed by private employee 33.3% and 14.41% government employee. This may also be a good incident to show that how the market is based mainly in customers having better occupation.

	Frequency	%age	Cumulative %age
Respondent Monthly Income			
Below 15,000	2	1.8	1.8
From 15,000 – 20,000	6	5.4	7.2
From 21,000 - 25,000	12	10.81	18.01

From 25,000 – 30,000	26	23.42	41.43
Above 30,000	65	58.56	100
Total	111	100	

Table 4.4 - Respondent Monthly Income

The table indicates that above 80% of the respondent’s monthly income over 20,000. This indicates that the real estate customers have relatively high monthly income.

Overview of Respondent Rating

Descriptive Statistics – it briefs descriptive coefficients that summarize a given data set, which can be either a representation of the entire or a sample of a population.

- measures of central tendency (which includes the mean, median) and measures of variability (which includes std deviation, variance)

Descriptive analysis with analysis of mean, standard deviation of the indicator variables (independent variables) and dependent variable of marketing effectiveness on price, quality, location, and promotion of real estate’s considered as outcome variables, thus by giving preliminary understanding of respondents’ view on the real estate’s price, quality, location, facilities and promotion. All items were numbed from left to right for coding purpose with lower rating indicate negative and higher rating indicate positive.

The mean & standard deviations of respondents on real estate market presented in tables below:

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Quality of construction material/ equipment make a difference on your choice or decision	105	1	5	4.34	3.93

Usage of up-to-date technological facilities matters a real estate company	109	1	5	4.30	3.88
Finishing works influence you from whom to buy	106	1	4	4.08	3.70
Construction quality is the reason for you to choose a real estate company	111	3	4	3.53	3.32

Table 4.5 - Descriptive Statistics (construction quality)

The result shows that the majority of respondents are agreed that most of the elements under construction quality have impact on their decision when they choose Real Estate Company.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Payment schedule of the company matters your decision when choosing a real estate co.	110	1	5	4.49	4.02
Trustworthiness to pay down payment influence your decision when you choose a co.	86	1	4	3.81	3.49
Price of units influences your decision when you choose a company	111	3/1	5	4.73	4.23
Price is the reason for you to choose a real estate company	109	2	5	4.47	4.04

Table 4.6 - Descriptive Statistics (the price of the real estate houses)

The result indicates that the mean range for the price of the houses is high, near to 4 and it indicates that customers are agreed that all the elements related to price fairness of houses highly influence customer decision when they choose a real estate company.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Reliability influences your decision when you choose a company	105	1	5	4.29	3.87
Delivery time as per the contract matters when you choose a real estate company	110	1	5	4.51	1.72
Brand image is the reason for you to choose a real estate company	66	1	3	3.67	3.42

Table 4.7 - Descriptive Statistics (Brand reliability)

The mean range for the brand reliability is between 3.60 – 4.29, which is above average (i.e. above 3). This implies that most of the respondents are agreed that all the elements under brand reliability of the real estate companies are among critical factors that greatly influence customer decision when they choose a real estate company.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Availability of infrastructure in the neighborhood influences your decision when you choose a company	93	1	4	3.43	3.20
Convenience for transport is one of the big deals when you buy home	109	1	5	4.45	4.00

Availability of facilities such as health center, shopping, recreational and other makes you to choose a real estate company	111	3	5	4.39	3.96
Location is the reason for you to choose the real estate company	111	3	5	4.45	4.05

Table 4.8 - Descriptive Statistics(Location)

The above table shows that the mean range for the location convenience is fall in between 3.43 - 4.45 which is above average (i.e. above 3). This implies that most of the respondents are agreed that the elements related to location convenience of the real estate homes are among factors that influence customer decision when they choose a real estate company.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Sales persons of the company keeps the promise they made	93	5	2	3.43	3.2
The sales persons are well trained	109	5	2	4.45	4.0
Sales persons of the company collects customer feedback	111	5/3	2	4.39	3.96
Sales person`s credibility is the reason you choose the real estate	111	5	2	4.45	4.05

Table 4.9 - Descriptive Statistics(Salesperson credibility)

The above table shows the mean range for the sales person credibility low, which implies that sales person`s credibility, does not matter as of the other factors for the real estate customers when

they choose a company.

Marketing Effectiveness Level

Satisfied customers buy a product again, talk favorably to others about the product, pay less attention to competing brands & advertising, and buy other products from the company. Dissatisfied consumer responds differently. Bad word of mouth often travels further and faster than good word of mouth. It can quickly damage consumer attitudes about a company and its products.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Quality of home influences your decision when you choose a company.	109	3	5	4.31	3.92
Price of homes influences your decision when you choose a company.	109	3	5	4.26	3.86
Brand reliability influences your decision when you choose a company.	100	4	5	4.20	3.84
Location of homes influences your decision when you choose a company.	108	1	5	4.40	3.91
Sales person`s credibility influences your decision when you choose a company.	109	3	2	2.16	2.67
Company`s Overall marketing performance is the reason for you to choose a real estate company	108	3	1	1.85	1.80

Table 4.10 - Descriptive Statistics (Marketing Effectiveness)

The table shows that the mean range for most of the factors is above average. This implies that the respondents are agreed that all the factors influence marketing effectiveness positively.

On the bases of the finding of this study the hypothesis is set regarding the dimensions (factors) affecting overall marketing performance of the real state were discussed.

Descriptive Statistics

	Mean	Std. Deviation	N
Quality of home influences your decision when you choose a company.	3.3423	1.35174	111
Price of homes influences your decision when you choose a company.	3.4505	.88151	111
Brand reliability influences your decision when you choose a company.	3.7027	.93997	111
Location of homes influences your decision when you choose a company.	3.6667	.69194	111
Sales person`s credibility influences your decision when you choose a company.	3.2613	.86036	111

Table 4.11 – Descriptive Statistics / source SPSS Analysis

- The result shows that the majority of respondents are agreed that most of the elements under construction quality have impact on their decision when they choose Real Estate Company.
- The result indicates that the mean range for the price of the houses is high, and it indicates that customers are agreed that all the elements related to price fairness of houses highly influence customer decision when they choose
- The mean range for the brand reliability is between 3.60 – 4.0, which is above average.

This implies that most of the respondents are agreed that all the elements under brand reliability of the real estate companies are among critical factors that greatly influence customer decision when they choose a real estate company.

- Mean range for the location convenience is fall in between 3.43 - 4.0 which is above average too. This implies that most of the respondents are agreed that the elements related to location convenience of the real estate homes are among factors that influence customer decision..
- The mean range for the sales person credibility low, which implies that sales person's credibility, does not matter as of the other factors for the real estate customers when they choose a company.

4.3 Correlation

It's a statistical technique that shows how strongly dependent and independent variables are related to each other. The study has a cause and effect or dependent and independent variable, so correlation shows the positive and negative effect on both sides.

Correlation Analysis

	Quality of homes	Price Fairness	Brand Reliability	Location
Quality of homes	1	.167	.188*	.269**
Price Fairness	.167	1	.481**	.636**
Brand Reliability	.188*	.481**	1	.769**
Location Sig. (2-tailed)	.269** .004	.636** .000	.769** .000	1
Sales Person Credibility	.040	.239*	.569**	.438**

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Table – 4.12 correlation analysis / source SPSS analysis

The correlation on the main diagonal is the correlations between each variable and itself, which is why they are all 1. the correlations below the diagonal are what we see. **As a rule of thumb,** Our results, the strongest correlations is between quality of homes and sales person $r=.769^{**}$ it's based on $N = 111$ responses. And it's a 2-tailed significance, $p = 0.000$. This means there's a 0.000 probability of finding this sample correlation –or a large one- if the actual population correlation is zero.

4.4 REGRESSION

It's the next step after correlation; a student researcher used the regression to predict the value dependent variable based on the value of another variable (independent variable).

Model Summary^b

	R Square	Adjusted R Square	Std. Error of the Estimate
	.849	.842	.27111

a. Predictors: (Constant), Sales person`s credibility influences your decision when you choose a company., Quality of home influences your decision when you choose a company., Price of homes influences your decision when you choose a company., Brand reliability influences your decision when you choose a company., Location of homes influences your decision when you choose a company.

b. Dependent Variable: MARKATING EFFECTIVENESS

Table – 4.13 Model Summary / source SPSS analysis

The table provides the R and R² values, the R values represents the simple correlation and is 0.922, which indicates a high degree of correlation. The R² value indicates how much of the total variation in the dependent variables can be explained by the independent variable. In this case, 84.9% can be explained, which is very large.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.526	5	8.705	118.435	.000 ^b
	Residual	7.718	105	.074		
	Total	51.243	110			

Table – 4.14 ANOVA / source SPSS Analysis

a. Dependent Variable: MARKETING EFFECTIVENESS

b. Predictors: (Constant), Sales person`s credibility influences your decision when you choose a company., Quality of home influences your decision when you choose a company., Price of homes influences your decision when you choose a company., Brand reliability influences your decision when you choose a company., Location of homes influences your decision when you choose a company.

ANOVA – reports how well the regression equation fits the data/ predicts the dependent variable.

The table indicates that the regression model predicts the dependent variable significantly well. How do we know this? We can look at the regression row and go to the ‘Sig.’ column; it indicates the statistical significance of the regression model that was run.

- Here $p < 0.0005$, which is less than 0.05, and indicates that, overall, the regression model stastically predicts the outcome variable. (i.e. it’s good fit for the data)

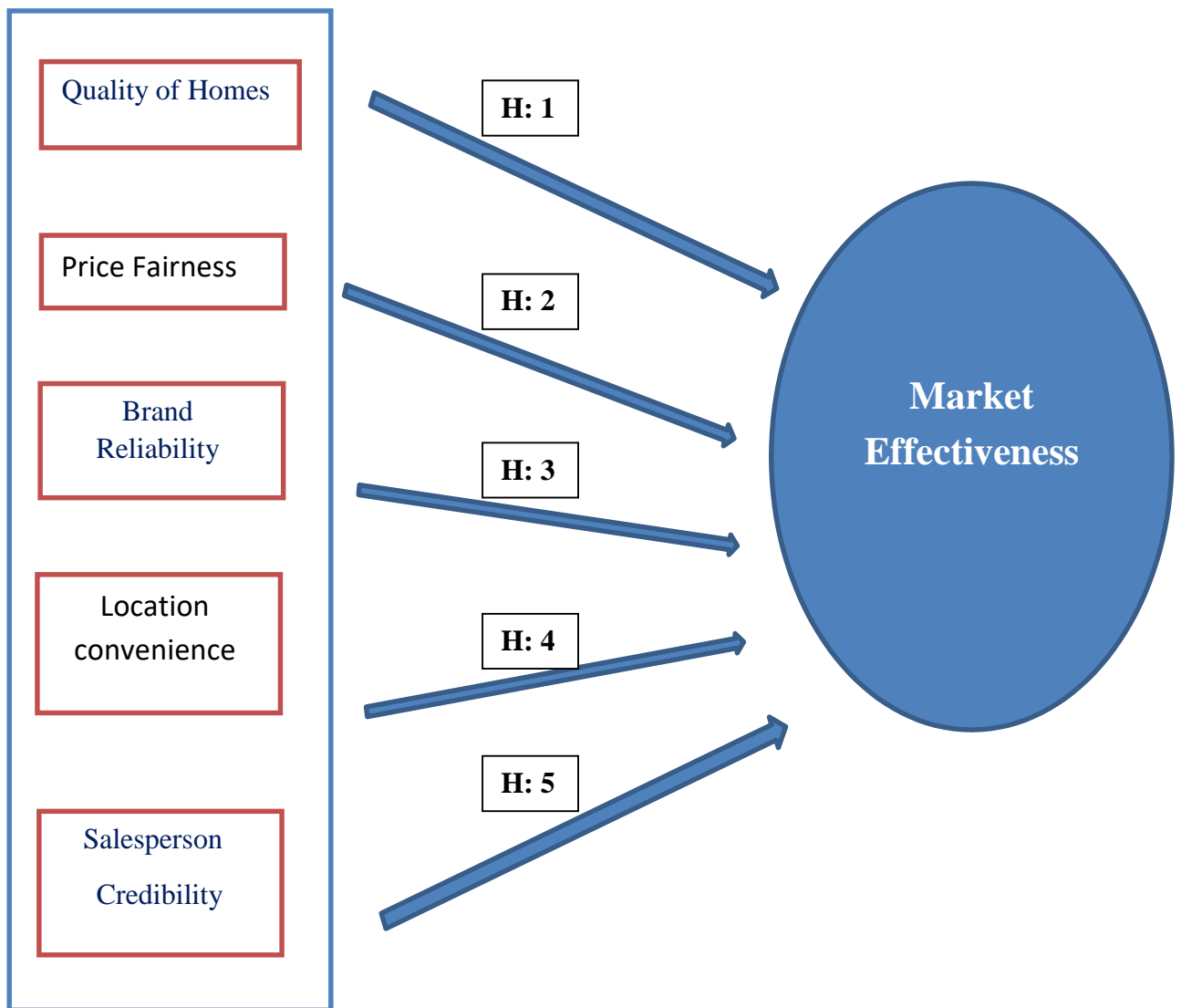


Figure 2 -Result of Hypothesis

H1: Construction quality of the villas has a significant and positive relationship on customer satisfaction; therefore, this hypothesis is not rejected.

H2: Price of the villas has a significant and positive effect on customer satisfaction; therefore, this hypothesis is not rejected.

H3: Brand image & reliability has a significant and positive

relationship on customersatisfaction; therefore, this hypothesis is not rejected.

H4: Location convenience has a significant and positive relationship on customersatisfaction; therefore, this hypothesis is not rejected.

H5: Sales person credibility has a significant and positive relationship on customersatisfaction; therefore, this hypothesis is not rejected.

4.5 Discussion of Results

Based on the literature review, it has shown that the construction company does not engage in marketing strategies. Their plan of action is completely focused on the realization of sales without taking into account any of the requirements and needs of potential buyers.

❖ There are a complicated issues and deficiencies in the business, delivery defaults, quality problems, disputes between customers and developers. *One of the most known problems in real estate in Ethiopia is Quality problem. Particularly of housing projects. Real estate companies are observed to take this chance to take to request more money from the poor public or ask to forfeit the house for projects that run for years more than they're supposed to.* (**Metropolitan Real Estate**, The Importance Of Timely Delivery For Real Estate in Ethiopia, August 20, 2019)

❖ From the customer response in this study, it is understood that most of the respondents agreed that the brand reliability of the real estate companies is one of the critical factors that greatly influence their decision to choose a real estate company. *"Brands are essentially patterns of familiarity, meaning, fondness, and reassurance that exist in the minds of people".* **Tom Goodwin.**

❖ Although the effect is not big as of the price, brand & quality; most of the respondents agreed that location convenience of homes & sales person's credibility also influence their decision to choose a real estate company. Thus, delivery reliability and price of the houses are the most important attribute to influence marketing effectiveness that the respondents are

strongly agree with. *Supply and demand are two factors that will always play a role in a real estate appreciation. Housing supply in great location is limited to the number of homes in that location. The location creates desirability, desirability creates demand, and demand raises real-estate marketing.* (**Ryan Fitzgerald**, Why Location So Important In Real Estate? February 11, 2021)

❖ Another important point addressed in the research is the narrow targeting of the private real estate sector of Ethiopia, on which the developers only focus on the very high income group of the local market and the Diasporas living in different parts of the world. This is the result of the very high price of the villas, town houses and apartments which is unthinkable for most of middle & upper middle income group of customers. *The demand for building materials has been continuously rising with the increasing need for housing both in rural and urban areas. Commercial exploitation of traditional building materials by various industries has aggravated the situation. It has therefore, become necessary to think over this problem seriously and provide some sustainable solution to make the alternative materials available to solve the housing problem. The government is committed to the cause of bringing about rapid and sustainable development in rural as well as urban areas.*(**Shamanth Kumar M.** ,Alternative Building Materials Used in Construction, October 31, 2019)

❖ The research suggest that the real estate developers to reform their performance especially in the aspect of construction quality, price and delivery reliability of homes. The private real estate sector mostly targets the upper income group the urban population. This study indicates that the private real estate firms operating in Addis Ababa targets only high income group. *Though, private real estate development is one of the housing sectors engaged in providing housing for the dwellers in Addis Ababa, it was reported that the beneficiaries of the effort are mainly few high-income groups. A study made in 2011, showed that 80% of the city population are categorized under the low-income group. The study further indicated that among 125 registered private residential real estate developers, 83.3%of them targeted high income while only 16.7% respond to the middle-income groups.* (**Selam Yohannis**, 2016 Experience and prospects of Private Residential Real Estate Development in Alleviating Housing Problem in Addis Ababa.)

CHAPTER FIVE

5 Summary, Conclusion and Recommendation

This chapter summarizes the findings or outcomes of the study and provides possible solutions or recommendations in order to solve the problems. The first section summary is dedicated to conclusion part and based on these findings, recommendations are summarized.

5.1 Summary

The study revolves around influential factors that affect the marketing effectiveness by taking the case of the real estate Yotek construction PLC operating in Addis Ababa city, Nifas Silk Lafto sub city. By considering different researches conducted by different authors, five variables were sorted and discussed. Each factor contains different statements, a minimum of three statements and a maximum of six statements. The respondents were asked to give their argument for LIKERT scale type question. Their response was investigated through using mean, standard deviation, correlation and regression.

The objective of the research was to analyze the real estate market effectiveness and major factors that will contribute for it. This study was undertaken analyzing primary data through questionnaires. The primary data is collected from Yotek Real estate community's through questionnaires were distributed to 140 customers which 111 are collected and analyzed.

While the decision making process itself appears quite standardized, no two people make a decision in exactly the same way. People have many beliefs and behavioral tendencies. How all these factors interact with each other ensures that each of us is unique in our consumer actions and choices.

Construction quality of homes has a significant relationship on customer satisfaction and has impact when choose a real estate; quality is very important aspect of the customers.

Price of the houses has a significant effect on customer decision making while choosing a real estate.

Brand image & reliability has a significant relationship on customer's decision making. Its not just about the logo or slogan, brand images encompasses both visual element and brand association like speed, reliability and quality.

Location convenience has a significant and positive relationship on customer satisfaction and impact while making a decision. A good location can signify different things to different peoples. Customers decide the real-estate by considering the accessibility and appearance of the houses based on the location.

Sales person credibility has positive relationship on customer satisfaction, sales person should analyze the profile of their existing customers.

5.2 Conclusion

Accordingly, the data analysis performed using quantitative methods and the finding show that the real estate sector is creating satisfaction for all the participants.

Reviews of literature, data collection, research and analysis have led to the conclusion that the Yotek real estate becomes part of this market with the aim of extending their activities in this gap, to meet the demand and to generate profit. Today costumers are more selective and companies that do not perform a competitive offer do not come into consideration by them as a part of their decision process.

The price of the real estate homes is extremely high as compared to the living standards and the average income of the majority of the urban population. This clearly indicates that the private real estate firms target only high income group.

5.3 Recommendation

Possible solutions or remedies are proposed in this section in order to solve or reduce some

problems. The Ethiopian private real estate sector has a short life i.e. less than two decades and within the short time it passed through lots of up and downs.

- Aspect of housing quality affects customer decision making while choosing a real estate. So when building either house in real estates, housing quality has a great impact. Housing quality refers to the physical condition of a person's home as well as the quality of the social and physical environment in which the home is located. It includes air quality, home safety, space per individual and homes design.
- The private real estate sector should focus on low and medium income level group of customers & deliver homes with affordable price.
- The developers should improve construction quality & reduce selling price leading to address larger target market of middle & lower income groups of urban population.
- When consumers associate reliability with brand image, the real-estate strives to maintain that perception by creating reliable service.
- Location creates desirability, desirability creates demand, and demand raises real-estate customers. Location should be considered when building either homes or a real estate.
- The developers should also have train and motivate their sales persons so that they can get prospects trust. The sales persons are direct reflection of the company and the profitability depends on their performance. In order to get trust from customers the sales persons should be trustworthy and creative.

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7 Appendix

Dear Respondents,

The purpose of this questionnaire is to obtain data for a research project conducted by SELAMAWIT DAMTEW on a topic of Marketing Strategies on in Real Estate Industries in Addis Ababa, the case of Yotek Construction PLC. as partial fulfillment of the requirements for the award of an MBA.

The major objective of the study is to investigate the trends of housing developments and the role of private real estate developers like Yotek construction in alleviating housing problem in Addis Ababa in meeting the construction plan , to analyze the affordability of the real estate houses with respect to low, middle and high income groups and also to assess the effort made by the YOTEK real estate developer in providing quality houses, functionality of the houses and to compare the real estate industry in developing quality houses with other housing development efforts made & being made in Addis Ababa.

It also identifies the marketing strategy to sell the houses at the Yotek construction plc. according to choosing the target market.

Your cooperation in filling out the questionnaire carefully and genuinely, therefore contribute towards getting ride off the fundamental and deep rooted Real estate marketing problem in Addis Ababa.

The researcher in this regard, assures you that all the information you provide will be confidential and is to be used only for research purpose. Thank you for your cooperation in advance.

Instruction

- A) No need to write your name
- B) Put \surd or X in the boxes for questions with alternative.
- c) Write your answer for questions which needs explanation in the space provided.

PART - 1

General Information

1. Sex – Male Female

2. Age – 20-30 31-40 41-50 51-60 Above 61

3. Marital Status - Single Married Divorce

4. Education Level

Elementary Complete High School Complete First Degree

Second Degree Other _____

5. Occupation

Government employee Private employee

Company owner Other _____

6. Monthly income level

Below 15,000

From 15,001 to 20,000

From 20,001 to 25,000

From 25,001 to 30,000

Above 30,000

PART – 2

Factors Affecting Marketing Effectiveness

Please tell us your opinion on the following words, and tick on the item you deem to be confirmed with your opinion.

1. Questions related to construction quality

Construction Quality	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Quality of construction material/ equipment make a difference on your choice or decision					
Usage of up to date technological facilities matters a real estate company					
Finishing works influence you from whom to buy					
Construction quality is the reason for you to choose a real estate company					

2. Questions related to price fairness

Price fairness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Payment schedule of the company matters your decision when choosing a real estate co.					
Trustworthiness to pay down					

payment influence your decision when you choose a co.					
Price of unit influences your decision when you choose a company.					
Price is the reason for you to choose a real estate company					

3. Questions related to brand image & reliability

Brand reliability	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Reliability influences your decision when you choose a company.					
Delivery time as per the contract matters when you choose a real estate company.					
Brand image is the reason for you to choose a real estate company					

4. Questions related to Location

Construction location	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Availability of infrastructure in the Neighborhood influences your decision when					

you choose a company.					
Convenience for transport is one of the big deals when you buy home					
Availability of facilities such as health center, shopping, recreational and other makes you to choose a real estate company					
Location is the reason for you to choose a real estate company					

5. Questions related to sales person credibility

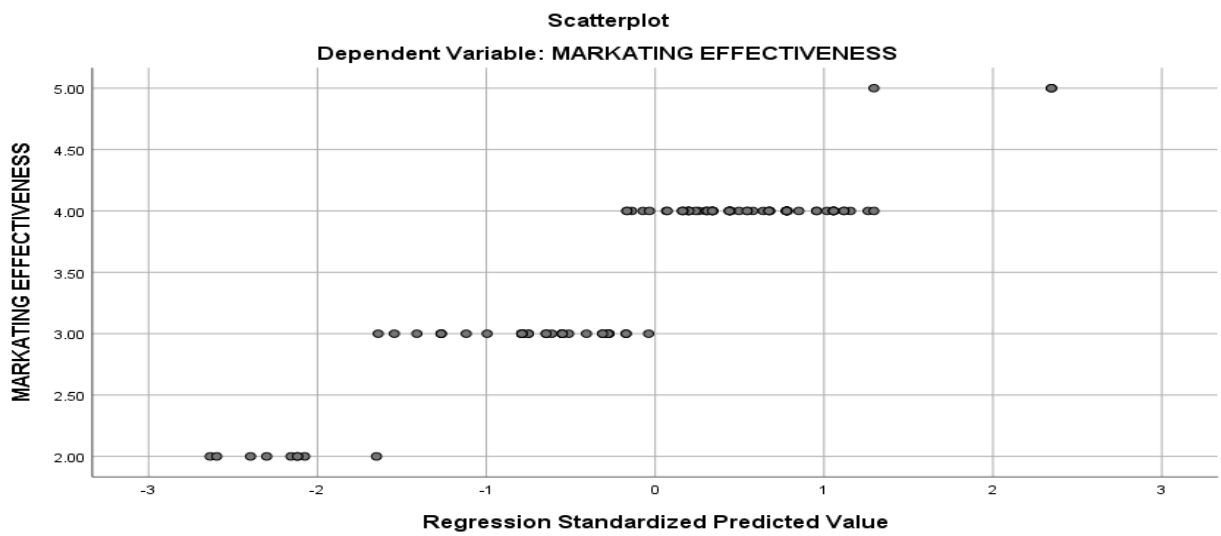
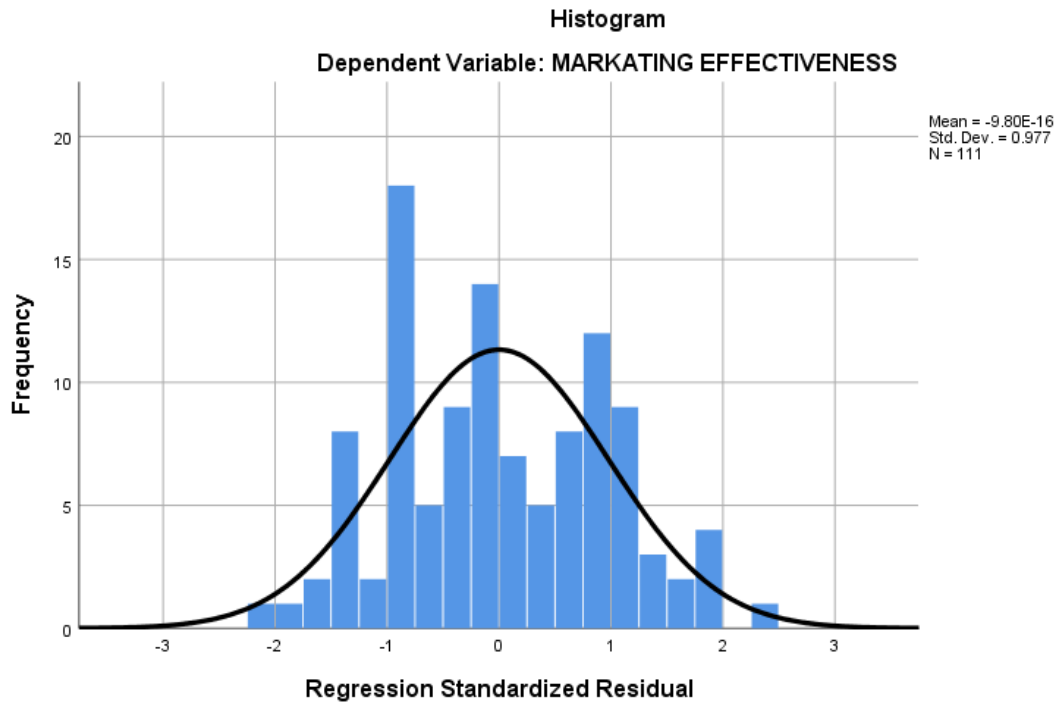
Sales person's credibility	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Sales persons of the company keeps the promise they made					
The sales persons are well trained					
Sales persons of the company collects customer feedback					
Sales person`s credibility is the reason for you to choose a real estate company					

6. Questions related to marketing effectiveness

Marketing effectiveness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Quality of home influences your decision when you choose a company.					
Price of homes influences your decision when you choose a company.					
Brand reliability influences your decision when you choose a company.					
Location of homes influences your decision when you choose a company.					
Sales person`s credibility influences your decision when you choose a company.					
Company`s Overall marketing performance is the reason for you to choose a real estate company					

Thank you for your corporation!

CHARTS



CORRELATION

Descriptive Statistics

	Mean	Std. Deviation	N
Quality of home influences your decision when you choose a company.	3.3423	1.35174	111
Price of homes influences your decision when you choose a company.	3.4505	.88151	111
Brand reliability influences your decision when you choose a company.	3.7027	.93997	111
Location of homes influences your decision when you choose a company.	3.6667	.69194	111
Sales person's credibility influences your decision when you choose a company.	3.2613	.86036	111

Correlations

	Quality of home influences your decision when you choose a company.	Price of homes influences your decision when you choose a company.	Brand reliability influences your decision when you choose a company.	Location of homes influences your decision when you choose a company.	Sales person's credibility influences your decision when you choose a company.
Quality of home influences your decision when you choose a company.	1	.167	.188*	.269**	.040
	Sig. (2-tailed)	.080	.048	.004	.679
Price of homes influences your decision when you choose a company.	Sum of Squares and Cross-products	200.991	21.883	26.297	27.667
	Covariance	1.827	.199	.239	.252
	N	111	111	111	111

Price of homes influences your decision when you choose a company.	Pearson Correlation	.167	1	.481**	.636**	.239*
	Sig. (2-tailed)	.080		.000	.000	.012
	Sum of Squares and Cross-products	21.883	85.477	43.865	42.667	19.937
	Covariance	.199	.777	.399	.388	.181
	N	111	111	111	111	111
Brand reliability influences your decision when you choose a company.	Pearson Correlation	.188*	.481**	1	.769**	.569**
	Sig. (2-tailed)	.048	.000		.000	.000
	Sum of Squares and Cross-products	26.297	43.865	97.189	55.000	50.622
	Covariance	.239	.399	.884	.500	.460
	N	111	111	111	111	111
Location of homes influences your decision when you choose a company.	Pearson Correlation	.269**	.636**	.769**	1	.438**
	Sig. (2-tailed)	.004	.000	.000		.000
	Sum of Squares and Cross-products	27.667	42.667	55.000	52.667	28.667
	Covariance	.252	.388	.500	.479	.261
	N	111	111	111	111	111
Sales person's credibility influences your decision when you choose a company.	Pearson Correlation	.040	.239*	.569**	.438**	1
	Sig. (2-tailed)	.679	.012	.000	.000	
	Sum of Squares and Cross-products	5.072	19.937	50.622	28.667	81.423
	Covariance	.046	.181	.460	.261	.740
	N	111	111	111	111	111

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

REGRESSION

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.922 ^a	.849	.842	.27111

a. Predictors: (Constant), Sales person`s credibility influences your decision when you choose a company., Quality of home influences your decision when you choose a company., Price of homes influences your decision when you choose a company., Brand reliability influences your decision when you choose a company., Location of homes influences your decision when you choose a company.

b. Dependent Variable: MARKATING EFFECTIVENESS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.526	5	8.705	118.435	.000 ^b
	Residual	7.718	105	.074		
	Total	51.243	110			

a. Dependent Variable: MARKATING EFFECTIVENESS

b. Predictors: (Constant), Sales person`s credibility influences your decision when you choose a company., Quality of home influences your decision when you choose a company., Price of homes influences your decision when you choose a company., Brand reliability influences your decision when you choose a company., Location of homes influences your decision when you choose a company.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.112	.153		.732	.466		
	Quality of home influences your decision when you choose a company.	.150	.020	.298	7.541	.000	.920	1.087
	Price of homes influences your decision when you choose a company.	.147	.038	.190	3.870	.000	.594	1.685
	Brand reliability influences your decision when you choose a company.	.175	.047	.241	3.716	.000	.342	2.923
	Location of homes influences your decision when you choose a company.	.301	.067	.305	4.453	.000	.306	3.263
	Sales person's credibility influences your decision when you choose a company.	.213	.037	.269	5.812	.000	.669	1.494

a. Dependent Variable: MARKETING EFFECTIVENESS