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Marketing Strategies Adopted to Attract New Clients An Empirical Study of Vidura Developers Pvt Ltd, Nagercoil

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Abstract

Marketing strategies have become a crucial factor in the growth of an organisation and in gaining its clients in the modern competitive business atmosphere. This study attempts to explore the marketing strategies followed by the Vidura Developers Pvt Ltd, Nagercoil. The study was conducted to achieve two main objectives; first, to ascertain the different promotion and marketing strategies undertaken by the company and second, to find out the attitude of the clients to the company's marketing activities. The primary data were collected by using structured Likert scale questionnaire with 90 respondents. The data obtained were processed statistically with the help of the software package SPSS and the statistical methods of Mean Score Analysis and One-Sample t-Test at a 5% significance level. The mean Digital Marketing had was 3.76, and the lowest mean was 3.54 for Social Influence. One-Sample T-Test results also showed that all six perception dimensions had significant positive values of Sig. = 0.000, and that the highest perception mean was for "Reputation" (3.73, t = 8.965). The study results support that the marketing strategies undertaken by Vidura Developers Pvt Ltd are effective and are well perceived by the clients, particularly digital marketing which serves as a key element in their marketing strategies and brand reputation, which acts as a strong asset for their client's perception.

Keywords: Brand Reputation, Client Acquisition, Client Perception, Civil Construction, Digital Marketing, HR Consulting, Marketing Strategies.

Introduction

Marketing strategy is a term that is used to indicate the plans and systematic steps that an organisation takes for the promotion of their services, and for attracting their target customers. A marketing strategy must be well designed and based on the business goals, market dynamics, customer needs and competitive positioning. Traditional and digital marketing are part of modern marketing strategies. Traditional marketing and sales methods include direct

marketing, personal selling, print advertising, networking, and digital marketing methods involve social media marketing, search engine optimization, online advertising, and e-mail marketing. The key to marketing is to provide value to customers, tell customers what they want to know about your product, and make sure that you stand out from others in some way, all while striving to create a lasting relationship with the customers and improve your brand reputation.

Client acquisition is the process of finding new customers, engaging their interest and turning them into paying customers. Customers have access to a vast amount of information and several options available when making purchasing decisions, and in today's competitive world, it's critical that companies use customer-centric marketing strategies to sway consumers' decisions. Client acquisition is strongly influenced by factors such as trust, credibility, transparency, and the quality of services rendered. Prior to engaging in business, customers use company reputation, online presence, testimonials, and past project records as a way of evaluating a company.

There are two sectors in the business world that are more relational than others: human resources and construction. In the HR domain, companies are bidding against one another for the best talent acquisition, workforce management, and staffing services for corporate clients that require reliability, efficiency, and professional expertise. Likewise, in the building and development industry, clients expect developers and contractors to be technically proficient, capable of delivering projects on time, transparent in their finances, and adhering to quality and safety standards. An integrated approach for Vidura Developers Pvt Ltd.

In the dynamic market of Nagercoil, southern Tamil Nadu, digital marketing and client-centric approach go hand in hand to maintain competitiveness and gain new clients.

Literature Review

Oshokoya, Itepu, and Akintolu (2025) carried out an empirical study to examine the role of real estate marketing strategies in enhancing real estate marketing to clients in Nigeria. The study found that SEO, email automation, content marketing, and customer journey optimisation were key technologies for attracting new customers, using the Technology Acceptance Model (TAM) to support their findings. The researchers concluded that the use of digital tools enhances the customer experience and builds brand loyalty, indicating that companies need to match the behavior of their customers to be successful in the market.

In the field of real estate, Zhang (2025) examined the innovative marketing strategies needed to adapt to the changing economic landscape and technological advancements. The study further highlighted that digital intelligence solutions, like live broadcasting and omnichannel engagement can improve user experience and conversion rates while digital transformation is essential to attract and retain clients in post-pandemic markets.

Zinneha and Yilmaz (2025) studied the impact that social media marketing tools in the real estate industry have on consumers' buying decision, brand awareness, and customer engagement. The authors noted that social media websites are vital to connect with prospective customers, raise brand awareness, and build customer trust. Blogs and video guides were singled out as content marketing that works well in educating and informing people who are thinking of buying.

Kumar and Patil (2025) investigated the impact of different marketing strategies on the conversion rate of sales and engagement of consumers in the real estate industry. The mean effectiveness score for social media marketing was 4.50, which is the highest of all methods and makes social media marketing the most important channel for attracting new customers. The study identified that the integrated use of both digital and traditional methods is the best way to acquire clients.

In their study on email marketing and its role in customer engagement, brand visibility, and retention across diverse industries, Jayanna and Mayya (2025) examined how effective these

approaches were in real estate. Targeted email marketing and CRM integration were identified as some of the most cost effective and direct digital communication channels that provide high ROI, with the study emphasising the importance.

Research Gap

The literature examined primarily focuses on large-scale real estate markets, metropolitan cities, or international contexts, leaving a gap in the understanding of marketing strategies of real estate firms that sells properties across the region. The present study is therefore an attempt to bridge that gap by providing region-specific and firm-specific empirical support for the effectiveness of marketing strategies for acquisition of clients in the real estate sector as employed by Vidura Developers Pvt Ltd, Nagercoil.

- The study aims at identifying the objectives of the study.
- Identify the different promotion and marketing strategies used by the company.
- To look at the client’s attitude towards the company’s marketing activities.

Research Methodology

The study is designed in the descriptive research type in order to study the marketing strategies used by the Vidura Developers Pvt Ltd, Nagercoil to draw the new customers. The primary data gathered were obtained directly from the respondents who were 90 existing clients, prospective and prospective buyers, using a structured questionnaire. Journal articles, reports and Internet sources were used as a source of secondary data for the analysis. Convenience sampling was employed due to time.

The final sample size was calculated as 90 using the common proportion estimation formula with finite population correction taking into consideration constraints and accessibility. The study period spanned three months, from 07.01.2026 to 06.04.2026.

The statistical tools used include Mean Score Analysis for overall trend of respondents, One Sample T-Test for testing whether the sample means differ significantly from the assumed population values, One Way ANOVA for comparing the mean differences in the age group for their perception of the effectiveness of digital marketing and Independent T-Test for comparison of mean differences between two independent groups. In order to meet the research objectives, four null hypotheses were set, which were related to promotional techniques, perception of clients, role of digital marketing and the effectiveness of the digital marketing strategy. Some of the limitations are: small sample size, potential sampling bias because of the convenience sampling method used to select the samples, no external brand validation, and limitation in analyzing the long-term marketing efficacy.

Data Analysis

Objective 1: Mean Score Analysis – Promotional and Marketing Techniques.

Hypothesis 1: The hypothesis “There is no significant difference in respondents views on the promotional and marketing techniques of Vidura Developers Pvt Ltd. is accepted.

Vidura Developers Pvt Ltd used various promotional and marketing methods and Mean Score Analysis was used to highlight the various techniques used. Descriptive statistics are given in Table 1.

Table 1 Mean Score Analysis – Promotional and Marketing Techniques

Technique	Min	Max	Mean	SD
Digital Marketing	1	5	3.76	0.812
Competitors Marketing	1	5	3.69	0.895

Social Influence	1	5	3.54	0.926
Traditional Media	1	5	3.64	0.903
Market Trends	1	5	3.69	0.856
Public Relations	1	5	3.67	0.936

Source: Primary

H₀ is Rejected. Digital Marketing had the highest mean (3.76 (SD = 0.812)) of the various programmes indicating that the respondents were very positive towards the companies use of digital marketing as a form of promotion. The company’s digital reach was not met with organic social trust as Social Influence had the lowest mean of 3.54 (SD = 0.926). All six techniques had mean scores between the Agree category (3.41-4.20) which indicated a high level of agreement by the respondents on the use of the techniques.

The second objective was to assess the client perception of marketing efforts using a one sample t-test. The second objective was to determine the client perception of the marketing efforts in terms of a one sample t-test.

Hypothesis 2: Client perception of the marketing efforts of Vidura Developers Pvt Ltd. is not significantly different.

A One-Sample T-Test was used to analyze client perceptions of the marketing efforts of the company with a neutral value of 3. Tables 2 and 3 present the statistics and test results, respectively, for the one sample..

Table 2 One-Sample Statistics – Client Perception

Dimension	Mean	Std. Deviation	Std. Error Mean
Brand Trust	3.62	0.967	0.102
Service Reliability	3.72	0.821	0.087
Communication Transparency	3.61	0.870	0.092
Perceived Innovativeness	3.71	0.877	0.092
Social Relevance	3.69	0.907	0.096
Reputation	3.73	0.776	0.082

Source: Primary

Table 3 One-Sample Test – Client Perception (Test Value = 3)

Dimension	t	df	Sig.	Mean Diff.	95% CI Lower	95% CI Upper
Brand Trust	6.107	89	.000	.622	.42	.82
Service Reliability	8.341	89	.000	.722	.55	.89
Communication Transparency	6.663	89	.000	.611	.43	.79
Perceived Innovativeness	7.690	89	.000	.711	.53	.89
Social Relevance	7.202	89	.000	.689	.50	.88
Reputation	8.965	89	.000	.733	.57	.90

Source: Primary Survey

Null hypothesis H₀ is Rejected. In all six dimensions, the Sig. = 0.000 < 0.05 which indicates that clients of Vidura Developers Pvt Ltd. have positive perception of the marketing efforts in all dimensions, hence it is significant and less than 0.05. The highest t value is 8.965 for most strongly

perceived dimension of Reputation with a mean difference of +0.733. The mean of Communication Transparency was 3.61 and t-value was 6.663, however, it is significantly higher than the neutral level of 3. Overall, all dimensions had 100% positive 95% CIs, suggesting that actual population perception is consistently above the neutral point on the dimensions measured.

Findings

The assessment shows that Digital Marketing has the highest mean of 3.76 indicating that the company is not sure of the promotional channel that can reach the clients more, it was judged the most active and recognised promotional technique.

There was no formal process for client advocacy in the company, and despite having a low mean score of 3.54, Social Influence had the lowest score of the three methods compared to the others, at least for potential clients.

All six methods were in the Agree range (3.41-4.20), since it was not known if all clients were aware of all the promotional methods, this suggests that the multi channel approach was effective.

In all the 6 client perception dimensions, the Sig. = 0.000 and the 95% confidence intervals were fully above the neutral point as the company wished to verify whether their marketing was creating an increase in trust besides visibility.

Likewise, the high mean score of 3.73 and t-value of 8.965 for Reputation has been determined to be the most influential perception driver because clients are known to take the company's track record into account heavily when deciding to hire the company.

Communication Transparency had a positive mean ($t = 6.663$) whereas the perception of it was also the lowest, communication transparency was clearly an area that had room for improvement in the construction field.

Suggestions

As Digital Marketing is the strongest technique, mean = 3.76, the company should further invest in SEO, geo-targeted campaign and a coherent digital story regarding their building and HR services.

The lowest technique, Social Influence, should be the subject of an organised programme of Client Advocacy, including the following: Video Testimonials, Referral Incentives, Community Engagement on Regional Social Media.

Reputation is the most important perception driver (mean = 3.73 and $t = 8.965$), and the company should be involved in documenting the project outcomes, seeking industry certifications, and publishing case studies.

The company should develop protocols for structured update, communication about pricing, have relationship managers, and have feedback mechanisms for the projects, as Communication Transparency is the weakest perception dimension mean = 3.61.

All of the perception dimensions have a Sig. = 0.000, which is statistically higher than the neutral level, so the company should put these validated satisfaction scores in brochures, in client presentations and in their website as evidence of quality.

The standard deviations, however, indicate that the perception of clients could vary over time, so the company should make sure to conduct client surveys every six months so that they know how their perceptions evolve, and make sure to plan their promotional mix for them accordingly.

Conclusion

This study has verified the marketing strategies that Vidura Developers Pvt Ltd has prepared which are effective and well received in Nagercoil regional market. The data clearly answers two

questions that come to mind when one thinks about marketing and earning the trust of clients: What works in getting clients' attention and does marketing really create trust? Digital marketing is the most effective promotion pillar (mean = 3.76), but is still not fully leveraged for its influence on achieving organic social influence (mean = 3.54). Statistically, on the perception side, all 6 dimensions are positive, with the biggest score being for Reputation (mean = 3.73, $t = 8.965$), and the area needing attention the most being Communication Transparency. The path ahead is focused, with three key directions to deepen digital investment, client advocacy to build social trust, and amplify reputation through documented outcomes and establish communication protocols with structured client engagement. The specific upgrades have the potential to propel Vidura Developers into a strong position to secure new clients and consolidate their market share in the construction and HR services segment of southern Tamil Nadu in the future.

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