Internship Report

On

Analyzing Marketing Mix Effects on Branding of Real Estate: A Comprehensive Study of Rancon FC Properties Ltd., Chattogram

Submitted To

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Letter of Transmittal

29th June, 2025

Sabikun Nahar Bipasha

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Subject: Submission of the internship report.

Dear Respected Mam,

It is a great pleasure to submit the final internship paper titled, "**Analyzing Marketing Mix Effects on Branding of Real Estate: A Comprehensive Study of Rancon FC Properties Limited, Chattogram**" prepared as per the requirement for completion of the MBA program at Comilla University. Thank you very much for facilitating me to work on this interesting topic.

I, sincerely, hope that this report meets your approval and requirements. Therefore, I am submitting this internship report paper for your kind consideration. Hope that you would be pleased to accept my report paper and oblige me.

Sincerely Yours,

Shayantha Das

ID: 22307027
Registration No: 22307027
Session: 2022-23

Department of Marketing,

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Declaration of the Student

I hereby declare that the internship report entitle, "**Analyzing Marketing Mix Effects on Branding of Real Estate: A Comprehensive Study of Rancon FC Properties Limited, Chattogram**" is unique and prepared by me. It is submitted in fulfilment of the requirement for the degree of Masters of Business Administration (MBA) from Department of Marketing, Faculty of Business Studies, Comilla University.

I also confirm that the report is prepared only for my academic requirement & there is no conflict or interest.

Yours sincerely,

Shayantha Das

ID: 22307027

Batch: 13th

Session: 2022-23

Department of Marketing

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Supervisor's Declaration

This is to certify that the internship report **“Analyzing Marketing Mix Effects on Branding of Real Estate: A Comprehensive Study of Rancon FC Properties Limited, Chattogram’’** has been prepared by Shayantha Das, MBA Program, Exam Roll: 22307027, Registration No: MKT-22307027, 13th batch, as a partial fulfillment for the requirement of MBA Program, Department of Marketing, Comilla University.

Here the report has been prepared under my guidance and supervision. He is directed to submit the report of evaluation. I wish him every success.

……………………………..

Sabikun Nahar Bipasha

Assistant Professor

Department of Marketing

Comilla University

Acknowledgement

I want to start by expressing my gratitude to Almighty Allah for giving me the strength, bravery, and capacity to finish the report paper on time despite a number of difficulties. It gives me great pleasure to express my gratitude to a huge number of people for their kind collaboration and support, which helped prepare this article either directly or indirectly. First, I would like to thank my supervisor, Sabikun Nahar Bipasha mam, an assistant professor in the department of marketing at Comilla University, for her advice and criticism, which helped me to understand how to finish this thesis. I was initially unsure if I would be able to create a useful report paper, but with her help, I was able to complete everything well and on time. She helped me stay on schedule to finish this paper, and her thoughts and recommendations were really helpful in making it as flawless as possible. Additionally, I would want to express my gratitude and appreciation to my family and friends for their unwavering support and assistance as I prepared the entire report. I wish to express my gratitude in particular to my group and batch mates. I wish to thank every one of these people.

Executive Summary

The purpose of this study is to determine how Chattogram real estate businesses' branding is impacted by the marketing mix. A combination of convenience and random selection was used to choose 127 responders in all. Information from those working in the real estate industry was gathered for the study through questionnaires and interviews. According to the analysis, a lot of businesses struggle to establish a strong brand because they don't employ their marketing mix properly. Common issues include poor marketing, unjust prices, inadequate customer support, and a lack of obvious evidence of quality. According to the survey, real estate firms should increase the value of their products, provide reasonable prices, and concentrate on target-based advertising, adequately train staff, and guarantee robust customer service procedures. Enhancing confidence and branding can also be achieved by providing visible assets, such as showrooms or model apartments.

Experience Letter

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Shayantha Das

For having successfully completed the training as intern of RANCON FC PROPERTIES LTD. held from March 05, 2025 to May 05, 2025

RANCON FC PROPERTIES LTD. RANCON

Ranjit Dey
Manager- HR & Admin

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Chapter One

Introduction

Rapid urbanization, economic development, and the rise of the middle class are all contributing to Bangladesh's real estate industry's notable expansion. The sector has a significant role in the national economy, as evidenced by its 7.93% GDP contribution as of 2023. By 2050, urbanization rates are expected to exceed 50%, demonstrating the ongoing need for infrastructure and housing development.

For real estate firms looking to stand out from the competition and cultivate client loyalty in this cutthroat market, branding has become essential. Product, pricing, promotion, place, people, process, and tangible evidence are all components of the marketing mix, which is crucial in forming a company's brand and affecting consumer attitudes.

Leading Chattogram-based real estate developer Rancon FC Properties Limited has led the way in implementing strategic marketing techniques to build its brand equity. The company's significant market presence can be attributed to its focus on providing high-quality items, competitive pricing, strategic location selections, successful promotional methods, talented personnel, efficient operations, and tangible physical evidence.

The goal of this study is to thoroughly examine how the marketing mix affects Rancon FC Properties Limited's branding. The study looks at each component of the marketing mix in order to determine how it affects customer satisfaction and brand growth in the real estate industry. For industry participants looking to improve their branding tactics in a market that is changing quickly, the findings will offer insightful information.

1.1 Background of the Study

The urban landscape of Bangladesh is undergoing significant change. Real estate is one of the industries with the quickest growth rates in the nation due to the country's rapid urbanization and expanding demand for residential and commercial real estate. More housing and planned infrastructure are needed as a result of people moving from rural to urban areas, particularly in major cities like Chattogram. For real estate developers, this rising demand has brought up both opportunities and obligations. The industry has a significant impact on economic expansion and the GDP of the country, but it also shapes public perceptions of the businesses that construct these areas. At that point, branding becomes crucial.

In Bangladesh's real estate market, branding encompasses more than just a logo or commercial. It is about how customers feel about the service, how they appreciate the product, and how they trust the business. In a congested market, developers may stand out with strong branding. A developer's reputation is based on a number of criteria in this highly competitive market. These include the property's quality, pricing choices, project marketing strategies, property locations, customer service, ease of use of the service system, and even the appearance and feel of the business's offices or sample apartments. These are referred to as the marketing mix's seven components.

In real estate, the marketing mix plays a critical role in influencing consumer perceptions and brand loyalty. Before purchasing real estate, people in Bangladesh are being increasingly cautious. They examine the quality, evaluate pricing, look for special offers, and observe how the business handles customers with professionalism. Every one of these components influences a company's overall brand image. One of the most recognizable names in the Chattogram real estate sector is Rancon FC Properties Limited. It has established a solid reputation through providing high-quality accommodation, astute pricing, and consistent client communication. Nonetheless, further research is required to determine the precise ways in which each component of the marketing mix affects the company's brand.

The goal of this study is to comprehend how Rancon FC Properties Limited's branding is impacted by the seven components of the marketing mix. It seeks to investigate how consumers react to various marketing tactics and how those reactions influence their brand loyalty and trust. In addition to helping the business enhance its reputation, the study's conclusions will serve as a roadmap for other Bangladeshi real estate firms. Branding is more than simply a commercial tool in the cutthroat and dynamic real estate industry of today. It is a means of establishing enduring connections with clients and making a significant impression on the public. This background makes it easier to comprehend the significance of the relationship between branding and the marketing mix as well as the timeliness and relevance of this study.

1.2 Problem Statement

Urbanization, rising demand for residential real estate, and economic expansion have all contributed to Bangladesh's real estate market's recent explosive rise (Rahman & Karim, 2018). Real estate firms like Rancon FC Properties Limited are introducing several residential and commercial developments in response to the ongoing increase in housing demand in major cities like Chattogram (Hossain M. N., 2019). Nevertheless, despite the market's expansion, little is known about how the marketing mix more importantly, the seven principles affects the branding of Bangladeshi real estate firms, particularly those in Chattogram (Alam M. S., 2020). The marketing mix is crucial to the development and upkeep of brand images for real estate companies in order to differentiate themselves in a competitive market (Kulsum, 2020). For companies like Rancon FC Properties, it is essential to comprehend how each component of the marketing mix: product, pricing, place, promotion, people, procedure, and concrete evidence affects their overall branding efforts and client perceptions (Alam M. S., 2020). While studies on customer satisfaction and the marketing mix have been conducted in other domains, their relevance to real estate branding, especially in Bangladesh, has not been thoroughly investigated (Hossain M. N., 2019).

By examining the effects of the marketing mix on Rancon FC Properties Limited's branding tactics in Chattogram, this study seeks to close this gap. The study's conclusions will shed light on how real estate firms can improve their market positioning and brand image by implementing a customized marketing mix approach (Rahman M. &., 2018).

1.3 Research Gap

The real estate market in Bangladesh is expanding quickly, particularly in major cities like Dhaka and Chattogram. To satisfy the growing demand from the public, numerous businesses are providing both residential and commercial real estate. One of the top brands in Chattogram's real estate market is Rancon FC Properties Limited. Despite the market's rapid growth, adequate research on the effects of marketing mix techniques on branding in this sector is still lacking. The majority of real estate firms use conventional marketing strategies, but it is still unclear how each of the seven Ps directly affects their brand image in Bangladesh.

Prior real estate research mostly concentrated on price tactics, client happiness, and service quality. However, not enough research has been done on how marketing mix elements like product quality, price policy, promotional activities, distribution procedure, people's engagement with tangible proof, and service delivery contribute to the development of a strong brand. There isn't any thorough data that demonstrates how well a firm like Rancon FC Properties Limited uses its marketing mix to build consumer trust and a sense of connection. This disparity is significant because, in a cutthroat market with a wide range of options for consumers, branding is becoming increasingly crucial.

Additionally, Bangladeshi consumers' tastes are evolving with time. Consumers today seek not only a desirable site but also improved post-purchase services, contemporary amenities, simple communication, and emotional fulfillment. Although a well-crafted marketing mix can meet these criteria, there is a dearth of evidence on how real estate firms are adapting their 7P strategies to satisfy these demands. Understanding this gap can help Rancon FC Properties Limited make better marketing choices and build a greater brand presence among Chattogram and beyond consumers.

1.4 Research Question

Research questions are designed to obtain sufficient information about internal states and external cues that branding of Rancon FC Properties Ltd. This paper particularly proposed following research questions that's are lined with the objectives of this study, which are:

RQ-1: How do consumers' perceptions and trust in Rancon FC Properties' brand in the Chattogram real estate market depend on the product's quality and design?

RQ-2: How does Rancon FC Properties' pricing approach impact customers' perceptions of value and fairness, and how does it impact the company's reputation as a whole?

RQ-3: How do various marketing initiatives, including ads, social media campaigns, and direct correspondence, contribute to the development of Rancon FC Properties' reputation and brand awareness.

RQ-4: How much does Rancon FC Properties' properties' accessibility or location impact client happiness and brand loyalty in Chattogram's cutthroat real estate market?

RQ-5: How do customers' branding experiences with Rancon FC Properties get influenced by the individuals working in the service process, including salespeople and customer support teams?

RQ-6: How does process management for property reservations, post-purchase support, and transfer contribute to enhancing Rancon FC Properties' reputation?

RQ-7: How does Rancon FC Properties' brand identity and lasting impression become shaped by the usage of tangible components like office design, brochures, sample apartments, and on-site amenities?

1.5 Research Objectives

- **Broad Objective**
    - This study's primary goal is to comprehend how various marketing initiatives contribute to the development of Rancon FC Properties Limited's brand in Chattogram's real estate industry.
- **Specific Objective**
    - To determine how product attributes affect Rancon FC Properties Limited's Chattogram branding.
    - To investigate the impact of pricing strategy on Rancon FC Properties Limited's Chattogram branding.
    - To investigate the ways in which promotional activities contribute to the development of Rancon FC Properties Limited's brand image in Chattogram.
    - To determine how place or location strategy affects Rancon FC Properties Limited's Chattogram branding.
    - To comprehend how people impact Rancon FC Properties Limited's Chattogram branding.
    - To see how Rancon FC Properties Limited's Chattogram branding is supported and enhanced by the service process.
    - To evaluate how physical evidence influenced Rancon FC Properties Limited's Chattogram brand identity.

1.6 Scope of the Study

Understanding how various components of the marketing mix affect Rancon FC Properties Limited's branding in Chattogram is the main goal of this study. Other industries are not covered by this study, which is exclusive to the real estate sector. It mostly focuses on how the seven components of the marketing mix: product, price, promotion, place, people, process, and physical evidence affect the brand's reputation and image in the eyes of consumers.

Customers, prospective buyers, and other individuals who are familiar with the brand are the only sources of data used in this study, which is only focused on Rancon FC Properties Limited. Because Rancon FC Properties is primarily active and well-established in Chattogram City, the geographic area is restricted to this city. Although the study's conclusions might not immediately apply to other real estate firms or other Bangladeshi cities, they will aid in understanding how branding and marketing initiatives relate to one another in the real estate industry.

Based on their experiences using the company's services, the study will investigate consumer preferences, opinions, and satisfaction. Additionally, it will look at how the business's marketing tactics are enhancing its reputation and cultivating enduring client relationships. The company's financial performance and profit analysis are not included in this study. Instead, it emphasizes how marketing and consumer perception impact brand growth. In the future, Rancon FC Properties and other real estate firms will be able to enhance their branding tactics and become more customer-focused thanks to the research findings.

1.7 Significance of the Study

Understanding how each component of the marketing mix affects Rancon FC Properties Limited's branding in Chattogram is what makes this study significant. Real estate firms will benefit from this study by learning which marketing techniques foster a positive brand image and increase consumer trust. The results will help real estate marketers enhance their offerings in terms of quality, cost, advertising, and customer service. Additionally, it will assist decision-makers and investors in realizing how crucial branding is to the long-term success of a company. Overall, the study will aid in the creation of improved marketing strategies that prioritize strong brand identity and customer happiness in Bangladesh's real estate industry.

Chapter Two

Overview of Rancon FC Properties Ltd.

2.1 Company Profile

Rancon FC Properties Limited aims to 'Creating Lifestyles' in all steps of the process from design to construction and beyond. We have set the benchmark of premium commercial and residential real estate in Chattogram. Rancon FC Properties Limited (a concern of RANCON) is the optimal choice for all your real estate demands in the port city. Since its inception, RFPL has been transforming the Chattogram skyline with superior landmarks. We have a range of commercial and residential projects in various central locations such as Agrabad, Khulshi, South Khulshi, Nasirabad, Katalgonj, Halishahar, Mehedibag, Panchlaish and more. Rancon FC has always pledged to 'Explore Excellence', and as such, we have always strived to meet expectations and keep our promises. We aspire to continue to create innovative designs, maintain the finest construction quality and establish sustainable living through our creative green establishments.

Mission

Their mission is to create a healthy, secure work environment and make Rancon FC the employer's choice. With a view to empowering and motivating people, developing team spirit & work, leadership qualities they are continuously devising an efficient management structure. They are always open to changes and challenges and ready to adapt new technologies & innovation in the global context to facilitate efficiency & cost-effectiveness in all spheres of activities.

Vision

Be the "Developer of First Choice" for those who aspire to own the best in the Real Estate sector in Chattogram and beyond.

Core Values

• Leadership

• Passion to Excel

• Think out of the box

• Keep Learning

• Have mutual trust

• Have Fun, Be Healthy.

Customer Perception on Rancon FC

Features	Customers Feedback
Civil Work	Customers are fully satisfied about civil works and they always complement regarding this.
Electrical Work	They are also satisfied with this work as well.
Sanitary Fittings	20% of the customers complain about water leakage, seek for more quality full sanitary products.
Paint Works	30% of the customers complain with the wall damages. This happens mostly due to lower sand mixing.
Door lock and mosquito net fittings	Some customers also complain with this fittings issues.
Vertical Green	It is one of the key features of Rancon FC and day by day its demand is increasing.
Structural Changes	Rancon FC never compromises with their structural plan or architectural design.
Space utilization	Instead of hall room, lounge is becoming very popular amongst customer. Also, gym, library, waiting rooms also getting responses than swimming pool.
Maintenance Work	Even after one year service some maintenance support services are extended if needed.
Bank Finance	Documentation procedures are very smooth for Rancon FC's clients.

2.2 Why Rancon FC Unique from Others

Amongst many other real estate companies Rancon FC has showed significant works in a very short period which made them unique from others. Some of them are mentioned below:

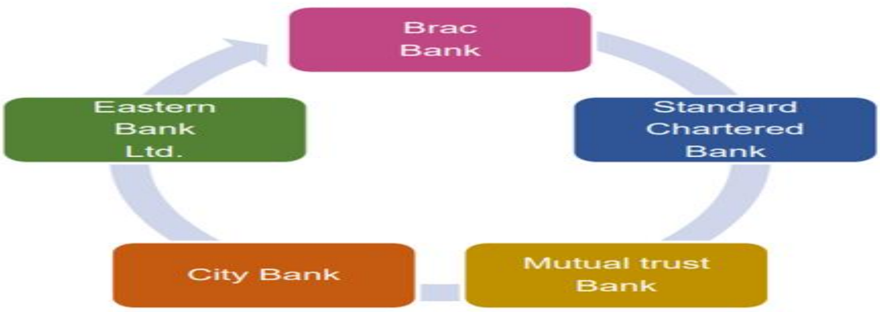
Quality: Rancon FC is moving towards with a clear motive to provide best quality to their customers. A comfort and wishful living are their best service.

Sustainable Green Architecture: While designing they follow "Less is more" philosophy and try to bring what customers are missing in their home. Rancon FC is always concerned about the fact that the city is losing the natural greenery in this modern evolution of overwhelming apartments and condominiums. Now they have become the forerunner to promote the sustainable green architecture in Chattogram.

Breathing Space: The architectural plan always prioritizes breathing space. People who live in the city, they need it most. Considering customer's need and comfort, Rancon FC have some terrace-based projects also where every flat owner will enjoy their own terrace and don't need to share with others.

2.3 Supporting Organizations

2.3.1 Associated Banks and Non-Bank Financial institutions



These are the associated banks and non-bank financial institutions with Rancon FC. A Mou (Memorandum of understanding) has been developed with these institutions to establish better experience for its customers.

2.3.2 Bank Loan and Buying Procedures with Rancon FC

Bank Loan Procedures

The maximum amount lends to an individual is Tk2 crore with a repayment tenure of 5-25 years. An analysis of home loan interest rates offered by 26 private banks shows that they charge 8.99%-15% interest rates, while private non-bank financial institutions offer interest rates between 8% and 8.5%.

Buying Procedures with Rancon FC

Customers usually seek bank loans when developers' projects are on ongoing stage. A TPA (Trio parties' agreement) is made after the customer is completely ready to buy the flat. In this agreement involved parties are- Bank, developer, Customer. Clients don't get registered document before completing bank repayments. According to the agreement, banks keep this document and they can claim as well if the client fails to meet their conditions.

2.3.3 Bank Loan Facilities for Rancon Clients

Some banks offer less interest rates for Rancon FC clients mostly depending on their occupations. Currently the interest rate for home loan is 8%, it can decrease to 7. 5% sometimes based on some conditions. They Enjoys hassle free documentation work, receive service within committed time limits, get prioritized services because of a solid relation with Rancon FC.

2.4 Projects of Rancon FC

Delivered Projects

Project's Name	Location
Greenwood	Nasairabad H/S, Road-4, Plot-17/C-2
Novera	South Khulshi, Road-1, Plot-53/B
Khan Plaza	1407,sk Mujib Road, Agrabad, Chattogram
Park Windsor	Plot: 134, Panchlaish R/A, Chattogram

C. K Tower	02 &04, Road: 03, Block: K, Halishahar, Chattogram
Casa Crown	House 19, Road 6, Nasirabad H/S, Chattogram
Queen's Park	Plot :187,188,189, Nasirabad Properties
White Oak	5 $ 6 Shahid Mirza Lane, Mehdibag Road, Chattogram
Park Terrace	Road No-1, plot:11 & 12, Nasirabad Properties ltd.
Memory 71	M. M. Ali Road, Chattogram
Mount Ville	South Khulshi, Chattogram
Prayash	Plot 2/1, Road No 6, Khulsi Hills, Chattogram
Serenade	Road 2, Abdul Malek Society, South Khulsi R/A, Chattogram
Khurshid Serendipity	Road 2, Abdul Malek Society, South Khulshi R/A, Chattogram
Shams	36- A/ A-1, CDA, Katalgonj R/A, Road 2, Chattogram

Ongoing Projects

Project's Name	**Location**
A.K Aurora	Road 1, Block B, South Khulshi, Chattogram
Omeras'	Road 5, North Khulsi
Zed Seventy	70, Panchlaish R/A, Chattogram
Ispahani Hillcrest	Nasirabad Properties ltd.
Ornella	Chattogram
Rosewood	Lalkhan Bazar, Chattogram
Oriana	2274 & 2276, Zakir Hossain By Lane
Elmore	Chattogram

Aura	Road: 2, Khushi Hills, Chattogram
KD Anthem	H.NO.-688/E, Mehedibag 1^{st} Lane, Chattogram
Fairfield	Shahid Mirza Lane, Mehidbag, Chattogram
M^2	ZAHIR HOSSAIN ROAD, Khulshi
White Opal	Mimi R/A, Nasirabad, Chattogram
Snowdonia	Panchlaish R/A

Chapter Three

Literature Review

A literature review is a thorough overview and assessment of the body of knowledge already available on a certain subject. It is a crucial component of many academic and research initiatives since it offers a summary of the current body of knowledge on a subject and aids in the identification of research gaps.

3.1 Theoretical Background

Several significant models and theories can be used to theoretically describe how the marketing mix affects branding in the real estate industry. This study's foundation is the marketing mix model, sometimes known as the 7Ps theory. Understanding how consumers' decisions and perceptions of real estate brands are influenced by factors such as product, price, promotion, place, people, process, and physical evidence is helpful. These components combine to establish credibility and a powerful brand image in Bangladesh. Every component has a unique connection to the real estate branding process. The fact that branding is not created in a single stage is explained by the hierarchy of effects concept. Awareness is the first step, followed by interest, preference, and loyalty. The 7Ps have an impact on these phases in real estate. A well-priced property in a desirable area with excellent customer service, for instance, increases customer happiness and strengthens brand recall. This study is further supported by the brand equity model, which demonstrates that consistent, superior marketing mix initiatives raise brand value. Real estate firms build both functional and emotional value for their clients when they uphold product quality, guarantee clear pricing, and offer competent service. Long-term loyalty and brand trust are enhanced by this emotional connection. This also connects to social cognitive theory. According to this hypothesis, people pick up knowledge from their environment as well as from what they observe and encounter. People will pay attention to and adhere to these standards if a real estate company maintains strong branding through its marketing mix techniques. This improves brand reputation in the cutthroat industry and affects the purchasing decisions of new clients. Lastly, there is the service marketing triangle. It displays the connection between the business, its workers, and its clients. Advertising isn't the only way to build a brand in real estate. It also depends on how staff members interact with customers, communicate information, and keep their word. The 7Ps serve as a reference for all these elements. This theoretical background makes it easier to comprehend that real estate branding is not arbitrary. It is formed by integrating several elements of the marketing mix through organized efforts. This study attempts to investigate how the 7Ps affect branding in Bangladesh's real estate sector by utilizing these theories.

3.1.1 Product

A product in the real estate industry is more than just a structure. It comprises the entire product that a business provides to the client. For a developer such as Rancon FC Properties Limited, the product encompasses not only the apartment or space but also the layout, design, building quality, and surrounding surroundings. The durability of the building's components and the interior and outside appearance of the apartment are important to people in Bangladesh. According to Kotler and Keller (2016), a real estate product must satisfy both functional and emotional demands. Customers demand long-term return from their investment because they are now more knowledgeable and conscious in areas like Chattogram. Their future aspirations and desired lifestyle should be reflected in the product.

In the real estate sector, brand image is shaped in part by product quality. A high-quality product establishes credibility and trust with consumers. Customers look at the quality of real estate products before selecting a brand, claim Alam and Haque (2019). In Chattogram, customers frequently consider features including wall finishing, balcony design, tile and fitting types, and more. They can determine the brand's seriousness and dependability with the aid of these obvious characteristics. Additionally, Hossain and Islam (2017) stated that consumers assume a brand is reliable when they observe sturdy construction and appropriate utility services. A well-designed product generates positive word-of-mouth, which is crucial in our culture when people rely on friends and family for recommendations.

Another aspect of a real estate product that enhances a brand's appeal is customization. In our country people have different family sizes and needs. While some families choose open kitchens or rooftop gardens, others want an additional space for visitors. Flexibility makes customers happy and fosters a sense of community. Customers are more satisfied when they may modify their apartment to suit their demands, according to Rahman et al. (2020). Customization, according to Alam and Ferdous (2021), gives the impression that the house is theirs and not just any apartment in a complex. The company's brand image in the local market is enhanced by this emotional connection. Consumers recall companies that respect their individual preferences.

Branding is also impacted by the product's symbolic significance. People in cities like Chattogram don't purchase apartments only to live in. They purchase to demonstrate their status as well. A contemporary apartment with a clever layout and tidy surroundings becomes a representation of style and sophistication. In Bangladesh, upper-middle-class families view housing as an integral component of their social identity, according to Ahmed and Kabir (2020). According to Hossain and Sultana (2020), consumers select branded flats because they are a reflection of their success and individuality. This demonstrates that Rancon FC Properties' brand will be more appreciated if they provide contemporary, fashionable, and intelligent living places. Their output will be seen as a symbol of achievement.

The device includes convenience and safety in addition to its physical design. These days, buyers look for CCTV cameras, fire alarms, and functional elevators. They also inspect the water supply and parking area. According to Sultana and Rahman (2018), safety features boost developer trust. According to Karim and Alam (2021), consumers like goods that provide comfort. The environment is important as well. Walking paths outside the building and a tidy entry green space have a significant impact, according to Ahmed and Rahman (2019). These items demonstrate the developer's concern for user comfort. Rancon's product will stand out and their brand will become stronger if they incorporate these qualities into their projects.

H1: Product has a significant positive effect on branding of Rancon FC Properties Ltd.

3.1.2 Price

One of the most delicate and emotive aspects of buying real estate in Bangladesh is the price. When choosing an apartment, middle-class people, particularly those living in places like Chattogram, consider their options carefully. Purchasing an apartment is a once-in-a-lifetime experience for the majority of families. For this reason, a flat's pricing needs to be in line with both expectations and value. Price is more than simply a number, according to Kotler and Armstrong (2018). It conveys a message about the product's perceived value to the customer. People in Bangladesh believe that a brand's pricing reflects its value. Customer trust will rise if Rancon FC Properties can set prices that correspond with the needs and lifestyle of its target market.

The cost of real estate in our nation is determined by a number of factors, including the area's future development, land quality, and proximity to services. Before making a choice, Chattogram buyers weigh these considerations. According to Ahmed and Sultana (2019), astute consumers now use both online and offline resources to compare prices in various locations. Customers feel more secure when a company like Rancon maintains rates near the market average and provides an explanation for why a location is valuable. According to Islam and Kabir (2021), pricing generates social meaning. If a project's price represents fair worth rather than just profit, people will see it more favorably. This kind of thinking contributes to the development of a trustworthy and honest brand.

Flexibility is another significant aspect of pricing. In Bangladesh, the majority of clients are unable to pay the entire sum at once. Therefore, developers must provide middle-class purchasers with payment plans that work for them. Rahman and Khatun (2020) discovered that bank loan assistance and installment plans give clients a sense of support. According to Hossain and Ferdous (2019), companies that demonstrate financial acumen draw more favorable attention. Offering monthly payment plans or assistance with home loans is one way that Rancon demonstrates its concern for actual people and their hardships. As a result, the brand no longer feels like a vendor but rather a partner.

Transparency in pricing also enhances brand perception. Trust is frequently broken by hidden charges. In Bangladesh, people are concerned about additional expenses such as utility connection fees or registration fees. Customers feel deceived when these are not explained up front. Customers do not return to brands that conceal facts, according to research by Karim and Sultana (2021). According to Alam and Nahar (2020), companies that maintain clear and transparent pricing gain enduring patronage. At the beginning of the transaction, Rancon ought to provide comprehensive cost breakdowns. It will clarify up misunderstandings and demonstrate the brand's moral character and communication clarity.

Ultimately, social standing and emotional ties are influenced by price. People frequently claim that they purchased an apartment from a well-known brand because the cost conveys sophistication and assurance. According to Chowdhury and Hossain (2018), residents in Chattogram and Dhaka demonstrate their success by purchasing real estate. A reasonable yet high price evokes powerful feelings. People feel proud when the price they paid represents quality and future value, according to Mamun and Akhter (2020). Rancon will establish a reputation as a brand for the astute and prosperous if it continues to offer prices that strike a balance between prestige and usefulness.

H2: Price has a significant positive effect on branding of Rancon FC Properties Ltd.

3.1.3 Promotion

In Bangladesh's real estate market, promotion is one of the primary means of establishing a connection with consumers and enhancing brand perception. People in places like Chattogram don't simply purchase apartments based on their layout. The first thing they look for is the corporation that is responsible. They desire to be trusted. Promotion facilitates that link for businesses such as Rancon FC Properties. Promotion, according to Kotler and Keller (2016), is raising awareness and fostering a favorable perception in the eyes of the consumer. Before trusting a housing brand, a lot of purchasers in Bangladesh rely on what they hear or see in marketing. Promotion is therefore crucial for sustained success.

In our nation, promotion entails both conventional and digital approaches. These consist of social media, real estate websites, billboards, posters, and newspaper adverts. According to Ahmed and Sultana (2020), Bangladeshis react favorably to seeing accurate apartment photos and transparent pricing. According to Hossain and Rahman (2021), purchasers now search for information on social media sites like Facebook and YouTube. Buyers would feel more assured if Rancon FC Properties posts project videos on these websites. Additionally, Karim and Haque (2019) noted that customer reviews and video tours foster emotional trust. For this reason, brands ought to put more of an emphasis on open and visual communication.

When making important decisions, the majority of households in Bangladesh consider the advice of close friends and family. Among them is real estate. In current society, personal recommendations play a significant role in advancement. According to Hossain and Khatun (2020), a lot of apartment purchasers make their final choices after hearing about a positive experience from a friend. Additionally, Rana and Alam (2019) shown that relationship-based marketing and personal selling are effective strategies in places like Chattogram. Rancon will be able to contact more buyers if they establish connections with local bankers, brokers, and influencers. Compared to paid advertisements, this kind of advertising seems more genuine and is more likely to be believed.

Another important aspect of promotion in Bangladesh is taking part in real estate shows and housing fairs. One of the largest venues for direct viewing of housing projects is the REHAB Fair. Real estate brands have the opportunity to speak with consumers directly at these events. Fairs, according to Sultana and Majumder (2019), can dispel skepticism and boost brand trust. Customers feel acknowledged and appreciated when they receive real-time responses at exhibitions, according to Hasan and Akter (2020). To demonstrate their dedication to customer service and foster personal trust, Rancon FC Properties ought to participate in more expos.

Lastly, it's critical to pay attention to the emotional aspect of promotion. Purchasing a property in our nation is more than just a financial decision. It has to do with aspirations and plans for the future. People begin to believe in a business when it offers customer success stories or demonstrates how a home transformed a family's life. According to Nahar and Chowdhury (2021), emotional marketing has a greater influence than technical aspects. Additionally, Islam and Rafiq (2019) demonstrated that consumers are more receptive to brands that exhibit genuine values. Therefore, in order to develop a powerful and emotive brand in Chattogram, Rancon should leverage narratives and real-life events in its marketing.

H3: Promotion has a significant positive effect on branding of Rancon FC Properties Ltd.

3.1.4 Place

Location is crucial in the real estate industry. It indicates the location of the property and the method by which the client can locate or visit the project. When purchasing a flat in Bangladesh, individuals place a high value on location. A well-located project builds a positive brand image in the marketplace. Place, according to Kotler and Armstrong (2018), is about being present and having the product accessible. In the real estate industry, this entails selecting neighborhoods where people like to reside and ensuring that clients can get to the business and the location with ease. Selecting the ideal site boosts client interest and fosters trust for a business like Rancon FC Properties.

In Chattogram, people prefer apartments near their place of employment, school, or medical facility. They prefer to live in areas that are safer, cleaner, and have less traffic. When choosing a location, purchasers consider future development, according to Hossain and Sarker (2019). They want to know if there will be new roads, stores, or schools developed in the area. Rahman and Ferdous (2018) discovered that one of the main factors influencing people's decisions to purchase an apartment in Bangladesh is location. Rancon will be able to establish a reputation for intelligence and modernity if it chooses new locations that are expanding and well connected. Location enhances brand image in this way.

Additionally, buyers prefer to learn about the project using simple means. Distribution is therefore a component of location. In our nation, family, friends, brokers, social media, and even posters are the main sources of real estate news. According to Islam and Khatun (2020), local newspaper ads and real estate brokers are more trusted than national media. Strong networks and community agents facilitate the spread of knowledge regarding housing brands, according to Alam and Siddique (2021). To disseminate project facts, Rancon should make use of both online and offline channels, such as local fairs and Facebook publications. Customers are more likely to trust a brand if information is easily accessible.

The ease with which customers can browse the website and get in touch with the business is another aspect of the location. Being able to visit the project office and speak with someone face-to-face makes people in Bangladesh feel more at ease. According to Ahmed and Majid

(2019), welcoming site offices give clients a sense of security and acceptance. Physical presence boosts brand trust more than internet advertisements, according to Karim and Noor (2021). Customer satisfaction will increase if Rancon maintains courteous and helpful employees at all locations. It also demonstrates the company's concern for individuals. This small gesture makes the company more honest and relatable.

Additionally, a large portion of our nation's consumers are first-time buyers. Real estate makes them uneasy. As a result, people favor businesses that are accessible and encourage inquiries. According to Sultana and Haque (2020), customers feel more secure about their choice when they may access the website at any moment. Businesses with local offices and support teams sell more and receive better feedback, according to Rana and Chowdhury (2021). Rancon should therefore ensure that all projects have clear communication and convenient access. Over time, it will strengthen their brand in locations like Chattogram.

H4: Place has a significant positive effect on branding of Rancon FC Properties Ltd.

3.1.5 People

People in the real estate industry are those who speak with clients face-to-face. This includes the customer service crew and sales representatives' site employees. These individuals represent the business. Emotion and trust are valued more in Bangladesh. If the employees treat customers well, they will believe in the brand. For this reason, businesses such as Rancon FC Properties ought to pay close attention to the conduct and integrity of its employees. People are the brand's face because they establish connections, according to Kotler and Keller (2016). Relationships are more powerful in our society than business transactions alone.

In our nation, the majority of purchasers are purchasing their first house. They are not all-knowing. They have a lot of worries and queries. Ahmed and Jahan (2020) discovered that when customers feel valued and heard, they are more likely to believe what a salesman says. According to Haque and Rahman (2019), employee conduct either enhances or detracts from a real estate brand's reputation. Employees at Rancon need to be trained to communicate politely, give precise explanations, and never make empty promises. Customers will not only quit if they feel duped, but they will also advise others not to use the brand. People need to be honest and helpful because of this.

Face-to-face interaction is valued in our culture. Customers want to meet and have an honest conversation. They desire attention. According to Hossain and Nahar (2020), individuals in Bangladesh don't rely solely on websites or emails. They have faith in intimate communication.

For this reason, real estate firms need to maintain amiable employees at their offices and project sites. According to Karim and Sultana (2021), a brand becomes stronger when a service member pays attention to and comprehends a customer's feelings. Employees at Rancon should be courteous, patient, and able to establish a personal connection with clients.

People are more than just the employees who offer apartments. It encompasses the post-purchase team as well. Problems are resolved by this team following the handover. Problems like delayed gas connections or legal paperwork are typical in Bangladesh. According to Rana and Islam (2019), brands that sidestep these issues lose consumers' trust. According to Alam and Khatun (2020), prompt action following a sale increases brand loyalty. For this reason, even after the flat is turned over, Rancon needs to maintain a functioning support staff. Consumers will recall the brand based on their subsequent treatment as well as the building.

Businesses also need to concentrate on employee motivation and training. People act better around clients when they are proud of their work. According to Hossain and Kabir (2021), when employees feel a sense of belonging to the brand, their performance improves. Rahman and Farzana (2020) discovered that well-trained employees produce happier clients. Rancon can expand its reputation in Chattogram if each employee truly represents the business. The people are the soul, while the building is the product. That soul has the power to strengthen the brand in the buyer's mind.

H5: People has a significant positive effect on branding of Rancon FC Properties Ltd.

3.1.6 Process

The term "process" refers to the entire procedure a buyer goes through in the real estate market, from the initial visit to the last handover. The process needs to be simple and straightforward in a place like Bangladesh where buyers invest their entire life earnings on a home or apartment. People desire a sense of security and direction. A proper strategy that provides buyers with a clear path must be followed by Rancon FC Properties. According to Kotler and Armstrong (2018), a process consists of all the actions and correspondence required to deliver a service. In real estate, this is exhibiting the apartment, outlining the costs, verifying reservations, creating paperwork, providing updates, and then delivering the keys.

Many people in our nation express dissatisfaction with insufficient documentation, delayed handovers, and hidden circumstances. When buyers encounter delays or additional fees, they feel apprehensive. Customers become disinterested in a brand if the process is confusing, claim

Ahmed and Haider (2020). People prefer real estate companies that provide them with appropriate timescales and written pledges, according to research by Islam and Rumi (2021). If Rancon outlines everything in detail and provides clear instructions for the following stages, it may establish itself as a reliable brand. People encourage others to trust the company when they witness honesty in the process.

An important component of an effective process is transparency. Bangladeshis anticipate truthful updates. Buyers are interested in the legal status and the construction's progress. Customers in Chattogram frequently feel forgotten after making a reservation, according to Rahman and Ferdous (2020). According to Hasan and Meem (2021), real estate firms should let buyers ask questions whenever they want and offer monthly progress reports. Customers will feel closer to Rancon if it adopts these concepts. People respect a company's brand when it fulfills its commitments and provides updates.

Handling complaints is also another crucial step in the procedure. After complaining, people in Bangladesh frequently feel ignored. However, when someone listens to them and fixes their issue, they are pleased. According to Karim and Jahan (2019), prompt resolution of complaints boosts client loyalty. According to Alam and Nodi (2021), customers will overlook errors provided they are promptly and fairly resolved. Rancon needs to put in place a system that records and promptly resolves every complaint. This will show that the company cares. It also contributes to the development of a responsible reputation.

People of various ages must also find the process straightforward. Many purchasers lack expertise. Some are new to real estate or elderly. Businesses ought to mentor them at every stage. People favor businesses that explain things in their native language, according to Sultana and Zaman (2020). According to Faruk and Kabir (2021), consumer confidence is increased by straightforward language and amiable support personnel. If Rancon trains its employees to walk with the consumer from beginning to end, it may establish a solid reputation. When the process is simple, customers will come back and recommend the product to others.

H6: Process has a significant positive effect on branding of Rancon FC Properties Ltd.

3.1.7 Physical Evidence

Physical evidence in the real estate market refers to the observable elements that aid in determining the company's quality. It has to do with the company's appearance and display. Before deciding to purchase an apartment, people in Bangladesh always take these factors into consideration. They assess the state of the website, brochure, model flat, and site office. Each of these factors influences their perception of the brand. Lovelock and Wirtz (2016) assert that tangible proof encourages consumers to trust the company's claims. The evidence in real estate needs to be felt and experienced.

Buyers in Chattogram and other places want to see the model apartment for themselves. They open the cabinets, touch the tiles, and examine the paint. They feel more assured when they see something tidy and clean. People receive a silent message from the sample unit, according to Rahman and Hossain (2020). People will assume that if it is attractive, the actual apartment will be wonderful as well. A tidy lift area or well-decorated entrance boosts trust, according to Alam and Sharmin (2021). The location where people visit must have a high-end appearance, according to Rancon FC Properties. For in our culture, people trust what they can see and feel. Additionally crucial are printed resources such as legal documents, residential plans, and pamphlets. In Bangladesh, a lot of customers complain about half-truths or imprecise pamphlets. Customers feel secure when the document is well-written and explains everything. According to Ahmed and Sultana (2018), appropriate brochures help to clear up confusion. According to Chowdhury and Mahmud (2020), branded documents provide the business a more credible appearance. Rancon has to utilize high-quality print with readable words and images in both English and Bangla. The pricing, location, features, and regulations should all be clear to buyers from a single document.

These days, a real estate brand's online reputation serves as tangible proof as well. Before calling a business, the majority of individuals in our nation now consult Google, Facebook, and YouTube. People trust brands that are engaged on the internet, according to Hossain and Sultana (2021). According to Karim and Reza (2020), images and videos facilitate connection-building. Real footage of the apartments, actual site photos, and positive customer evaluations must all be posted by Rancon FC Properties. New customers will feel more connected to the company as a result. More than any large advertisement, a clean and honest internet presence is helpful in Bangladesh.

Banners, project nameplates, and staff uniforms are examples of tangible signals that convey a powerful message. People feel proud when the corporate brand is displayed correctly, the signboard is tidy, and the guards are in uniform. Small signs have a significant impact on real estate branding, according to Hasan and Alam (2020). According to Nahar and Islam (2019), site decorations made during festivals or handover leave a lasting impression on the customer. Rancon ought to give these issues careful consideration. Because order and beauty are respected in our nation. The buyer is reassured by tangible evidence that the business is trustworthy and prepared.

H7: Physical evidence has a significant positive effect on branding of Rancon FC Properties Ltd.

3.1.8 Branding of Rancon FC Properties Ltd.

In Bangladesh, branding in the real estate industry entails more than only displaying a logo or using a corporate name. The goal is to increase public trust. A family is searching for more than just a place to live as they purchase an apartment. They also desire a sense of security and pride. For this reason, businesses like Rancon FC Properties Limited have to put in a lot of effort to build a solid reputation. According to Keller (2013), a brand is ingrained in people's hearts and thoughts. It is the perception and feeling that people have of the business. People in our nation trust brands that honor their commitments and treat customers with respect.

Because they believe these businesses are trustworthy, many buyers in places like Chattogram select branded real estate developers. Customers believe that reputable developers will adhere to the law and finish their work on schedule. According to Ahmed and Islam (2017), buyers in Bangladesh are less afraid when a brand has a good reputation. People also share their favorite brands with their friends and family, according to Hossain and Sultana (2020). Here, word-of-mouth is really effective. People will talk positively of Rancon if they maintain satisfied clients. In this way, branding turns into a powerful tool for success.

Additionally, branding makes a business stand out. There are numerous real estate firms in Chattogram that sell apartments. People may become perplexed. Customers are more likely to recall a company's brand message when it is presented in a clear and concise manner, according to Rahman and Chowdhury (2019). Customers trust businesses that consistently discuss their values and excellence, according to Karim and Hossain (2020). With each product and commercial, Rancon FC Properties must demonstrate their values. Branding is more than just a style. It is a method of routinely and clearly communicating with others.

Customer experiences also play a role in effective branding. People evaluate brands based on how they are treated, according to research by Islam and Farzana (2021). According to Hasan and Reza (2020), a company's branding is strengthened when it is open and promptly resolves issues. Even after purchasing an apartment, Rancon needs to ensure that each buyer receives the appropriate care and assistance. When consumers believe that the business has taken them seriously, the brand gains strength. According to Alam and Sultana (2019), prompt handover and after-sales support are crucial in fostering brand trust.

In our nation, branding encompasses more than just business. It also has to do with pride and emotion. People want to claim to have purchased their apartment from a reputable company. They desire to be treated with dignity. According to Nahar and Islam (2020), establishing an emotional bond with customers fosters brand loyalty. The brand will inevitably expand if Rancon keeps providing high-quality housing and treating people with kindness. Building a brand takes time and effort. It is created daily by dedication, hard work, and honesty.

Summary Table

Variables	Summary of Literature Review	Source
Product	Robust materials and superior goods. A modern design and quality project features increase client confidence and position the brand as a market leader in Chattogram real estate.	Lovelock, C., & Wirtz, J. (2016 Haque, M. R., & Islam, M. S. (2020)
Price	The establishment of a dependable and value-based brand by Rancon FC Properties Ltd. is facilitated by reasonable and competitive rates, transparent expenses, and easy payment options.	Kotler, P., & Armstrong, G. (2018) Hossain, M., & Rahman, A. (2019)
Promotion	Rancon is able to increase target customers' awareness, build an emotional connection with them, and enhance their brand memory by utilizing both traditional and digital marketing techniques.	Keller, K. L. (2013) Hossain, M. A., & Sultana, T. (2021)
Place	Selecting desirable sites near marketplaces, schools, and transit hubs helps Rancon FC Properties build brand recognition and increase customer loyalty.	Islam, M. S., & Rahman, M. (2018) Chowdhury, M. M., & Ahmed, T. (2018)

People	Kind, knowledgeable, and friendly employees serve customers both during and after purchases, which builds trust and humanizes the Rancon brand in the public's eyes.	Sultana, T., & Haque, M. E. (2019) Lovelock, C., & Wirtz, J. (2016)
Process	The smooth, open, and easy purchase and handover processes increase customer satisfaction and improve Rancon FC Properties' standing in Chattogram.	Hasan, M. M., & Karim, M. A. (2021) Rahman, M. S., & Alam, M. Z. (2020)
Physical Evidence	When customers see well-maintained professional model flat brochures, websites, and project sites, they feel secure and pleased to be linked with the Rancon brand.	Lovelock, C., & Wirtz, J. (2016) Hossain, M. A., & Sultana, T. (2021)
Branding	In the Chattogram real estate market, Rancon FC Properties Ltd. is now regarded as a dependable, upscale, and client-focused business due to their consistent efforts in the 7Ps.	Keller, K. L. (2013) Ahmed, S., & Islam, M. (2017)

3.2 Conceptual Framework

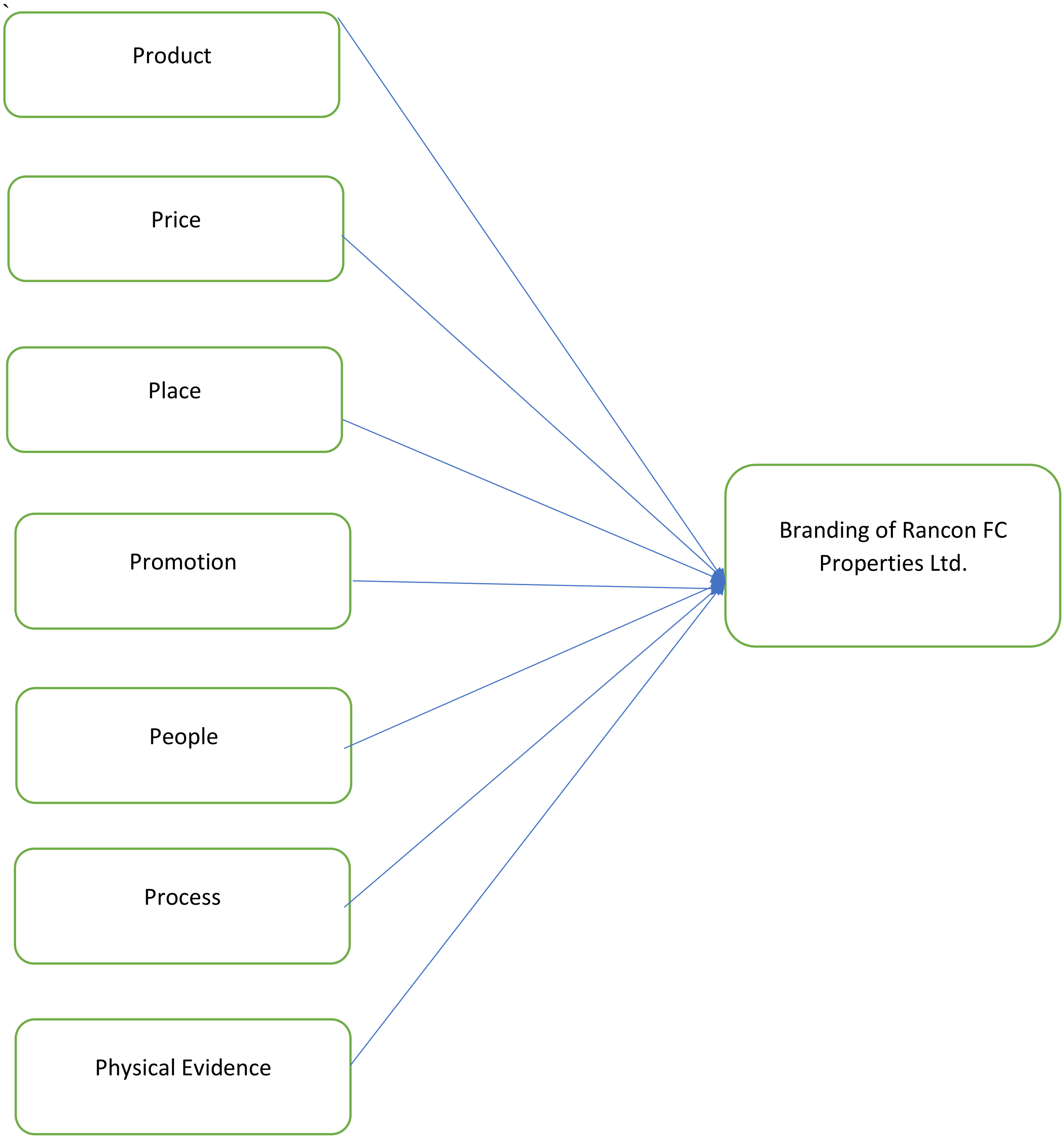


Figure 1: Conceptual Framework of the Present Study

Source: Author's Development

Chapter Four

Research Methodology

This chapter details the entire procedure used to conduct the research. In addition to explaining the research methodology, it also demonstrates how samples were chosen and data was examined. The research methodology and methods employed in the study are also covered in this chapter. The procedures or approaches used to gather data are referred to as methodology. It is crucial since it aids in gathering accurate and valuable data for the research. We can categorize the research into two groups based on its methodology. There are two types of methods: the quantitative method and the qualitative method. According to Merriam (1994), the quantitative technique is used in research when numbers are used, and the qualitative method is used when words are used to explain the findings. According to Patel and Davidson (1991), the quantitative approach facilitates the use of various statistical methods for data analysis. Conversely, the qualitative approach is employed when examining data derived from open-ended questions or comments. Each of these approaches has advantages and disadvantages of its own. Both can occasionally be utilized in the same study. The primary distinction is that the quantitative approach involves computations and numbers. However, the qualitative approach works with meanings and words that are difficult to quantify.

4.1 Research Design and Instrument

In order to increase the study's accuracy and significance, research design was adhered to throughout the data gathering and analysis phases. A systematic questionnaire was used to gather data for the study, which was based on a quantitative approach. Convenience and judgmental sampling methods were used to collect data via an online survey in order to evaluate the hypothesis. The demographic data of the respondents, including gender, age, occupation, and monthly income, was displayed using descriptive statistics. The purpose of the study was to investigate how branding in the real estate sector is impacted by the marketing mix, which consists of product, price, promotion, place, people, process, and physical evidence. One dependent variable and seven independent variables made up the research model. Each variable was measured using a number of items, some of which were modified from earlier research to better fit the local context, in order to assure the quality of the data. Each question in the questionnaire was based on a five-point Likert scale, and respondents completed it at their own pace. There were two sections to the questionnaire. The first section asked questions about demographics, and the second section asked questions about branding and the marketing mix. There were twenty-four major items and five demographic questions in all. The survey was carried out from April 23, 2025 to May 7, 2025.

4.2 Sample Size and Sampling Techniques

With a sample size of 127, careful sampling procedure selection was crucial for this investigation. Given the nature of the real estate market and the study's goal, a combination of judgmental and convenient sampling was employed in this investigation. This method assisted in gathering information from responders who were available and who also possessed expertise in branding and real estate.

Selecting respondents who were pertinent to the study such as real estate clients, prospective purchasers, or those with prior real estate transaction experience was made easier via judgmental sampling. Convenience sampling also made it simple to connect with them via personal networks and internet platforms. With the limited time and money, this combination of sampling strategies made that the proper people were surveyed for the data.

In order to represent a diverse variety of respondents from various age groups, income levels, and occupations, a sample size of 127 was selected. The sample strategy provided a fair and balanced perspective that supports the study's goals, even though it might not accurately reflect Bangladesh's whole real estate market. This combination made it easier for the study to stay flexible and focused while collecting insightful information about how the marketing mix affects branding in the real estate sector.

4.3 Data Collection Methods

The participants in this study were carefully chosen from among friends, family, and acquaintances who were either involved in property-related decisions or had some knowledge of real estate. To maintain data balance, both male and female respondents were included. These individuals, according to the researchers, could provide appropriate responses and aid in gathering pertinent data for the study. Both primary and secondary sources provided data for this study.

The primary data was gathered via a structured survey. Convenience sampling was used to distribute the questionnaire to responders. This approach was helpful since it made it simple to get answers from participants who were available and eager to participate. Using a Google Form, the survey was created and sent via email, Messenger, and several Facebook groups and business-related pages. When they had time, the respondents filled it out. For around two weeks, data was being collected.

Information that has previously been published for other studies is referred to as secondary data. Secondary data for this study came from several internet publications and journals. The Journal of Business Research, the International Journal of Information Management, the International Journal of Humanities and Social Science, and numerous more publications were among them. Finding other relevant research articles that provided background information and theoretical concepts to support the study was also made easier by the reference lists of the gathered publications.

Table 1: Measurement Items and Sources

Construct	Item Code	Adapted From
Product	PROD1	Roy and Islam (2020)
	PROD2	Rahman and Karim (2021)
	PROD3	Roy and Islam (2020)
Price	PRI4	Alam and Hossain (2019)
	PRI5	Roy and Islam (2020)
	PRI6	Alam and Hossain (2019)
Promotion	PROM7	Roy and Islam (2020)
	PROM8	Alam and Hossain (2019)
	PROM9	Roy and Islam (2020)
Place	PLA10	Rabeya Kulsum (2022)
	PLA11	Rahman and Karim (2021)
	PLA12	Rabeya Kulsum (2022)

People	PEO13	Roy and Islam (2020)
	PEO14	Rahman and Karim (2021)
	PEO15	Roy and Islam (2020)
Process	PROC16	Rahman and Karim (2021)
	PROC17	Roy and Islam (2020)
	PROC18	Rahman and Karim (2021)
Physical Evidence	PHE19	Roy and Islam (2020)
	PHE20	Rahman and Karim (2021)
	PHE21	Roy and Islam (2020)
Branding	BRA22	Roy and Islam (2021)
	BRA23	Rahman and Karim (2021)
	BRA24	Roy and Islam (2021)
Source: Adapted from Previous Studies		

Chapter Five

Data Analysis and Results

5.1 Analysis and Interpretation

Analysis of data is a way that conduct with aims to describe the facts, identify the pattern, develop explanation, test the hypothesis and interpret the results. Data analysis using many techniques such as analysis the content, theoretical sampling, thematic analysis, grounded theory and thematic analysis etc. SPSS 25 version used to analysis this data. In current study, mainly the following statistical techniques applied to analyze the data:

* Cronbach's Alpha

* Descriptive Statistics

* Linear Regression

5.2 Reliability Test

The data analysis procedure enhances the reliability test. Testing for consistency and stability, or how well the elements measuring a concept hang together as a set, are two ways to determine a measure's reliability (Malhotra, 2009). Using Cronbach alpha, the scale's dependability was evaluated. The reliability coefficient known as Cronbach's alpha measures how well a group of items are positively associated with one another. Cronbach alpha's minimum value, according to earlier research, must be 0.60; however, if it is 0.70 or above, as recommended by Nanally (1978), Hair et al. (2009), and Sekaran & Bougie (2016), it is satisfactory or highly acceptable. The Cronbach alpha value is used in this study to determine how accurate the Branding Influencing Factors Scale measures are. Table 2 displays the independent variable items, dependent variable items, and Cronbach's alpha. The coefficients of Cronbach's alpha ranged from -.125 to .248 for all variables, indicating that each factor's interm consistency.

Table -2: Result of Reliability Test

Factor	Variables	Factor Loading Value	Cronbach's alpha
Product	PROD1	.658	.080
	PROD2	.716	
	PROD3	.492	

Price	PRI4	.489	.248
	PRI5	.821	
	PRI6	.639	
Promotion	PROM7	.780	-.044
	PROM8	.766	
	PROM9	.623	
Place	PLA10	.606	-.125
	PLA11	.685	
	PLA12	.726	
People	PEO13	.695	-.056
	PEO14	.440	
	PEO15	.865	
Process	PROC16	.515	.147
	PROC17	.687	
	PROC18	.816	
Physical Evidence	PHE19	.699	.164
	PHE20	.765	
	PHE21	.737	
Branding	BRA22	.833	.102
	BRA23	.716	
	BRA24	.706	
Source: SPSS outcome based on Primary data			

As illustrated in Table 2 above, the Branding factor shows good reliability with a Cronbach's alpha of .102 and high factor loading values. This indicates consistency in measuring branding. But most independent variables did not meet the expected reliability level. Product (.080), Price (.248), Process (.147) and Physical Evidence (.164) showed weak consistency with low alpha values. Promotion (-.044), Place (-.125) and People (-.056) showed negative alpha values, which means their items were not consistent. Among all, only Branding was found acceptable for further analysis.

5.3 Descriptive Statistics

5.3.1 Descriptive statistics for Demographic variables

A total of 127 respondents participated in the study. The table-3 below deals with the basic demographic characteristics of the respondents including gender, age, occupation, monthly income and heard about Rancon of the respondents included in this study.

Table-3: Respondents Demographic Statistics

Respondents Profile	Category	Frequency	Percentage
Gender	Male	74	58.27
	Female	53	41.73
Age	26-30 years	37	29.13
	31-35 years	21	16.53
	36-40 years	38	29.92
	Above 40 years	31	24.41
Occupation	Govt. Employee	27	21.26
	Govt. Employer	14	11.02
	Businessman	23	18.11
	Banker	23	18.11

	Doctor	8	6.30
	Engineer	17	13.38
	Others	15	11.81
Monthly Income	Below 40,000	33	25.98
	40,000-60,000	32	25.20
	60,000-80,000	27	21.26
	Above 80,000	35	27.56
Heard About Rancon	Yes	59	46.46
	No	68	53.54

In the study, out of 127 respondents, 58.27 percent were male and 41.73 percent were female, showing equal participation from both genders. The respondents were above 40 years at 24.41 percent, followed by 36–40 years at 29.92 percent, and 26–30 years at 23.13 percent. In terms of occupation, the highest number were govt. employee at 21.26 percent, followed by businessman and bankers at 18.11 percent each. For monthly income, 25.98 percent earned below 40,000 taka and 27.56 percent earned above 80,000 taka. When asked about brand awareness, 46.46 percent had heard of Rancon FC Properties, while 53.54 percent had not. This shows a good balance in gender, income, and awareness across the sample.

5.3.2 Descriptive Statistics for Independent and Dependent Variables

In this part of analysis describes central tendency and dispersion of dependent and independent variables that were adopted to this study (table -4). To answer the criteria questions, the respondents were asked to rate each other five dimensions (variables) on a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

Table 4: Descriptive Statistics for Variables

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Product	127	4.00	5.00	4.4882	.29635
Price	127	4.00	5.00	4.4829	.31625
Promotion	127	4.00	5.00	4.4593	.28461
Place	127	2.00	3.00	2.4856	.27780
People	127	4.00	5.00	4.4934	.28437
Process	127	4.00	5.00	4.5223	.30455
PhysicalEvidence	127	4.00	5.00	4.5197	.30473
Branding	127	4.00	5.00	4.3045	.27546
Valid N (listwise)	127				

5.4 Regression Analysis

In this study, regression analysis is used to understand how the marketing mix variables effect on branding. It helps to find out which factors have more impact on branding and which one has less or no impact. Through this analysis, the relationship between the seven independent variables and the dependent variable branding is explained. This method shows clearly how each element of the marketing mix is influencing the branding of the company.

5.4.1 Model Summary

The model summary table measures the strength of the relationship between the independent variables and the dependent variable. Here table no 5 presenting the model summary of regression analysis where the predictors are average of Product, Price, Promotion, Place, People, Process and Physical Evidence and the dependent variable is Branding.

Table -5: Regression Model Summary

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.812[a]	.660	.640	.16525	.660	33.014	7	119	.000
a. Predictors: (Constant), PhysicalEvidence, Place, Product, Promotion, Process, Price, People									

According to the regression model summary, the R value is .812 which shows a strong and positive relationship between the marketing mix variables and branding. The R Square value is .660. This means 66 percent of the changes in branding can be explained by the seven independent variables used in the model. The adjusted R Square is .640. It also supports the strength of the model. The significance value is .000. So the overall regression model is statistically significant and reliable for further analysis.

5.4.2 Significant Testing

ANOVA is used to check if the means of two or more groups are significantly different from each other. F or Freedom value indicates the overall significance of hypothesis test for this relationship.

Table 6: ANOVA table for Significance Testing

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.311	7	.902	33.014	.000[b]
	Residual	3.250	119	.027		
	Total	9.561	126			

a. Dependent Variable: Branding

b. Predictors: (Constant), PhysicalEvidence, Place, Product, Promotion, Process, Price, People

In the ANOVA table, it is shown that the relationship between branding and the seven marketing mix variables is statistically significant. The significance value is .000 which is less than 0.05. The F value is 33.014 with 7 and 119 degrees of freedom. This confirms that the model is fit and meaningful. So the regression model is valid and the marketing mix variables together have a significant effect on branding.

5.5 Co-efficient

This part of the analysis looks at the relationship between dependent and independent variables, positive or negative and also examines specific regression coefficients for accepting and rejecting hypotheses. So, the table 7 will indicate if the independent variables are significant or will it be accepted or not or the relationship between independent variables and dependent variable.

Table 7: Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-3.487	.544		-6.413	.000
	Product	.192	.051	.207	3.770	.000
	Price	.303	.048	.348	6.367	.000
	Promotion	.357	.054	.369	6.664	.000
	Place	-.011	.053	-.011	-.210	.834
	People	.289	.054	.298	5.382	.000
	Process	.304	.050	.336	6.117	.000
	PhysicalEvidence	.296	.050	.327	5.952	.000

a. Dependent Variable: Branding

In the coefficient table, it is clearly shown that six marketing mix variables have a significant and positive impact on branding. These are Product, Price, Promotion, People, Process and Physical Evidence. All of these variables have p-values less than 0.05 and their t-values are higher than 1.96. That means their influence on branding is strong and meaningful. Promotion has the highest effect with a beta value of .369 and t-value of 6.664. Price and Process also show high impact with beta values of .348 and .336. On the other hand, Place has a p-value of .834 and a very low t-value. This proves that Place has no significant influence on branding. So, six elements of the marketing mix strongly contribute to branding but Place does not.

5.6 Correlation analysis

Correlation measures the degree to which dependent and independent variables move in relation to each other. In table-8, the inter variables correlations will be found that all the variables are positively correlated.

Table 8: Correlation among Variable

Correlations

	Product	Price	Promotion	Place	People	Process	PhysicalEvidence
Branding	.314**	.344**	.395**	-0.057	.330**	.307**	.390**

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

According to the correlation table, it is seen that Product, Price, Promotion, People, Process and Physical Evidence have a positive and significant relationship with Branding. Among them, Promotion has the strongest correlation with a value of .395 followed by Physical Evidence at .390. Price shows a value of .344 and People shows .330 which are also significant at the 0.01 level. Product and Process have positive values of .314 and .307 respectively. Place shows a negative correlation of -.057 which means it has no meaningful relation with Branding. So, six marketing mix variables are positively connected to Branding but Place does not show any strong link.

Now, the decisions on hypothesis of the variables are showed in table no 8 and the proposed model for the study is verified below in figure 2.

Table 9: Decision on Hypothesis

Variables	**Alternative Hypothesis**	**Beta**	**t- value**	**P-value**	**Alternate Hypothesis**
Product	H1	.207	3.770	.000	Accepted
Price	H2	.348	6.367	.000	Accepted
Promotion	H3	.369	6.664	.000	Accepted
Place	H4	-.011	-.210	.834	Rejected
People	H5	.298	5.382	.000	Accepted
Process	H6	.336	6.117	.000	Accepted
Physical Evidence	H7	.327	5.952	.000	Accepted

From the above table, alternate hypothesis for product, price, promotion, people, process and physical evidence are accepted i.e. they have positive and significant influence on branding. But in case of place, we can see that null hypothesis is rejected. That means, there is no significant influence of place on branding. Our t-statistics values also indicate the same.

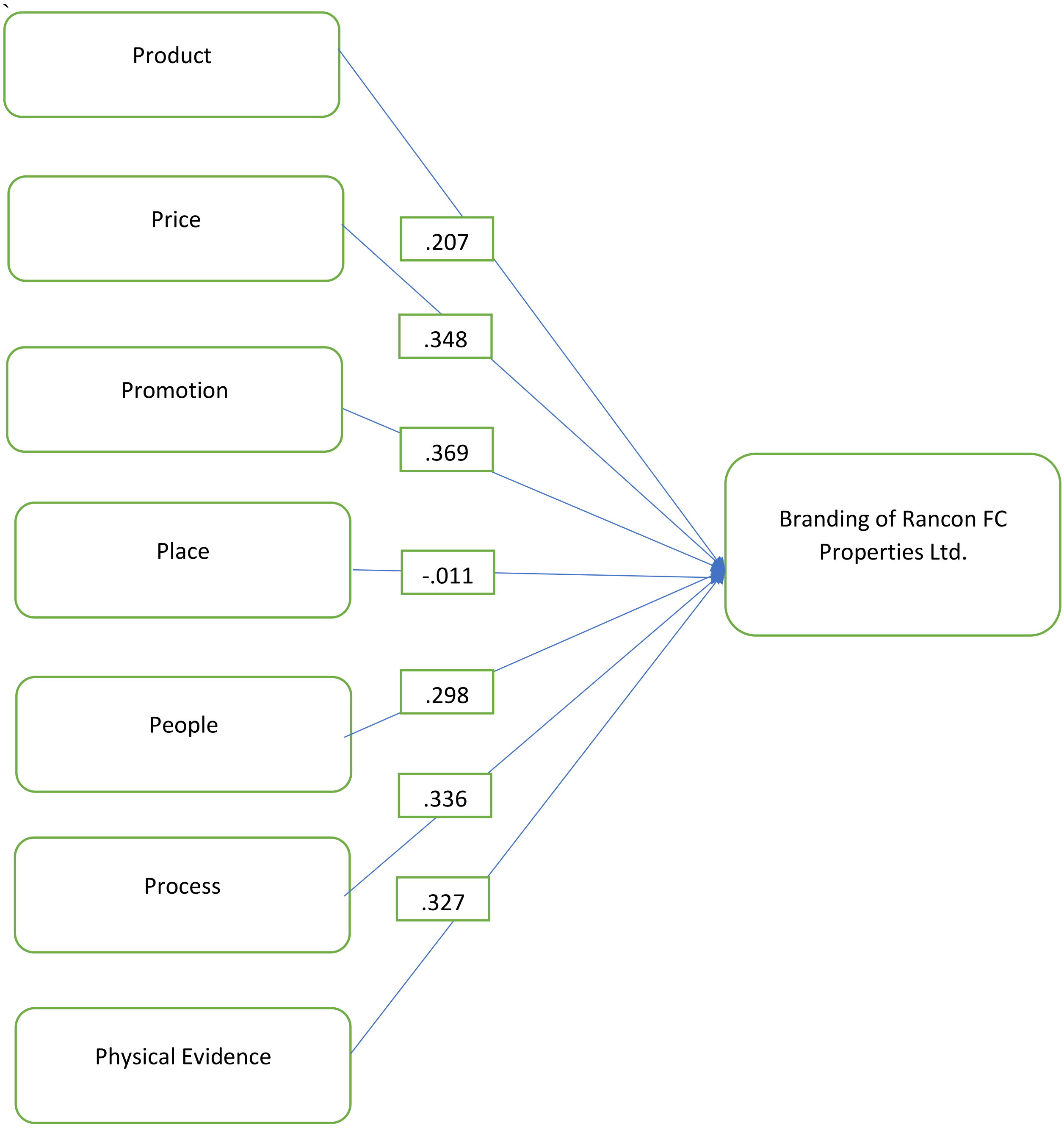


Figure-2: Verified Model for Current Study

Source: Author Developed Based on SPSS Output

In order to investigate how each component of the marketing mix influences Rancon FC Properties Ltd.'s branding, the study explored seven hypotheses. With a t-value of 3.770 and a beta value of.207, the results demonstrate that the product significantly improves branding. A t-value of 6.367 and a beta of.348 indicate that price also has a significant impact. A t-value of 6.664 and a beta of.369 indicate that promotion also has a substantial impact. Branding is significantly improved by People, Process, and Physical Evidence, as evidenced by their respective beta values of.298, .336 and.327 and t-values above 5. However, because of its negative beta and extremely low t-value, Place does not exhibit any discernible influence. Therefore, the results show that while place has no discernible effect on branding, the other six components of the marketing mix have a beneficial effect.

5.7 Managerial Implementation

Managers must adhere to a precise and workable plan in order to enhance branding in the real estate industry using the marketing mix. The product needs to be the first focus. Providing top-notch properties that satisfy client demands will increase satisfaction and trust. In order for purchasers to believe they are getting fair value, pricing should thus be transparent and competitive. In order to establish prices appropriately, managers must thoroughly examine the state of the market. The role of promotion is crucial. Local events, social media, and advertising can all be used effectively to raise awareness and draw in potential customers. Managers must to concentrate on communicating the properties' special qualities and advantages. The distribution or location must be easily accessible to the intended clientele. A strong brand image can be created by strategically placing sales offices and simplifying the purchasing process. To help customers in a courteous and competent manner, salespeople and customer care representatives also require the right training. To boost client confidence, managers should also make sure that all inquiries and purchases go smoothly. Brochures, model homes, and websites are examples of tangible proof that must accurately convey the quality and promise of the brand. Lastly, managers can enhance the marketing mix and build the brand over time with the support of continuous observation and client feedback gathering. Real estate firms can create a favorable brand image, win over customers, and thrive in a cutthroat industry by implementing these strategies.

Chapter Six
Recommendations, Limitations and Conclusion

6.1 Recommendations

The following are recommendations for improving branding at Rancon FC Properties Ltd. in Chattogram:

- Every component of the marketing mix should be examined in greater detail in the study. Enhancing branding will require an understanding of how to manage physical evidence, people, venue, pricing, promotion, and product quality. Future studies and real-world applications will benefit from further information on how these components interact.
- Comparing the branding outcomes and marketing tactics with those of other local real estate firms will be helpful. Finding strengths and flaws will be made easier with this comparison. It can help managers enhance their branding initiatives and implement better procedures.
- Customers' expectations and perceptions of the brand should receive more attention. Customer feedback on marketing initiatives can reveal what works and what doesn't. This will strengthen the company's brand and help it better meet the needs of its customers.
- Future research should look at how social media and digital marketing tools affect branding. Reaching customers in the modern world is greatly aided by having an online presence. Real estate companies can draw in and keep customers by being aware of this.
- Branding is significantly impacted by the abilities and conduct of sales and customer support staff. Regular training to enhance communication and service quality is one of the recommendations. A skilled workforce helps build a favorable brand image.
- It's critical to continuously monitor shifting market trends and rivalry. Businesses can swiftly modify their marketing mix by doing this. By doing this, they can maintain their lead and safeguard the reputation of their brand.
- Customers will comprehend the brand promise if promotional materials like brochures, films, and model homes are used more effectively. The properties' qualities and advantages should be evident in the visuals. Customers' interest and trust may rise as a result.

- Feedback from customers and other stakeholders should be gathered on a regular basis. Managers can use this information to enhance marketing efforts and resolve issues. Maintaining a successful brand in a competitive market requires constant improvement.

In conclusion, real estate companies can enhance their marketing mix and fortify their brand by using these suggestions. Increased client loyalty and commercial success will result from this. For managers who wish to improve their brand in the real estate sector, the report provides helpful advice.

6.2 Limitations

It is important to take into account the limitations of this study. The study's small sample size from a single company may not accurately represent Bangladesh's whole real estate market. The study was unable to incorporate comprehensive data from all stakeholders due to time and resource limitations. Some data may originate from company sources and lack external validation, which could reduce objectivity. Additionally, the opinions of other important parties, such as customers and government agencies, were not completely taken into account. The findings' long-term applicability may also be impacted by the market's and branding trends' quick changes. When interpreting the study's findings, these limitations should be taken into consideration.

6.3 Conclusion

The study concludes that the marketing mix is crucial to creating a powerful brand in Chattogram, Bangladesh's real estate industry. Consumer perceptions of a brand are significantly influenced by the management of factors such as product quality, pricing, promotion, location, personnel, procedures, and physical evidence. This study emphasizes how businesses may gain the trust and loyalty of their customers by using these components wisely and deliberately. The study highlights the need for ongoing enhancement of marketing tactics and a deeper comprehension of consumer requirements, despite the difficulties in the competitive market. All things considered, this study emphasizes how real estate companies may enhance their brand image and achieve long-term success through efficient marketing mix management.

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Questionnaire
Analyzing Marketing Mix Effects on Branding of Real Estate: A Comprehensive Study of Rancon FC Properties Limited, Chattogram

Dear Respected Participant,

I am Shayantha Das, a student of MBA, Department of Marketing, Comilla University. The following questionnaire has been prepared as part of my academic purpose. The purpose of this questionnaire is to understand your perceptions and opinions about marketing mix and branding in the real estate sector, focusing on Rancon FC Properties Ltd in Chattogram, Bangladesh. Your answers will be used in a study that examines the connections between the various components of the marketing mix and how they affect branding. This survey will take 3 to 4 minutes. Your response will be kept confidential and used only for academic purpose. By filling out the provided survey, you give me the permission to report your responses anonymously in the final manuscript to be submitted to my faculty supervisor as a part of my work.

Sincerely

Shayantha Das

Department of Marketing

Comilla University

Demographic

1. **Gender**
   - **a.** Male
   - **b.** Female
2. **Age**
   - **a.** 26-30
   - **b.** 31-35
   - **c.** 36-40
   - **d.** Above 40
3. **Occupation**
   - **a.** Govt. Employee
   - **b.** Govt. Employer
   - **c.** Businessman
   - **d.** Banker
   - **e.** Doctor
   - **f.** Engineer
   - **g.** Others
4. **Monthly Income**
   - **a.** Below 40,000

b. 40,000-60,000
c. 60,000-80,000
d. Above 80,000

5. **Have you heard about Rancon FC Properties Ltd before?**
   a. Yes
   b. No

Please indicate your level of agreement with the following statements using a 5-point Likert scale, where 1 represents "Strongly Disagree" and 5 represents "Strongly Agree."

S.L	Items	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
	Product					
PROD1	The design and layout of Rancon's properties are attractive to me.	1	2	3	4	5
PROD2	Rancon provides quality construction and materials.	1	2	3	4	5
PROD3	Their product features meet the expectations of modern real estate buyers.	1	2	3	4	5
	Price					
PRI4	Rancon offers reasonable prices for their properties.	1	2	3	4	5
PRI5	The pricing strategy of Rancon suits the economic condition of middle-class people.	1	2	3	4	5
PRI6	I believe the price reflects the value of their properties.	1	2	3	4	5

	Promotion					
PROM 7	I have seen Rancon's advertisements in newspapers or on social media.	1	2	3	4	5
PROM 8	Their promotional campaigns influence customer interest.	1	2	3	4	5
PROM 9	Rancon uses proper communication tools to reach their audience.	1	2	3	4	5
	Place					
PLA10	Rancon's property locations are suitable for living.	1	2	3	4	5
PLA11	Their sites are close to roads, schools, and markets.	1	2	3	4	5
PLA12	Location plays an important role in my interest in their flats.	1	2	3	4	5
	People					
PEO13	Rancon's employees provide proper service and information.	1	2	3	4	5
PEO14	The behavior of their staff builds customer trust.	1	2	3	4	5
PEO15	I feel comfortable dealing with Rancon representatives.	1	2	3	4	5

	Process					
PROC16	Rancon follows a smooth process from booking to handover.	1	2	3	4	5
PROC17	Their documentation and registration process is reliable.	1	2	3	4	5
PROC18	Rancon keeps their commitments on time.	1	2	3	4	5
	Physical Evidence					
PHE19	Rancon's office environment is professional and welcoming.	1	2	3	4	5
PHE20	Their brochures and websites are informative and well-designed.	1	2	3	4	5
PHE21	The appearance of their model flats is impressive.	1	2	3	4	5
	Branding of Rancon FC Properties Ltd. Chattogram					
BRA22	I know about the brand image of Rancon in the Chattogram market.	1	2	3	4	5
BRA23	Rancon is known as a trustworthy real estate company.	1	2	3	4	5
BRA24	I would recommend Rancon to others based on their brand.	1	2	3	4	5

For the following Statements, please mark the number according to the degree of your statements. I cordially appreciate your time and effort for fulfilling this survey. Please check once more that you have given the right information that you intended to provide. If you have any opinion or suggestion regarding this survey please let us know below. ……………………………………………………………………………………………………

Thank you for your kind cooperation.