

Public Awareness of Digital Marketing Tactics in the Construction Industry

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Abstract— The purpose of the study is to examine consumer use of digital marketing strategies in relation to the construction sector. The purpose of the study is to learn more about the value of digital marketing in the construction sector and to determine the most efficient ways to apply it. The questionnaire was distributed to members of the public by the researcher. Social media marketing is the digital marketing strategy that the construction sector prefers most. In the future, marketing representatives in the building sector will need to create ads for social media platforms.

Keywords: flash ads, print media ads, social media marketing, digital marketing, construction sector

I. INTRODUCTION

Digital marketing refers to the use of one or more electronic media platforms to promote goods, services, or brands. Using channels and strategies to analyze a company's marketing activities and determine their effectiveness sets it apart from traditional marketing. Search Engine Optimization (SEO), social media marketing, mobile marketing, email marketing, video advertising, and flash advertisement are some of the several digital marketing strategies employed in the construction business. Various approaches, strategies, and procedures are employed by Search Engine Optimization (SEO) to get a prominent position on the search result page. This is done in an effort to boost website traffic.

Using social media platforms like Facebook and Twitter to attract attention or traffic is known as social media marketing. Mobile marketing refers to using apps, SMS, and MMS to advertise on tablets, smartphones, and other mobile devices in order to draw in the intended audience. Marketers use email marketing to send emails to potential consumers in order to attract new business, cultivate client loyalty, and advertise deals. Online display ads are a type of video advertising. The purpose of the commercials is to market the items or services to the intended audience before, during, and

after the films are played. When a person opens a website they have visited, an advertising known as a flash advertisement appears at the top of the browser window.

II. RESEARCH METHOD

The study was carried out by first doing a literature search, then going through and analyzing the papers that were located. There were five stages to the research design:

1. Previous approach and initial tests
2. Literature search
3. Quantitative and qualitative analysis
4. Exploitation and analysis of results
5. Summary of main contributions and in-depth study of the most relevant papers

Makes it possible to become familiar with the essential ideas behind marketing, choosing keywords, and creating search strategies. One way to become familiar with the key ideas is to hunt for and study both general and specialized marketing publications. Due to the dearth of books on marketing in the construction sector, preliminary searches of papers in several databases were required. Based on the abstract and title, a number of articles were selected, and the most appropriate references were also looked for. After some initial contact, a list of keywords was discovered and incorporated into several search tactics for the literature search.

III. METHODOLOGY OF THE STUDY

A questionnaire was distributed to fifty-five members of the public in order to gather data. Mean analysis and One Way ANOVA have been used to analyze and interpret the data in a methodical manner. 51% of respondents were female and 49% of respondents were male. Of the responders, 67% were younger than 30. Ninety percent of the participants held a degree. SPSS is the data analysis program utilized.

IV. DATA ANALYSIS

1. Mean Analysis

The researcher has gathered information from fifty-five members of the general public on the various digital marketing approaches accessible. The mean analysis lets us determine the customers' awareness about the available digital marketing techniques and also verifies how many of them are ready to apply it.

According to the above table, the most popular ways for customers to access advertisements about the construction industry are through print media, followed by flash advertisements in second place, mobile marketing in third place, social media marketing in fourth place, search engine optimization in fifth place, viewing construction advertisements while online browsing in sixth place, email marketing in seventh place, and video advertisements in eighth place. This average research was conducted to see which digital marketing strategies are assisting clients in obtaining further information. Data on consumer knowledge of digital marketing strategies used to get and compile information in the construction sector was gathered.

2. One Way Anova Occupation Vs Digital Marketing Techniques

Anova was used as one method to determine how their preferences for digital marketing strategies varied depending on the kind of work they did. There is a significant difference between occupation and flash advertising since the significant value is equivalent to 0.05. There is a significant difference between video advertisement and occupation since the significant value is smaller than 0.05. There is a significant difference between occupations and print media advertising since the significant value is smaller than 0.05. The differences between the other methods are negligible. Thus, we may draw the conclusion that different professions have a preference for certain digital marketing strategies. Annual Income Compared to Digital Marketing Strategies. An Anova test was used to see how their preferences for digital marketing strategies varied according to their yearly income.

There is a significant difference between yearly income and email since the significant value is smaller than 0.05. There is a significant difference between yearly income and digital marketing since the significant value is smaller than 0.05. There is a

substantial difference between search engine optimization and yearly income since the significant value is smaller than 0.05. There is a significant difference between yearly revenue and print media advertisement since the significant value is smaller than 0.05. There is not much difference between the other ways. Therefore, we draw the conclusion that respondents' choice for various digital marketing tactics is influenced by their yearly income.

In the construction sector, print media advertisements are the ones that customers like to see. Because this type of marketing is more tangible and provides more in-depth information, consumers prefer it when seeking information. Customers then click on the flash advertisement due to its captivating appearance. However, there is less substance in the material concerning advertisements for the building business. Since everyone had a mobile phone by now, when it came to mobile marketing, clients read the company's promotional advertisements and were drawn in by the alluring deals. However, the data is brief, accurate, and straightforward. The next crucial tactic is social media marketing. Nowadays, social media is used by everyone in the globe. Customers can see an advertising if a business has a positive social media reputation based on its reviews.

Through evaluations and information provided about the firm, they also obtain reliable information. The advertisement for search engine optimization then shows up at the top of the page when a consumer searches, making it easier for them to quickly get the information they want. When it came to email marketing, the company's frequent sending of the same messages resulted in customers not reading them, and it took a while to download the message with graphics and videos. However, the information is tailored to the preferences of the user. Lastly, when it came to video commercials, consumers were not viewing them for longer when the videos were long and had download issues.

V. DISCUSSION

1. Research approaches

The majority of businesses that are evaluated are contractors and construction firms (55%), most likely because these businesses are more sophisticated and widely distributed than other types of construction organizations. The sort of client is not mentioned in 90%

of the articles. It is acknowledged that the expectations and contracting techniques of private and public clients differ, but it is unclear how to tailor marketing to each kind of client. There is a research gap with this element that requires further investigation with 16 percent and 14 percent, respectively, the United States and the United Kingdom are the countries with the most publications. This may be explained by the fact that the United States and the United Kingdom, respectively, are home to the two publications that provide the most scientific research on construction marketing: Construction Management and Economics and the Journal of Construction Engineering and Management. Furthermore, the American Society of Civil Engineers (ASCE) publishes the first and third publications (the Review of Management in Engineering) with the greatest number of papers about the research topic. The most popular research tool (32%), followed by case studies (16%), interviews (13%), and literature research (13%), was the survey. The approach used was not mentioned in the remaining publications. It appears that getting in touch with construction businesses directly is the best approach to learn about their marketing strategies. Forty percent of the studies had connections to other pertinent issues in the construction sector, such as innovation, quality, and decision-making. Customer satisfaction and quality management go hand in hand. Since customer happiness is one of marketing's top goals, quality management and marketing are related. Marketing is one of the business strategy aspects that a construction company considers while making decisions.

2. Marketing aspects approach

Regarding the methods directly associated with marketing, marketing strategies, satisfaction with stakeholders, and marketing effects had the greatest number of published publications. The papers offered a somewhat significant scholarly contribution to the fields of marketing and management. The areas with the least amount of documents were human factors, information systems and technology, and marketing activities. The percentage of articles pertaining to each marketing area is displayed.

VI. CHALLENGES

1. Challenges in Developing Digital Marketing.

Since this is the first time a firm is trying to go digital,

the problems in establishing digital marketing include making sure that the services are good. To attract customers and determine the market, the quality of the material must be maintained. First, as most respondents noted, preparation is necessary for providing quality services; this finding is consistent with other studies. It is mentioned that certain things require further consideration. The emphasis should be on creating application functions that are in the development stage and need to be fixed right away. To keep the material on display modest, it would be sufficient to update knowledge articles once a day or once a week. Furthermore, it's advised to keep the frequency of advertisements to a minimal. According to Prasetyo and Sulistiadi (2019), creating a digital marketing strategy that is customized for a particular organization while adhering to a marketing plan framework requires creativity.

The scenario analysis included in the update model includes media definition, mission definition, SWOT analysis, marketing budget, message 2212 category, and evaluations of the target market and online reputation of the business. In addition, relationship management, space allocation, choices evaluation, knowledge of science, technical skills, service effectiveness, and security concerns are all included in the study of objectives. Media selection, primary sector business, strategy, and tactics are all included in strategic planning. Time, resources, monitoring, and assessment are all part of operational and control. Technology components, such as hardware, software, information, human software, and organization, are highlighted by innovation.

One way to begin a digital marketing campaign is to reorganize the company. This will enable the digital advertising unit to be more structured and reliable in its human resource management, as well as integrate data and applications across social media, websites, and digital marketing.

2. Challenges in the Implementation of Digital Marketing

Implementing digital marketing presents obstacles in keeping the system current. Some of these challenges include advertising that does not reach the target audience, improper promotion strategies, and outdated data. One of the crucial procedures is putting digital marketing into practice. Since the data will be reliable

and benchmarked when making business decisions, there will be risk taken and less optimum distribution of marketing efforts if the system data is out of current.

A few challenges exist in the business world. For example, advertising that fails to reach consumers is useless for advancing digital marketing, and unsuitable advertising hinders the development of digital marketing efforts to draw in customers. Maintaining current data is also crucial since it facilitates decision-making with respect to market trends. In addition, the business must take into account the scenario analysis, the E-marketing strategy, the goal, the budget, and the evaluation plan while putting digital marketing into practice.

3. Challenges in Evaluating Digital Marketing.

It is imperative that PT. Tussens Krida Utama review its digital marketing since the results of the study will help all corporate operations identify if performance is on track or not. The majority of respondents concur that assessing the target market is essential for maintaining the consistency of the evaluation that will impact the business's success. From the perspective of the target market, working performance, strategic evaluation, and accuracy with regard to the company's set straightening of the planning supports Keegan and Rowley's (2017) earlier study.

It was noted that the approach divides the assessment of the effectiveness of social media marketing into six stages: establishing evaluation objectives, determining the digital market, determining the generic matrix, gathering and analyzing data, preparing reports, and managing decisions.

VII. CONCLUSION

The study's shortcoming stems from its reliance on the perceptions of customers in Chennai. The other drawback is that the data was collected using a small sample size that is not representative of the community. According to the report, print media is the favored medium for advertisements in the construction sector. Since it has been around for a while and offers more in-depth information at a fair price. In the case of the construction sector, even if the current clientele is tech-savvy and uses gadgets with the newest technology, they do not like digital marketing ads. However, social media marketing is more

advantageous than other digital marketing strategies when it comes to gathering consumer information.

It may be inferred from a quantitative and qualitative examination of the situation of marketing in the construction sector that there are no standards for implementing this function inside construction companies. Generalizations are challenging as they depend on the kind of business, the kind of client, and the demands of the client. The types of firms and clients that have been examined, the countries in which they have been conducted, the methodology that have been employed, and the primary areas of interest to researchers have all been identified through the examination of papers published between 1970 and the present. Consequently, contractors were the kind of business that was researched the most, most likely because these businesses are the most common and sophisticated in comparison to other.

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