

**THE IMPACT OF DIGITAL TECHNOLOGY ON REAL ESTATE  
ADVERTISING IN KAMPALA DISTRICT  
A CASE OF JOMAYI REAL ESTATES**

**BY**

**NALUKWAGO SARAH**

**BR/DBA/8042/18**

## **DECLARATION**

I, Nalukwago Sarah declare that the work presented is my original work with all its contents compiled and produced out of my efforts under the guidance of my supervisor. It has never been presented for any award in any University/institution and where the work of other authors has been consulted, due acknowledgement has been made.

**Signature**

.....

**Date**

.....

**APPROVAL**

This is to certify that this proposal has been under my supervision and is now ready for submission

Signature.....

**MR. JJEMBA WILLIAM (SUPERVISOR)**

Date.....

## **DEDICATION**

This research proposal is dedicated to my beloved parents, my brother and my sisters for their guidance, moral and financial support they have wholeheartedly rendered to me towards the success of this research project and my Education.

May the Almighty God bless you abundantly.

## **ACKNOWLEDGEMENT**

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## CHAPTER ONE

### GENERAL INTRODUCTION

#### 1.0 Introduction

This chapter presents background of the study, problem statement, objectives and research questions, scope of the study, significance, conceptual framework and definition of key terms.

#### 1.1. Background to the study

In the last decades the personal computer has become an essential in almost every house. We have come to depend on it in many aspects of our life from communicating with friends and relatives to perform better in our job or school. It has become part of our lives so much that many of us don't even imagine how our lives would be without it. The Internet has also become an integral part of our everyday life. Books, encyclopedias and in some cases even newspapers have been gradually replaced by the Internet. They call it 'the information highway' and we rely on it to find the answer to our questions, to find interesting information, to share our knowledge and in turn benefit from someone else's knowledge, to meet new people (many times far away). The Internet has made the world a smaller place because now it's easier to talk to people from one end of the earth to the other.

According to Lewis, online advertising, also known as web advertising, web advertising, or e-advertising, is referred to as the advertising (generally promotion) of products or services over the Internet advertising. Internet offers numerous features (capacity, speed, precision and convenience) that help firms attract a large number of potential customers (Khanh & Kandampully, 2002). Consumers use the Internet for different reasons ranging from only gathering information to purchasing products internet. Buying over the Internet was more fun, safer, and quicker and they were more confident about their ability to buy internet (Goldsmith, 2002). The dramatic increase in internet and the detonation of its usage had facilitated the development of electronic commerce, which was described as the movement of buying and selling, or the trading of products, service and information between and among the organizations and individuals all the way through computer networks including the internet (Laudon and Traver, 2001). When investing in internet/internet advertising, strategic thinking would bring to the best rewards (David Scanlon, 2009). According to Clarke (2011) Online advertising refers to all forms of internet advertising, internet payment system, internet advertising, internet customer support service and internet order and delivery.

Businesses are looking to new technologies to meet their unique business requirements and position themselves to take advantage of global changes in business activities. Businesses both large and small need information to succeed in today's rapid changing environment, they need to be able to process data and use information effectively when conducting their day-to-day operations. The growth of the Internet has opened up a vast arena, providing more opportunities for businesses, particularly small to medium-sized enterprises to sell their products and services to a global audience than they would have been able to afford to reach using the traditional methods

Pigneur (2016) points out that companies especially SMEs are confronted with a number of changes that require innovative answers. These challenges include the emergence of a competitive global economy; the trend towards an information based economy, and the shift from mass production to a customer-driven economy. He suggests that in order to do this today, they must also be able to leverage the new information and communication technologies to fit better in their environment, establish more co-operative inter-organizational relationships and compete on the international markets (Pigneur, 2016).

Barnes et al., (2008) asserted that estate services make significant contribution to most economies of the World, they are socially and economically important, since they represent 99 % of all enterprises in the EU and provide around 65 million jobs and contribute to entrepreneurship and innovation. Real estates have been shown to contribute significantly to country and regional economic growth, increased employment levels and locally relevant product and service (BERR, 2008). They are also the source of future growth and innovation. Barnes et al., (2008) argue that the advent of the digital economy has made the adoption and use of Internet a significant issue for most SMEs. Yet, many SMEs find themselves in a difficult situation. They may be too small to be able to employ a dedicated IT expert and lack the resources to buy consultancy advice. They often have limited experience in selecting, implementing and evaluating suggested IT solutions (Barnes et al., 2008).

## **1.2. Statement of the Problem**

Real estate service companies have been found out that they are registering low sales of their services as expected to their inputs , this could be due to a challenge of poor method of advertising their services so that every can be aware of them. Despite the efforts they have employed in increasing awareness such as taking adverts on radios, television, among others still low sales increase has continued to be registered, applying of online advertising could be the solution to the threat.



Therefore this study investigates the relationship between online advertising and real estate Service Company's growth in Kampala with a help of Jomayi real estates.

### **1.3. Objectives of the Study**

#### **1.3.1 General objective**

To assess the role of Digital Technology on real Estates advertising in Kampala

#### **1.3.2 Specific objectives**

The objectives of this study are:

- i. To find out the types of digital technology being adopted by real Estates Companies in Kampala
- ii. To find out the challenges faced by real Estates service providers in using digital Technology in Kampala
- iii. To establish the different forms of online advertising used by real estates

### **1.4. Research Questions**

The following research questions will guide the study.

- i. What are the types of digital technology being adopted by real Estates Companies in Kampala?
- ii. What are the challenges faced by real Estates service providers in using digital Technology in Kampala?
- iii. What are the different forms of online advertising used by real estates?

### **1.5. Scope of the study**

#### **Geographical scope**

The study will be conducted in Jomayi real estate developers which is located along Jinja road Namanve industrial area.

## **Time scope**

The study will be conducted within a period of 6 months being effective from April 2019 and end in October 2019.

## **Content scope**

The study therefore seeks to investigate the types of online advertising Medias adopted by real estates, challenges faced by real estate's service providers in using online advertising Kampala and solutions to overcome challenges faced by real estate's service providers in using online advertising Kampala

### **1.6. Significance of the Study**

- i. The study will help the researcher to fulfill her requirements for the award of a diploma
- ii. The study findings will act as reference to other researcher that may hope to conduct a study on the related study
- iii. The findings of this study will be beneficial to organizations as well as firms especially on the need to focus generally on online/internet advertising, individual, group/team
- iv. The findings of this study will serve as a medium of awareness and enlightenment on the many environmental trends affecting organizations in recent years and proffer possible panacea to such problems as they rear heads.
- v. Findings will serve as platform mostly for professional manager, chief executives and all personnel involved in the staff training, administration and management on how to drive their staff for maximum human creativity and innovation.

### **1.7. Definition of terms**

Online advertising: This refers to all forms of internet advertising, internet payment system, internet advertising, internet customer support service and internet order and delivery.

It is also referred to as the advertising (Generally promotion) of products or services over the Internet advertising

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Types of digital advertising technology used by Real Estates companies

##### 1. Social Media advertising

According to Adelaar, T., (2014), The Social Ms has a strong focus on social media advertising. So that is where we are going to start our list of types of digital advertising. Social Media certainly has a rightfully earned place in this list. Social Media advertising is „the use of social media platforms and websites to promote a product or service. “Source Wikipedia that means all sharing of information and engagement with followers, fans, partners or competitors on social media platforms with the goal of promoting your products is part of digital advertising. In essence, social media advertising is the targeted use of social media conversations to increase awareness for a brand or product.

Today, almost all digital advertising strategies utilize social advertising one way or the other. And don't worry, your social media strategy does not have to use ALL available social channels or take a lot of manual action. Focusing on one or two social networks and adding advertising automation to your activity will make it much more efficient.

##### Search Engine Optimization (SEO)

According to Adam, S., R. (2012) SEO is the process of optimizing content or websites so that they show up in search results in search engines like Google. Search engines decide which websites to show for a search term based on keywords mentioned on the website and links that refer to this website. That means SEO has a lot to do with using the right keywords or keyphrases in the copy of a website or within the content you want to show in organic search and getting links to this website or content.

##### Search Engine advertising (SEM)

While SEO describes the process of getting unpaid traffic from search engines – SEM refers to using paid advertising to get traffic from search engines. The most common form of search engine advertising is probably Google Adwords for the simple reason that Google is by far the most used search engine. In SEM the marketer usually pays the search engine a predefined amount of money for showing a advertising message at various places within the search results for specified keywords or phrases.

## Affiliate advertising

According to Raman, P. 2003 Affiliate advertising is a performance-based type of digital advertising. In contrast to PPC advertising with affiliate advertising, the advertiser does not pay for traffic but rather for conversions. The rates are usually higher but the risk on the side of the advertiser are limited since he only pays for conversions. Affiliate advertising is popular with bloggers and high-traffic website owners who make money from selling other people's products to their audience.

## Email advertising

According to Mulye, K.R. (2012) Email advertising is one of the best converting advertising channels. By sending regular updates to your email subscribers you can build and nurture a relationship. By providing value with your email updates you can build trust – eventually, you will be able to turn a percentage of your audience into customers.

## Television advertising

According to Deans and D. (2012) It is not dead yet: The spot that breaks up your favorite television program. While we are more and more getting used to finding ways to omit having to actually watch TV commercials there is still some advertising success in TV advertising. In fact, some spots like the ones created for Super Bowl make it to some notable advertising fame. Some of the best Super Bowl spots even make it to social media fame and get a ton of shares that the advertisers do not have to pay for – or rather which is probably calculated into the price of advertising space for Super Bowl anyway.

## Mobile Phone Advertising

Of course, many of the above types of digital advertising can take place on your mobile phone. That is called mobile advertising. You are probably using Facebook, Instagram, and Google on your mobile phone after all. But there are some other types of advertising on your mobile phone that so far would not fit into any of the mentioned categories: mobile advertising. SMS advertising has been around for some time now. WhatsApp as a advertising channel is growing. And with technology like Bluetooth still on the rise, the advertising and advertising options for mobile especially in local advertising have by far not yet been fully leveraged.

## **2.2 Challenges facing the real estate companies**

Challenges in every sector are inevitable and unavoidable. it is almost a daily occurrence, though avoidable. In essence, just as every other business has challenges, so does the real estate sector. The real estate sector has a large scope of study which can be diversified into various aspect ranging from the point of view of the law, to the construction aspect amongst others.

### **Taxation and Tariff**

According to Palihawadana. (2012) Like all businesses, the real estate sector is not an exception when it comes to paying of taxes and tariffs. Nevertheless, it should be noted that the real estate sector is finding its place in Nigeria and in a growing process. It is presently playing a crucial role in the economic development of the country and of course creating employment opportunities. Imposing heavy taxes and tariff levy might hamper its growth. Real estate investors are subjected to multiple taxations, the taxes and levies paid by them. This may include income tax, building plan approval levy, development levy, property tax, in some cases, renovation tax. There are plans by the Government to increase taxes and levy paid.

### **Delay in Land Registration Bureaucratic Process**

According to Bouwman, H. 2014, the bureaucratic process of allocation and registration on land is one of the major weakness to real estate development. It is so bad that a registration process can take up to a year or a year and the half. As a matter of fact, i learnt that the publication for fresh applications since 2014 are not yet out. This is because the land registration bureau has a disorganized structure and the attitude of half-hearted workers to work. This most times causes the major unwarranted delay at the land registry. This issue is one of the most frustrating aspect affecting the real estate sector, private property owners and property developers.

It is frustrating that applicants application would pass from office to office over several weeks of unnecessary delay. At the time the necessary approval is obtained, such applicant may have lost his source of funding. For this reason, the development plan may result in excessive cost of construction and high price for the developments. This may in turn relate to causes of overpriced houses that might not be affordable by common men thereby causing a challenge in the real estate sector.

### **Basic infrastructures and amenities**

According to Gupta, B. 2013, Lack of basic infrastructure in many communities also adds to the challenges facing the real estate sector. Infrastructure like roads, electricity, water supply affects the

prospect of the real estate development most communities. No one would want to invest in a place that is far from civilization and basic life amenities.

### **Land Grabbers**

According to Ahuja, M., 2003, These group of people are one of the major challenges in the real estate sector all over. Most of these real estate operators are faced with many legal challenges either with fraudulent land owners or land grabbers. These challenges have in one way or the other made business in the real estate sector uncondusive. Land grabbers appear in different forms with unpredictable degrees of disregard and disrepute to dominate another's land and property. The technique of land grabbers is to storm lands when construction work has just begun, demanding despicable and unlawful payments from the land owners. Any refusal attempts to pay these fees by the land owners usually leads to violence, vandalism, and other unlawful act. Other techniques by them is to overtake lands that do not belong to them, drive away their legitimate owners. This is usually followed by a demand that a re-purchase fee of the land and other illegal payment. This payment have to be made before the legitimate owners can repossess from them Steinfield, C. 2014

### **Conclusion**

It may be arguably what else belongs to „digital advertising.“ advertising channels, skills, and digital tools are evolving. The advertising industry is not static but changing, growing, channels are coming up or dying, and skills like growth hacking live of the constant invention of new advertising tactics. Developing a successful online advertising strategy involves a lot of skills, knowledge – and even trial and error.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

This chapter presents the research design, population study, sampling design, data collection methods, data analysis and anticipated limitations.

#### **3.1 Study Design**

The researcher will use a cross sectional research design with both qualitative and quantitative methods. The design will be appropriate in investigating the empirical and theoretical relationship between the variables. Secondary and primary data will be used in the study contextual content.

#### **3.2 Area and Study Population**

The study will be conducted in Jomayi real estate developers which is located along Jinja road Namanve industrial area; these includes the staff members, head of departments, employees from accounting and finance, administration, and customers. These will be expected to provide relevant and reliable information required by the researcher. It will be mainly conducted in advertising department and accounts department because they are attached to the topic than others as well other departments will be consulted because they also determine the market trends such as in determining quality of these products.

#### **3.3 Sampling Method and size**

Simple random sampling method will be used to select respondents from the selected categories of the respondents. In this study, the researcher will randomly select the respondents which will give an equal chance to all respondents to participate in the study; this method will be used because it simple and easy as well as cheap to employ.

The sample size of 30 respondents will be selected from staff members such marketers, cashiers, store managers, customers and so many others.

### **3.4 Data sources**

#### **Primary data**

This data will be obtained from the source which entails first-hand information. This will be gathered by the use of questionnaire responses from the respondents, interviews guide and direct observations which will be made in the field.

#### **Secondary data**

Secondary data will be obtained from sources which already existing about the company for example information from journals, newspapers, text books, magazines from libraries and internet.

### **3.5 Data collection methods**

#### **Interview**

The study will involve the use of well listed questions that will be centred on the objectives of the study and their respective responses will be noted down or recorded for further analysis and interpretation. This method will be used because it gives a chance to the researcher to critically study the interviewee and get first-hand information by just looking to the interviewee. This method of data collection is less costly and time saving but on the other side the interviewee may lack attention.

#### **Questionnaires**

The researcher will use open and close ended questionnaire that are expected to allow respondents to choose from alternatives that will be provided by the researcher. This method will be used because, a larger sample of a given population can be contacted at a relatively low cost and easy to administer but feelings and meanings unable to be conveyed and some questions can be skipped without being filled.



### **3.6 Data processing analysis and presentation**

These will be were done using frequency tables. This simplified the work of summarizing data into tables using a descriptive statistics such as use of percentages.

#### **3.6.1 Quantitative Data Analysis.**

Quantitative data analysis will be analysed by the researcher through the use of different tactics like;

- Editing in a way of deleting unnecessary information to sort out the necessary information to form the report.
- Tabulating, where all the data will be arranged clearly and grouped in tables to show clear information.
- Coding will be used in order to provide meaningful and easy interpretable percentage compositions.

### **3.7 Ethical Consideration**

The following ethical characters will be maintained:

Before data collection commencing, the researcher will ask for permission to collect data from the appropriate authorities.

The researcher will ensure confidentiality and security of the information that will be collected from the respondents by not allowing them fill the questionnaires anonymously to avoid exposure of who given what information.

### **3.8 Limitation of the Study**

Bias of respondents to give needed information might limit the study due to the fear that something wrong may happen to them but they will be assured of the confidentiality policy.

Time might be a limiting factor to gather and collect information needed for the report. But with the aid of a time frame and scheduling different activities will be conducted in time by the researcher which will ease data collection and study presentation in time.

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