RESEARCH ON BUYERS DEMAND IN REAL ESTATE

Submitted in partial fulfilment of the requirements for the award of

Bachelor of Commerce

by

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC I 12B Status by UGC I Approved by AICTE

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APRIL – 2023

DEPARTMENT OF BUSINESS ADMINISTRATION

<u>BONAFIDE CERTIFICATE</u>

This is to certify that this Professional Training Report is the bonafide work of DHAYANITHI R (40740067) who carried out the Project Training at "DELUXE APARTMENTS & BUILDINGS CO." under our supervision for a period of 44 Days from January 21, 2023 to March 16, 2023.

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DECLARATION

I DHAYANITHI R (40740067) hereby declare that the Project Training done by me under the guidance of Ms. SAI RAMYA (Internal Guide) and Mr. LEELA KRISHNAN (MARKETING MANAGER) DELUXE APARTMENTS & BUILDINGS CO. is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE: 29.04.2023

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ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr. G. Bhuvaneswari, MBA., Ph.D., Dean - School of Management Studies and Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., Head of the Department, Dept. of Business Administration** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Professional Training Guide **Ms. SAI RAMYA K** for his valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **Department of Business Administration** who were helpful in many ways for the completion of the training.

DHAYANITHI R

ABSTRACT

The research is focused on understanding the level of service quality gap which exists between the customer's expectation level and satisfaction level for real estate services in DABC CHENNAI. The gaps in service quality are identified and analysed with the help of the SERVQUAL model which examines the five dimensions of service quality namely tangibles, reliability, responsiveness, assurance, and empathy.

The sample for the study comprises those respondents who bought a house or flat in the last two-year or planning to buy in the upcoming years. Data is collected using a questionnaire with15 questions and each the dimension of service

The gap in service quality between expectation level and satisfaction level is calculated by subtracting the expectation score from satisfaction score. The paper also identifies suggestions and measures to minimise these gaps and ways to bring beneficial changes in the perception of customer service experience towards real estate sector of CHENNAI TAMILNADU.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF CHARTS/FIGURES

LIST OF ABBREVIATIONS

S.NO.	PARTICULARS
1	SBI (STATE BANK OF INDIA) – State Bank of India
2	HDFC- Housing Development Finance Corporation Limited
3	DABC- DELUXE APARTMENTS AND BUILGS COMPANY
4	RERA – REAL ESTATE REGULATORY AUTHORITY
5	DTCP – DIRECTORATE OF TOWN & COUNTRY PLANING
6	SQFT – SQUARE FEET
7	TN - TAMILNADU
8	CMDA – CHENNAI METROPOLITIAN DEVELOPMENT AUTHORITY

CHAPTER - 1

1.1 INTRODUCTION

Real estate is a tangible asset made up of property and the land on which it sits, and while it is unmovable, real estate, like other assets, is also subject to supply and demand. This means that the prices of homes, like those of stocks and bonds, depend heavily on the law of supply and demand. More demand, prices tend to rise; more supply, they tend to fall.

The housing market, too, relies heavily on supply and demand, which is why it is a much looked-at indicator in the industry. Each housing transaction, of course, involves a buyer and a seller. The buyer places an offer to buy a property, leaving the seller to accept or reject the offer.

The law of supply and demand dictates the equilibrium price of a property. A low supply or housing inventory may drive prices up, which is what tends to result in bidding wars. A specific property may be in demand by multiple parties who all try to outbid each other by increasing their purchase price offer.

The bidding war ends when the seller accepts one of the offers, which then also removes a unit from the available supply. When there is a high demand for properties in a particular city or state combined with a lack of supply of quality properties, the prices of houses tend to rise.

On the other hand, when a weak economy and an oversupply of properties leads to low or no demand for housing, the prices of houses tend to fall.

The Real Estate Advances plays the pivotal role in the growth of the Real Estate Sector Development in India. The tax incentives given to the Real Estate Sector Finance by the government of India in the annual budget of 2001, the transactions related to the Real Estate buying and selling of the properties has been increased as compare to the other periods.

The buyers are basically the end-users rather than the investors as the new class of buyers are basically young and they have the knowledge of all the legal documents and approvals. As related to the economy of India the Real Estate sector

has the capacity to generate the demand and income for the equipment's, materials and services.

The realty expansion in India has given a new face to the finance sector in India to the real estate advances. This helps the finance companies to provide the investment for Real estate sector development in India as they are facing competition but leads to increase in investment of the Real Estate Sector Development in India.

The study related to the Real Estate Advances and Interest Rates of Public Sector Banks should be taken into consideration to know the aspects of banks in Real estate sector development in India.

The banks include State bank of India, Punjab National Bank, Canara Bank, Industrial Development bank of India (IDBI) and Indian Bank which provides Real estate advances for development of Real estate sector development in India has been taken into consideration for the study.

STUDY AREA

Chennai is ranked as fourth largest metro city in India. It is the capital of Tamilnadu. The city is spread over 1189 sq. km. Chennai with its location close to the equator has a hot humid climate for most of the year The arterial road in South Chennai that has witnessed expansion of the city is the Rajiv Gandhi Salai.

As per the second master plan prepared by the Chennai Metropolitan Development Authority the land adjoining the OMR was classified as I.T. Corridor. The presence of information technology companies has been the pull factor for the growth of the city along this road. The lack of serviced land parcels is a causal factor in the development of gated communities in this area.

The study looks at DABC'S private gated communities located in Dabc Arboretum Mambakkam Chennai. The lifespan of these communities are in the range of 3 to 5 years of occupancy at the time of the study.

1.2 INDUSTRY PROFILE

The real estate sector is one of the most globally recognized sectors. It comprises of four sub-sectors - housing, retail, hospitality, and commercial. The growth of this sector is well complemented by the growth in the corporate environment and the demand for office space as well as urban and semi-urban accommodation. The construction industry ranks third among the 14 major sectors in terms of direct, indirect and induced effects in all sectors of the economy.

In India, the real estate sector is the second-highest employment generator, after the agriculture sector. It is also expected that this sector will incur more non-resident Indian (NRI) investment, both in the short term and the long term. Bengaluru is expected to be the most favoured property investment destination for NRIs, followed by Ahmedabad, Pune, Chennai, Goa, Delhi and Dehradun.

1.2.1 MARKET SIZE IN INDIA

By 2040, real estate market will grow to Rs. 65,000 crore (US$ 9.30 billion) from Rs. 12,000 crore (US$ 1.72 billion) in 2019. Real estate sector in India is expected to reach US$ 1 trillion in market size by 2030, up from US$ 200 billion in 2021 and contribute 13% to the country's GDP by 2025. Retail, hospitality, and commercial real estate are also growing significantly, providing the much-needed infrastructure for India's growing needs.

India's real estate sector saw over 1,700 acres of land deals in the top 7 cities in 1 year. Foreign investments in the commercial real estate sector were at US$ 10.3 billion from 2017-21. As of February 2022, Developers expect demand for

FIGURE 1.2.2 MARKET SIZE

office spaces in SEZs to shoot up after the replacement of the existing SEZs act.

As per ICRA estimates, Indian firms are expected to raise >Rs. 3.5 trillion (US$ 48 billion) through infrastructure and real estate investment trusts in 2022, as compared with raised funds worth US$ 29 billion to date.

The office market in the top eight cities recorded transactions of 22.2 msf from July 2020 to December 2020, whereas new completions were recorded at 17.2 msf in the same period. In terms of share of sectoral occupiers, Information Technology (IT/ITeS) sector dominated with a 41% share in the second half of 2020, followed by BSFI and Manufacturing sectors with 16% each, while Other Services and Co-working sectors recorded 17% and 10%, respectively.

Around 40 million square feet were delivered in India in 2021. It is expected that the country will have a 40% market share in the next 2-3 years. India is expected to deliver 46 million square feet in 2022.

According to Savills India, real estate demand for data centres is expected to increase by 15-18 million sq. ft. by 2025.

In 2020, the manufacturing sector accounted for 24% of office space leasing at 5.7 million square feet. SMEs and electronic component manufacturers leased the most between Pune, Chennai and Delhi NCR, followed by auto sector leasing in Chennai, Ahmedabad and Pune. The 3PL, e-commerce and retail segments accounted for 34%, 26% and 9% of office space leases, respectively. Of the total PE investments in real estate in Q4 FY21, the office segment attracted 71% share, followed by retail at 15% and residential and warehousing with 7% each.

In the first half of 2022, office absorption in the top 7 cities stood at 27.20 million Sq. ft. Between July 2021-September 2021, a total of 55,907 new housing units were sold in the eight micro markets in India (59% YoY growth).

In the third quarter of 2021 (between July 2021-September 2021), new housing supply stood at ~65,211 units, increased by 228% YoY across the top eight cities compared with ~19,865 units launched in the third quarter of 2020.

In 2021-22, the commercial space is expected to record increasing investments. For instance, in October 2021, Chintels Group announced to invest Rs. 400 crore (US$ 53.47 million) to build a new commercial project in Gurugram, covering a 9.28 lakh square feet area.

According to the Economic Times Housing Finance Summit, about 3 houses are built per 1,000 people per year compared with the required construction rate of five houses per 1,000 population. The current shortage of housing in urban areas is estimated to be ~10 million units. An additional 25 million units of affordable housing are required by 2030 to meet the growth in the country's urban population.

1.2.3 INVESTMENTS/DEVELOPMENTS

Indian real estate sector has witnessed high growth in the recent times with rise in demand for office as well as residential spaces. According to Colliers India, a property consultant, institutional investments in the Indian real estate sector are expected to increase by 4% to reach Rs. 36,500 crore (US$ 5 billion) in 2021, driven by rising interest of investors towards capturing attractive valuations amid the pandemic. According to a recent report by Colliers India, private equity investments in Indian real estate reached US$ 2.9 billion in the first half of 2021, which was a >2x increase from the first half in 2020.

Exports from SEZs reached Rs. 7.96 lakh crore (US$ 113.0 billion) in FY20 and grew ~13.6% from Rs. 7.1 lakh crore (US$ 100.3 billion) in FY19.

In July 2021, the Securities and Exchange Board of India lowered the minimum application value for Real Estate Investment Trusts from Rs. 50,000 (US$ 685.28) to Rs. 10,000-15,000 (US$ 137.06 - US$ 205.59) to make the market more accessible to small and retail investors.

FDI in the sector (including construction development & activities) stood at US$ 55.18 billion from April 2000-September 2022.

Some of the major investments and developments in this sector are as follows:

- Between January-July 2022, private equity investment inflows into the real estate sector in India stood at US$ 3.27 billion.

- Home sales volume across seven major cities in India surged 113% YoY to reach ~62,800 units in the third quarter 2021, from 29,520 units in the same period last year, signifying healthy recovery post the strict lockdown imposed in the second quarter due to the spread of COVID-19 in the country.

- In the third quarter of 2021, the Institutional real estate investment in India increased by 7% YoY. Investment registered in the first nine months of 2021 stood at US$ 2,977 million, as against US$ 1,534 million in the same period last year.

- In November 2021, Ascendas India bought Aurum Ventures' 16-storey commercial tower in Navi Mumbai for Rs. 353 crore (US$ 47 million), making it the largest deal of a standalone commercial tower by a global institutional investor during the past few years.

- REA India-owned online real estate company Housing.com tied up with online legal assistance start-ups LegalKart, Lawrato, Vidhikarya and Vakil in 2021 to offer legal advice and assistance to homebuyers.

- Top three cities—Mumbai (~39%), NCR-Delhi (~19%) and Bengaluru (~19%)— attracted ~77% of the total investments recorded in the third quarter of 2021.

- India's flexible space stock is likely to expand by 10-15% YoY, from the current 36 million sq. ft., in the next three years, according to a report by CBRE.

- To establish an investment platform for the Indian retail-led mixed-use assets, in June 2021, GIC announced to acquire a minority stake in Phoenix Mills' portfolio (worth US$ 733 million).

- In May 2021, Blackstone Real Estate acquired Embassy Industrial Parks for Rs. 5,250 crore (US$ 716.49 million) to expand its presence in the country.

- To expand into the Indian real estate market, SRAM & MRAM Group collaborated with Area CAS Developers and Infrastructure Private Limited (Area Group), and Gupta Builders and Promoters Private Limited (GBP Group) of India. It plans to invest US$ 100 million in the real estate sector.

- According to Anarock, housing sales in seven cities increased by 29% and new launches by 51% in Q4 FY21 over Q4 FY20.

- Private market investor, Blackstone, which has significantly invested in the Indian real estate sector (worth Rs. 3.8 lakh crore (US$ 50 billion) is seeking to invest an additional Rs. 1.7 lakh crore (US$ 22 billion) by 2030.

- In 2021, working remotely is being adopted at a fast pace and demand for affordable houses with ticket size below Rs. 40-50 lakh is expected to rise in Tier 2 and 3 cities, leading to an increase in prices in those geographies.

- In April 2021, HDFC (HOUSING DEVELOPMENT FINANCE CORPORATION LMITED) Capital Advisors (HDFC Capital) partnered with Cerberus Capital Management (Cerberus) to create a platform that will focus on high-yield opportunities in the residential real estate sector in India. The platform seeks to purchase inventory and provide last-mile funding for under construction residential projects across the country.

- In March 2021, Godrej Properties announced it would launch 10 new real estate projects in Q4.

- In March 2021, Godrej Properties increased its equity stake in Godrej Realty from 51% to 100% by acquiring equity shares from HDFC (HOUSING DEVELOPMENT FINANCE CORPORATION LMITED) Venture Trustee Company.

- In January 2021, SOBHA Limited's wholly owned subsidiary, Sabha Highrise Ventures Pvt. Ltd. acquired 100% share in Annalakshmi Land Developers Pvt. Ltd.

1.2.4 REAL ESTATE CLUSTERS IN INDIA

1) **Mumbai**

2) **NCR**

3) **Bengaluru**

4) **Pune**

5) **Chennai**

FIGURE 1.2.5 THE CLUSTERS OF INDIAN REALESTATE MARKET

1.2.6 GOVERNMNT INTITATIVES

Government of India along with the governments of respective States has taken several initiatives to encourage development in the sector. The Smart City Project, with a plan to build 100 smart cities, is a prime opportunity for real estate companies. Below are some of the other major Government initiatives:

- In October 2021, the RBI announced to keep benchmark interest rate unchanged at 4%, giving a major boost to the real estate sector in the country. The low home loan interest rates regime is expected to drive the housing demand and increase sales by 35-40% in the festive season in 2021.

- Under Union Budget 2021-22, tax deduction up to Rs. 1.5 lakh (US$ 2069.89) on interest on housing loan, and tax holiday for affordable housing projects have been extended until the end of fiscal 2021-22.

- The Atmanirbhar Bharat 3.0 package announced by Finance Minister Mrs. Nirmala Sitharaman in November 2020 included income tax relief measures for real estate developers and homebuyers for primary purchase/sale of residential units of value (up to Rs. 2 crore (US$ 271,450.60) from November 12, 2020 to June 30, 2021).

- In order to revive around 1,600 stalled housing projects across top cities in the country, the Union Cabinet has approved the setting up of Rs. 25,000 crore (US$ 3.58 billion) alternative investment fund (AIF).

- Government has created an Affordable Housing Fund (AHF) in the National Housing Bank (NHB) with an initial corpus of Rs. 10,000 crore (US$ 1.43 billion) using priority sector lending short fall of banks/financial institutions for micro financing of the HFCs.

- As of January 31, 2021, India formally approved 425 SEZs, of which 265 were already operational. Most special economic zones (SEZs) are in the IT/ BPM sector.

1.3 COMPANY PROFILE

Everybody dreams of a cosy home in a quiet neighbourhood, away from the hustle and bustle of life. But like most dreams, your dream home could remain just a dream.

Whereas at DABC, we understand a home isn't merely a house. It's a lifelong dream that takes almost a lifetime of financial planning. That's why, we take painstaking care to build every residential project right down to the last detail. It probably explains our enviable record of quality construction and meticulous planning.

DABC, a Chennai based leading developer of residential complexes with an expertise of above 3 decades and have transformed 75 Acres of land into a nice residential regiment in Chennai's fastest growing suburbs particularly in Mogappair, Anna Nagar and now in OMR area. DABC has constructed above 10 million sq ft of built up area and delivered over 7000 houses constituting of 60 projects so far. DABC is known for their promptness in delivery of flats & transparency in costing.

DABC with its renowned knowledge for identifying the best locations in and around fast-developing Chennai have now Residential Projects in DABC "Arboretum" located in Mambakkam / Polachery village off OMR where it is projected above 7000 cozy homes to be constructed in a phased manner wherein they have already completed eight projects namely "Acacia", "Begonia", "Orchid", "Euphorbia Phase I", "Euphorbia Phase II" , "Euphorbia Phase III", "Euphorbia Phase IV", "Euphorbia Phase V", "Row Houses" and have commenced "Villas and Individual Plots" in the said location now.

DABC Proud to inscribe in its history that the century record rain (in November – December, 2015) and flood that devastated Chennai City did not affect the inmates in any of its projects including the Row Houses , Euphorbia , Begonia, Orchid and

so on. The roads and houses were remained clear and intact when the other areas were under water. With this, the Trust and Confidence on the expertise of DABC in crafting a safe & comfortable house is emerged out again.The projects of DABC are approved by the leading Financial Institutions such as SBI (STATE BANK OF INDIA), HDFC (HOUSING DEVELOPMENT FINANCE CORPORATION LMITED), LIC, BOB, IDBI, AXIS, PNB, ICICI etc., for funding their customers.

DABC is a proprietorship firm headed by Mr. A. Jenix Dev Singh, who is a Civil Engineer and specialized in structural engineering and is also a fellowship of The Institution of Engineers (India). DABC is employing about 100 qualified professionals & engineers and having their own office at "Dev's Ark", 284/1 B, Old Mahabalipuram Road, Kottivakkam, Chennai — 600 096

1.3.1 ON GOING PROJECTS OF DABC

DABC is Currently Working on its DABC Arboretum
Dabc Arboretum is about 65 Acres Land Where They has a Projects Listed Below

- JASMINE GARDEN
- DAHLIA
- CAMELIA
- GARDENIA
- HABITAT

COMPLETED PROJECT NAMES OF DABC

- Acacia
- Begonia
- Orchid
- Euphorbia Phase I
- Euphorbia Phase I
- Euphorbia Phase III
- Euphorbia Phase IV
- Euphorbia Phase V
- Row Houses

DABC Names Their Project with Botanical Names to Highlight Their Projects as a Garden

JASMINE GARDEN

- Jasmine Garden (PLOT) Contains 51 Units
- The Plot Size Are in the range of 1500 sqft to 3000 sqft
- The Plots are approved by DTCP & RERA (2018)
- Per Sqft of the Market Value is Rs. 3200
- As per Guideline Value Per Sqft is Rs. 1630
- Minum Cost of the plot including Resgistration Cost is 51 lakhs

DAHLIA

- DAHLIA has an actual land area of 1200sqft and build up area as 2040 sqft
- It has two car parking
- Individual 6000ltrs of sump
- Individual 1200 litre bio septic tank
- 3 bed rooms hall and a kitchen
- DTCP APPROVED NO: 48/2015
- TN RERA NO: TN/01/BUILDING/0263/2018
- Total Number of Units: 50
- Its Pricing Starts from 99 lakhs and ends with 1.2 Crore

FLOOR PLAN

CAMELIA

- Camellia Villa Has a Spec of 1600sqft Land Area To 2000Sqft & 1770Sqft Build up Area
- It has Single car carking
- Individual 100ft Bore
- 6000Liter individual sump
- Individual Bio Septic Tank
- PRICING: 83 Lakhs to 1.3 Crore

FLOOR PLAN

HABITAT

- DTCP AND RERA APPROVED
- INDEPENDENT DOUBLE AND TRIPLE BEDROOOM ROW HOUSE
- EXCLUSIVE INDIVIDUAL COVERED CAR PARKING
- TOATAL NUMBER OF UNITS IS 90
- TOTAL LAND AREA 600 SQFT
- COST 47 TO 54 LAKHS

FLOOR PLAN

TYPE - 3B ROW HOUSES - NO HEAD ROOM (3BHK - SOUTH FACING)

GARDENIA

- Gardenia Villa Has a Spec of 1000sqft Land Area & 1700Sqft Build up Area
- It has Single car carking
- Individual 100ft Bore
- 6000Liter individual sump
- Individual Bio Septic Tank.
- PRICING: 80 Lakhs

FLOOR PLAN

GROUND FLOOR PLAN   FIRST FLOOR PLAN

TYPICAL WEST FACING UNIT

PROPOSED GATED COMMUNITY FOR DABC - PLOT 418
CHENNAI

COMPLETE PROJECTS OF DABC

AMUDHAM

RAGAM

BHAGYAM

MANIKKAM

SWARAM

ROOPAM

RAMYAM

KAMALAM

ABHINAYAM

AISHWAYAM PHASE - II

SANTHAM

SWAPNAM

DABC COMPLEX

SNEHAM

SATHYAM

MITHILAM

VASANTHAM

MOHANAM

AISHWARYAM

RANJITHAM

DIVYAM

AISHWARYAM PHAS - II

SNEHAM ARIEAL

MADHURAM

GOKULAM PHAS – II

GOKULAM PHASE – I

SAHITHYAM

SOUNDARYAM

The above mentioned are the projects which has been completed and sold out completely by Deluxe Apartments & Buildings Co.

1.4 STATEMENT OF THE PROBLEM

- ➤ Problem in Fixing the Cost price to the individuals
- ➤ Preparing Cost sheet to buyers
- ➤ Forcing The Customers to buy the Property
- ➤ Pushing the Clients to Make Immediate Decision
- ➤ Not Providing Proper Customer Service After Booking The property
- ➤ Certain Rules and regulations are followed even after booking the property
- ➤ Sales Persons Are Forced to Sale the Property at the Given Cost Price
- ➤ Lot of Competitors in the Industry with Same Price and Better Property
- ➤ Marketing The Property without explaining the Cons of the property

1.5 NEED FOR THE STUDY

The Study on Buyer Demand Is Needed Because It Is Useful to Analyse the Demands of the Buyers, This Study Clearly Explains What the Buyers Expecting from Builders or Real Estate Agents.

There are several reasons to do this type of study, the main one is to have information that allows you to invest and buy safely. Other reasons also include:

- To Study About the Various Builders and Their Project Which Satisfies Buyers Demand
- To know if you should invest in one city instead of another.
- To identify which elements, hinder investment in certain places.
- To know demographic aspects to determine the evolution of the area where you want to invest.
- To have information about investment projects in certain areas and to know if in the future they will have a development that will increase the value of the properties.
- To Know Which Age Group of Buyers are more in Real-estate
- To know The Guidelines of market Which Should be known by every individual who invest in Real-estate
- To Know the customer's satisfaction level

- To know about the Buyers demand which will be helpful to builders to improve their quality
- To know the Competitors in the Real-estate industry
- To have knowledge about the Marketing Strategy of the Builder Marketing the Property

1.6 OBJECTIVES OF THE STUDY

- To find satisfaction level among Clients (i.e. Buyer).
- To segment the customers according to Their Budget
- To find Builders awareness among customers.
- To find expectations of the customers from Real-estate.
- To find out the constraints for acceptance of the product
- To segregate Buyers on Their Profession and their income

1.7 SCOPE OF THE STUDY

The study aims to understand the "Buyers Demand in Real-estate".

The Scope of the study of this project are:

- The project will help to attract the target audience.
- By studying this project, a transparency will generate between the Builders & Buyers
- It helps in finding competitors strength as well as its weaknesses.
- This survey helps the company to find its loophole in overall services which is provided by them.
- It is helpful to perceive the customers
- This survey helps the company to find its Difficulties of buyers in the overall services which are provided by them.
- This Study helps to know The Buying Process of the Property and registration of the property
- This study helps to know about the registration cost which has to payed by the buyer to the government

1.8 LIMITATIONS OF THE STUDY

➢ The Study is Done Only in DABC (DELUXE APARTMENTS AND BUILDINGS COMPANY CHENNAI

➢ The proprietorship company has provided an approximate data

➢ Sample are Collected as per the Visitors to the Site

➢ The Research has been only done in Dabc Arboretum Located in Mambakkam

➢ The Study is Done in the Period of End of January to Mid of March

➢ This Study has Analysed only 159 Clientss Who Had Visited DABC

CHAPTER – 2

2.1 REVIEW OF LITERATURE

Review of Literature

The literature review helps the researcher to get acquainted with the research problem and provide guidelines in selecting a proper research methodology.

Agawral and Bharat Nagar (2019) analysed the solid waste management system in Jaipur city and brings about the draw backs in the system so as to help the stakeholders can formulate better methods of sustainable disposal of MSW like recovery of resources and energy out of waste.

Saini Aruna and Kaur Navjot (2018) conducted a study to assess the impact of Mathuradaspura and Langadiyawaas landfills on the groundwater quality of surrounding areas. 24 samples were collected from the sample sites to analyse the ground water situation at Central Ground Water Board, Jaipur.

Hay et al., (2017) observed that architects practising in UK have felt that the evaluation of the built environment needs to focus beyond the realm of energy efficiency and be more inclusive of other elements of building performance. Post occupancy evaluations serve as a means of gathering information from the users about their expectations and requirements from the built environment.

Aulia and Ismail (2016) targeted the middle income population of Medan City, Indonesia living in gated community with the objective of determining their residential satisfaction criteria. The research observed that socio-economic attributes of the occupants, occupancy duration and characteristics of the residence in terms of typology and location affected resident's perception of satisfaction. The physical satisfaction criteria were location and design of the housing along with the common amenities, while the nonphysical criteria constituted of safety, social bonding and tenure

Anirudha Durafe and Dr. Manmeet Singh (2015) study the Banks capital buffer and business cycle: Evidence for India. The Regression analysis has been applied both to public and private sector banks which shows business cycle is having insignificant impact on the capital buffer but with different signs.

Bowon Kim(2015) explains a 3C Model for building Supply chain management with sustainable competitive capability. Competitive priorities for supply chains are low cost, consistent quality, and on-time delivery. The 3Cs are Calculus, Creativity and Commitment. Calculus represents in-depth, fundamental analysis before making any resource/strategic commitment to particular choices or actions. The levels of calculus (analysis is logical, robust and /or thorough enough) will affect the competitive strategy

Sunil Chopra and others (2014) describes the Supply chain management strategies, network design, cross functional and logistical drivers and metrics, Impact of Information Technology and coordination.

P. Manivannan, Dr. M. Someasundaran, "Purchase of Residential Flats" – Factors Influencing the Decision of Buyer in Selected Cities in Tamilnadu" IRJBM Volume No- VI Sept 2014 – Issue – (Pg.73). In the Real Estate business, the basic amenities is the most important factor which is followed by recreationalleisure, goodwill factors while deciding to purchase the flat.

Poirier C.C. (2013) advocates the four levels of supply chain optimization. The level one, 'Sourcing and Logistics' and level two, 'Internal Excellence' come under "Internal control". The level, three, 'Network Construction' and level four, 'Industry Leadership' come under "External control". Every Organization can assess their status level and strive to the next level.

Forrester J.W.(2012) indicates systems approach to Supply chain members and their supply chain management. Each member is an Entity with system elements of Input, Processes, output, control, feedback and boundary conditions. It explains the ramifi cations created by internal and boundary conditions. It also deals with outside or environmental pressures on the system elements.

Hsu C.C., Tan K.C., Kannan V.R. and Leong G.K. (2010) use mediated regression analysis and structural equation modeling to test the proposition that supply chain management practices mediate the relationship between operations capability and fi rm performance. Operations capability is defi ned in terms of a fi rm's new product design and development, total quality management and just-in-time capabilities.

T. Mamata (2010) has analyzed the study on issues related to Housing Finance: an experience with State Bank of India. It highlights certain areas of the banker and customer in specific to state Bank of India in housing finance in comparison with competitors in housing industry and also focuses on recovery system followed by State bank of India.

Jasni Rani. K (2010) studied the relationship between marketing effectiveness and housing finance in the Pondicherry region. The study was about the relationship between customer satisfaction; customer loyalty and performance of the housing finance institutions in Pondicherry region. It was found that the customer satisfaction was strongly contributed the customer loyalty that in turn strongly contributed to the performance. It was suggested by the author that the housing finance institutions should adopt well-planned marketing activities to improve the financial performance as well as the customer satisfaction

Bose Ashish & Om Prakash Mathur (2010) explained that the duty of „The Ministry of Urban Development and Poverty Alleviation under the Government of India" is to formulate policies, sponsors and supports programs, coordinates the activities of central ministers, state governments and monitor programs concerning urban development and housing in the country.

Yinan Qi, Boyer K.K and Zhao X (2009) declare that Supply chain management is the most popular approach as the Firms must have clear strategic thinking in order to effectively organize such complicated activities, resources, communications and processes. This is essential to enhance the global competitiveness of business corporations today. The authors explain a framework that identifi es three kinds of supply chain strategies: lean strategy, agile strategy and lean/agile strategy on in-depth case studies. Extant research also suggests that supply chain strategies must be matched with product characteristics in order for forms to achieve better performance

Hartmut Stadtler (2008) aims at extracting the essence of Supply chain management and advanced planning in the form of two conceptual frameworks: the house of SCM and the supply chain planning matrix. The contributions to this feature issue are assigned to the building blocks of the house of SCM or to the modules covering the supply chain planning matrix. The author focuses on the software for

advanced planning and outline the main shortcomings and present latest research results for their resolution.

Walker.W.T.(2007) lists out various signifi can't threads of developments in production and inventory planning and control. The supply chain networks involve fi ve principles (velocity, variability, vocalize, visualize and value) to analyze a competitor's network, to rationalize an existing network and to design, operate and optimize a new network.

Dwivedi. R.M (2007) in his book „Urban Development and Housing in India 1947 to 2007" pointed out that due to urbanization, the urban poor will increase to constitute as much as 50 per cent of the total population living in cities by 2020. The cities of developing countries have become a dumping ground for surplus population working in unskilled, unprotected and low-wage informal service industries and trade in India.

Gregor Dudek and Hartmut Stadtler(2006) proposes a non-hierarchical, negotiation-based scheme which can be used to synchronize the plans between two independent supply chain partners linked by material fl ows. The author attempts to link and coordinate planning between isolated parts of Supply Chain through Supply Chain planning matrix. He advocates Collaborative planning between adjacent planning domains.

Joshi (2006) examines preliminary evidence to suggest the existence of an asset bubble in the Indian housing market. He used a structural VAR model proposed by Blanchard and Quah (1989) to study the shocks to house prices that can be attributed to the monetary variables and income growth. The paper concludes that the Indian housing market was well equilibrated and that the risk of a bubble was not significant at this time. Another important finding was that monetary policy, specifically the interest rate, was the single most important determinant of the future growth of the housing market.

The phenomenon of fencing the urban space has to be considered as a' global phenomenon **(Gasior-Niemice et al 2007).** The complex process is explained by global and local factors. These factors are closely connected with political, economic, and cultural transformations, which take place at different pace on both local and global scale. Real estate business survives on the **Bawa. K**

Mehra(2005) discusses various views and contributions of various authors writing on the critical issues of managing supply chains, specifi cally, topics, such as relationship, quality, performance, integration, responsiveness, risk management strategies, agility and incentive systems in the supply chains are addressed.

Ketterer, R. (2002) made an attempt to understand the electronic, virtual real estate brokerage technology integration system and provided methods for a meaningful guidance to buyers and sellers of estate for their process of transaction property.

Bukhary. H (1999) In his paper "Theoretical issues of policies in general and housing policies, in particular in Bangladesh" have been discussed and found that the Government"s housing policies were oriented towards providing housing for its own employees only. However, the Government also had prepared housing schemes for people under the poverty line. In the light of "the enabling approach" Government would help the up-gradation of the slums through providing various services, making available, affordable land, finance and encouraging Nongovernment Organizations (NGO) to upgrade shelters and provide essential services. The Government also established a National Housing Authority (NHA) to cater the needs of housing for low and middle income groups in Bangladesh.

According to Curry (1994) there is important relationship between job satisfaction and organizational climate. Both can influence each other. Open atmosphere or climate will cause reducing the job satisfaction. Organizational climate has positive effects on job satisfaction and also have direct relationship between these two variables as higher the climate the job satisfaction is also higher (Walker, Mahajan, Ford, 1984). Villiani (2007) concluded organizational climate as an effective ingredient for efficacious and organization efficiency.

Kainth.G (1985) discussed the trends of urbanisation in the state of Punjab during 1971-81. They revealed the fact that if this trend of urbanisation continues, the state will face the severe problems of housing and sanitation of urbanisation.

As per the report on Trend and progress of housing in India 2012 issued by the National Housing Bank, "The Indian Mortgage Market has been growing at around 18 per cent in the fiscal year **2010-11** owing to enabling factors such as a stable operating environment, buoyant property prices etc. Prior to formation of the National Housing Bank in 1988 and tabling of the draft housing policy, the housing

finance sector was dominated by informal sources. However, the market has evolved since then and today a number of institutions offer housing finance as a product. The growth in the housing loan portfolio of HFCs has been encouraging with a growth of 19 per cent in the outstanding housing loan portfolio for the year ending March 31, 2012. The market share of HFCs is approximately 30-35 per cent of the retail housing finance market catering primarily to the borrowers in the formal sector."

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design:

A detailed outline of how an investigation will take place. A research design will typically include how data is to be collected, what instruments will be employed, how the instruments will be used and the intended means for analyzing data collected.

Research design is a detailed blueprint used to guide the research study towards its objectives. The process of designing a research study involves many interrelated decisions. The most significant decision is the choice of research approach as it determines how the information will be obtained.

This type of research is a descriptive approach which means asking questions to people who are believed to possess the desired information. It measures the magnitude of people's knowledge, attitudes etc. In survey method the data collection is through interview using structured questionnaire.

The questionnaire or structured interview schedule is the data collection technique most used by social surveys. It is traditionally in the form of a printed document and is essentially a list of questions. The defining features of the questionnaire/structured interview schedule are that the design itself is highly structured and that the same instrument is administered to all the participants in the survey. The design and way the questionnaire is administered depend on the type of survey.

There are 3 types of research design.

- Exploratory research design
- Descriptive research design
- Causal research design

For this study, **"EXPLORATORY RESEARCH DESIGN"** was undertaken to gain a better understanding of a problem or issue.

3.2 Sources of Data:

Primary data: It has been collected using the structured questionnaire with personal interviews with the customers at the stores and through personal observations.

All the data are collected by two methods:

      a. In person interview

      b. Google forms

Secondary data: It has been collected from various magazines, Internet, bank reports, textbooks and related websites.

3.3 Structure of Questionnaire:

Introduction:

      The purpose of the questionnaire aims to understand the "BUYERS DEMAND IN REAL ESTATE " in DELUXE APARTMENTS BUILDINGS AND COMPANY CHENNAI which covers the various services they provide to their customers that the responses will be used to improve customer satisfaction.

Demographics:

      Questions asked to the customers are to collect demographic information, such as age, gender, occupation, income, etc.

Product/Service Usage:

- Questions include how frequently the customer uses the product/service.
- Which features of the product/service the customer uses the most.
- How long the customer has been using the product/service.

Customer Satisfaction:

- The questionnaire asked the customer to rate their overall satisfaction with the product/service from Very Satisfied, Somewhat Satisfied, Neutral, Somewhat Dissatisfied, Very Dissatisfied.
- The questions framed for the customer is to rate their satisfaction with specific aspects of the product/service (e.g., customer service, price, quality, ease of use) from Very Satisfied – Very Dissatisfied.

- Finally, the customers asked to provide any feedback or suggestions for improving the product/service. This is framed to understand what exactly the customers want and what needs to be changed or improved.

Loyalty:

- Questions asked to the customer if they would recommend the product/service to others which shows how much of a trust they have towards the bank.
- Questions asked the customer if they would continue to use the product/service in the future or any new services you might use in future (like Fixed deposits, Mutual Funds etc.).

Questions were kept concise, clear, and easy to understand. And made sure to test the questionnaire with a few customers to ensure that it is effective in gathering the desired information.

3.4 Sampling Size:

159 customers of DABC are being used for the research.

3.5 Sampling Technique:

Sampling Method -

Non-Probability sampling method – convenience sampling.

Convenience sampling -

It is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher.

Purpose of convenience sampling: It saves time, money and effort but at the expense of information and creditability. **Population:** Walk-in customer.

3.6 Period of the Study:

The period of study is end of January 2023 through mid of March 2023.

3.7 Analytical Tools:

The Data's Are Obtained from Personal Interview When Clients Visit the Site and Some of the Data's Are obtained Structured Questionnaire.

1. The Table, Pie Chart, Graphs – The tables, pie charts, and graphs are powerful tools that are used to present the findings in a clear, concise, and easily understandable way. This can help to communicate the results of research on customer overview and satisfaction of IOB's Retail services.

2. Microsoft Excel and Word are used in research to analyze and present data.

- Excel is used for organizing and manipulating large amounts of data, performing statistical analysis, and creating charts and graphs to visualize results.
- Word is used to write research reports and analyze qualitative data such as customer feedback or survey responses and give the complete report on the research findings which has been obtained.

Overall, these software tools helped to collect, analyze, and present data in a clear and concise manner, making it easier to draw conclusions about customer Overview.

3. Percentage Analysis-

Percentage analysis is a valuable tool in research for customer Overview as it allows us to quickly and easily identify areas of strength and weakness and develop targeted strategies for improvement.

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Percentage refers to the special kind of ratio. Percentage are used in making comparison between two or more series of data. It is used to describe relative terms with the series of two or more series of data.

No. of Respondent

Percentage of Respondents   =   ----------------------- X

100   .

Total Respondent

THE DATA'S ARE COLLECTED ONLY IN

(FENRUARY 2023 - MARCH 2023)

4.1.1 CLASSIFICATION OF CUSTOMERS ENQUIRY BASED ON

THEIR AGE

TABLE 4.1.2

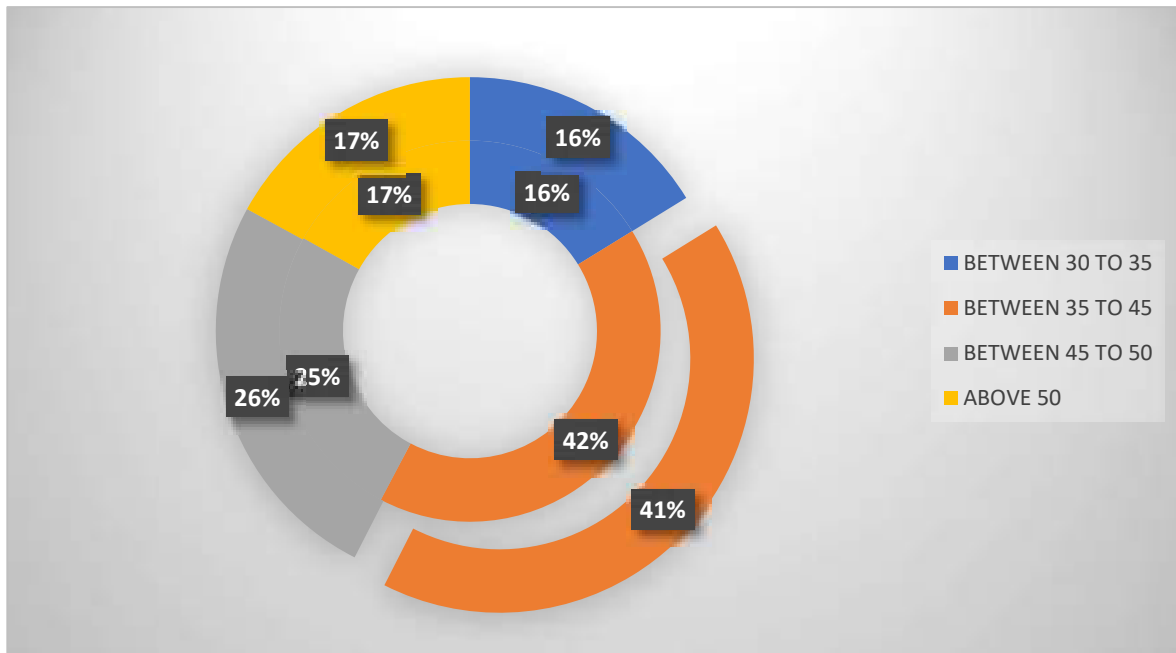| AGE CATEGORY	FREQUENCY	PERCENT
BETWEEN 30 TO 35	23	16.1
BETWEEN 35 TO 45	59	41
BETWEEN 45 TO 50	36	25.3
ABOVE 50	24	16.9

FIGURE 4.1.3

INTERPRETATION:

In The Table 4.1.2 Classified the Customers Enquiry Based on their Age, the table shows 23 customers are in the age between 30 to 35, 59 customers are in the age of 35 to 45, 36 customers are in the age of 40 to 50 and 24 customers ae above the age of 50

The Figure 4.1.3 Show The Percentage Analysis of Customers Enquiry Based on their Age 42 percent of the people are in the age of 35 to 45 Which is the Highest percentage in the analysis Next to that 26 percent of the Customers are fall in the age of 45 to 50, The Customers Between the age of above 50 are in third place in the analysis And in the last 16 percent of the people are in the age of 30 to 35

4.2 ON WHICH BASIS DO CUSTOMER PREFER TO FIND A PROPERTY

TABLE 4.2.1

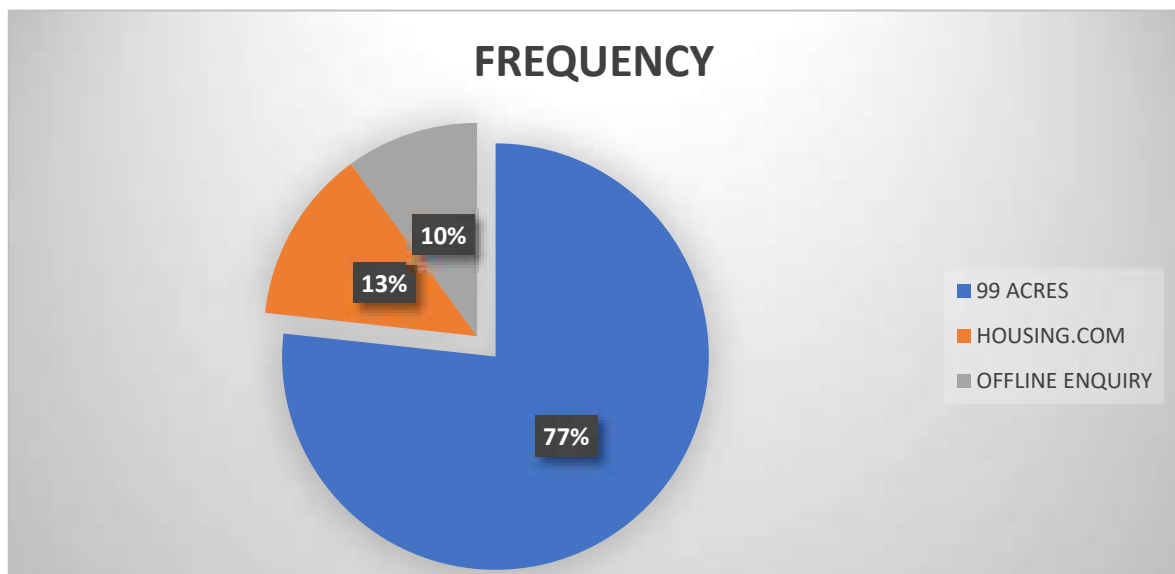| BASIS	FREQUENCY	PERCENTAGE
99 ACRES	122	76
HOUSING.COM	21	13
OFFLINE ENQUIRY	16	10
TOTAL	159	100

FIGURE 4.2.2

INFERENCE

The Figure 4.1.2 Show That Majority of the Buyers Contact Builders or See's the Project through 99 acres' websites,In this Analysis 77 percent of the customers are Enquired Using 99 acres, Next to 99 acres more clients prefer Housing .com with 13 percet, only reset of them Contact the builder through Site Visit.

Here 99 acres seems to be high in Percent but the Conversion to booking is very low in Rate

4.3 CLASSIFICATION OF BUYERS BASED ON PREFERED PROJECT

TABLE 4.3.1

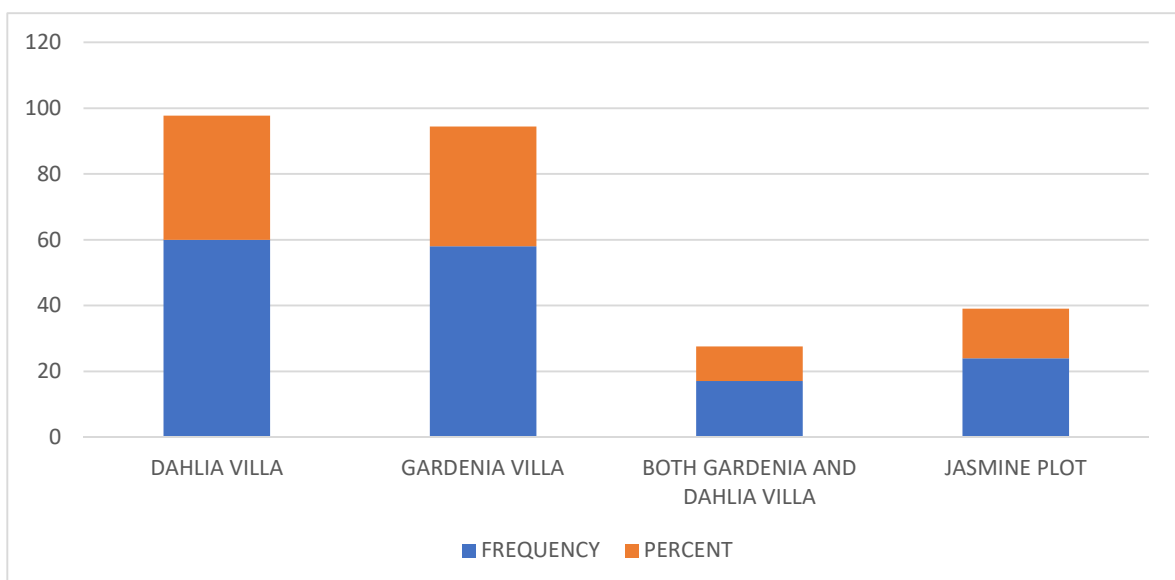| NAME OF THE PROJECT	FREQUENCY	PERCENT
DAHLIA VILLA	60	37.7
GARDENIA VILLA	58	36.4
BOTH GARDENIA AND DAHLIA VILLA	17	10.6
JASMINE PLOT	24	15

FIGURE 4.3.2

INFERENCE

the Table 4.3.1 The Customers has been classified based on the project they are interested

Maximum Customers Are Interested in Gardenia Villa Has (58) Customers, which contains a Spec of 1000sqft Land Area & 1700Sqft Build up Area, It has Single car carking Individual 100ft Bore, 6000Liter individual sump, Individual Bio Septic Tank.

4.4 CUSTOMER PREFER VILL OR APARTMENT OR PLOT

TABLE 4.4.1

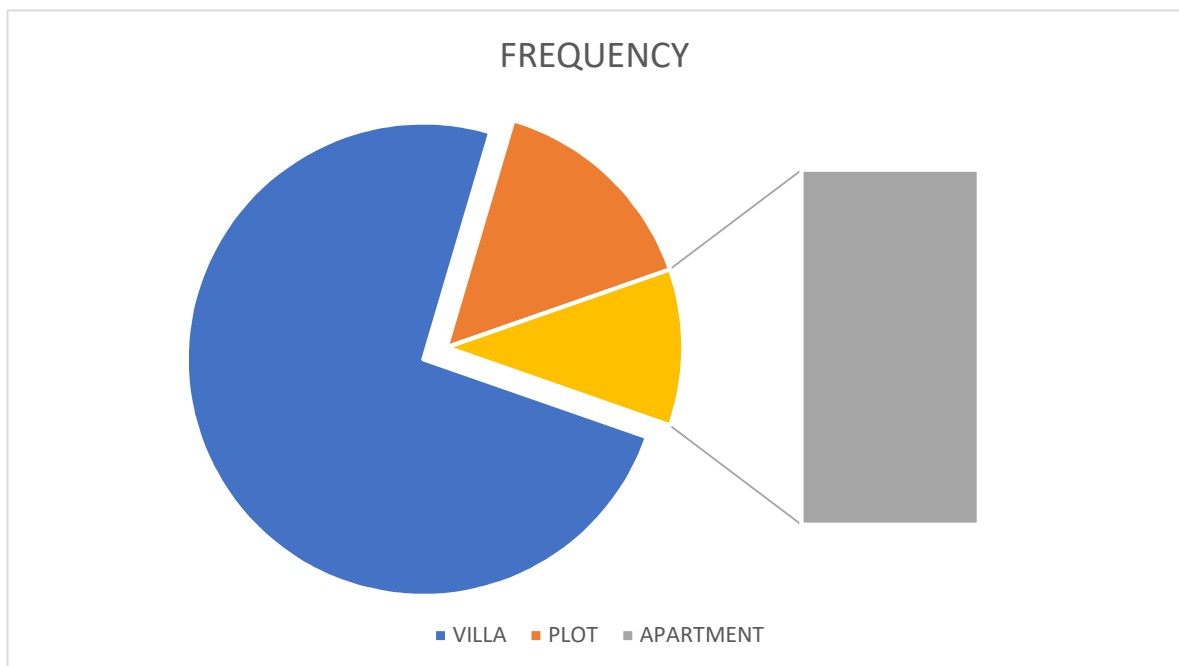| PROPERTY	FREQUENCY	PERCENT
VILLA	118	74.2
PLOT	24	15
APARTMENT	17	10.6

FIGURE 4.4.2

INFERENCE

In the Above We Can able to See that Most of them Choose Villa 118 Customers Who Visited Dabc has Chooses Villa Which Covers 74.2 percent Next to that 24 Customers prefer Plot Which Covers 15 percent Because Choosing a Villa and plot is Very Safer Compared to apartment

4.5 CUSTOMER PREFERENCE IN PRICING

TABLE 4.5.1

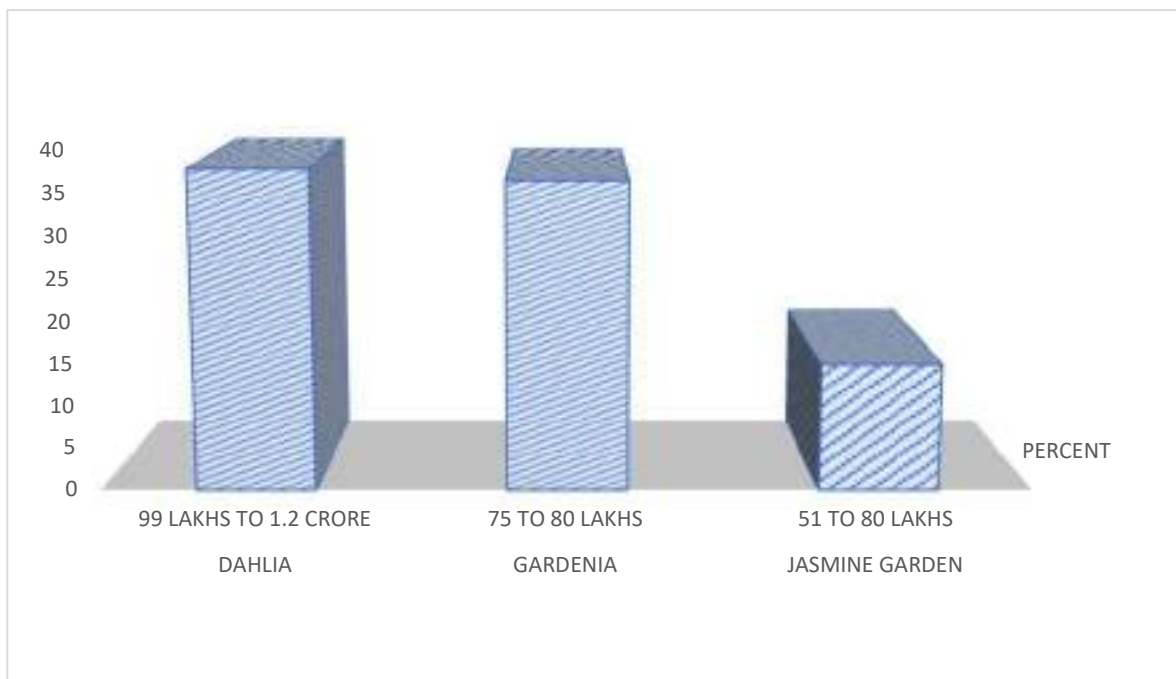| NAME OF THE PROPERTY	PRICING	PERCENT
DAHLIA	99 LAKHS TO 1.2 CRORE	37.7
GARDENIA	75 TO 80 LAKHS	36.4
JASMINE GARDEN	51 TO 80 LAKHS	15

FIGURE 4.5.2

INFERENCE

In the Above Table and Figure the Preferences of Customers Pricing is clearly mentioned 74 percent of them chooses Villa in that 98 percent choose the budget of 99lakhs to 1.2 cRore and 37 percent of them chooses the budget of 75 to 80 lakhs

4.6 DATA ON HOW LONG CUSTOMERS LOOKIN G FOR A PROPERTY

TABLE 4.6.1

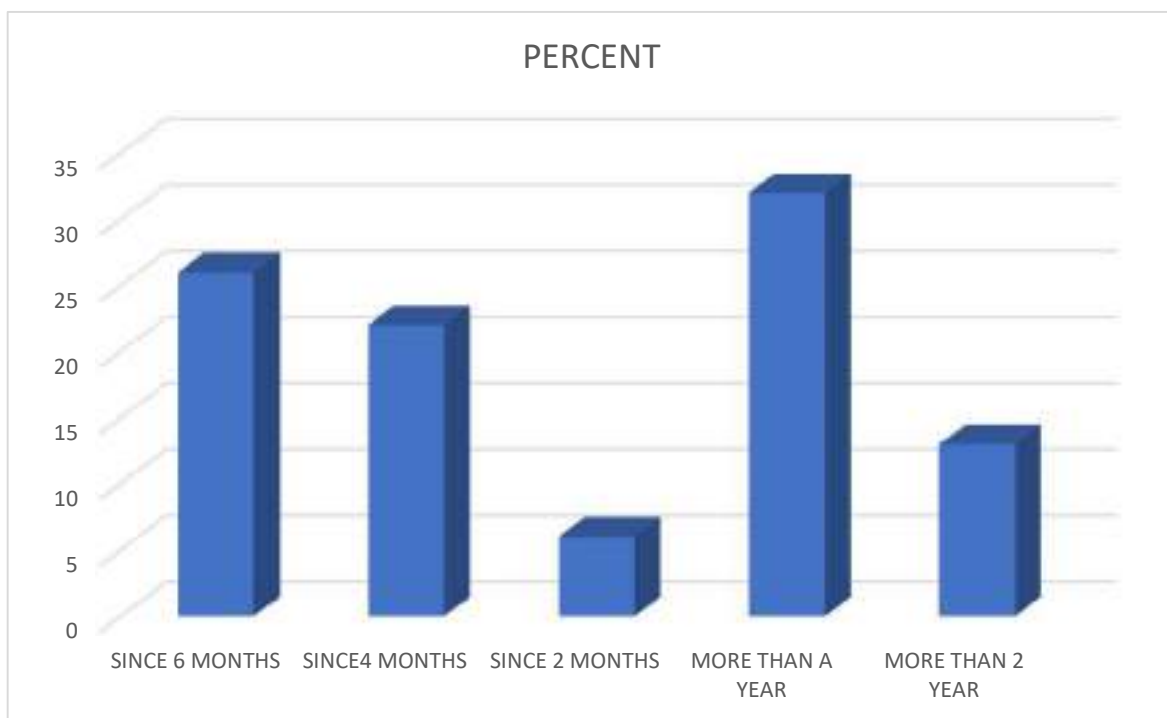| DURATION	PERCENT
SINCE 6 MONTHS	26
SINCE4 MONTHS	22
SINCE 2 MONTHS	6
MORE THAN A YEAR	32
MORE THAN 2 YEAR	13

FIGURE 4.6.2

INFERECE

In The Above Given Table and Figure the Data on How Long does a Customer Looking For a Property is Mentioned By Surveying 159 Customer 26 percent of them are looking Propperty for Since 6 Months, 22 percent of them are looking for a Right Property Since 4 months, 6 percent of them are looking Property Since 2 months, The Majority 32 percent of them Are looking Property More than a year Finally 13 percent of them are loking for a property more than 2 year

4.7 ON WHAT BASIS CUSTOMER CHOOSE THE PROPERTY

TABLE 4.7.1

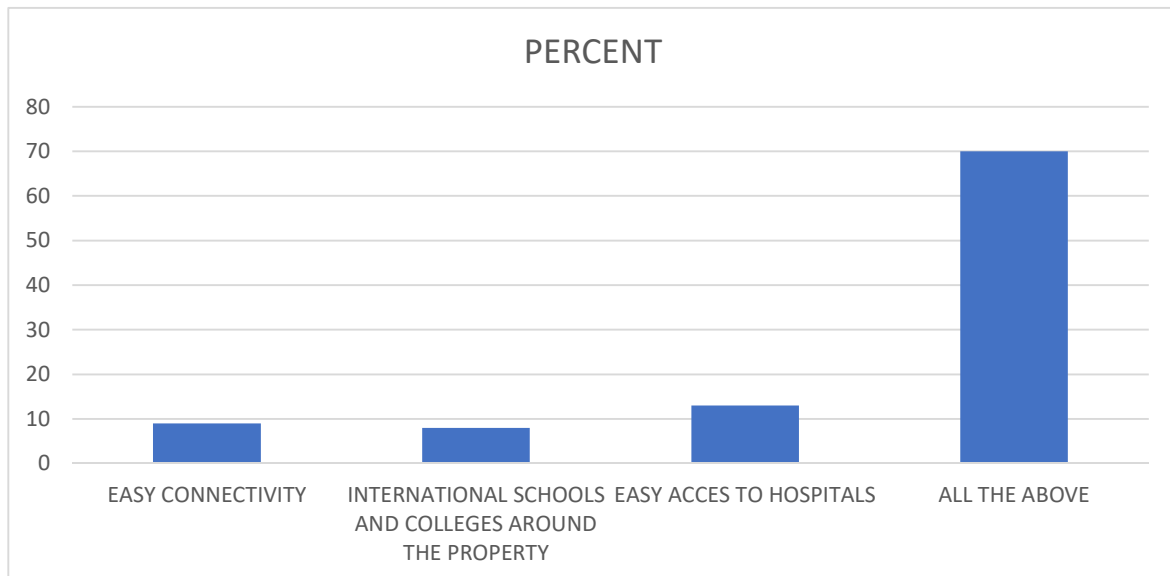| BASIS	PERCENT
EASY CONNECTIVITY	9
INTERNATIONAL SCHOOLS AND COLLEGES AROUND THE PROPERTY	8
EASY ACCES TO HOSPITALS	13
ALL THE ABOVE	70

FIGURE 4.7.2

INFERENCE

The Table 4.7.1 and the Figure 4.7.2 Shows The percent on What Basis Customer Choose the Property Here Majority of them i.e.,70 percent are choosing Property with All of the Given Basis i.e., Easy Connectivity, International Schools and colleges around the Property and easy access to Hospitals, 13 percent of them Chooses Property Which is Easy access to Hospitals and only 8 percent f them Chooses Schools and Colleges Around the Property

4.8 CUSTOMERS EXPECTATION ON PROPERTY LOCATION

TABLE 4.8.1

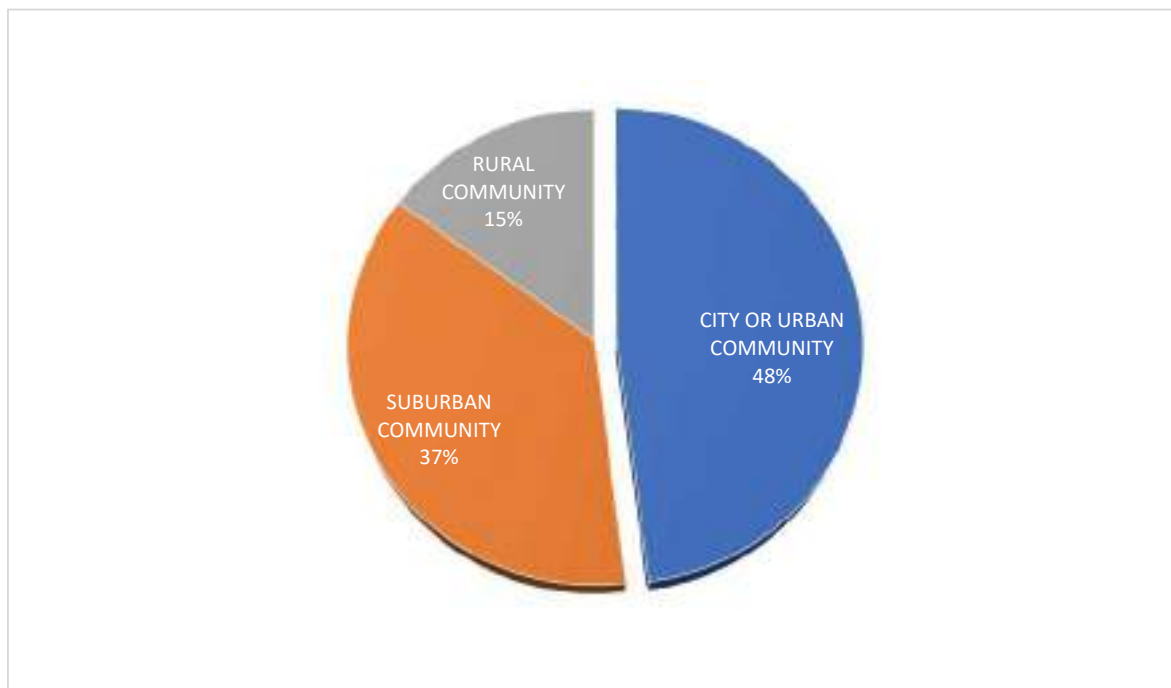| LOCATION	PERCENTAGE
CITY OR URBAN COMMUNITY	48
SUBURBAN COMMUNITY	37
RURAL COMMUNITY	15

FIGURE 4.8.2

INFERENCE

The above Table and the pie Chart Shows the Customers Expectation on property location Here 48 percent of the Customers Prefer City or Urban Area to buy a property and 37 percent of the Customer Choose Suburban Community to Buy a Property, at a very low percentage only 15 percent of the Customers Choose Rural Most of Them choose Urban Area Because They Need an best place where they get easily connectivity to their work place and for their children's education

4.9 IF THE BUYER GETS RIGHT PROPERTY WILL THEY MAKE IMMEDIATE DECISION

TABLE 4.9.1

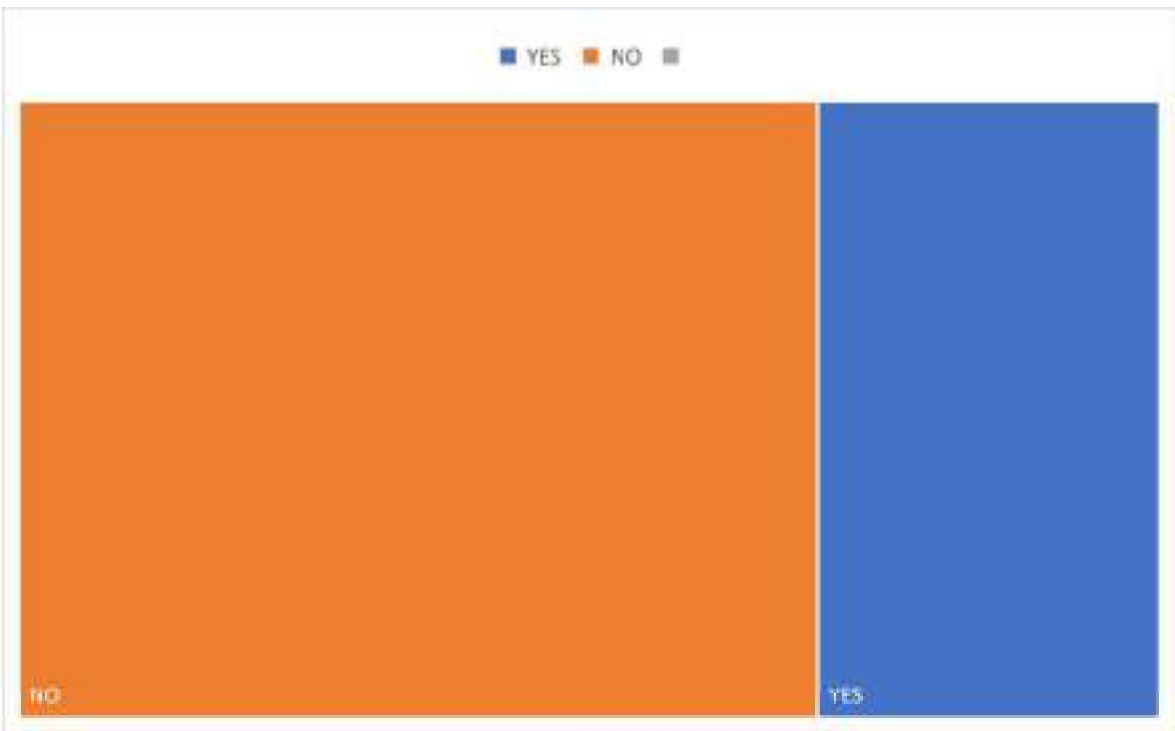| YES OR NO	PERCENT
YES	30
NO	70

FIGURE 4.9.2

INFERENCE

In the Table 4.81 Shows that only 30 percent of the Customers can sble to choose the Property immediately 70 percent of the Customers cnnot able to choose the property immediately

Most of the people does not able to make immediate decision because they need a property which will last life longer for their use

So they go through different types of property to decide the property which will suitable for them

4.10 WHICH SOURCE OF INFORMATION DOES CLIENTS USE WHILE CHOOSING REAL ESTATE PROPERTY

TABLE 4.10.1

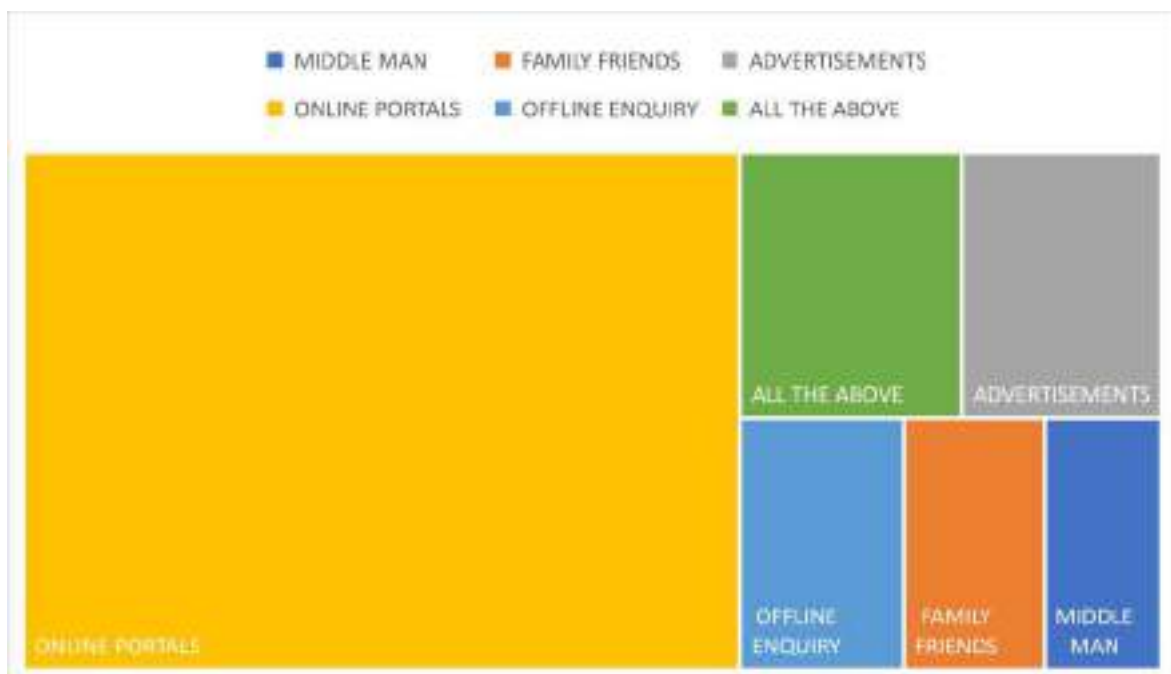| SOURCES	PERCENT
MIDDLE MAN	5
FAMILY FRIENDS	6
ADVERTISEMENTS	9
ONLINE PORTALS	63
OFFLINE ENQUIRY	7
ALL THE ABOVE	10

FIGURE 4.10.2

INFERENCE

In the Above Table 4.10.1 and Figure 4.10.2 the analysis of what source is used by clients to searching a property is used is analysed

Now a day's Online portals plays a major role in every field few years back if any individuals need a property they need to contact middleman who arranges for property and sit visit 63 Percent of the people has choose Online portals in searching the product

4.11 THE REASON THAT ATTRACTS THE CLIENTS TO VISIT DABC

TABLE 4.11.1

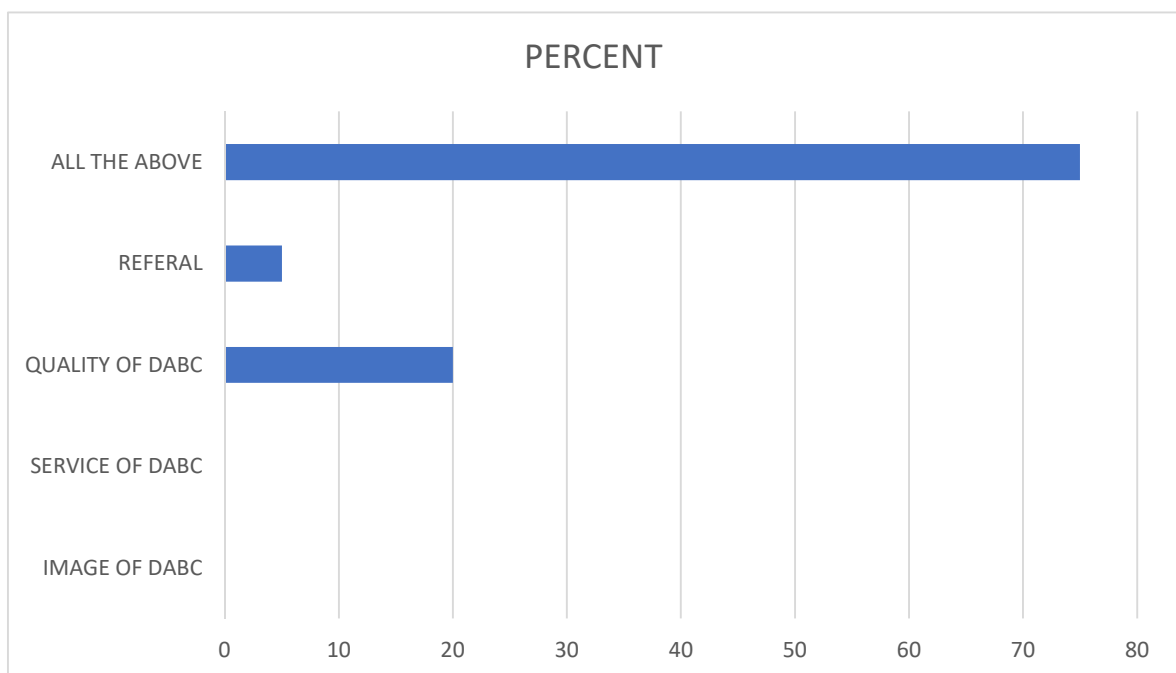|	PERCENT
IMAGE OF DABC	0
SERVICE OF DABC	0
QUALITY OF DABC	20
REFERAL	5
ALL THE ABOVE	75

FIGURE 4.11.2

INFERENCE

In the Table 4.11.1 it has been clearly mentioned that 75 percent of the people prefer image, service, quality and referral to choose a property

Every Individuals Who Buys a New Property Mainly Prefer Quality and The Reputed Name of the Builder

4.12 DO CUSTOMER PREFER TO BUY A PROPERTY VIA HOUSING LOAN OR LIQUID CASH

TABLE 4.12.1

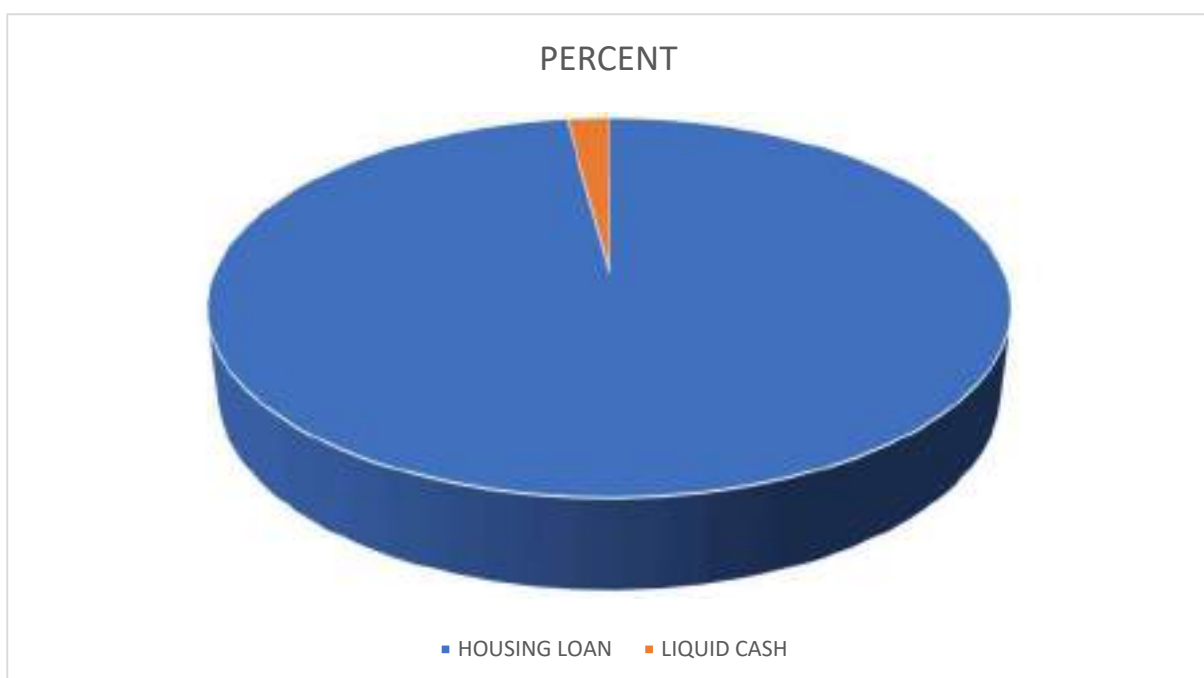| PREFERENCE	PERCENT
HOUSING LOAN	98
LIQUID CASH	2

FIGURE 4.12.2

INFERENCE

In the Survey I Have Interviewed More Than 159 People 98 Percent of the people only prefer Housing Loan and only 2 percent prefer Liquid Cash (Table 4.12.1) I had found that most of the people are in higher middle class range they have and extraordinary income in the range of above 70000 but they cannot able to arrange a 70 to 80 lakhs of amount immediately. So, most of them Prefer Housing Loan to buy a Property

Where's The Individuals who buys the property in spot cash are Luxury people who can arrange the amount very easily

4.13 WHICH FINANCE COMPANY DO CUSTOMER PREFER FOR HOUSING LOAN

TABLE 4.13.1

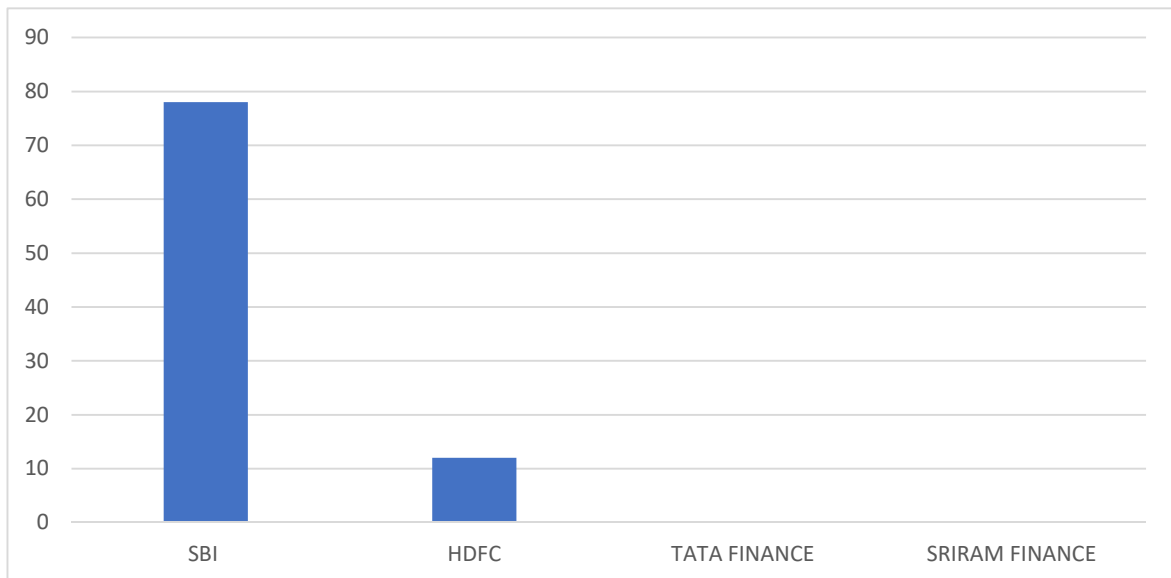| BANK	PERCENT
SBI (STATE BANK OF INDIA)	78
HDFC (HOUSING DEVELOPMENT FINANCE CORPORATION LMITED)	12
TATA FINANCE	0
SRIRAM FINANCE	0

FIGURE 4.13.2

INFERENCE

The Table 4.13.1 Shows the Customers preferred finance company for housing loan 78 percent of the people only prefer SBI (STATE BANK OF INDIA) for their Housing loan, only 12 percent of the people prefer HDFC (HOUSING DEVELOPMENT FINANCE CORPORATION LMITED)

Even Though the Builder Provide Finance Services from Sriram Capitals And Tata Finance No customers Choose them

4.14 IS THE SERVICE PROVIDED BY DABC BUILDER IS SATISFIED TO THE CUSTOMER?

TABLE 4.14.1

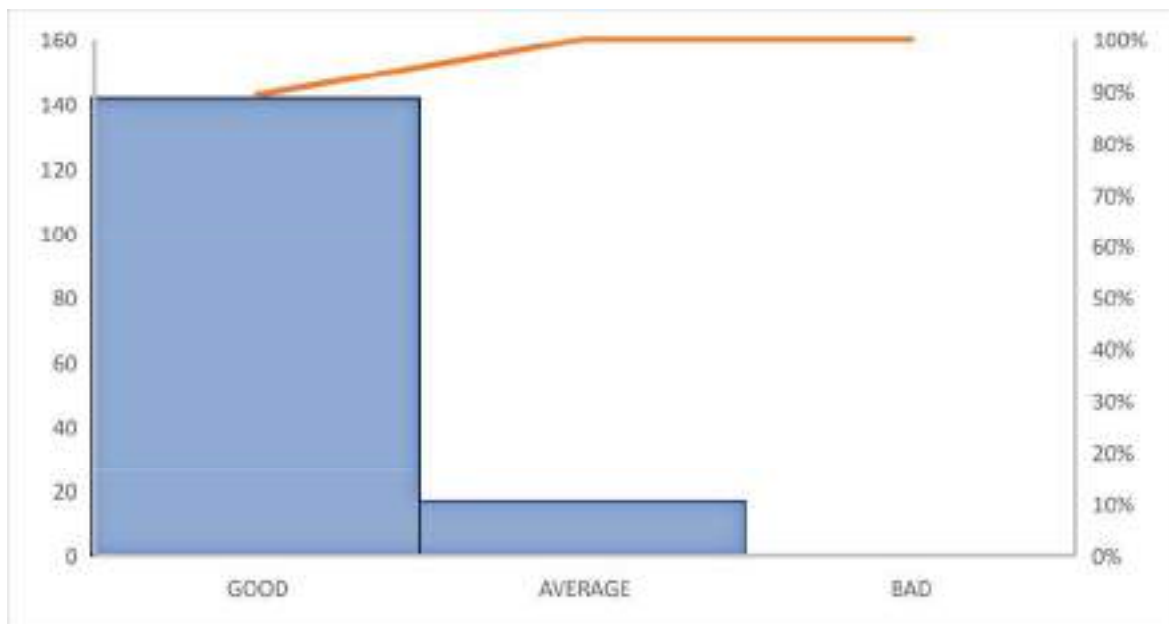| SERVICE	FREQUENCY	PERCENTAGE
GOOD	142	89.3
AVERAGE	17	10.6
BAD	0	0

FIGURE 4.14.2

INFERENCE

In The Above Figure 4.14.2 Percentage Analysis Shows Most of the client are satisfied with the service provided by dabc builder 142 Customers are Given Good to the service provided by Dabc i.e, 89.3 percent of the Customers , 17 customers are rated average to the Service Provided by Dabc i.e, 10.6 percent of the people are Given average to the service of Dabc

4.15 DESIGNATION OF SITE VISITORS

TABLE 4.15.1

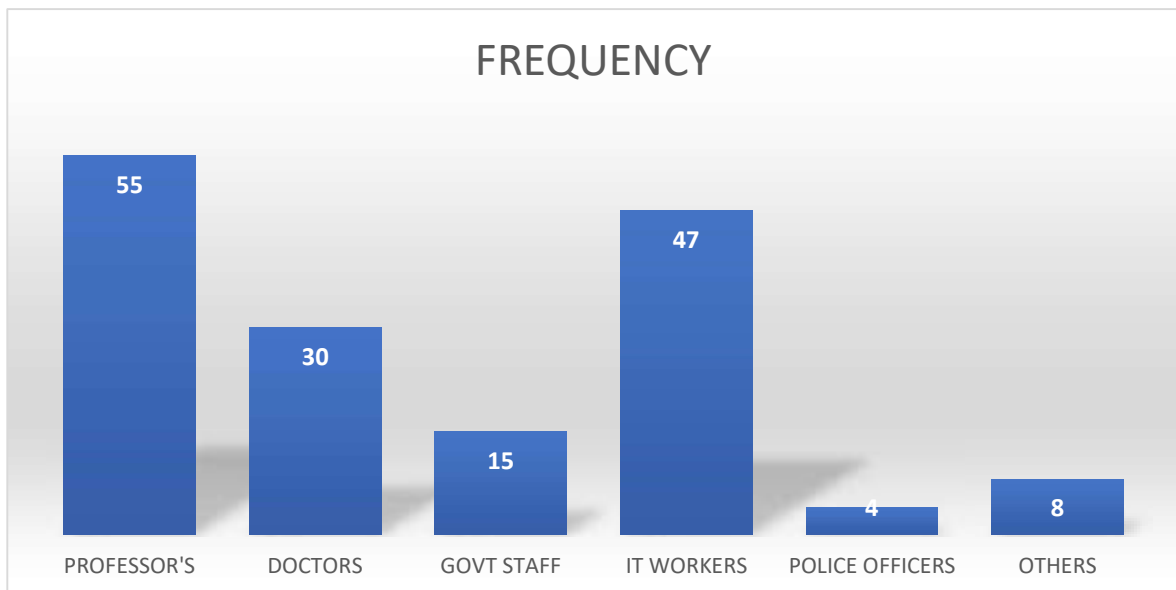| DESIGNATION OF SITE VISITORS	FREQUENCY
PROFESSOR'S	55
DOCTORS	30
GOVT STAFF	15
IT WORKERS	47
POLICE OFFICERS	4
OTHERS	8

FIGURE 4.15.2

INFERENCE

In the Table 4.15.1 The Designation of the Customers are classified, In this Classificatio 55 Customers are Professors's, 30 Customers are Doctors, 15 customers are Government staff, 47 Customers are IT Workers, Only 4 are in Police Department And 8 peoples are in other Professions

4.16 NUMBER OF ENQUIRYS AND BOOKINGS

TABLE 4.16.1

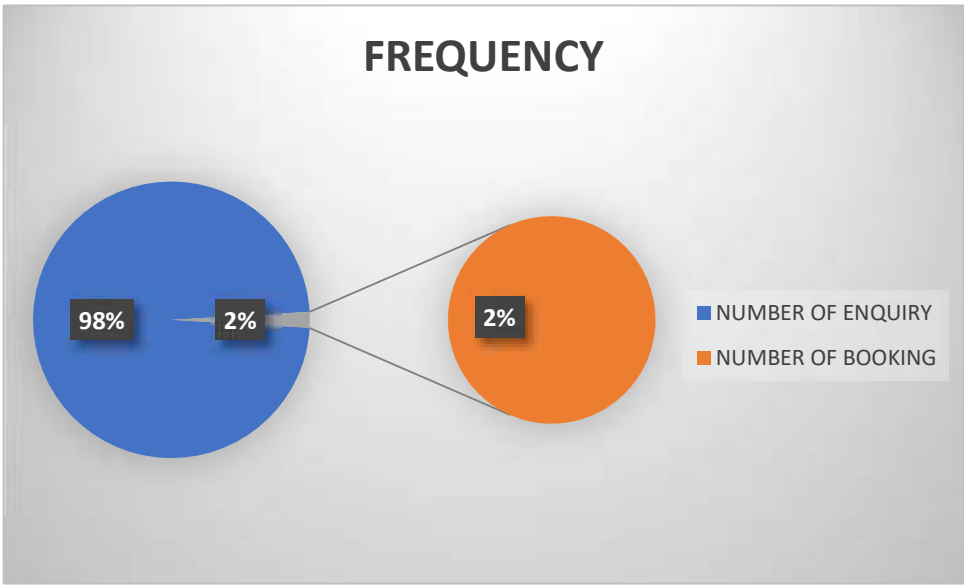| CLASSIFICATION	FREQUENCY
NUMBER OF ENQUIRY	159
NUMBER OF BOOKING	3

FIGURE4.16.2

INFERENCE

In The Above Figure 4.16.2 It has Been clearly Classified that 98% of the people are Just enquiring and Visiting the site but they are not Satisfied With the product or with the budget So, only 2 percent of the Clients are interestedd in the project and they able to buy the Property

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings:

- Majority of customers are satisfied with DABC BUILDER.

- Majority of customers are aware of services and extra services offered by DABC BUILDER. And not all the services.

- Most of the individuals cannot find the property which is suitable for them

- Majority of the Individuals cannot make immediate decision in deciding project

- 70 to 80 lakhs budget project are afforded by most the individual but they like 99 lakhs project they cannot able to afford those project in this case they buy the next level project

- Customers are facing Problem in Housing Loan and they are confused to Select with bank they can afford

- Most of the people choose SBI (STATE BANK OF INDIA) bank but they cannot get loan from SBI (STATE BANK OF INDIA) due to particular reason

- Now a day Most of them prefer Villa Compared to apartment

- The Clients Main Expectation is quality of the project they buy should in government standard

- In Some Case Customer Facing Problem in Site Visit while The sales officer may in other meeting with another client

- Most of the Property Buyers Often Visit Online Portals to find the property

- The Enquiry list in vast number and the visitors are half the rate of enquiry rate

- Leads Cost is very high as compared to conversion ratio

- The Clients who does not able to visit the site are asked for details through WhatsApp

5.2 Suggestions:

- ✓ The Builder should make some efforts to improving good relationship with customer.
- ✓ The Builder should enhance their services according to the needs of the customer.
- ✓ The Builder should make its Site Visit Procedures less time consuming.
- ✓ The Builder should make effort to aware the customers about all their extra services.
- ✓ More stress should give on the advertisement and promotional activities
- ✓ More skilled employees should be additionally employed to make the Site Visit faster and to reduce the Client Waiting for long Time in the sales room
- ✓ The Sales Person Should Explain every pros and cons of project while he filling the booking chart
- ✓ The Builder Try to Provide Proper Cost sheet to the buyers it can help them in deciding the project
- ✓ The Sales Person Should Not Often Disturb Client to buy the Project
- ✓ Builder should often update the Online Website so The Buyers can easily know how many units are available currently in the community
- ✓ While the clients are asked to send the details without visiting site here the sales team take suggest them to visit the site once

5.3 Conclusion

Everyone wants to maximize their return on any investment they make. The real estate market is the most profitable type of investment most of the time. With each passing year, the real estate industry is growing by leaps and bounds. Millennials want to invest in real estate to either settle down or increase their return on investment. This investment has a guaranteed profit gain, but only if you properly analyze and invest in a trending yet developing location under the radar for many.

Chennai is one such promising investment location that is the best among all the metropolitan cities. So, let's discuss why investing in real estate in Chennai is more profitable than in any other place.

Chennai provides an unmatchable number of investment options in and around the city with good ROI potential. Keeping the social infrastructure, excellent connectivity, growth potential, development plans and reasonable real estate pricing in mind, one can undoubtedly declare Chennai the best investment zone in India.

REFERENCE

❖ **Agawral and Bharat Nagar (2019)** analysed the solid waste management system in Jaipur city and brings about the draw backs in the system so as to help the stakeholders can formulate better methods of sustainable disposal of MSW like recovery of resources and energy out of waste.

❖ **Pacific Business Review International Volume 11 Issue 1, July 2018** (A Critical Study on Loans and Advances of Selected Public Sector Banks for Real Estate Development in India)

❖ **Radha Vasudevan (2007)** Department of Politics and Public Administration University of Madras Chennai, India (Changed Governance or Computerized Governance? Computerized Property Transfer Processes in Tamil Nadu, India)

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ANNEXURE (Questionnaire)

1. NAME:

2. AGE:

3. DESIGNATION:

4. FROM WHICH SOURCE DO YOU CONTACT DABC
    A. 99 ACRES
    B. HOUSING.COM
    C. OFFLINE ENQUIRY
    D. DABC WEBSITE
    E. DABC AD

5. WHICH SOURCE OF INFORMATION DO YOU USE WHILE CHOOSING REAL ESTATE PROPERTY?
    A. MIDDLE MAN
    B. FAMILY FRIENDS
    C. ADVERTISEMENT
    D. ONLINE PORTALS
    E. OTHERS

6. WHICH PROJECT DO YOU PREFER IN DABC
    A. DAHLIA VILLA
    B. GARDENIA VILLA
    C. BOTH GARDENIA & DAHLIA VILLA
    D. JASMINE PLOT

7. WHAT DO YOU PREFER IN THE BELOW?
    A. VILLA
    B. PLOT
    C. APARTMENT

8. AT WHICH BUDGET YOU ARE EXPECTING THE PROPERTY
    A. 99 LAKHS TO 1.2 CRORE
    B. 75 TO 80 LAKHS
    C. 51 TO 80LAKHS

9. HOW LONG DO YOU LOOKING FOR A PROPERTY?
    A. SINCE 6 MONTHS
    B. SINCE 4 MONTHS

C. SINCE 2 MONTHS

D. MORETHAN 1 YEAR

E. MORETHAN 2 YEAR

10. ON WHAT BASIS DO YOU CHOOSE THE PROPERTY

A. EASY CONNECTIVITY

B. INTERNATIONAL SCHOOLS AND COLLEGES AROUND THE PROPERTY

C. EASY ACCES TO HOSPITALS

D. ALL THE ABOVE

11. AT WHICH LOCATION YOU ARE EXPECTING PROPERTY TO BE IN

A. CITY OR URBAN COMMUNITY

B. SUBURBAN COMMUNITY

C. RURAL COMMUNITY

12. IF YOU GET A RIGHT PROPERTY WILL YOU ABLE TO MAKE DECISION IMMEDIATELY

A. YES

B. NO

13. DO YOU PREFER HOUSING LOAN OR LIQUID CASH TO BUY A PROPERTY?

A. HOUSING LOAN

B. LIQUID CASH

14. WHICH FINANCE COMPANY DO YOU PREFER FOR HOUSING LOAN

A. SBI

B. HDFC

C. SRI RAM CAPITALS

D. TATA CAPITALS

15. THE SERVICE PROVIDED BY DABC IS

A. GOOD

B. AVERAGE

C. BAD