

Real Estate and Analyse the Buying Behaviour of the Clients



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Introduction

Real estate, a crucial part of the global economy, encompasses properties from residential homes to commercial buildings and land. It shapes urban landscapes, meets housing needs, and provides spaces for businesses. The real estate sector is influenced by complex factors, and buyer decisions are crucial. Understanding buyer behavior is essential for real estate professionals, investors, policymakers, and researchers. Buyer behavior encompasses actions, motivations, and decision-making processes when purchasing or investing in real estate properties. It is a multifaceted area of study that delves into psychology, economic considerations, and external factors guiding buyers' choices in the market.

Objective of Study in Real Estate and Analyse the Buying Behaviour of the Clients

The aim to do study in real estate is to study about the current trend in the Mumbai market, and to analysis buying behaviour of the buyer and factors which motivate him to buy a particular inventory (flats).

Objective of Study

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Research Methodology

Research Design

Although there are many connected decisions to be made during the research design process, choosing the research strategy is a crucial step since it dictates how relevant data for a study will be gathered. Secondary data were employed in the study.

The researcher tried to identify and explain the factors that are present in a particular circumstance as well as to characterise the relationship between these variables. This study's methodological approach is descriptive. The researcher initially used a questionnaire to conduct a Descriptive analysis on 61 respondents in order to examine the influence of customer perception.

The researcher then conducted in-person interviews with individuals from a range of demographic profiles to ascertain their opinions and viewpoints on the Mumbai real estate market.

Method of data collection

Both primary and secondary data were gathered during the course of the project.

In-depth information was acquired via questionnaires. The survey is organised, and the vast majority of the questions have multiple answers. There were several open-ended questions on the form as well. Respondents were required to complete 5-point Likert scales for several questions. The following sources are used to get the secondary data: merchandise websites, marketing-related journal articles, research papers, and publications.

Sampling Design

There are 4 phases in the sample design process. These processes are interrelated and apply to every part of the project's marketing research.

The actions to take are as follows:

- Specify the intended audience.

A set of components or items that contain the data the researchers are looking for and from which conclusions are to be derived constitute the target population. The Delhi/NCR area serves as the target market. The participants' professional backgrounds ranged widely.

- Select a sample method.

In this study, the sample approach known as Convenient sample approach was employed. The reason for this is that all persons should be given equal opportunities in order to grasp customer perspective more effectively. The choice of sampling units is largely the interviewer's responsibility. People who are at the right place at the right moment are commonly picked as respondents.

- Do the sample size calculation.

The sample size is the quantity of units or respondents to be used in the investigation. Sample size should consider resource limitations as well as the sample size employed in related research. The study's sample size is influenced by the target population. In order to get better findings while studying consumer perception, a sample size of 61 consumers was used.

Analysis-Related Equipment

The main research tool was a structured questionnaire comprising both open-ended and closed-ended questions. The vast majority of the questions include multiple choices and are accompanied with alternatives. In order to maximise the respondents' reaction, it is maintained in this manner.

Tools for Data Analysis

To give the data interpretation for the research, data analysis tools are employed. Pie charts, bar graphs, tables, and other data analysis tools are employed in this study. These instruments aid in representing the research.

Literature Review

1. The Impact of Business Outsourcing on Corporate Real Estate in India

Business, Economics

International Journal For Multidisciplinary...

30 March 2023

Enterprise outsourcing has emerged as a not unusual exercise in India as corporations' appearance to cut charges and increase efficiency. The outsourcing of business sports has a substantial impact on the corporate actual estate marketplace in India. This research topic pursuits to research the effect of commercial enterprise outsourcing on company real estate in India. The study will observe the factors that affect outsourcing decisions, how outsourcing sports influence the demand and supply of commercial actual estate, and the ensuing influences on condo prices, emptinesscosts, and assets values. The literature evaluate will discover the concept of

outsourcing, its records, and the reasons why groups outsource. it will also observe the results of outsourcing on the economy and the real estate zone in India.

2. Ethical issues in marketing communication for real estate in india

D. Sen

Business

9 May 2021

The goal of this paper is to put forth the ethical challenges in the field of marketing communication in Indian real estate industry. It is necessary to understand the concept of ethics which the organization and the managers adopt. This paper explores the existing studies and reports to understand the ethical norms and values for marketing communication. The existing codes and regulations applicable for the real estate industry are discussed to the extent it has relation with the marketing communication. Further, this paper endeavors to analyze the reasons behind the marketers getting engaged in unethical practices and to finally recommend how the organizations can address those issues.

3. Examining why developers encourage foreign investment in local residential real estate in India

Tiwari, M. Aljoufie

Business

8 November 2016

Purpose - The study aims to explore the role of non-resident Indian (NRI) investors into staggering local housing market and the efforts of developers and regulators to lure such investors. Design/methodology/approach - Primary data for this exploratory study were assembled through a Google form-based questionnaire circulated over internet among NRIs residing in Kingdom of Saudi Arabia, USA, Singapore and United Arab Emirates, whereas the secondary data sources include the Government of India policy documents, World Bank data, Reserve Bank of India archives and reports published in reputed financial and others print media sources. Findings - Indian housing market is confronted with a demand and supply mismatch at present. While a massive demand lingers at affordable housing segment, on the contrary, millions of housing inventories are also piling up.

4. Legal Analysis of Real Estate Investment Trust Regulation in India

A. Kashyap, V. Batwara

Economics

BRICS Law Journal

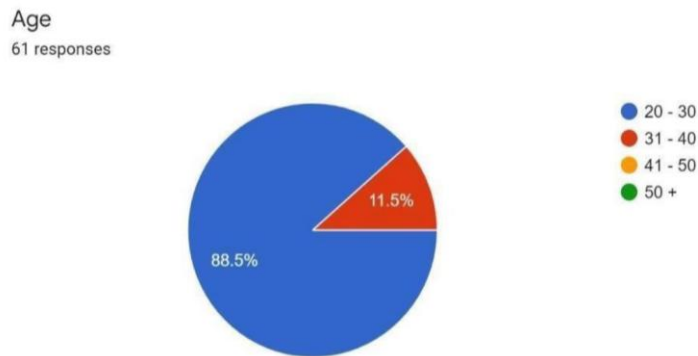
18 April 2022

As has been the case around the world, the real estate sector has played a pivotal role in the overall growth process of the Indian economy. Since the privatisation of the Indian economy in 1991, the government of India has introduced a variety of investment instruments to capture the interest of millions of potential investors over the last three decades. One such instrument is the Real Estate Investment Trust (REIT). In order to make the market more accessible to investors interested in REIT investments, the Draft Regulations were introduced in 2007. Following numerous modifications, the REIT regulations were finally ratified in 2014 by the Securities and Exchange Board of India. The Indian REIT regulations are aimed at providing an organized market of retail investors in a professionally managed ecosystem. However, since its launch in 2014, the REIT regime in India has failed to attract the expected number of investors.

Data Analysis and Interpretation

1. Age of the Respondent

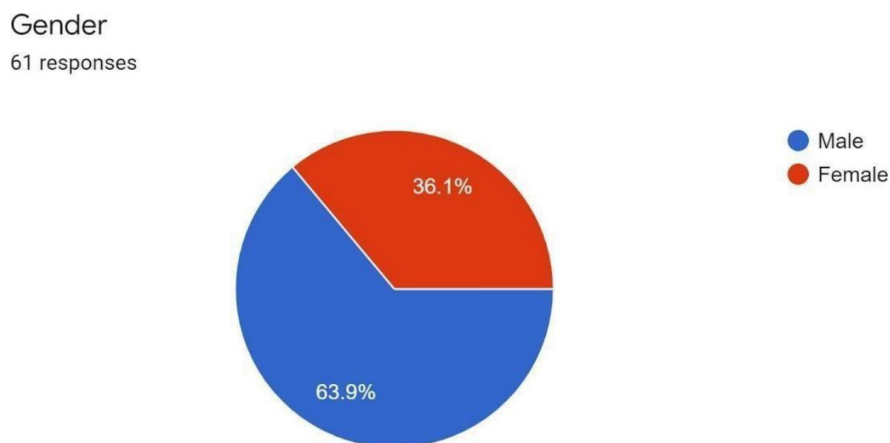
Particulars	No of respondents	Percentage
20-30	54	88.5%
31-40	7	11.5%



In the graph above, we can see that there are 61 replies, of which 54 respondents, or 88.5 percent, are between the ages of 20 and 30; 7 respondents, or 11.5 percent, are between the ages of 31 and 40; and there is no one between the ages of 41 and 50. There were 7 responses, all of whom were between the ages of 31 and 40, but none were between the ages of 41 and 50. (above).

2. Gender of the Respondent

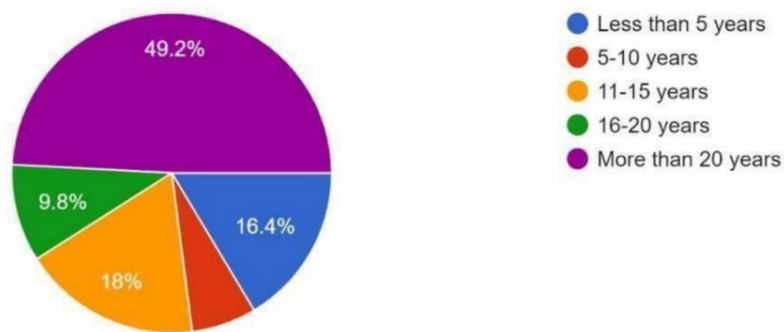
Particulars	No of respondents	Percentage
Male	39	63.9%
Female	22	36.1%



the above given graph, there are 63.9 percent males (39 respondents) and 36.1 percent females (22 respondents) from the 61 respondents.

3. For how many years have you been living in Mumbai?

Particulars	No of respondents	Percentage
Less than 5 years	10	16.4%
5-10 years	4	6.6%
11-15 years	11	18%
16-20 years	6	9.8%
More than 20 years	30	49.2%

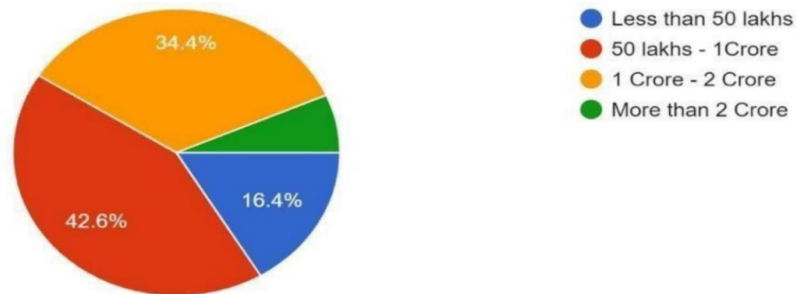


We can determine when and how long people have lived in Mumbai by looking at the graph above. From 61 replies, 16.4%, or 10 respondents, had been alive for less than 5 years. 4.6%, or 6 responders, are between the ages of 5 and 10. 11 responders, or 18%, are between the ages of 11 and 15 years old. Six respondents (9.8%, or 6) are between the ages of 16 and 20; 30 respondents, or 49.2%, are between the ages of 20 and more.

4. Approximate valuation of your house?

Particulars	No of respondents	Percentage
Less than 50 lakhs	10	16.4%
50 lakhs – 1 crore	26	42.6%
1 crore – 2 crore	21	34.4%
More than 2 crore	4	6.6%

The graph shown above shows an approximation of the worth of the homeowners' existing
61 responses

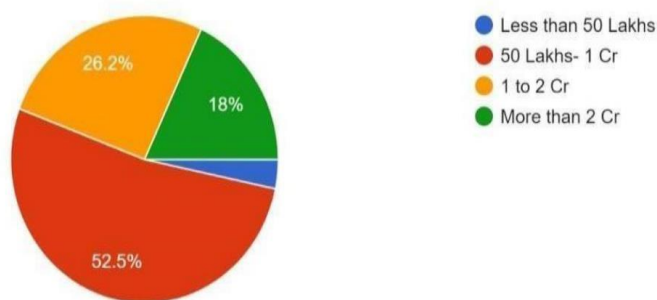


residences. We'll start by examining the breakdown of the 61 responders. A valuation of less than 50 lakhs is held by 16.4% of respondents—or 10 respondents—out of the total. We had 26 responders, or 42.6%, ranging in income from 50 lakhs to 1 crore. There are 4 replies from more than 2 crores, or 6.6 percent, and 34.4 percent, or 21 respondents, from 1 crore to 2 crores.

5. What would be the budget of your next house, assuming that you want to buy one this year?

Particulars	No of Respondents	Percentage
Less than 50 lakhs	2	3.3%
50 lakhs – 1 crore	32	52.5%
1-2 crore	16	26.2%
More then 2crore	11	18%

61 responses

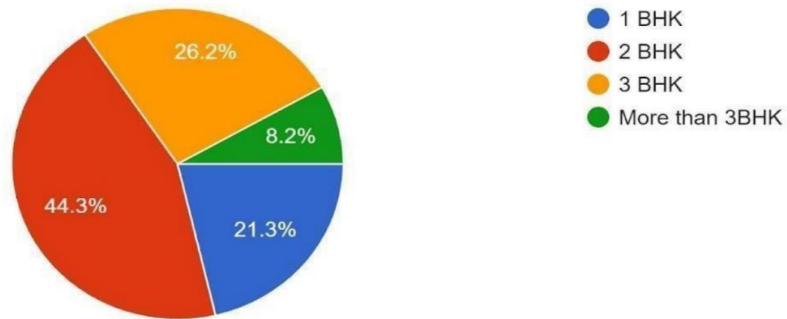


If they decide to purchase a new home this year, the graph above will show us what their budget will be. For fewer than 50 lakh responses, we have 3.3 percent, or 2. For a range of 50 lakhs to 1 crore, we had 32 responders at 52.5 percent. For amounts between one crore and two crores, we have 26.2 percent (16 respondents) and for amounts beyond two crores, we have 18 percent (11 respondents).

6. Number of BHKs preferred?

Particulars	No of respondents	Percentage
1 BHK	13	21.3%
2 BHK	27	44.3%
3 BHK	16	26.2%
More than	5	8.2%

61 responses

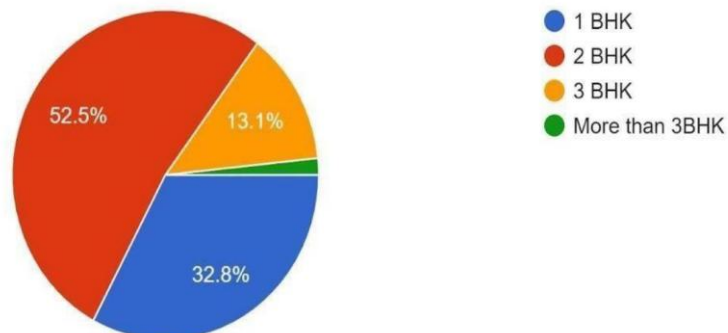


The aforementioned data will reveal how many BHKs respondents desire when purchasing a home. 1 BHK: 21.3 percent, or 13 responses. We have 27 replies, or 44.3 percent, for 2 BHK. We have 26.2 percent, or 16 responses, for 3 BHK, and 8.3 percent, or 5 respondents, for more than 3 BHK.

7. How many BHK you live in currently?

Particulars	No of respondents	Percentage
1 BHK	20	32.8%
2 BHK	32	52.5%
3 BHK	8	13.1%
More then 3BHK	1	1.6%

61 responses



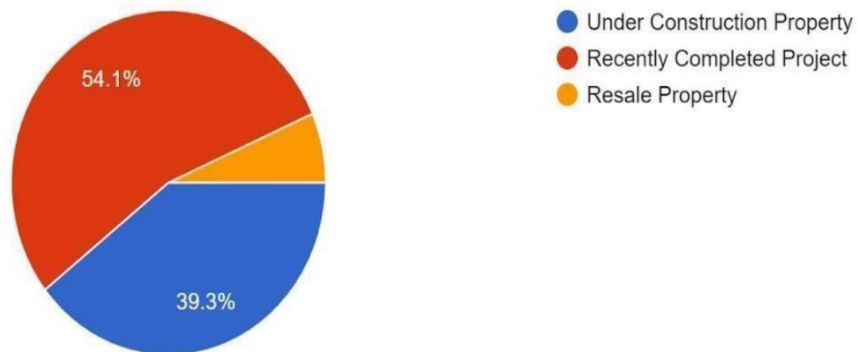
We may deduce from the graph above which BHK the respondents now reside in.

Twenty out of the 61 respondents, or 32.8%, reside in a one-bedroom flat. 32 respondents, or 52.5 percent, reported living in a two-bedroom home. 8 respondents, or 13.1%, reside in a home with three bedrooms, while 1 respondent, or 1.6%, reside in a home with more than three bedrooms.

8. Type of project preferred.

Particular	NO of Respondents	Percentage
Under Construction Project	24	39.3%
Recently Completed Project	33	54.1%
Resale Property	4	6.6%

61 responses



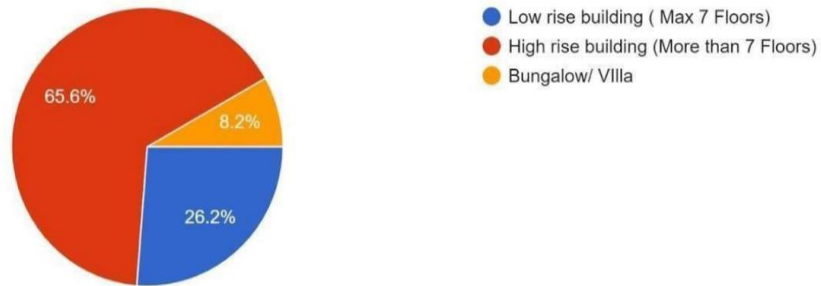
We asked respondents which kind of project they liked using the graphic above. A total of 24 respondents, or 39.3%, said they would choose a property that was still being built.

33 respondents, or 54.1 percent, said they would prefer a newly finished project, while four respondents, or 6.6 percent, said they would prefer a resale property.

9. Type of residence preferred.

Particulars	No of Respondents	Percentage
Low Rise Building (Max 7 Floor)	16	26.2%
High Rise Building (More than 7 Floor)	40	65.6%
Bungalow Villa	5	8.2%

61 responses

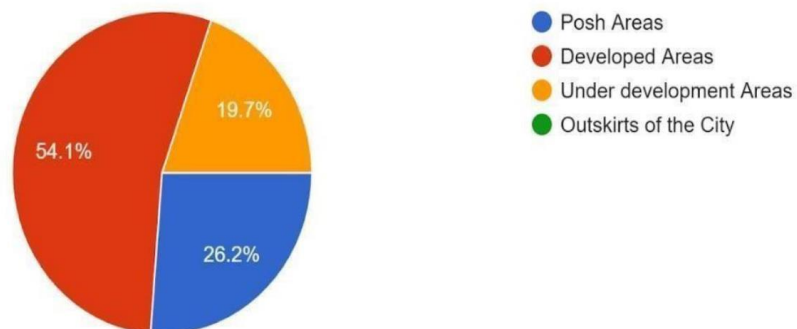


We can determine the respondents' preferred kind of dwelling based on the graph below. With no more than seven floors, low-rise structures are chosen by 26.2 percent (16 respondents). 40 respondents, or 65,6%, said they preferred high-rise structures with more than seven floors. Bungalows and villas are favoured by 5.2%, or 8.2%, of respondents.

10. Type of area preferred

Particulars	No of respondents	Percentage
Posh areas	16	26.2%
Developed areas	33	54.1%
Under development areas	12	19.7%
Outskirts of the city	0	0%

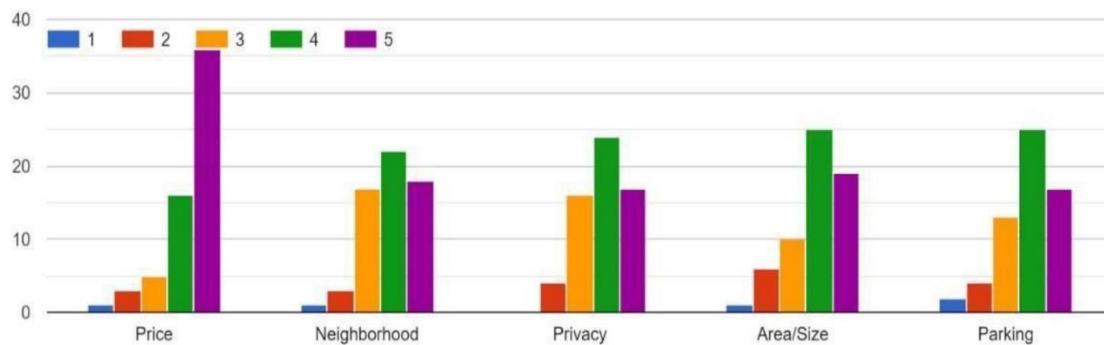
61 responses



The aforementioned graphic will help us establish which kind of region respondents like. According to 26.2 percent of respondents (16), upscale neighbourhoods are favoured. 33 respondents, or 54.1%, said they favour developed areas. No one favours the city's edges, whereas 12.7% of respondents, or 19.7%, prefer undeveloped regions.

11. Please rate the following key factors on a scale of 1 to 5 that you take into consideration while making a buying decision for a residential property. (1=Least Important, 5 = Most important)

	1	2	3	4	5
Price	1	3	5	1 6	3 6
Neighbor hood	1	3	1 7	2 2	1 8
Privacy	4	1 6	2 4	1 7	0
Area/ size	1	6	1 0	2 5	1 9
Parking	2	4	1 3	2 5	1 7



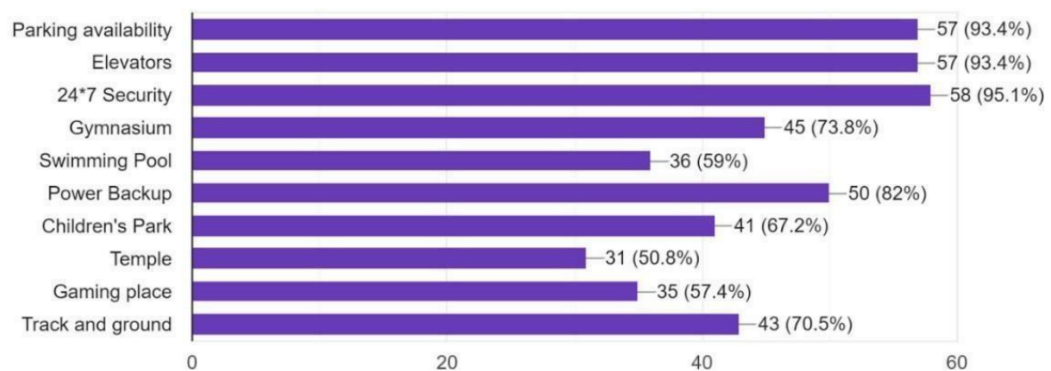
In the graph above, we can see what factors the general public considers when deciding whether to purchase residential property. We can appreciate why the majority of respondents place a greater emphasis on the price of real estate, with the area/size and parking coming in second.

12. Amenities you would prefer to have

Amenities	No of respondents	Percentage
Parking availability	57	93.4%
Elevators	57	93.4%
24*7 Security	58	95.1%
Gymnasium	45	73.8%
Swimming Pool	36	59%
Power Backup	50	82%
Children's Park	41	67.2%
Temple	31	50.8%
Gaming place	35	57.4%
Track and ground	43	70.5%

Amenities you would prefer to have?

61 responses

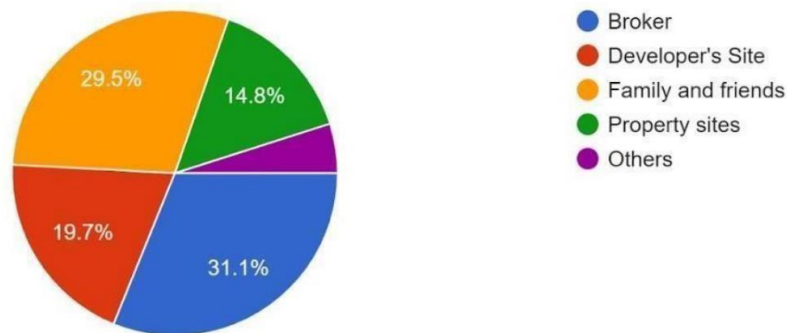


In the graph above, it can be seen that the majority of respondents prioritise facilities like parking accessibility, lift accessibility, and round-the-clock security, since 93.4% of respondents and higher chose these alternatives. As long as they are all 50% or above, we may still claim that respondents have thought about the remaining amenities.

13. From whom you take help while making a buy decision?

Particulars	No of respondents	Percentage
Broker	19	31.1%
Developer’s site	12	19.7%
Family and friends	18	29.5%
Property sites	9	14.8%
Others	3	4.9%

61 responses



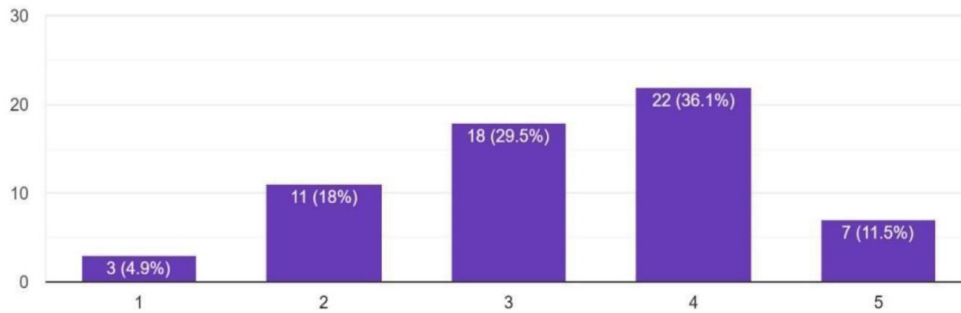
In the graph above, respondents were asked who they turn to for help when choosing a house to buy. 19 respondents, or 31.1 percent of those surveyed, use brokers. 12. Of the respondents, 19.7% favoured the developer's website.

Of the 18 respondents, 29.5 percent are from family and friends. 14.8 percent (9 respondents) favour real estate sites, while 4.9 percent (3 respondents) prefer other sites.

14. To what extent do you go by the brand name in buying of residential property (1 Least – 5 Most)

	No of respondents	Percentage
1	3	4.9%
2	11	18%
3	18	29.5%
4	22	36.1%
5	7	11.5%

To what Extent do you go by the Brand Name in buying of Residential Property
61 responses

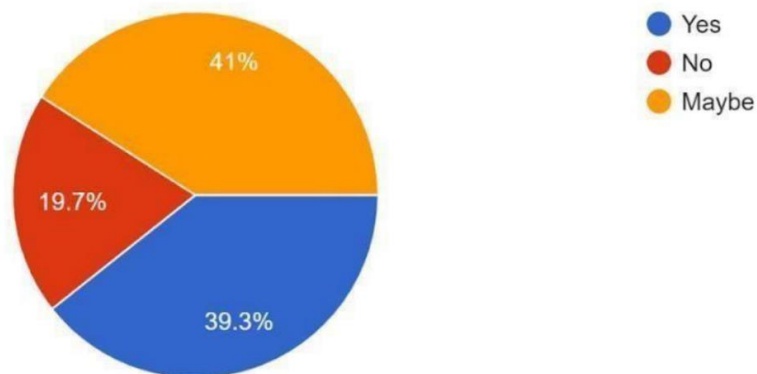


Because 36.1% of respondents chose 4, the second-highest choice, it can be shown in the graph above that most respondents do seek for the brand name.

15. Does promotional activities and advertisement affect your purchase?

Particulars	No of respondents	Percentage
Yes	24	39.3%
No	12	19.7%
Maybe	25	41%

61 responses



Here is what we learned after asking the respondents if promotional activities and advertising have an effect on their purchases. 24 responders, or 39.3% of the total, responded "Yes." 12.9% of the respondents, or 19.7%, chose "no," while 25 respondents, or 41%, chose "maybe."

Findings

- A total of 61 respondents participated in the study, with the majority of them males in the 20 to 30 age range. The majority of responders have been residents in Mumbai for longer than 20 years. Their existing home is worth between 50 lakh and 1 crore, while the next most popular choice is between 1 crore and 2 crores. The respondents would be anticipating a budget of between 50 lakhs and 1 crore.
- In the future, respondents desire two bedrooms, and that is also how many bedrooms they now occupy. They choose recently finished projects as the project type. Most of them wish to live in developed regions and have chosen high rise buildings (more than 7 stories) as their preferred kind of home. When making a purchasing choice, the respondents give the property's price a lot of weight. Additionally, it has been shown that the majority of respondents prioritise features like parking accessibility, lift accessibility, and more.
- They rely more on their family, friends, and brokers as a source of information. People do take the brand name of the property into consideration when purchasing it. According to the respondents, the builders' advertising efforts have an effect on them and their purchasing decisions.
- Mumbai is one of India's priciest real estate markets. Due to its position as a centre for finance and entertainment, the city has a strong demand for residential, business, and retail facilities. However, due to a slowdown in the economy, changes in the law, and a lack of affordable homes, Mumbai's real estate market has recently encountered some difficulties.
- Co-working spaces and flexible office spaces are becoming increasingly popular, which is one of the major trends in Mumbai's real estate industry. This trend is being pushed by the expansion of the city's startup environment as well as the need for affordable office solutions among small and medium-sized businesses.
- Another development in Mumbai's real estate market is the growing emphasis on environmentally friendly and sustainable structures. Eco-friendly elements like solar panels, rainwater harvesting systems, and energy-saving appliances are becoming more and more common in construction projects. The need to cut back on energy use and carbon emissions, as well as a greater awareness of environmental concerns, are the driving forces behind this.
- Mumbai's availability of inexpensive homes has significantly increased in recent years. The government has started a number of programmes to encourage the construction of affordable housing, including rewarding builders and giving homeowners financial aid. In Mumbai, many individuals struggle to locate a house that fits their budget since the demand for affordable housing continues to outpace the supply.
- Overall, Mumbai's real estate market is dynamic and diverse, offering both possibilities and obstacles. While there are still plenty of concerns that need to be resolved, such as the shortage of affordable housing and the demand for more sustainable building methods, the city is still a desirable location for investors and homeowners.
- The regulatory environment is another problem that has an impact on Mumbai's real estate market.
- The Real Estate (Regulation and Development) Act (RERA), which went into effect in 2016, is only one of the latest reforms to the regulatory framework controlling the real estate business. Although these modifications are meant to boost openness and safeguard the interests of purchasers, they have also caused developers to pay higher compliance costs and slowed the approval of new projects.
- Due to an excess of inventory (flats) and the slowing of the economy, real estate prices in Mumbai have been steadily declining over the past few years. This has made it easier for purchasers searching for excellent bargains on real estate to find them, but it has also increased pressure on developers to lower costs and raise the quality of their products in order to compete.
- Like many other global businesses, the COVID-19 epidemic has had a substantial effect on Mumbai's real estate market. Due to the epidemic, many companies have switched to remote working arrangements or shut down, which has resulted in a decline in the demand for office and retail space. However, since individuals have realised how important it is to have a cosy and secure home during the epidemic, there has been a rise in demand for residential buildings.
- In conclusion, Mumbai's real estate market is a challenging and dynamic environment.
- Despite the numerous difficulties the business faces, there are several possibilities for investors, developers, and homeowners who are prepared to exercise caution when navigating the market and adapt to shifting conditions.



Suggestions and recommendations

- India's real estate market is expanding and is anticipated to do so more in the future. Various residents of various places have distinct mindsets and expectations for residential real estate. The number of residential properties is growing every year, and several well-known brands are emerging for their products, services, and other attributes.
- As we have observed, the majority of respondents rely on family and friends or other sources of information, which can occasionally cause a void in the project's actual delivery because family and friends may not always have the accurate or complete information. This is one challenge that has been identified in the project and can be overcome by real estate brands connecting more with the public; they should be experimenting with different ways and methods to have better communication with the public.
- In India, the real estate market has experienced rapid expansion in recent years.
- However, the COVID-19 pandemic's effects and other economic issues are posing problems for it as well.



Here are some ideas and advice for the Indian real estate industry in this regard:

- The Indian real estate industry must embrace digital transformation if it is to remain relevant in a world that is changing quickly. Big data, artificial intelligence, and machine learning are examples of cutting-edge technology that the sector might utilise to better understand consumer preferences and market trends. This can aid real estate developers in developing more customer-focused services and smarter selections.
- Affordable homes: The real estate industry in India must meet the country's high demand for cheap homes. Real estate developers can take advantage of the government's numerous programmes to promote affordable housing in order to create projects for this type of housing.
- Green construction: Environmental sustainability is a crucial component of real estate development. Green construction techniques may be used by real estate developers to cut down on carbon emissions, energy use, and water usage. This benefits the environment and lowers the developers' long-term operating expenses.
- Real Estate Investment Trusts (REITs): With the arrival of REITs in India, investors now have a new route to the real estate market. Using REITs, real estate developers may increase the value of their assets and obtain money for new ventures.
- Focus on Quality: In India's real estate industry, quality is increasingly important. Real estate developers must concentrate on completing high-calibre projects that live up to client expectations. This may promote brand loyalty and assist create a favourable consumer experience.
- Regulation Compliance: The Indian real estate industry is heavily regulated, and developers must abide by a number of laws and guidelines. The most recent regulatory changes must be kept up to date, and real estate developers must make sure they are following all applicable regulations.

Conclusion

Mumbai's real estate market is a dynamic and competitive sector in India, offering a diverse range of opportunities and challenges. The market comprises residential, commercial, and retail segments, catering to a wide spectrum of buyers. Despite high property costs, limited land availability, and regulatory complexities, the market attracts both domestic and foreign investors due to the city's economic prominence and growth potential. The Real Estate (Regulation and Development) Act (RERA) has enhanced transparency, accountability, and consumer protection within the industry.

The COVID-19 pandemic disrupted construction, impacted sales and demand, and shifted consumer preferences towards larger homes and work-from-home locations. However, it also accelerated digital adoption and prompted government interventions to support the sector. Government initiatives, such as interest rate reductions, infrastructure development, and affordable housing programs, have shaped Mumbai's real estate landscape, fostering growth, affordability, and sustainability while improving the ease of doing business in the city.

Piramal Realty, a prominent player in the industry, exemplifies a commitment to quality, sustainability, and customer satisfaction through projects like Piramal Mahalakmi, Piramal Aranya, Piramal Revanta, and Piramal Vaikunth. With the right strategies, a focus on sustainability, and an understanding of market dynamics and government initiatives, stakeholders can contribute to Mumbai's continued growth and transformation.

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