Chapter II

REVIEW OF LITERATURE
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2.1 Introduction

This chapter covers the literature reviewed by the researcher. The researcher has reviewed articles published in journals, magazines and newspapers which are relevant for the study. Five books related to consumer behavior were also reviewed. Buyer Expectations, External factors, Internal factors, Consumer behaviour, Customer satisfaction, Price & Investment factors and Advertisement factors are the major variables considered for the study. The journal articles and Books reviewed are presented in the following sections.

2.2 Buyers Expectations

Prabhakar Sinha (2013)\(^1\) says that projects may face difficulties in getting legal approvals from various authorities. This lead to delay implementation in certain cases it may result in developer scraping the project. The buyer must check approved layout plan, ownership documents, approved building plan, carry out the search, etc., in order to ensure that builder has obtained all the approvals to start construction.

The study about customer perception and expectation by Moslehuddin Chowdhury Khaled et al. (2012)\(^2\) on Real Estate Industry in Chittagong covered various factors: budget, size of apartment, types of apartment, favourable location, favourable facility in an apartment, factors related to purchase decision, factors in selecting developer company, company brand selection, how customer determine about quality, desired services from a particular company, preference between apartment and land, the risk factors perceived by the customers. The major outcome of the study is the insights about consumer preference on various factors. This will help to have a better understanding about the consumers.

Tan Teck-Hong (2012)\(^3\) suggested that housing providers should conduct the housing activities taking into consideration the needs and wants of the buyer so as to have satisfaction. The level of housing satisfaction may depend on the type’s home ownership externalities that households are expected to receive. This may be defined
by local amenities and social capital investment, and neighborhood stability of home ownership. The study revealed that socio economic and demographic determinants are very significant.

James Kottarapalli (2012)\textsuperscript{4} suggested that the major factors affecting the purchase of villas and apartments can be identified as Monetary Benefits, Quality Assurance, Selection of Budget Alternatives, Investment and Community Living. Buyers of villas or apartments can save a certain percentage of expenses when compared to actual execution by self. Also they are getting peace of mind and risk free living. Leading builders are availing the service of Qualified Engineers and Architectures in their construction. Thus buyers are getting ensured quality assurance. Builders are providing variety of houses suited for professionals, government employees, teachers and NRIs in accordance with their budget and choice. Purchase of a villa or apartment is an investment for the future. The cost of land and labour cost and raw materials are increasing day by day. Living in apartments or villas lets the consumer provide all the amenities of community living.

Mateja Kos Koklic (2011)\textsuperscript{5} in his study focused on the issue of risk perception in a strategic household purchase of a home. He viewed that perceived risk operates as a mediator between prior subjective knowledge and perceived benefits of information and information search behaviour. Perceived risk is influenced by consumer’s prior subjective knowledge. The study found out that individuals with a high level of prior subjective knowledge also express a high level of involvement in the purchase process or product category. Hence they invest more effort in searching for information.

Mateja Kos Koklic and Irena Vida (2011)\textsuperscript{6} observed that in the case of buying of high involvement products cognitive and rational factors are not sufficient to explain the consumer behaviour. The personal situation and environmental factors, the role of feelings, experience, subconscious factors, needs and goals are to be considered to understand strategic consumer decision making and choice process when buying a house. The criteria which are important in the evaluation stage of buying process are the house is custom-made, professionalism and reputation of the company, price, quality and architectural solutions.
Teck-Hong Tan (2011)\(^7\) tried to define the housing attributes in terms of locational attributes of housing (Retail, School, Transport, Workplace, Recreation), Neighbourhood attributes of housing (Bedroom, Bathroom, Living, Kitchen, Eco, Built-up) and Socio-cultural attributes (Orientation, Number). The relationship of respondents’ demographic characteristics contributes to home ownership preferences among first-time homebuyers in the Malaysian context. The respondents included in the study gave importance to quality of dwelling and the need to thrive in a good and safe environment. The study also found out that factors associated with locational attributes of housing, such as the distance to retailing outlets, schools, recreational parks and the workplace are found to be significant to home ownership.

The study by Yao-Chen Kuo et al. (2011)\(^8\) attempted to find out service quality constructs and associated indicators that are useful for assessing service performance, and the relationship between resident satisfaction and service quality.

M. Vijayakumar and Dr. B. Subburaj (2011)\(^9\) argued that since respondents have negative word of mouth communication about the housing loans, their post purchase behaviour is not a desirable one. Bank should impart soft skills training to their personnel to adopt a customer-friendly approach. Then only consumers will be satisfied with their services and spread positive word of mouth communication.

The study conducted by Chau-Kiu Cheung and Kwan-Kwok Leung (2011)\(^10\) in Hong Kong, China, found out that perceived neighbourhood social cohesion tended to contribute to life satisfaction. Perceived neighbourhood heterogeneity tended to affect perceived neighbourhood social cohesion.

Aruna Rathod (2011)\(^11\) stated that a big luxurious home is the ultimate status symbol in metropolis. Present trend is that everyone in the family needs personal space and additional space for guests. Factors such as Neighbours, Social standing, Location, View, Flat size, Personality, Theme Homes, Lifestyle, Quality construction Technique, Sports cities, Designers homes, Branded residence, Green homes, Smart homes, Builders reputation, Gymnasium, Swimming pool, Common party area, Space for drivers and servants in the building and Great Landscape are getting more preference while buying apartments in metropolis.
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Dhanam Magazine (2011)\textsuperscript{12} pointed out the measures to be taken by an individual before buying an apartment. There is a need to ensure that proper Building Plan, Layout permission, Certification for basic infrastructure facility, No objection certificate, Consent from Revenue Authorities etc. are obtained at the right time.

Pritam P Hans and Chandralekha Mukerji (2011)\textsuperscript{13} in their article in Money Today have given specific factors required for a safe house purchase factors are Flat Size, Price, Number of rooms, Location, Possession date, Finance of the builder, Legal clearances to the project, Builder Reputation, Developers delivery record, Past performance, Quality of documentation, Construction related risk, Financial flexibility, UDS (undivided share), Payment option (down payment, construction linked plans, time linked plan, flexi payment plan), Bank interest rates (it depends on liquidity, inflation, monetary policy), Joint home loans and Eco – friendly homes.

Matti Haverila et al. (2011)\textsuperscript{14} tried to identify customer satisfaction in strategic consulting engagements. The relative importance of consultant characteristics, customer focus and value in driving client satisfaction is the focus given in the study. The consulting concept places a major role in the housing sector.

Consultant characteristics, Project management, Customer focus, Value, and Enterprise consideration etc. are the factors which would lead to customer satisfaction.

Adamantios Diamantopoulos et al. (2011)\textsuperscript{15} in their study revealed different attributes of brand image measures. The attributes are external features of the product, Technology, Product quality, Pricing, Distribution, Promotion.

Robert A. et al. (2010)\textsuperscript{16} in their study “Housing Preferences and attributes importance among low-income consumers in Saudi Arabia” found out that a very strong relationship between tenure preferences and dwelling type. The study identified following as major variables I) Interior layout (Size of living room, Size of kitchen, Arrangement of rooms, Availability of storage room, Size of the building, Size of windows,) II) Private living space (Number of bedrooms, Size of bedrooms, Number of bathrooms) III) Building design (Number of floors Type of air-conditioning), IV) Aesthetics (Type of finishing, Quality of finishing Type of...
neighbourhood), V) Outdoor space (Presence of garden, Size of garden), VI) Financial/economics (Price, Payment terms), VII) Local environment (Width of adjacent street, Location close to schools, etc., Separate entry/hall for males), VIII) Proximity to relatives (Location close to own family, Location close to spouse’s family), IX) Street location (Location on a main street, Location on an inner street, X) Air quality (Location away from industrial area).

The study conducted by Mohammad Abdul Mohit et al. (2010)\textsuperscript{17} an assessment of residential satisfaction of newly designed public low-cost housing dwellers of Kuala Lumpur, Malaysia, is described. They have used 45 variables which are grouped in to five components. The components are dwelling unit features, dwelling unit support services, public facilities, social environment and neighbourhood facilities.

The following variables are enlightened in this study

Dwelling unit features; Dwelling unit features refer to the floor plan of internal spaces within the dwelling unit and it includes the living, dining, bedroom, kitchen, bathroom, toilet and drying areas, including ventilation of the house.

Dwelling unit support services: Dwelling unit support services are the external space or support space outside the dwelling unit but within the housing block. The variables included are corridors, staircase, balconies, electricity supply, water supply, sewerage, drainage, telecommunication, lifts and fire fighting system.

Public facilities; Public facilities play an important role in producing housing quality and hence, these should be incorporated in residential satisfaction. The variables included in this component are - open space, play area, parking, prayer and multi purpose halls, perimeter roads, pedestrian walkways, public phone, local shops and food stalls.

Social environment; Housing satisfaction has both design (physical) and social components. Social environment which are likely to impact housing satisfaction include variables such as noise, crime, accidents, security and community relations.
Neighbourhood facilities; Neighbourhood facilities influence residential satisfaction in many ways, because they refer to the position of the housing area with respect to work place and other facilities such as distances to town centre, school, police station, hospital, market, shopping centres, public library, religious building, bus and taxi stations.

This paper provides an assessment of residential satisfaction of newly designed public low-cost housing dwellers of Kuala Lumpur, Malaysia, with forty-five variables grouped into five components – dwelling unit features, dwelling unit support services, public facilities, social environment and neighbourhood facilities. Findings from the study indicate that the residents are moderately satisfied with dwelling unit support services, followed by public and neighbourhood facilities than dwelling unit features and social environment, which have higher percentage of respondents with low level of satisfaction. Residential satisfaction index has high positive correlations with dwelling unit features, social environment, support services and public facilities, and low positive correlation with neighbourhood facilities. Socio-economic attributes of the residents such as age, family size, working wives, previous residence are negatively correlated with residential satisfaction, whereas residents’ race, employment type, floor level and length of residency are positively correlated with residential satisfaction.

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S. Thomas et al. (2010)\textsuperscript{18} conducted a study to find the level of customer satisfaction in relation to some of the defects in construction such as concrete crack and window water tightness, tiling defects etc. They found out that better quality assurance and control system should be plays to enhance customer satisfaction.

In the research done by Isabelina Nahmens and Laura H. Ikuma (2009)\textsuperscript{19} an attempt was made to know the home buyer perception of service quality across demographics and transaction characteristics. Variables such as purchase price, house size, and household income influence expectations and perception of service were used. Builders apply particular focus on their efforts to have high service quality on dimensions such as reliability, timelines and knowledge so as to improve customer satisfaction.

Tony Auchterlounie (2009)\textsuperscript{20} examined UK private house building industry regarding the delivery of quality end products to its customers. Builders need to establish a set of quality criteria that can be delivered to customers on a consistent basis. There is a need to establish an effective management system that ensure the awareness of people involve in construction about the quality criteria.

Mateja Kos Koklic and Irena Vida (2009)\textsuperscript{21} suggested that certain evaluative criteria should be used in the buying process they are reputation of the company, quality, price, and architectural solutions. The major variables used in the study are
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Keh and Xie (2009)\(^22\) observed that reputed companies will behave well and will not engage in negative behaviours, which strengthen customers’ trust in their integrity and reliability.

D.K. Ahadzie et al. (2008)\(^23\) in their article critical success criteria for mass building projects in developing countries, found out that there are some potential success criteria that are Overall project cost, Cost of individual house-units, Overall project quality, Quality of individual house-units, Overall project duration, Rate of delivery of individual house-units, Overall risk containment, Risk containment on individual house-units, Technology transfer, Overall health and safety measures, Overall environmental impact, Environmental impact of individual house-units, Overall, Health and safety on individual house-units, Overall Customer satisfaction, Customer satisfaction on individual house units.

Sung Heui Cho, and Na Na Kang (2008)\(^24\) have done a study to know the effect of energy saving through resident’s participation, by providing residents information on energy consumption, energy saving etc.

Abdul Ghani Salleh (2008)\(^25\) studied the factors affecting the customer satisfaction in private low cost housing in Malaysia by including factors such as dwelling units, housing services, neighbourhood facilities, public transport, community hall, parking lot etc.

Dr. Rashad Alsayeed and Dr. Muhand Khanfer (2007)\(^26\) studied the perception of Jordanian and Arab customer of purchasing villas and apartments on drawings, and their trust with credit sales. It was found that projects delivery period plays major role in purchasing depending on drawings. Shorter delivery period encourages purchasing house depending on drawings, cash payment, long period
payment or short term payment plays a major role in customers decision of purchasing depending on engineering drawings.

Kulu, H. (2007)\textsuperscript{27} observed that individuals so enter into a new household condition such as leaving the nest, family reformation etc. are the most likely to change their housing conditions.

Mark Hall and David Purchase (2006)\textsuperscript{28} focused a study on environmental issues and sustainability in UK construction sector. The study attempted to find out the organizational policies of construction companies to minimize wastage of natural resources and minimizing wastage in construction.

Beatriz García Peralta and Andreas Hofer (2006)\textsuperscript{29} studied on the need for residential protection and promoting high security enclaves.

Atkinson, R. (2006)\textsuperscript{30} reviewed that similar people have a tendency to choose residences in same location and this leads to urban residential segmentation.

Kauko, T. (2006)\textsuperscript{31} observed that the important driving forces in residential change are housing characteristics and their degree of correspondence to family needs. Functionality and spaciousness are also important for consumers.

Wang, D., and Li, S. (2006)\textsuperscript{32} in their study found out that low and medium income groups show stronger preference towards the inner core districts and place more importance on living convenience and accessibility to public transport.

David R. Phillips et al. (2005)\textsuperscript{33} suggested that dwelling condition can act as stressors and become contributing factors that impact on older persons’ residential satisfaction and psychological well-being. The study examines the effect of dwelling conditions on psychological well-being. The assessment of interior environment and external environment affects residential satisfaction. Environment dwelling conditions affect the older person’s psychological well-being. The study used variables such as Indoor lighting, Ventilation, Crowdedness, Lighting in corridor, Temperature, Lighting in public spaces, Noise pollution in estate/community, Green areas/parks, Flyover/subways, Passages, Recreational or sitting & rest areas, Road crossing/traffic density, Stairs, Security/management in block, Management and
security of estate/community, Security devices, Special facilities (e.g. alarm system), Background of residents, Lift/escalator.

David Craig and Rajat Roy (2004)\textsuperscript{34} argued that development of a customer focused culture is required for sales and profitability.

Chiu, R. L. H. (2004)\textsuperscript{35} found out that the need for privacy is a universal concern. The way privacy affects housing forms from one society to another.

Wang, D., and Li, S. M. (2004)\textsuperscript{36} opined that neighbourhood variables such as accessibility, public services, convenience, environmental quality, and exterior appearance are important for residents of Beijing while choosing housing properties.

Phillips, D. R. et al. (2004)\textsuperscript{37} studied about relationship between residential satisfaction and interior and exterior environment. Study revealed that public housing residents tended to use interior environment as the basis of their evaluation for residential satisfaction while private housing residents used both interior and exterior environments.

In the study of Caruana et al. (2004)\textsuperscript{38} an attempt was made to understand the importance of corporate reputation. It was found that corporate reputation has critical importance as it provides an opportunity to reduce transaction costs and influence both financial and customer outcome variables positively.

Karen M. Gibler and Susan L. Nelson (2003)\textsuperscript{39} presented a review of some consumer behavior concept relevant to real estate. They suggested that the real estate customers consider non-financial perceptual factors in selecting a site. This study has used the variables such as Source of information (Personal inspection, real estate brokers, Newspapers, Friends and relatives), Culture (Culture consists of society’s beliefs, values, customs, shared meanings, rules, rituals, norms, tradition and artifacts.), Sub culture (Racial, ethnic, and religious), Experience, Consumers beliefs and attitude, Demographic factors, Situational constraints, Time constraints, Product determinants, Evaluation of alternatives, Motivation, Attitude, Perception, Personality, Self-concept, Life concept, Neighbourhood, Employment, Income, Preference for ownership, Change in stage of family life cycle, Family growth,
Declining health, Economic factors, Psychographic factors, Political factors, Advertisement, Word of mouth communication, Investment and family

The perception of place utility was studied by Parkes, A., and Kearns, A (2003)\textsuperscript{40} according to them the decision to move depends on the level of ‘stress’ experienced by an individual in relation to the difference between their current and desired housing or ‘place utility’. The perception of ‘place utility’ depends on the composition of the family and the available economic opportunities.

In the study of Al-Momani, A. H. (2003)\textsuperscript{41} about Jordanian consumers, their preferences for housing attributes are mentioned. Housing space, good road, good transportation, single-story houses, efficient heating system, greenery, high quality neighbourhood, and a quiet community are the attributes preferred by them.

Donald R. Haurin and H. Leroy Gill (2002)\textsuperscript{42} found out that expected length of stay in a dwelling and the transaction costs of selling are very important to the ownership decision. This effect occurs because the transaction costs of owing are spread over a long period.

Birgitta Gatersleben et al. (2002)\textsuperscript{43} in their article presented environmentally significant measure of household consumer behaviour. They compared this with a common social science measure of pro environmental behavior.

In this article, an environmentally significant measure of household consumer behavior (i.e., combined direct and indirect energy use) is presented and compared with a common social science measure of proenvironmental behavior (based on popular notions of environmentally significant behavior). The results showed respondents who indicate they behave more proenvironmentally do not necessarily use less energy. Also, proenvironmental behavior is more strongly related to attitudinal variables whereas household energy use is primarily related to variables such as income and household size.

Wong, G.K.M. (2002)\textsuperscript{44} attempted to conceptualize the housing decision making process. He suggested that there are two major stages in the decision making process, they are the decision to move and the selection of a new residence.
Gomez-Jacinto, L., and Hombrados-Mendieta, I. (2002)\textsuperscript{45} suggested that the prevalence of school-age children residing in the neighbourhood and residential and community crowding affect residents’ evaluations of their surroundings.

Alison, P. et al. (2002)\textsuperscript{46} found out that socio-demographic factors were much less important than residential perceptions in helping to predict dissatisfaction, type of neighbourhood is also significant predictor of dissatisfaction.

Marken (2002)\textsuperscript{47} defined reputation as assets that include factors such as "quality of products and services, ability to innovate, value as long-term investment, financial stability, ability to attract, develop, retain talent; use of corporate assets, and quality of management."

Connie Susilawati and Fernando Baptista Anunu (2001)\textsuperscript{48} studied about the motivation perception factors influencing buying home behaviour. They have examined the factors which influence the decision making process of buying a house. Four major components were identified which are physical, linkage, environment and utilities. They have made recommendations about environment and utility components for new house development. They have used variables such as Building cost, Perception, Knowledge, Attitude, Personality, Values, Lifestyle, Cultural background, Social class, Personal influence, Reference group, Situation, Location, Place of worship, Access road, Telephone network, Brochure, Sales person, Family, Newspaper/publication, Building Quality, Design, Building area, Land area, Affordable down payment, Interest rate, Payment period, Clean, Safe, Aesthetic, Electricity, Water, Linkage to the working place, Accessibility to the market, Short distance to the school, Sports facilities, Investment and Public transport.

Tony Auchterlounie and Dr John Hinks (2001)\textsuperscript{49} attempted to measure customer satisfaction and quality in new housing. It was found that customer satisfaction is effected by factors more than just the technical quality of the constituent components of a house. Quality in new housing is a comprehensive concept; certain service related aspects of the developer could skew the overall rating from very satisfied to very unsatisfied. There is a difference between ideas of developers and customers in terms of perceptions of what contributes overall
quality. This perception gap is the problem area and has to do more with perceptions about service issues than technical issues. The only way quality can be systematically improved is by first finding out what it is that the customer thinks is important in their new home buying experience. What customer wants is a sure way to satisfy customer requirements.

Meegan, R. and Mitchell, A. (2001)\textsuperscript{50} suggested that in multicultural and multi-lifestyle urban spaces, residential choices are related to the need to distinguish ourselves on the basis of identity.

Torbica, Z. and Stroh, R. (2001)\textsuperscript{51} opined that out of three design, service and quality the most important component in shaping overall home-buyer satisfaction is service.

Perez, F. R. et al. (2001)\textsuperscript{52} in their study ‘Ageing in place: predictors of the residential satisfaction of elderly’ found that Some residents are also concerned about exterior features such as the conditions of the street, congestion in car-parking areas, road-works, building location and the availability and adequacy of nearby natural elements.

Al-Momani, A. H. (2000)\textsuperscript{53} identified certain factors as key influencing factors in the buying of house, they are interior design, outdoor space and materials used for the exterior, exterior appearance, functionality, kitchen size, type of community and neighbourhood, and proximity to community facilities.

Djebarni, R., and Al-Abed, A. (2000)\textsuperscript{54} in their study satisfaction level with Yemen found out that the most important factor associated with neighbourhood satisfaction is privacy.

Torbica, Z. and Stroh, R. (1999)\textsuperscript{55} suggested that traditionally, home builders assess quality by ensuring conformance to requirements and specifications.

According to Kerala Municipality Building Rules (1999)\textsuperscript{56} Customer is entitled to satisfy himself with certain specified documents. These documents include Original Sale Deed executed by the Builder in favour of the Purchaser, Original Registration Receipts, Original Stamp Duty Receipts, if any, Original receipts issued by the builder in favour of the Purchaser of the Apartment, Certified
copy of the approved plan, Certified copy of the Building commencement certificate, Title certificate issued by the Solicitor / Panel Advocate, Architect’s certificate regarding the stage of construction, and Builder’s Demand Notice.

A study conducted by Onyekwere M. Ukoha and Julia O. Beamish (1997)\(^{57}\) revealed that most of the residents in Abuja were dissatisfied with the housing characteristics except the neighbourhood facilities. High dissatisfaction result in stress, poor health, delinquency, maladjustment, and pathological conditions.

Dokmeci, V. et al. (1996)\(^{58}\) in their study found that the factors which are common for all income groups are proximity to relatives, a clean and quiet neighbourhood and a stable social environment.

Randall Crane (1996)\(^{59}\) in his study found out that people subjectively assess the risk of committing themselves to a particular home or apartment when they consider moving, in the sense they consider the possibility that the site may prove less than ideal for later job or other opportunities.

Fombrun (1996)\(^{60}\) suggested that to be successful, firms must effectively interact with a number of constituents such as customers as they are one of the most important stakeholder groups for firms because they create revenue streams. Reputation of a firm is more important because it exerts an influence on both commercial outcomes like profits and non-commercial outcomes like customer trust.

Baryla, E. A. and L. V. Zumpano (1995)\(^{61}\) suggested that time constraints are reflected in real estate decisions. Time constraints reduce the extent of real estate information search.

Cahill, D. J. (1994)\(^{62}\) found out that movers use a two-stage sequence of information gathering. In the first stage mover gathers information on broad-based environment and location variables to narrow down geographic areas for consideration. Then the mover gathers information on individual housing unit variables.

According to Kaitilla, S. (1993)\(^{63}\) suggested that building features are strongly related to housing satisfaction.
Smith, C. A. et al. (1992)\textsuperscript{64} opined that property is valued based on physical attributes rather than consumer perception of the space, atmosphere and linkages. Residential and other real estate customers such as retail tenants often consider nonfinancial, perceptual factors in selecting a site.

According to Awotona, A. (1991)\textsuperscript{65} housing satisfaction is influenced by a number of factors. They are users' characteristics, dwelling unit characteristics, management, and environmental and locational factors. Also Neighborhood dissatisfaction occurs with regard to distances travelled to school by children, to employment and medical centres, and the geographical location of housing estates.

Vrbka, S. J. and Combs, E. R. (1991)\textsuperscript{66} found out that Satisfaction with the neighbourhood has been noted as an important factor of dwelling satisfaction to the extent that residents ignore inadequacies in the dwelling.

Ozo, A. O. (1990)\textsuperscript{67} suggested that building features are strongly related to housing satisfaction. The factors affecting satisfaction include the number of bedrooms, privacy, and the location of the kitchen. The predictors of the neighbourhood satisfaction are accessibility of public transportation, community and shopping facilities, and physical environment variables.

Nelson, T. R. and J. Rabianski (1988)\textsuperscript{68} recognized that the value of single-family housing is a function of demographic, economic and psychographic characteristics of the consumer.

Carp, F. M., and Christensen, D. L. (1986)\textsuperscript{69} categorized the features of characteristics of the older people’s housing environment. Resources for food, sleep/rest, personal hygiene, resources for harm avoidance, maintaining order, affiliation and aesthetics are the factors affecting housing environment.

Kaynak, E. (1985)\textsuperscript{70} suggested that consumers with extremely limited knowledge such as first-time home buyers or inter urban movers rely more on sources like friends, relatives and real estate agents for information.

According to Muoghalu, L. N. (1984)\textsuperscript{71} poor housing conditions are generated by problems posed by inadequacy of internal facilities such as kitchen, bath, and toilet as shared by residents.
Talarchek, G. M. (1982) found out that consumers may obtain external information directly from personal inspection or from other sources such as real estate brokers, newspapers, and friends and relatives.

Weidemann, S. et al. (1982) in their study found out that the suitability of the living environment to the needs of residents is essential for housing programs to be judged successful. Lack of knowledge about the physical aspects of housing quality and design criteria that would satisfy residents is reflected on the failure of public housing projects to meet user’s needs.

Kiel, G. C. and R. A. Layton (1981) expressed that innovative products such as smart houses require consumers to acquire new information to evaluate these products and features. The relatively high price of real estate creates concern about the financial risks involved in the purchase and leads to greater search to reduce the risk involved in evaluating and selecting an alternative.

According to Galster, G. (1980) the availability of space depends on the structure type, and the amount of space in a dwelling unit correlates with the satisfaction level.

Lane, S., and Kinsey, J. (1980) reported that housing characteristics were more crucial determinants than demographic characteristics of housing occupants.

Burke M. et al. (1979) viewed that quantity and quality of information available to real estate buyers varies by market. Buyers felt that they were not able to make informal decision, due to lack of availability of sufficient information.

Morris, E. W., and Winter, M. (1978) found out that Single-family homes have been associated with higher levels of satisfaction than multifamily housing. This is attributed to the availability of sufficient amenities.

Hempel, D. J (1974) suggested that experienced consumers may also affect what type of information is gathered. Experienced consumers know which dimensions were useful in the past for comparing alternatives. Inexperienced buyers are more susceptible to external influences such as real estate agents in determining what criteria they should use to select a property.
Brown, L. A. and E. G. Moore (1970)\textsuperscript{80} found out that the stages in individual housing decision-making are decision to move, the selection of a destination and the selection of a particular home. 

Rossi, P. H. (1955)\textsuperscript{81} described that changing housing needs and aspirations occur as households progress through their life cycle stages leading to residential dissatisfaction at some stage and they respond to this dissatisfaction through migration.

\subsection*{2.3. External Factors}

Sanjeev Kumar and Radha Garg (2013)\textsuperscript{82} in their study suggested that marketers need to consider efforts that are required to convert the environment concern into environmental consumer behaviour. This is because green marketing is something that will continuously grow in both practice and demand. Marketers use strategies to educate consumers about environmental protection will enhanced goodwill and strong brand image in the eyes of consumers.

Anneli Kahrik et al. (2012)\textsuperscript{83} in their found out that individual expressed a variety of reasons for choosing a particular suburban environment. Housing adjustment according to family needs and cultural preferences was the predominant type of move to the suburbs. The opportunity to realize this adjustment has been shaped by structural changes such as increased individual wealth, access to mortgages, and the availability of residential locations, among other factors.

G. Vani et al. (2011)\textsuperscript{84} suggested that the knowledge of consumer behaviour helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons. A consumer’s buying behaviour is influenced by cultural, social, personal, and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers. They have to be considered while trying to understand the complex behaviour of the consumers.

Dr. Prashant Tripathi and Dr. A. Sengupta (2011)\textsuperscript{85} opined that children in India may not have the purchasing power comparable to their western counterparts.
But they are still the centre of the universe in the Indian family system, and they can actually pull the parents to visit a place time and again. In India, children are an enormously powerful medium for relationship building. They influence marketers in terms of the parental decision-making to buy certain kinds of products, they are also future consumers.

Gedalia Auerbach (2011) examined relationship between local and central governments using this controversial new immigrant mobile-home policy in Israel. It was found that the spatial/geographical distribution of new immigrant housing reflects variations in local autonomy development within a unitary system of government. The new patterns of behavior that evolved in an unplanned manner between central and local government, expressed primarily as responses by strong local governments mediated by socio-economic, political, and historical issues, impact significantly on the effect of decentralized patterns on the decision-making system.

Mwfeq Haddad et al. (2011) found out that respondents would significantly adopt the main constructs when buying residential apartments, including aesthetic, economic, marketing, geographic, and social constructs. There were significant differences in decision making regarding buying residential apartments according to the sample gender and Age.

Paurav Shukla, and Keyoor Purani (2011) in their study observed that several luxury value perceptions may be highly influential among all cultures and countries. Their degree of influence may differ dramatically. The findings suggest that consumers in collectivist markets use simpler selection criteria for measuring value of a luxury brand than consumers in individualistic markets. The results may assist luxury brand managers in developing a coherent and integrated long-term global strategy that also takes in country-specific adjustments.

Monika Koller et al. (2011) in their study recognizes that environmental issues capture consumer attention and may influence purchasing decisions. Knowledge of the role of ecological value in the consumption process would provide more comprehensive information regarding its effect on post consumption behavior and loyalty decisions. Ecological value is assumed to be interrelated with
functional, economic, emotional, and social value. The following variables are identified. Environmental issues, Emotional values, Social values Loyalty intentions.

Deborah Levy et al. (2008)\textsuperscript{90} in their study through light on structural nature of family decision behaviour, internal conflicts and emotions that surround the purchasing processes. It has explored family decision making from the perspectives of two key agents involved in the formation of local property markets, estate agents and adult family members who have recently purchased a house. It highlighted the strong influence of the social collectivities involved in the decision process. Members of the household, extended family members and friends can, and do, participate in the decision-making process. The interventions of people outside the nuclear family can cut across a systematic and logical search process and produce unexpected results.

Alison Wallace (2008)\textsuperscript{91} used a cultural-economy approach to the analysis of the operation of local housing markets, providing an insight into how local market actors know the market and enact, or perform, the business of local housing. It provided insight in to the myriad presumptions and practices enacted by seemingly similar agents as they seek to manage a potential dip in prices.

S. Ramesh Kumar et al. (2007)\textsuperscript{92} found out that across categories there was a significant difference or mismatch between the communication by the brand and the inherent values of Indian Culture.

Rosanna Isadora Duncan and Julianne Mortimer (2007)\textsuperscript{93} investigated the factors affecting race equality and procurement in the social housing sector in Wales. The research found that few social landlords in Wales were actively addressing the issue of race equality within the procurement process and that much is needed to be done by social landlords in Wales to ensure race equality throughout the procurement process.

Fezeena Khadir (2007)\textsuperscript{94} opined that children learn their basic consumption patterns and attitudes towards promotional efforts at early stage in their lives. She also pointed out that children have a share of emotional quotient with their parents in making a purchase decision that is technically out of their scope of interference.
Dr. Ritu Bhattacharyya, and Dr. Sangita Kohli (2007)\textsuperscript{95} found out that Children constitute three different markets: the primary, the influencer, and the future market. Certain products are simply children's products for which they are the primary users/buyers. There are some products where children wield direct influence by overtly specifying their preferences and voicing them aloud. Decision-making in households is seen to change with the mere presence of children.

Anand Nawathe et al. (2007)\textsuperscript{96} in their study found out that advertisement is integral part of the industry which wants its product to be reached to the customer & then converts those customers into consumers. Advertising media, such as magazines, radio, video games and the Internet, have the potential to influence children’s buying habits and mental health. Advertisement influencing children more than their parents.

Dr. Kadambini Katke (2007)\textsuperscript{97} viewed that marketing to children is a planned process which starts at early age and continue till he/she become loyal customer or drop the product as a result of his analytical ability to understand the message and content of product and advertising. Child get exposed to the advertising at early age of 2 years (there are circumstances where in age is even less than 2 years), when the child starts recognizing shapes and images. Advertising gradually build the strong relationship between brand and the child. In due course of time child will become the consumer and then the loyal consumer. The studies also have revealed a positive corelationship exists between time spent with television and its impact on the buying behavior of a child and its influence on family spending.

Prof. Chetan Chaudhari, and Prof. Milind Marathe (2007)\textsuperscript{98} they observed that advertising first catch the attention of the children, then create interest in the mind of children about the product seen through the advertisement, then develop a desire to have that product, then children acquire the product by buying it or forcing their parents to buy it & then get satisfied after using the product.

Christy M. Collins et al. (2007)\textsuperscript{99} found out that customer' environmentally responsible buying behaviors were related to their beliefs about the importance of environmental Sustainable corporate performance. Their socially responsible buying was not related to their beliefs about the importance of social SCP. Responsible
buying behavior may be facilitated by providing reliable information about environmental and social aspects of products. Marketing professionals have a central role to play in moving towards a greater level of corporate transparency and sustainability.

Susan J. Smith et al. (2006) offered an interpretation of how housing markets work which complements more traditional economic approaches. It considered how markets are variously performed in the power-filled negotiations of buyers, sellers and market professionals. The focus is on the role of legal, financial and information intermediaries in shaping local cultures of property exchange.

Madhu Satsangi (2005) focussed on the relatively under researched category of land and capital and its position in rural housing markets. The rural landowners housing supply decisions are the result of a combination of historical and contemporary economic, social and political forces.

Jabareen, Y. (2005) suggested that social and cultural factors play a significant role in the relative importance of various housing attributes; in particular that housing preferences are determined by religion, kinship, and social relations.

Belch G. (2005) proposed that since teenagers are high users of the internet, they have greater access to market information which could impact their influence in family decision making.

Gibler, K.M. and Nelson, S.L. (2003) viewed that the external factors impacting the buying process account for socio-cultural environment. The factors are characteristics of the culture of the buyer, an individual’s social class and subculture, household characteristics of the buyer, his or her reference groups, demographic factors.

Levine, J. (1998) found out that commuting time is a dominant determinant of residential location at the regional level. The provision of affordable housing near employment concentrations can influence residential location decisions for low-to-moderate income, single-worker households.

Belch, G. et al. (1985) studied about influence of children various by product, product sub - decision, stage of the decision making process, nature of
socialization of children, families’ gender role orientation, demographic features such as age and gender.

Kaynak, E. and Stevenson. (1982) found out that for Canadian consumers, features of the house, economic and location factors are the most important factors.

2.4. Internal Factors

Patricia Van Arnum (2011) suggested that the tools in strategic development and implementation include those factors that are of highest value to customers overall or to specific customer segments, including how a particular company is perceived by prospective and current customers. Regulatory compliance, Productivity, Reliability, Quality, Accessibility and Price are the important drives of customer perception.

Wann-Yih Wu et al. (2011) used an experimental design to understand whether the product price and e-retailer reputation will influence consumers’ perceived risk, attitude toward the website and purchase intention. It was found that perceived risk negatively influences consumer attitude toward the website and online purchase intention. Involvement moderates the influence of product price and e-retailer reputation only on social risk. But it does not have a significant effect on consumer attitude toward the website. Variables identified are Perceived risk relating to websites, Attitude towards websites, Price, Involvement, and Online purchasing intention.

Lee and Lee (2011) opined that every product has some element of risk or perceived risk in the eyes of consumers. This is based on the assumption that consumers do not have complete knowledge of the product attributes, functionality and societal implications.

According to Pride and Ferrell (2011), an individual personality may arise from personal experiences or hereditary characteristics that make him unique. Personality is typically described as having certain characteristics these include compulsiveness, ambition, gregariousness, dogmatism, authoritarianism, introversion, extroversion and competitiveness.
Connolly (2010)\textsuperscript{112} Argued that perception is how consumers understand the world around them based on information received through their senses. In response to stimuli, consumers subconsciously evaluate their needs, values and expectations, and then they use that evaluation to select, organize and interpret the stimuli.

Trehan (2009)\textsuperscript{113} Observed that motivation is an activated internal need state leading to goal-directed behaviour to satisfy that need. In line with this motives can be defined as relatively enduring, strong, and persistent internal stimuli that arouse and direct behaviour toward certain goals.

Kotler et al (2008)\textsuperscript{114} opined that lifestyle is a person’s pattern of living as expressed in his or her activities, interests and opinions. Lifestyle captures a person’s whole pattern of acting or interacting in the world more than profiling a person’s social class or personality.

Renn (2008)\textsuperscript{115} suggested that consumers always consider some elements of risk, real or apparent. This means that individuals make decisions in risky environments all the time and consequences of their decisions are generally not known at the time they are made.

An- Tien Hsieh and Chung- Kai Li (2008)\textsuperscript{116} proposed that Public relation perception has a positive influence on customer loyalty. They indicated that the higher the consumers perception of public relation, the higher the customer loyalty. The study revealed that company’s dedication to the practice of public relation is worthwhile because public relation can definitely enhance customer loyalty.

Sune Donoghue et al. (2008)\textsuperscript{117} found out that consumers’ expectations are partly based on the marketing efforts of companies. Companies’ promotional efforts should be realistic, in order to avoid creating false expectations concerning the anticipated benefits to be derived directly from the products themselves and/or other benefits resulting from the purchase and use of product.

Schiffman, L. et al. (2008)\textsuperscript{118} mentioned that consumer learning is the process by which individuals acquire the purchase and consumption knowledge and experience they apply to future related behaviour.
G. Sridhar (2007)\textsuperscript{119} in his study argued that perceived risk is considered to be a key antecedent of consumer involvement. The findings revealed that risk has two dimensions namely uncertainty in purchase and consequences of mispurchase. Perceived risk can be classified into six types: financial, performance, physical, social, psychological, and time risk.

Bouder et al. (2007)\textsuperscript{120} stated that a consumer intending to purchase an unfamiliar product will have many questions about the product. These can be about ability to satisfy needs, value for money, Impressions that may be created on others and ethics of the manufacturer; these questions constitute uncertainty to consumers which must be resolved before the decision to buy or not to buy is made.

Schiffman and Kanuk (2006)\textsuperscript{121} noted that consumers have different types of involvement for different products. Consumers can be involved with a product, with the purchasing processes, consumption of the product, and the communications process. These different involvement levels can form an overall profile of consumer involvement that encompasses purchasing and consumption occasions. They can also be treated as separate types of involvement that focus on a particular consumer-object context.

Kotler P., and Keller, K. L. (2006)\textsuperscript{122} defines belief as descriptive thought that a person holds about something and attitude as a person’s enduring favourable or unfavourable cognitive evaluations, emotional feelings, and action tendencies toward some object or idea.

Anja Reimer and Richard Kuehn (2005)\textsuperscript{123} in their study found out that the servicescape is not only an indicator for the expected service quality, but also influence the evaluation of the intangible dimensions. The servicescape has direct and indirect effect on the perceived service quality, which leads to a higher overall effect of the servicescape. The results showed that the servicescape is of greater importance in determining customers’ evaluations of the expected service quality in hedonically motivated services.

Mateja KOS and Irena VIDA (2005)\textsuperscript{124} conducted a study to apply the existing knowledge in the field of consumer behaviour to consumer home buying behaviour. Variables of the study are the buying process and the external and the
internal factors impacting buying process. It was found out that cognitive and rational factors alone do not offer a sufficient explanation of consumer behaviour in the case of high-involvement products being purchased only a few times in a person’s lifetime. The personal situation of the customer, environmental factors, the role of feelings, experience, subconscious factors, needs and goals should be considered. The study suggested that certain evaluative criteria are critical in the evaluation stage of the buying process. These include professionalism and reputation of the seller/company, quality, price, architectural solutions, and the country of origin of the manufacturer. Along with the emotionally charged internal factors, which carry heavy weight in initiating the purchase, other factors identified in this qualitative analysis include a buyer’s experience (with the product and the seller) and his/her prior knowledge. Significant external factors impacting the buying process in this qualitative study included recommendations from people buyers trust, the seller/company’s behaviour and marketing communication in the housing market.

Arnould et al. (2004)\(^{125}\) identified motivation as an inner drive that reflects goal-oriented arousal.

Schiffman and Kanuk (2004)\(^{126}\) defined attitude within the context of consumer behaviour as a constant tendency to behave accordingly in a concrete situation, regarding a certain object or a group of objects.

Hishamuddin Ismail, Nor Asiah Abdullah (2001)\(^{127}\) opined that customer perception of value is very important since it is linked to the market share, relationship marketing concept and future repurchase intention. Organizations must clearly understand the differing perception on value by their customers. This is because it will somehow influence the success of organizations in the future. In this study, the result indicated that there is a relationship between customer satisfaction and service value.

Prof. Tapan K Panda (2001)\(^{128}\) in his study identified certain factors on Perception of Risk in Small Scale Sector. The factors include Poor financial condition, High cost of operation, Low skilled worker, Poor packaging, High distribution cost, Market selectivity, Unavailability of working capital, Partnership

Schiffman, et al. (2001)\textsuperscript{129} suggested that personality and self-concept are unique characteristics that can describe individual consumers and are shaped, to varying degrees, by the consumers’ social environment, motivations, habitual behaviour, resources and innate personality traits.

Ajzen and Fishbein, (2000)\textsuperscript{130} Stated that attitudes are generally understood as a person’s degree of favorableness or unfavorableness with respect to a psychological object.

Grewal, R., et al. (2000)\textsuperscript{131} mentioned that attitudes serve four key functions for individuals. They are knowledge function, Value-expressive function, Utilitarian function and Ego-Defensive function.

Rohan (2000)\textsuperscript{132} opined that Values provide guides for living the best way possible for individuals, social groups and cultures.

Kim (2000)\textsuperscript{133} said that consumers are likely to purchase the products or brands that match up with their personalities. Consumers personally tend to identify themselves with certain brands or use brands as a means of self-expression.

Brehm, et al. (1999)\textsuperscript{134} stated that self-concept or personal identity of an individual refers to the totality of his or her cognitive beliefs about her/himself.

Sheth, et al. (1999)\textsuperscript{135} defined Personality is defined as person’s consistent ways of responding to the environment in which he or she lives.

Solomon, et al. (1999)\textsuperscript{136} viewed that the memory of a person has a central role in the processing of information, and therefore it is of great importance for the understanding of cognitive learning.
Dhar and Nowlis (1999)\textsuperscript{137} found that under time pressure, choice deferral decision processes are influenced by the degree and type of choice conflict.

Schiffman and Kanuk, (1997)\textsuperscript{138} opined that consumer attitudes are an integral part of the marketing environment that can enhance or curtail marketing activities.

Beharrell and Dennison (1995)\textsuperscript{139} mentions that Situation such as a special promotion, discount price, ‘End of Year’ or season bonanza, special merchandising displays can trigger unusual states of anxiety such as a lost shopping list and thus impact on the opportunity and ability to make purchase decisions.

Collier (1995)\textsuperscript{140} stated that the term privacy is generally used to describe a group of values that include people's right to the privacy of their own body, private space, privacy of communications and information privacy.

McCrae and Costa (1995)\textsuperscript{141} suggested that self-concept and actual behaviours/achievements are influential components of the dynamic process of an individual’s decision making process to take action.

Morgan and Hunt (1994)\textsuperscript{142} opined that in marketing, trust is conceptualised as having two major components, confidence and reliability, and is significantly influenced by customer satisfaction.

Julia and Fischer (1993)\textsuperscript{143} observed that consumers’ exertion of enduring involvement in buying situations is affected by their social relationships, with family or other relationship groups.

Zeithaml, Berry and Parasuraman, (1993)\textsuperscript{144} opined that expectations play an important role in determining satisfaction, loyalty and other postpurchase behaviours.

Moutinho (1993)\textsuperscript{145} described perception as the process by which an individual selects, organises and interprets stimuli in a meaningful and coherent way. Stimuli affect the senses, whether auditory, visual, tactile, olfactory and/or taste. Individuals selectively organise perceptions into meaningful relationships, with interpretation influenced by social and personal factors.
Yoon et al. (1993)\textsuperscript{146} said that it is possible to view corporate reputation as a mirror of the firm's history which serves to communicate information regarding the quality of its products or services to its target groups in comparison with those of its competitors.

According to Schwartz (1992)\textsuperscript{147} values exert a major influence on the consumer behaviour. Thus serving as determinant for his/her decision making in a discreet choice among brands, products or in any situation where conflict of choice exists. Choice criteria are based on individual's social values.

Sirgy and Johar (1991)\textsuperscript{148} said that individual consumers have distinct self-images or self-concepts about who they are, based on the context, social roles or positions they occupy in their lives. Self-images, or perceptions of self, are very closely associated with personality. Hence individuals tend to buy products and services, and visit retailers with congruent images or ‘personalities’ to that of their own.

Mowen (1987)\textsuperscript{149} Opined that Perception is that what a consumer thinks about an object on the basis of information and knowledge that he has. Feelings but not convictions constitute the core of feelings that make up another component of attitude. Emotions such as fear, surprise, sadness, anger, joy or disgust are particularly important as they force the behaviour of a consumer in one way or another.

Schwartz and Bilsky (1987)\textsuperscript{150} said that values can be defined as enduring beliefs that pertain to desirable end states or behaviours, transcend specific situations, guide selection or evaluation of behaviour and events, and are ordered by importance.

Zaichkowsky (1985)\textsuperscript{151} opined that Product involvement can be defined as a consumer’s enduring perceptions of the importance of the product category based on the consumer’s inherent needs, values, and interests.

Bloch and Bruce (1984)\textsuperscript{152} said that Product Involvement is an abiding interest in, and attachment to, a product class which is independent of purchase or other situational factors.
Hayes-Roth et al. (1983) suggested that the level of knowledge of a consumer influences the ability to perform complex tasks in the purchasing and consumption processes.

Langer (1983) opined that most consumers have no formal training in product quality or credence. They depend on their past personal experiences or that of perceived experts such as sales staff, product magazine editors/columnists and opinion leaders to make choices. Hence consumers who have product knowledge are competent and better decision-makers.

Bloch and Richins (1983) emphasized that consumers’ attitudes towards product benefits influence the kind of information they seek, where they seek products and the price they are willing to pay. Consumer attitudes are affected by different factors that cause the learning to take place prior to the formation of attitudes.

Sirgy (1982) said that Self-concept is a well-documented construct which is hypothesised to influence the actual consumer’s behaviour outcomes.

Fishbein and Ajzen, (1980) noted that a person’s attitude towards an object is positively linked with actions taken towards the object. But this can be affected by different factors that cause learning to take place prior to attitude formation.

Rosenberg (1979) mentioned that self-concept denotes the totality of the individual's thoughts and feelings having reference to him as an object.

Houston and Rothschild (1978) argued that product characteristics such as price, time, elapse time of consumption and product complexity contribute directly to situational involvement.

Vinson et al. (1977) said that in the marketing field, values are seen to influence the behaviour of consumers with respect to choice of product categories, brands and product attributes.

Fishbein and Ajzen (1975) studied about how individual’s process and use information about a product or service, mould their beliefs and attitudes towards it, and form their buying intentions and actions.
Howard and Sheth (1969)\textsuperscript{162} defined the pressure time that is the opposite of the available time for a shopper to do the act of purchase. Time pressure has been identified as an exogenous variable capable of influencing consumer behaviour.

Cox (1967)\textsuperscript{163} stated that the risk reduction strategies adopted by consumers to minimise perceived risk works on the uncertainty elements of risk. Rational consumers seek to reduce risk by reducing uncertainty in the purchase situation.

Moore (1963)\textsuperscript{164} suggested a definition of lifestyle to connect conceptual and operational interpretations. Lifestyle is a patterned way of life into which people fit various products, events or resources. Consumer purchasing is an interrelated, patterned phenomenon and products are purchased as part of a lifestyle package.

Rosenberg and Hovland (1960)\textsuperscript{165} stated that attitude can be described as a particular evaluation of an object, which could influence emotions, knowledge or behaviour with regard to the object.

Allport (1943)\textsuperscript{166} suggested that individuals have one self-image which is consistent with all aspects of life. This is opposed to the multiple self-concepts which postulate that consumers see themselves differently according to the situational factors.

2.5. Consumer Behaviour

M. Nasrin Sulthana and Dr. M. Sakthivel Murugan (2011)\textsuperscript{167} in their study argued that consumer buying behaviour is influenced by internal factors. The factors are demographic, psychographics, personality, motivation, knowledge, attitude, beliefs and feelings. The external factors which influence consumer behaviour such as culture, sub culture, locality, royalty, ethnicity, family, social class, past experience, lifestyle and gender. They summarised as consumer behaviour is concerned with consumer need for action in the direction of satisfying his needs.

P.S Venkateswaran, N. et al. (2011)\textsuperscript{168} argued that corporate owners’ brand strategy and tactics are typically based on an understanding of how consumer brand choice behaviour is influenced by marketing factors, such as quality, price, innovation, creativity, design, package, and advertisement, etc. A consumer prefers a particular brand based on what benefits that brand can offer to him/her. Hence the
brand can charge a higher price and command more loyalty. The study observed that in forming the tendency of customers to prefer a particular brand, the marketing variables like advertisement, quality of the product, brand name and brand image plays an essential role.

Elif Karaosmanoglu, et al. (2011)\textsuperscript{169} found out that consumers’ evaluation of corporate image have an impact on purchase/ repurchase intention, behavioural loyalty and customer extra-role behaviour. This study has taken attitudinal and behavioural consequences of the other-customer effect through emotional attachment, consumer-company identification and corporate image.

Hossein Nezakati et al. (2011)\textsuperscript{170} conducted a study to determine the factors which influence the consumer purchasing behavior. The factors were price consciousness, value consciousness, price-quality inference, risk averseness, beliefs, perception, attitude, and group influence. These factors have positive or negative relationship with the consumer intention to purchase behaviour. They point out that Marketers also should increase the product quality in order to increase the consumer’s beliefs about the products by maintaining the quality to gain competitive advantage.

Chia-Lin Hsu et al. (2011)\textsuperscript{171} in their study observed that the relationship between flow experience and Internet shopping behavior is moderated by consumer characteristics. This includes trust, propensity, willingness to buy and self-confidence. They argue that to strengthen customers’ self-confidence, web site should be able to provide information that is accurate, complete, timely and easy to understand.

Hossein Nezakati et al. (2011)\textsuperscript{172} in their study noted that quality will influence consumer’s beliefs and also will influence the intention to purchase. They also pointed out that marketers should understand the consumer purchasing behaviour in terms of price, quality, value, risk, beliefs, and perception and so on in order to come out with more effective marketing strategies.

Wann-Yih Wu et al. (2011)\textsuperscript{173} opined that scarcity strategies are employed by marketers to influence consumer decision making. The study developed a comprehensive research model in order to fully understand how scarcity affects
consumer value perception and purchase intention. The result suggested that the effect of scarcity on purchase intention through perceived uniqueness, perceived sacrifice and perceived value are stronger than the scarcity effects through assumed expensiveness, perceived quality, perceived sacrifice and perceived value.

Adetokunbo Oluwole Ilesanmi (2010) in his study appraised the essential characteristics that contribute to residential satisfaction. It emphasized the role of the quality of the physical environment as a dominant predictor of satisfaction. The study presented the analysis of residents’ perceptions and levels of satisfaction with their housing. The study revealed the relationships between user responses and the physical characteristics of the residential buildings and estates.

Dr. S. Subadra et al. (2010) opined that consumer behaviour consists of all human behaviour that goes in making purchase decisions. An understanding of the consumer behaviour enables a marketer to take marketing decisions which are compatible with its consumer needs. Consumer behaviour determinants and expectations are of four types they are cultural, socioeconomic, personal and psychological.

Jansson-Boyd (2010) pointed out that consumer behaviour as an appendage of consumer psychology; is about understanding why and how individuals and groups engage in consumer activities, as well as how they are affected by them. Without knowing what people’s needs are, how they process information and how they subsequently act, it is not possible to explain consumer behaviour.

Kotler and Armstrong (2010) viewed that consumers have influences that are individually determined-demographic, psychological, lifestyle and their economic situation. The consumers’ internal and external influences manifest in the decision-making process they go through when purchasing products.

Lake (2009) Stated that consumer behaviour describes the process that leads to and determines the why, what, who, when, and how of what consumers purchase in a way that reinforces their self-image, sustains their lifestyle, expresses their identity culturally as a group (or part of it) and/or gains recognition within their own group.
Kotler et al. (2009)\textsuperscript{179} defined Consumer behaviour is the study of how individuals or groups buy, use and dispose of goods, services, ideas or experience to satisfy their needs or wants.

Tor W. Andreassen, and Line L. Olsen (2008)\textsuperscript{180} documented that customer service is an important variable in creating a competitive advantage and a sound economy through satisfied and committed customers. They have focused on established customer relationships, as customer service practices seem to vary more in this phase of the customers’ lifecycle than in earlier phase.

Luca Petruzzellis (2008)\textsuperscript{181} suggested that two major components of brand knowledge, namely brand awareness and brand image are identified as crucial to successful brand building.

Mahavir Sehrawet and Subhash C. Kundu (2007)\textsuperscript{182} conducted a study to establish whether the residential background of consumers has a varying influence on their buying decisions.

Dr. D. Ashok (2007)\textsuperscript{183} suggested that consumer-purchasing pattern may involve a certain degree of influence through both; Environmental factors and Personal factors. The environment factors include: The Economic factors - include the current and anticipated stage of the business cycle, as well as inflation and interest rates. The cultural factors - include knowledge, beliefs, values, attitudes, habits and forms of behaviour that are shared by a society and are transmitted from generation to generation. The social factors - include educational level, occupational level and income level, influence of reference group etc. Psychological factors - include likes and dislikes of certain individuals relating to need for comfort/sophistication, sentiments, realization of the ego needs. Demographic factors – living personal factors includes consumer economic resources, knowledge of individual, involvement, life style, reference group and utilities.

Stephen W. Clopton et al. (2001)\textsuperscript{184} in his study indicated that two important salesperson characteristics, willingness to listen and product/store knowledge, have significant and separate effects on consumers' positive or negative post-complaint perceptions and intentions.
Vincent-Wayne Mitchell and Gianfranco Walsh (2001)\textsuperscript{185} examine how gender affects consumers’ approaches to decision making. In terms of personality traits they found that men are reported to be more independent, confident, competitive, externally motivated, more willing to take risks, especially with money and less prone to perceive product risk than females. They are less likely than women to complain when dissatisfied with a good or service.

Anderson et al. (1994)\textsuperscript{186} opined that satisfaction is viewed as a central consumer behaviour construct because the extent to which consumers are satisfied influences future organisational performance.

Arun Sharma (1999)\textsuperscript{187} suggested that salespeople’s positive affect may be among the more important factors in persuasion in the current sales environment. Organizations need to foster a better understanding of customers’ perceptions. The inclusion of customer satisfaction measures in the evaluations of salespeople is a step in the right direction.

Donald J. and Hempel et al. (1978)\textsuperscript{188} puts forward three basic concepts with regard to house buying behaviour. The concepts are search behaviour, motivational determinants and experiential determinants. They grouped the concepts in different dimensions: Four dimensions of experience behaviour are buying experience, residential mobility, community mobility and vicarious experience obtained through parent’s purchase. Dimensions of search behaviour are duration of search, Extent of search, intensity of search and information source utilization motivational determinants deals with the family reasons for moving and customer personal attitudes.

2.6. Customer Satisfaction

Forsythe, P.J. (2008)\textsuperscript{189} recognized customer satisfaction as a means of achieving competitive advantage in the current market place.

Christian Homburg and Ruth M. Stock (2005)\textsuperscript{190} argued that certain customer characteristics such as customer trust, customer price consciousness, and the importance of product/service to the customer and salesperson characteristics such
as empathy, expertise, and reliability moderate the relationship between salespeople’s work satisfaction and customer satisfaction.

Wayne D. and Hoyer et al. (2002)\textsuperscript{191} pointed out that different dimensions of satisfaction that are attractiveness of product offer, satisfaction with concluded deal, satisfaction with customer service, satisfaction with condition of the product, satisfaction with product purchase.

Christian Homburg and Annette Giering (2001)\textsuperscript{192} opined that the strength of the relationship between customer satisfaction and loyalty is strongly influenced by characteristics of the customer. The satisfaction judgment is related to all the experiences made with a certain supplier concerning his products, the sales process, and the after-sale service.

David P Varady and Mark A carrozza (2000)\textsuperscript{193} presented a more reliable approach to measuring public housing customer satisfaction than has been used in the past. It looks at different components of satisfaction Housing satisfaction and Housing condition, Neighbourhood satisfaction and Neighbourhood conditions, Neighbourhood safety, Neighbourhood social fabric and House repairs and ground maintenance, and combines qualitative and quantitative information.

NAHB (2000)\textsuperscript{194} suggested that in order to satisfy home buyers, builders must focus on delivering houses 100% complete, closing on time and providing responsive warranty service.

Djebuarni, R., and Al-Abed, A. (2000)\textsuperscript{195} defined residential satisfaction as the feeling of contentment when one has or achieves what one needs or desires in a house. It is used as a key predictor of an individual’s perceptions of general quality of life, residential mobility, an ad hoc evaluative measure for judging the success of developments, and an assessment tool of residents’ perceptions of inadequacies in their current housing environment.

Oh L.S. (2000)\textsuperscript{196} in her study revealed that while the residents were highly satisfied with the space and price of the house owned, they were not satisfied with the size of kitchen, plumbing, and public facilities such as recreational areas, playground, taxi and bus services in the housing area.
Lu M. (1999)\textsuperscript{197} observed that residential satisfaction is a complex construct, affected by a variety of environmental and socio-demographic variables. Residential satisfaction has been a major and popular research topic for the following reasons. First, residential satisfaction is recognised as important component of individuals’ quality of life. Second, individuals’ evaluations of housing and neighbourhood determine the way they respond to residential environment and form the basis for public policy feedback.

Ame´rigo, M., and Aragone, S. J. I. (1997)\textsuperscript{198} stated that residential satisfaction refers to individuals’ appraisal of the conditions of their residential environment, in relation to their needs, expectations and achievements.

Galster, G. C. (1987)\textsuperscript{199} stated that residential satisfaction are based upon the idea that residential satisfaction measures the difference between households’ actual and desired/aspired housing and neighbourhood situations.

George, L. K., and Bearon, L. B. (1980)\textsuperscript{200} opined that residential satisfaction mediates the effects of environmental stressors on psychological well-being. Residential satisfaction refers to individuals’ appraisal of the conditions of their residential environment, in relation to their needs, expectations and achievements.

2.7. Investment

Vandna Singh and Komal (2009)\textsuperscript{201} in her study dealt with the fundamental factors affecting the real value like demand, supply, property, restrictions to use and site characteristics. The most important factor in the case of Real Estate is location which affects the value and returns from the real estate. The investment in Real Estate in India is a very good investment opportunity.

Andrew Beer (1999)\textsuperscript{202} in his study on Housing Investment and the Private Rental Sector mentioned the changing environment for private rental housing and examined the nature of investors and the size of their investment in the housing stock, as well as the impact of their investment strategies on the operation of the housing market. The findings of this research study and discussion revealed that the reason become landlord was Secure long-term investment, Income from rent,
Reduce taxable income by negative gearing, Plan to return to live in dwelling at later date, Possible future home, Potential for capital gain and Investing for retirement.

Muellbauer, J. and Murphy A. (1997) suggested that the mortgage interest rate is also expected to significantly influence an individual’s decision to purchase a house. An increase in the mortgage rate or mortgage payment discourages people from buying a house and thus decreases the demand for house. Significant effects of the interest rate on consumer expenditure are also expected via the effect on housing wealth especially when houses serve as collateral.

2.8. **Price**

Polina Stoykova and Sofia (2011) In their study found out that the traditional long-term housing price determinants such as households’ income, bank lending, interest rates, unemployment and demographic factors are very relevant in house purchase decision.

Kent B. Monroe (2011) suggested that the behavioural pricing aspects influence the context of a purchase situation, including the structure of the prices available for judgment, influences buyers’ price perceptions and willingness to buy.

Alan Heston A and Alice O. Nakamura (2009) opined that the costs of owner occupied as well as rental housing have important roles playing in purchase decision. A rental value of the housing stock should be included as part of the aggregates for personal consumption, personal income, income of proprietors and value added for the real estate industry. Housing cost information for either renters or owner occupiers can be used for assessing movements over time and spatial differences in the cost of housing for both renters and owners.

Lu Han (2008) argued that under house price uncertainty, the risk associated with housing wealth reduces housing demand. This negative effect can be mitigated by the incentive to self-hedge against future house price uncertainty. The net effect of price uncertainty on housing demand depends critically on a household’s expected future housing path, which is characterized by the correlation between the household’s current and future desired houses and by the probability of moving up the housing ladder.
Donald Bradley et al. (2007)\textsuperscript{208} found out that Residential status has a statistically significant influence on home ownership. Households that expect to live in a place for a long time are more likely to wish to become house owner. Remittances have an important impact on tenure choice. It is more difficult for households to accumulate a down payment, thus postponing the ability to become an owner. The variables identified are number of children in the household, financial variables, information variables, demographic variables.

Mohammed Saleh Jahur et al. (2006)\textsuperscript{209} in their study identified that housing sectors in Bangladesh are facing different financing problems such as, lack of adequate funds at reasonable interest rate, non-existence of level-playing field, inefficient debt market, higher default risk, huge amount of classified housing loan, legal flaws, access to housing credit, hesitance of HFIs (Housing Financial Institutions) to provide long-term loan etc. To eliminate these problems of housing sector, the study has suggested some policy measures such as expansion of financial resources to the private HFIs, broaden the scope of housing finance etc.

Thomas Davidoff (2006)\textsuperscript{210} studied about the intuition that households whose incomes covary relatively strongly with housing prices should own relatively little housing. Among US households, the generally positive correlation between income and home prices suggests that households enter financial markets with a greater exposure to risk than is typically modeled.

Pami Dua (2004)\textsuperscript{211} conducted a study on economic variables that are likely to influence consumers buying attitude. The potential detriments of consumers buying attitude for homes can be divided into three categories, such as Housing sector factor, General economic condition and Future expected housing related general economic conditions. This paper further point out the consumer’s perception of buying conditions for houses are co integrated with current and expected interest rate. The variables identified as Current and expected interest rate, Current and expected real disposable income and house prices, Employment, Income level, Expectation about future economic condition, Mortgage interest rate, House price, Investment.
Kearl J.H. (1979)\textsuperscript{212} observed that housing prices can also influence people’s incentive to invest in real estate both directly via demand for houses and indirectly, through the effect on the inflation rate. Inflation causes nominal housing payment to increase and thus decreases housing demand.

2.9. Advertisement

Pooja (2013)\textsuperscript{213} in her study found that individuals differ in their day-to-day financial behaviour and this has an influence on the choice of instruments used to modify behaviour.

Manju Rani Malik (2011)\textsuperscript{214} observed that the location, variety of product and reasonable price are the major motivating factors that influence the customers.

Carsten Baumgarth and Lars Binckebanck (2011)\textsuperscript{215} confirmed the high relevance of the sales force to the building and maintenance of a strong B-B brand. The most important driver of brand equity in this environment is a sales persons behaviour, followed in sequence by his or her personality, product quality and non-personal marketing communications. Variables identified as Brand equity and Non-personal communication.

Leonidas C. Leonidou et al. (2011)\textsuperscript{216} in their study revealed the existence of many interaction effects among the different dimensions of the advertisement. They are Advertisement setting:- Natural environment, Still life, Imaginary/artificial environment, Industrial environment, Normal scenery, Abstract design, Green equipment/device, Slice of life, Green lifestyle, Environmental objects, No setting, Advertisement presenter:- Normal people, Animals, Company person, Special character, Expert, Human hands, Special people, Celebrity, Cartoon, No presenter and Company identification mark:- Environmental website, Environmental slogan, Green signature cut, Green logotype, Green awards, No company environmental identification.

Cristiane Pizzutti Dos Santos and Daniel Von Der Heyde Fernandes (2011)\textsuperscript{217} in their study indicated that interpersonal treatment by the e-retailer improves consumer perceptions of the online recovery process. Consumer trust in the firm's website is strongly influenced by satisfaction with complaint handling,
familiarity and the quality of prior experiences with the website. Consumer trust in Internet shopping is mainly affected by familiarity and the quality of prior experiences with Internet purchasing. These two dimensions of trust are distinct and represent discrete facets, as they do not impact each other. Repurchase intentions and word-of-mouth communications are influenced by consumer trust.

2.10. Conclusion

Researcher has reviewed journal articles, theses and books which are relevant for the study, keeping in mind the objectives of the study. From the review, Researcher was able to know the major and minor variables as well as the research gap. Based on this the study model was developed. The model is shown in the first chapter.
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