CHAPTER-V
FINDINGS, CONCLUSION AND SUGGESTIONS

Chapter Design

This chapter has covered findings, conclusion and suggestions of which 107 applied and elaborate findings, conclusion and 112 practicable suggestions and 10 future researches it has included.

5.1: Introduction:
This chapter covers findings, conclusion and suggestions for Customers’ behavior of flat purchasers and strategy used by Builders’ for managing Customers behavior. It covers 107 findings, conclusion and 112 applied suggestions regarding the study. This chapter focuses on present Customers’ behaviour of flat purchaser and strategy used by Builders’ for managing Customers’ behaviour of flat purchaser in the sample city. The select subject is very dedicated because Customers perception and psychology is different for taking purchase decision of flat in the sample city and it is challenging job for Builders for managing Customers behaviour as well as while developing project for selling flat to the customer in the sample city.

5.2: FINDINGS, CONCLUSION:

1. It is found that 47% Customer respondents qualifications are graduate. It is also found that maximum flat purchasers are graduate in the sample city. It is noted that in the sample city many manufacturing industries, service industries and all types of industries are available and due to this reason graduate people get easily job in the sample city. It is also found that post graduate/MBA respondents are more in number for purchasing flat in the sample city. It is observed that diploma holder and ITI people gets easily job and getting high salary in the sample city and due to this reason such types of people attracted for taking purchase decision of the flat. It is noted that 10th and above education people are working in the real estate or marketing/sales field in the sample city and they earned more money due to this reason people attracted for purchasing flat. (Table No.3.1)

2. It is concluded that (66%) sample respondents are from service category in the sample city. It is concluded that company provides good package, high salary and
incentives to the employee due to this reason salaried people are motivated and attracted for purchasing flat in the sample city. It is also found that (12%) self employed and (11%) professional sample respondents purchase flat in the sample city. Self employed and businessmen are getting home loan on the basis of two or three years ITR and balance sheet. It is observed that big businessmen or self employed purchased 2BHK or 3 BHK flats reason behind getting high earnings in the sample city. (Table No.3.2)

3. It is concluded that 35% Customer respondents income range between Rs. 26,000-50,000 per month in the sample city. It is observed that below fifty thousand rupees is the average income of maximum peoples in the sample city. It is noted that Customer respondents income is below Rs. 25,000 per month in the sample city, such type of customer is fresher employee or working from last three years in the service/profession. It is observed that income range between Rs. 51,000 to Rs. 1,00,000 are customer purchased the flat, such type of people can purchase 2 or 3 BHK flat in the sample city. It is remarked that respondents whose income up to Rs. 1,25,000/- and a few Customer respondents income above Rs. 1,26,000, such types of people are well experienced, well-qualified and working at good position or reputed companies in the sample city. It is concluded that high income motivate or attract towards purchasing 3 BHK luxurious flat and income factor plays the most important role while selecting flat in the sample city. (Table No.3.5)

4. It is concluded that 45% Customer respondents are age between to 31-40 years and 36% are age between 21-30 years. It is also concluded that majority of age group between 31-40 Customers purchased the flat due to getting high salary, job settle in the service/profession, good position in the job and provision for children these factors have influenced taking purchase decision of the flat. It is observed by the researcher IT peoples between age group 25-35 years purchased 2 and 3 BHK flat due to getting high package in the sample city. It is concluded that fifteen years before generally, after retirement, people purchased the flat but today’s youngster after getting job within four to five years they are purchasing flat in the sample city. It is concluded that Customers between to 41-50 years taking purchase decision of flat because of well-settled in the service/profession, top work position and getting high package etc. these factors motivate and attract for selecting flat in the sample city. (Table No.3.7)
5. It is found that 48% sample respondents have purchased 2 BHK flats in the sample city. It is remarked that Customer respondents give more preference to 2 BHK flat because of provision for children, good privacy, getting more balconies and generally one time purchased flat in the life etc., these factors motivated to purchase 2 BHK flat in the sample city. It is found that more than 33% Customers purchased 1 BHK flats in the sample city due to affordable or budgetary flat as compared to others. It is also found that a few Customers have purchased 3 BHK flats because of good living privacy of busy work schedule, provision for children’s, large family, getting more number of balconies, good specious flat, good service for guest and capital appreciation etc., these factors have motivated and attracted for purchasing 3 BHK flat in the sample city. *(Table No.3.8)*

6. It is concluded that 45% sample respondents have decided budget between Rs. 16 lakh- 35 lakh for purchasing flat in the sample city. It is observed that majority of peoples’ earning is below fifty thousand rupees per month, and according to this income people budget goes to Rs. 16 lakh-35 lakh as per providing home loan from bank/financial institutes. It is also concluded that more number of Customer respondents have decided budget Rs. 36 lakh-55 lakh and Rs. 56 lakh-75 lakh for purchasing flat. It is remarked that a few Customers have decided budget between Rs. 76 lakh-95 lakh and above Rs. 96 lakh in the sample city and in this budget customer can purchase specious 3 BHK flats in the sample city. It is concluded that as per budget Customer purchase 1, 2 and 3 BHK flats in the sample city. *(Table No.3.9)*

7. It is found that 38% Customer respondents give preference to well developed area and 33% to developed area for purchasing flat in the sample city. It is found that more respondents prefer well developed area and developed area reasons behind this are available of good market, nearness to school, hospital, bank and college, availability of transport facilities, road connectivity, nearness to bus stop, rail, rickshaw stop etc., these areas also linked to main cities like Pune, Mumbai, Nashik, Ahmednagar, Kolhapur etc. It is noted that various locations such as Pimpri, Chinchwad, Akurdi, Nigdi, Kasarwadi, Sangvi, Kalewadi, Wakad, Pimple Saudagar/Nilakh etc., these are well developed and developed area in the sample city. It is also found that Customers preferred under developed area taking purchase decision of flat. It is noted that various locations i.e. Ravet, Punawale, Kiwale, Moshi and Chikhali etc., these are underdeveloped areas for purchasing flat in the sample city. *(Table No.3.10)*
8. It is found that (32%) sample respondents Wakad, (27%) Moshi, similar (26%) Ravet and Pimple Nilakh/Gurav/Saudagar, Chinchwad and Thathwade/Punawale etc., area/locations are preferred while purchasing flat in the sample city. Wakad is the most important location preferred by Customers because nearness to Hinjewadi IT park and good road connectivity to NH4 highway and Pune-Mumbai Express highway. It is noted that Moshi is the fastest developing area due to availability of big land, nearness of Bhosari MIDC, Chakan MIDC, Chinchwad MIDC and link to ring road and Pune-Nashik highway connectivity. Ravet is also under developing location and therefore Customers are attracted towards these locations due to many projects, BRT Bus way Kiwale to Sangvi, nearness Sahara Cricket Stadium and express highway etc. It is noted that Chinchwad, Pimple Nilakh/Gurav/Saudagar, Tathwade/Punawale and Sangvi/Navi Sangvi in these locations many flats are available to the customers of 1, 2 and 3 BHK flats. It is also found that other few locations are less preferred by Customers i.e. Pimpri, Talawade, Akurdi, Walekarwadi, Bhosari, Kalewadi and Nigadi because in these locations non-availability of the medium/big project for purchasing flats and a few projects are ready for purchasing flat to the customers. (Table No.3.11)

9. It is concluded that (74%) Customer respondents have purchased flat for residential purpose in the sample city. It is cleared that in the Pimpri-Chinchwad city, availability of many job opportunities in the different sectors due to this reason people want stable life and good career so that people purchased flat for residential only. It is noted that more than (39%) respondents have purchased flat for investment purpose in the sample city. It is also concluded that well settled people are attracted towards purchasing second home for investment purpose because of getting more rent, provision for children and capital appreciation. It is also concluded that (24%) respondents purchased the flat for getting tax benefit and tax benefit is important motivational factor while purchasing the flat. It is identified that capital appreciation is also important factor for purchasing flat and now-a-days maximum people invested money at real estate for increasing capital appreciation in the sample city. (Table No.3.12)

10. It is found that 43% Customer respondents have liked the most of well modern amenities and 31% luxurious flat for purchasing flat in the sample city. Now-a-days maximum people wants various amenities reason behind increasing high living standard, high income, life style changed, status and prestige in the modern world etc.
It is found that Builders provide various modern amenities for selling flat such as garden, swimming pool, gymnasium, party lawn, club house, jogging track, path way, children’s play area, Wi-Fi connectivity, stage, temple, good quality lift with 24 hours generator backup, round the clock security etc. It is also found that Customer respondents like luxurious flat while taking purchase decision of flat in the sample city. It is noted that some Customer respondents want simple flat due to low budget and preference for senior citizen people. (Table No.3.13)

11. It is found that 60% respondents have 2-4 family members dependent on residential accommodation for taking purchase decision of flat. Such types of respondents prefer 1 or 2 BHK flats according to their family size. It is also found that 33% have 5-7 members are dependent on residential accommodation for purchasing flat. It is found that in this family only two or three member earn money and others are dependent person, such type of Customer respondents give preference to purchase 2 or 3 BHK flat in the sample city. It is cleared that according to number of family members customers select type of flat. (Table No.3.15)

12. It is found that 37% Customer respondents have preferred minimum area 501-750 sq. ft. for purchasing flat due to affordable or budgetary flat in the sample city. It is also noted that more respondents 23% give preference to area 751-1000 sq. ft. of minimum required area for purchasing flat in the sample city. It is also found that area 751-1000 square foot is comfortable for purchasing 2 BHK flats and also budgetary flat. It is noted that similar Customer respondents give preference to area 1001-1250 sq. ft. and 1251-1500 sq. ft. is minimum required area for purchasing flat and in this area builder provides large balcony for living room and small balcony for each 2 or 3 bed rooms with attached toilet bathroom. It is found that rarely least Customer respondents purchase above 1501 sq. ft. flat due to high budget. (Table No.3.16)

13. It is concluded that 33% Customer respondents have visited 4-6 sites and 27% have visited 7-9 construction sites before purchasing the flat. It is also concluded that customer visits different construction sites as per need, choice of location/area, area per square foot, budget of flat, builder name, getting more option, amenities, specification and facilities provided by the Builder etc., these factors influence while selecting flat in the sample city. It is also concluded that now-a-days customers see 7-9 sites because of status of completed construction work like ready possession or under construction work and understand prepayment schedule, demand payment from the builder as well as reputation of the builder for taking purchase decision of flat.
is concluded that Customers visit many sites reason behind low budget, wants high area per square foot in the minimum budget, problem of loan sanction and psychology of customer etc. (Table No.3.17)

14. It is found that 64% Customer respondents prefer medium apartment/project for booking the flat in the sample city. It is remarked that Customer respondents prefer medium apartment/project reason behind Builder constructs more medium apartment and they tried to construct average floors of building with good design of apartment as well as provide amenities, good specification and better facilities. It is noted that 21% Customer respondents prefer large apartment/project for booking the flat in the sample city. It is found that now-a-days Builder constructs a township project means large apartment/project and provides maximum amenities, more specifications and big facilities reason behind available of big land for developing the project. It is also found that low income people, lower middle class and average income people prefer small apartment/project due to affordable home, low maintenance charge and budgetary flat. (Table No.3.18)

15. It is concluded that Customer respondents are influenced from (47%) wife and (40%) friends for taking buying decision of flat in the sample city. It is noted that wife gives proper direction to respondent, also appreciates taking purchase decision of flat and she is also supports for arranging finance whenever required in the family. It is remarked that friends also influence for buying the flat and friend always gives right advice, financial support and help for searching the property from the reputed builder in the sample city. It is concluded that relatives and parents are also give good and right guidance for purchasing any important things in the family particularly to purchase home and also support; doing help for buying the flat in the sample city. (Table No.3.20)

16. It is found that Customer respondents have collected source of information from (52%) discussion with friend, (48%) hoardings, (46%) flex and (45%) newspapers for purchasing flat. It is also remarked that discussion with friend, hoardings, flex and newspapers were the best important source for collecting information regarding the flat in the sample city. It is noted that hoardings and flex create good awareness due to attractive and effective advertisement and focus on various promotional schemes provided by the builder so that hoardings and flex are a good source for respondents for collecting information. It is seen that festival offers and promotional schemes were highlighted in the news papers for attracting peoples.
It is also found that more Customer respondents collect information from property websites, pamphlets, magazines, radio, walk-in and discussion with family etc., these are good source for purchasing flat. Now-a-days maximum Builders tried to upload projects information on the property websites e.g. magicbricks.com, 99acres.com, commonfloor.com and makaan.com etc. It is found that Customer personally visit (walk-in) in the many sales office (sites) for collecting details information about the project. It is found that few Customer respondents have collected information through banners, property exhibitions, real estate agents and posters etc., these are also good source for collecting information in the sample city. (Table No.3.22)

17. It is concluded that (69%) Customer respondents said that Builders experience is the best source of information for purchasing flat in the sample city. It is noted that more sample respondents put faith in Builders experience for selecting property reason behind good construction quality, providing good service, modern amenities, facilities, used modern technology and best design of the building as per Vastushastra i.e. science of architecture etc. these factors have affected for purchasing flat. It is concluded that brand name creates good awareness and gives good results for selling property in the sample city. It is noted that goodwill is the important source and goodwill earns good business certificate from the market. It is concluded that word of mouth, advertisement and publicity are the good source of information for purchasing flat in the sample city. (Table No.3.24)

18. It is found that 47% respondents 1-10 projects and 35% respondents 11-20 projects were aware information about successfully completed projects by the Builder in the sample city. It is observed that before purchasing flat more respondents visited at some completed project and take advice from old customer regarding construction quality and related project in the sample city. It is noted that this is good decision of respondent is doing enquiry about completed project, which will help for selecting good flat without facing any legal problem from the builder. It is also found that a very few respondents have collected or the information about 21-30 projects and above 31-40 projects in the sample city. It is concluded that respondent’s awareness is limited regarding completed projects by the Builder. (Table No.3.26)

19. It is found that Customer respondents give preference to (62%) launching offer and (52%) advertisement for purchasing flat. It is observed that respondent gives more preference for launching offer reason behind at initial stage getting low rate, getting more option for choosing flat as per need/choice at any floor of the building
and getting more time for arranging money up to sanction loan as well as builder gives more time for arranging money. It is remarked that now-a-days due to attractive or effective modern advertisements peoples are attracted and motivated for taking purchase decision of flat in the sample city.

It is also found that discount offer and builders facility is given more preference by the customers for purchasing flat. It is observed that more respondents are giving preference for discount offer and gets various discount offers like discount on total amount of flat e.g. (5% discount), free registration charges, free service tax, free VAT, discount in rate per square foot etc. It is found that inspired by builders facility is also preferred by respondents and Builder provides various facilities to the customer. It is also found that sales promotion scheme and no EMI till possession is good promotional scheme and this scheme is more preferred by respondents for selecting flat in the sample city. It is observed that customers prefer various sales promotion schemes like gifts, vouchers, coupons and special offer for some first booking of flat holder etc. and builder offers gift like electronic goods, two-wheeler or four wheeler, gold coin, kitchen trolleys and furniture etc. (Table No.3.27)

20. It is concluded that Customer respondents (72%) consider construction of flat as per Vastushastra i.e. science of architecture. Now-a-days female/wife wants more Vastushastra i.e. science of architecture according to direction of main door, direction of kitchen otta, basin layout, refrigerator and oven place, dev ghar, television direction, bed direction, furniture layout and interior arrangement as per Vastushastra i.e. science of architecture. It is remarked that Vastushastra i.e. science of architecture gives more benefit to the people e.g. good health, good relation, positive attitude and wealth and prosperity. It is also concluded that few respondents give partial response to Vastushastra i.e. science of architecture for selecting flat, it depends on psychology and perception of the customer towards Vastushastra i.e. science of architecture. (Table No.3.29)

21. It is found that Customer respondents (53%) feel that current prices of flat are very high based on location. It is seen that various location like Nigdi, Akurdi, Pimpri, Chinchwad, Kasarwadi, Sangvi, Dapodi, Pimple Nilakh/Gurav/Saudagar, Kalewadi and Wakad etc. in these locations flat rates are very high in the sample city. It is noted that some location like Ravet, Punawale, Kiwale, Talawade, Chikhali and Moshi flat rates are high or fair/moderate in the sample city. It is also found that flat prices defend on location and other factors as per providing amenities, specification, types of

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flat, types of builder and which facilities provided by the builder. It is noted that respondents (35%) feel that current prices of flats are high in the sample city. It is found that a few respondents feel that flat prices are fair/moderate based on location and this price rate is applicable in the outside of city or under developed area in the sample city. \textit{(Table No.3.30)}

22. It is concluded that (52%) friend and (48%) relatives are providing finance help to Customer respondents for purchasing flat in the sample city. It is noted that friend always helps to customer i.e. searching flat, suggestion regarding flat, giving right information, finance help, any problem give right solution and financial assistance. It is concluded that relatives also are provides more finance help to respondents for purchasing flat. It is remarked that banks also help to every customer, who are eligible for taking loan and always give good service to customer. It is noted that father-in-law provides more finance help to respondent for purchasing flat. It is also concluded that respondents are getting financial help from housing finance, staff member and the owner of company for purchasing flat in the sample city. \textit{(Table No.3.31)}

23. It is found that Customer respondents prefer (30%) ready for possession and (29%) after 6 months of flat from the Builder. It is remarked that ready for possession and after 6 months is the possession time after booking of flat from the builder. It is found that majority of respondents have booked flat in the under construction stage as per respondents information. It is noted that according to need and demand respondents have booked the flat from Builder and getting possession of time. It is also remarked that more respondents are getting possession (24%) after 1 year and after 2 years in the sample city. \textit{(Table No.3.34)}

24. It is concluded that Customer respondents (38%) were delayed by 6 months and (32%) were 3 months in possession of flat from the builder. It is concluded that customers did not get at the right time of possession reason behind Builders did not fulfilled the commitment. It is noted that more respondents (13%) were delay 15 months in possession in the sample city. It is concluded that majority of Customers get delay in possession of the flat as the Builder was unable to complete it before the deadline reason behind financial problems about the builder, customers have not paid the money to builder according to stage of work completed, problems between builders (partner), proper plan not sanctioned from the corporation, builder wants more floor, problem of manpower, contractors problem and slow progress of work
etc., these are some reasons to delay in possession from the builder to complete it before the deadline. *(Table No.3.35)*

25. It is found that (66%) Customer respondents have agreed female role affect while buying the flat in the sample city. It is noted that generally female focus on kitchen room e.g. direction of Kitchen otta, basin layout, place for refrigerator and oven, dry balcony in the kitchen, pots rack, dev ghar and interior layout in the home etc. It is also found that now-a-days both husband and wife do job, in this family wife role is important and her expectations are high e.g. regarding interior layout, building shape, building design, Vastushastra i.e. science of architecture, water facility, modern amenities, modern specifications, more facilities and security in the building etc. It is noted that a few respondents have not agreed female role affect while buying the flat in the sample city. *(Table No.3.36)*

26. It is found that (80%) safety and security, (71%) nearness of school/hospital, (67%) nearness of market and (62%) travelling facility are preferred by a female/spouse while purchasing flat in the sample city. Female/spouse demands 24 hours round security in the society reason behind protection for theft incidence, safety life, safety for children’s, free surrounding and avoid salesmen trouble in the society. It is found that female/spouse more preferred nearness of school/hospital and nearness of market for selecting flat. It is noted that female/spouse preferred travelling facility like public transport, rickshaw, rail, bus facility and local train etc. It is also found that 24 hours water supply, road connectivity, Vastushastra i.e. science of architecture, carpet area and amenities are more generally preferred by a female/spouse while purchasing flat in the sample city. It is found that carpet area and amenities are also more preferred by female/spouse while selecting flat in the sample city. *(Table No.3.37)*

27. It is concluded that Customer respondents said that (73%) female/spouse recommends some changes after purchasing a flat with regard to interior layout in the sample city. It is also concluded that after purchasing flat according to Vastushastra i.e. science of architecture female/spouse is doing some changes in the flat e.g. direction of kitchen otta, place for pots rack, increase corner piece, change the tiles in kitchen and bathroom, some changes in the hall, some changes in the bedroom, make POP in the hall, change the colour, change door at balcony (glass with grill door) and space for Dev Ghar etc. *(Table No.3.38)*
28. It is found that (77%) Customer respondents are giving preference to price while purchasing flat. It is seen that in the sample city 1 BHK price goes to Rs. 30 lakh-50 lakh, 2 BHK price goes to Rs. 50 lakh-75 lakh and 3 BHK price goes above Rs. 75 lakh due to this reason flat is not affordable. It is noted that this price depends on total areas in square foot, type of locations, type of projects and which amenities, specifications and facilities are provided by builder. It is found that a few respondents do not give preference to price while purchasing flat and such type of Customers class is different and they prefer only location, Builder, project, flat and Builders’ facilities etc. (Table No.3.39)

29. It is found that 83% Customer respondents are giving preference to location while purchasing flat in the sample city. It is found that customer wants good location because good location gives more benefits like available of good market, available of facilities, available of resources, good surrounding area, safety and security, safety for female/wife, getting basic infrastructure facilities from corporation and good connectivity to main areas/locations in the sample city etc., these various factors are responsible for taking purchase decision of flat at good location in the sample city. It is noted that well developed locations are Nigdi, Nigdi Pradhikaran, Akurdi, Pimpri, Chinchwad, Kasarwadi, Sangvi and Kalewadi etc. and developed locations are Pimple Saudagar/Nilakh/Gurav, New Sangvi, Wakad and Bhosari etc. and under developed locations are Punawale, Kiwale, Ravet, Chikhali, Moshi and Dighi etc. (Table No.3.40)

30. It is found that (77%) Customer respondents are giving preference to connectivity of road to the highways for purchasing flat in the sample city. Now-a-days young customers give more preference to connectivity of road because they want good road connectivity close to home as they use own four wheeler also. It is seen that respondents prefer link to main city to the highways like Mumbai, Pune, Kolhapur, Ahmednagar and Nashik etc. It is also found that respondents prefer location Wakad, Ravet, Punawale, Kiwale etc., these are linked to main Express Highway Pune-Mumbai and Pune-Bangalore and near to Gahunje Cricket Stadium, Hinjewadi and Talegaon MIDC. It is seen that respondents have preferred location Moshi, Chikhali and Bhosari etc. these are linked to main highway Pune-Nashik and near to Chakan and Ranjangaon MIDC. (Table No.3.41)

31. It is concluded that Customer respondents (38%) 1st to 3rd floor and (25%) 10th to 12th floor have preferred while selecting flat in the sample city. Now-a-days sample
respondents are selected flat in the above floors of the building reason behind getting clean air, getting good ventilation, getting natural light, avoid dust problem, avoid pollution problem and quite surrounding at the top floor etc. It is concluded that respondents have preferred almost above floors of the building because availability of lift facility with providing 24 hours generator backup and using high quality of the lift. It is noted that more respondents have preferred 4th to 6th floor and 7th to 9th floor of the building in the sample city. It is observed that youngsters and female prefer upper floors and top floor for selecting flat. It is concluded that few respondents have preferred ground floor and such type of customer is senior citizens due to health problems and some time lift does not work due to load shedding and generally Thursday no electric supply in the sample city. (Table No.3.42)

32. It is found that (53%) Customer respondents have done enquiry about their neighbor at same floor. It is found that maximum respondents have done detail enquiry about their neighbor at same floor while selecting final flat from Sales Employee of builder in the sample city. It is remarked that now-a-days people give more preference to neighbor for Maharashtra people as compared to outside of Maharashtra people for purchasing flat at same floor in the apartment. It is found that Customer respondents have sometime done enquiry about their neighbor at same floor in the apartment/building in the sample city. It is also concluded that respondents want same caste and equal caste of people as their neighbor reason behind maintain good relation, to celebrate festivals together, increased faith for neighbor, safety and security for females and children’s, precaution for bad incidents, taking more help from neighbor and free good surrounding at same floor of the building etc. (Table No.3.43)

33. It is found that Customer respondents are influenced most for (73%) investment purpose and (65%) capital appreciation while purchasing flat in the sample city. It is noted that maximum people take flat for investment purpose and capital appreciation reason behind good earning, getting high salary, supportive wife income, total family income and already existing flat etc. It is found that respondents are influenced most (62%) similar for residential purpose and income generation while purchasing flat. It is concluded that customers purchase flat for residential purpose reason behind this they want stable life, paying high rent, every year trouble of shifting flat, day by day flat rate increasing and love and affection towards sample city. Now-a-days customers purchased flat for getting tax benefit in the sample city. (Table No.3.45)
34. It is found that (70%) Customer respondents are happy with the services provided by the Builder. It is remarked that majority of people are happy with the services because now-a-days reputed builder provides good service to the customer reason behind existing customer creates good mouth publicity about the builder and these customer gives new leads to the builder who will purchase the flat in the sample city. It is observed that builder provides one or two year’s free service after giving possession to the customer and they take care of maintenance of the society. It is also found that (16%) sample respondents are not happy with the services provided by the builder. (Table No.3.48)

35. It is concluded that (55%) customer respondents said that Builder provides an option for amendments in the flat before final possession. It is remarked that more customers want some amendments in the flat e.g. flat as per Vastushastra i.e. science of architecture, some changes in the interior layout and use modern facilities in the kitchen, bedroom and hall. It is concluded that after possession Builder does not provide any amendment in the flat because after possession it is not possible to do amendment. It is noted that some builders are not provided an option for amendments in the flat before final possession. (Table No.3.49)

36. It is found that (62%) Customer respondents take follow up so as to ensure that the promises given by the builder are fulfilled at the time of possession. It is found that majority of respondents take follow up by the builder e.g. incomplete work, regarding any interior, related facilities and lack of providing amenities and services etc. It is remarked that at the time of booking of flat for increasing sale builder gives some promises to the customer in the sample city. It is seen that if builder does not complete the work; respondents take follow up for complete the commitment in the sample city. It is found that some respondents do not take follow up so as to ensure that the promises given by the builder are fulfilled at the time of possession in the sample city. (Table No.3.50)

37. It is found that Customer respondents prefer (81%) nationalized bank and (50%) private bank while purchasing flat. It is noted that majority of respondents prefer various nationalized bank like State bank of India, Bank of India, Bank of Maharashtra and Union bank of India etc. It is observed that Customer prefers more nationalized bank reason behind low rate of interest, low procession fee, no hidden charges and other important reason people more believe on nationalized bank and this is the main plus point for nationalized bank. It is also concluded that private bank
customer prefers more for purchasing flat and various private bank offers attractive home loan to the customer i.e. HDFC bank, ICICI bank, Axic bank etc. It is found that private banks provide fast loan process and also provide good service to the customer for purchasing flat in the sample city. It is also found that respondents prefer housing financial institutions, co-operative bank and NBFCs while purchasing flat. It is noted that some customers are attracted to co-operative bank for taking home loan and various co-operative bank provides home loan to the homebuyer i.e. Cosmos co-operative bank, Saraswat co-operative, Janata Sahakari bank, Pune Jilla Madhyavarti Co-operative Bank etc. It is noted recently all banks/financial institutions provide 90% home loan to the customer as per RBI rule. (Table No.3.52)

38. It is concluded that (85%) Customer respondents see all the documents (valid title deed) of the builder for purchasing flat. It is noted that maximum sample respondents see all the documents because it is necessary to check all the documents for avoiding illegal construction in the sample city. It is observed that some illegal construction have been done from some Builders in the sample city and such type of customers have been facing many problems after purchasing flat in the sample city. It is required to take precaution and care regarding all the documents reason behind to avoid illegal construction and any legal matter regarding property in the sample city. (Table No.3.53)

39. It is concluded that (95%) sanction plan from corporation and (87%) clear title is the most necessary documents for purchasing flat in the sample city. It is observed that Municipal corporation checks and verify all essential papers of the Builder for sanctioning the project, if all papers found correct then corporation gives permission to Builder for constructing project/building. It is also concluded that agreement deed, 7/12 paper and NA plot is also important necessary documents for purchasing flat. (Table No.3.54)

40. It is found that majority of Customer respondents have rated 5 point scales about quality or reputation of the builder, construction as per Vastushastra i.e. science of architecture, built up/carpet area, price, income, economic, technology, social, launching offer, sample flat, luxurious flat, duplex flat, furnished flat, under construction, no EMI till possession, amenities, facilities and common parking, own parking, maintenance, ready possession, loan from reputed banks and after sales service etc., respectively these are the most important factors considered while buying the flat in the sample city. It is remarked that above all factors are the most preferred
by sample respondents for taking purchase decision of flat in the sample city. It is also found that after sales service, loan from reputed banks, own parking, quality or reputation of the builder, facilities, income and amenities are the most important factors that are considered while buying the flat in the sample city. It is noted that more respondents have considered producer (builder) or brand name for taking purchase decision of flat. Now-a-days own parking and common parking is also important factor for selecting flat and it is essential for using own vehicles in the sample city (Table No. 3.56)

41. It is concluded that majority of Customer respondents have rated 5 point scales for non financial variables are road connectivity, express highway, school and hospital, nearness of market, nearness of office, near MIDC, Malls and Multiplex, surrounding area, availability of facilities, preference choice, safety living, lifestyle and standard of living, personality, status, perception, love and affection, work life balance and satisfaction etc., respectively these are the most important non financial variables considered at the time of buying flat in the sample city. It noted that these non financial variables are the most important for purchasing flat. It is also concluded that satisfaction, work life balance, love and affection, safety living, availability of facilities, school and hospital these are the most important non financial variables considered at the time of buying flat from selected sample respondents in the sample city. (Table No. 3.57)

42. It is found that majority of Customer respondents have rated five point scales for various facilities are children’s play area, jogging track, senior citizen’s park, pathway, play area, acupressure pathway, aqua park, kid’s pool, skating rink, rain water harvesting, yoga/mediation area, badminton court, basketball court, cricket pitch and indoor games room with TT table, musical instruments, reading room and library, piped gas, solar system, steam bath, good quality lifts and generator backup, intercom system, Wi-Fi connectivity, video door phone, mini theatre, amphitheatre, gazebos and sit-out spaces, stage and temple etc., respectively the most important facilities to select the flat. It is noted that these are most important facilities for taking purchase decision for flat in the sample city. It is also found that some respondents have rated four point scales for selecting facilities like entrance plaza, landscape garden and skating rink respectively more important point of view to purchase the flat in the sample city.
It is concluded that only young generation respondents prefer swimming pool, gymnasium, party lawn and recreational club these facilities for taking purchase decision of flat in the sample city. It is also found that temple, generator backup, good quality lifts, solar system, stage, video door phone, intercom system and Wi-Fi connectivity etc., these are the most important facilities preferred by sample respondents in the sample city. It is noted that now-a-days these are the most essential facility for selecting flat for the purpose of safety life, peace and security for family. (Table No. 5.58)

43. It is concluded that majority of Customer respondents have rated five point scales for selecting various specifications like security gate, round the clock security, decorative compound wall, building and compound wall, grand entrance gate, the internal road, internal cement concrete road, door frame, decorative name plate on main door, windows frame, wall tiles, granite kitchen platform, tiles in bath and toilets, bricks, earthquake resistant, electrification, lift, painting, flooring, full paved area around, sanitation facility for drivers and house maid and water pumps etc., respectively most important specifications favour for making purchase decision of flat. It is also concluded that respondents preferred the most important specifications like water pumps, lift, electrification, painting, flooring, round the clock security, earthquake resistant, granite kitchen platform, windows frame, wall tiles, building and compound wall etc., these specifications favor while purchasing flat in the sample city. (Table No. 3.59)

44. It is found that majority of Customer respondents have rated five point scales for selecting most important factors like building shape, exterior design of building, colour, attractive elevation, sufficient water supply, interior design in flat, size (area) in a flat (balcony and terrace), possible number of terrace, ventilation, ample light and air to each flat, all main door opening east-west, all kitchen otta east-west facing and excellent planning with no wastage in all rooms, fire fighting system, gas leak detectors, CCTV, decorative street light, generator backup for lift and generator backup for common area etc., respectively most important factors for buying decision in the sample city. It is also found that the most important factors like generator backup for common area, generator backup for lift, gas leak detectors, sufficient water supply, colour, CCTV, size (area) in a flat (balcony and terrace), ventilation, decorative street light, interior design in flat, exterior design of building, ample light and air to each flat, fire fighting system and all kitchen otta east-west facing etc.,
factors feel for buying decision in the sample city. It noted that some respondent gives more preference to open % area in a project reason behind available more space playing for children’s, to solve parking problem, avoid congested space in the project and getting good ventilation and light of every flat in the building/apartment in the sample city. (Table No. 3.60)

45. It is found that graduate respondents (i.e. 44%, 47% and 38%) in group of Builders, Sales Employees and Real Estate Agents respectively are engaged in developing/constructing the project and selling flat to the customer. It is also found that there is a correlation between educational qualification and selling flats for attracting the customers in the sales office. It is observed that graduate people are attracted in the construction field for developing the project because of good earning, good career, big scope and better future. It is noted that graduate/youngsters are being attracted in the real estate field for selling flat because of getting good salary, more incentives and potential market in the sample city. (Table No.4.1)

46. It is concluded that 25% Builder respondents are having 6 to 10 years experience and other similar 18% respondents are having experience 11 to 15 years and last 5 years. It is also concluded that maximum respondents have entered in the construction business last 10 to 15 years for selling 1, 2 and 3 BHK flats because of good scope, better earning and good future in this business. It is noted that IT park companies established in the year 2002 afterwards huge demand has been created for purchasing flat due to this reason many people’s are being attracted in the real estate business. It is concluded that who are land owners/ farmers in the Moshi, Chikhali and Ravet area etc these farmers are constructing building in the joint venture with other builder; they developed own land for construction of buildings on the basis of 40% share of farmers flat and 60% of builders flat. (Table No.4.3)

47. It is found that 88% Builder respondents are constructing/developing the project and Sales Employee respondents 87% are selling projects for residential purpose only. It is found that more demands for both residential and commercial project because of available of various types of manufacturing industries as well as service industries, business people or self employed are attracted to the cities they are demanding for commercial projects and office complex for starting their own business in the sample city. So Builders have constructed some project for commercial and office purpose. It is found that Builder gets more money in the commercial project or in the office complex as compared to residential flat. It is also found that Builder constructs shops
or offices up to second floor of the building and above floors is available for residential purpose only besides on the main road in the city. (Table No.4.4)

48. It is concluded that 79% Builder respondents construct medium apartment and 85% Real Estate Agent respondents have selling medium apartment. It is observed that maximum respondents prefer medium apartment for selling the flat and medium apartment provides all essential facilities, safety, security and average affordable maintenance charge as compared to large apartment. It is also concluded that according to available of land/plot more respondents construct medium apartment with amenities, specification and facilities for selling the flat. It is noted that high class people and high earning people prefer large apartment because in the large apartment (township project) Builder provides all amenities, facilities and specifications and specious flat for selling to the customer. It is noted that lower middle class people or average income people give more preference to small apartment while purchasing the flat due to low maintenance, limited flats and affordable homes with basic facilities provided by the builder. (Table No.4.5)

49. It is found that maximum Builder respondents 49% are being developed and 72% Real Estate Agent respondents are selling 2-4 sites at the same time in the sample city. It is also found that number of sites are being developed depends on nature, purchased land/plot and size of the business. It is noted that small builders are developing 2 or 3 sites in the different location because of limited budget and low investment and medium/large builders are developing 5-7 sites in various locations because more budget, good financial position and big turnover. It is found that reputed builders, big organization or old experienced builders are developing more than 11 sites in different locations and different cities because of big organization, big turnover and they can invest many crores rupees while developing the projects.

It is found that maximum Real Estate Agent respondents are showing only 2-4 sites for selling the flat in different locations. According to Customers need and budget respondents show flat to the customer. It is found that respondents are showing maximum sites i.e. above 8-10 sites to customers for selling flat because of new/fresher respondent, low experienced, lack of knowledge in the real estate, low selling conversion ratio and not proper convinced to the customer. It is found that various factors influenced while selling flat i.e. Customers’ need, expectation, high demand for purchasing flat, Customers’ perception and budget of flat. (Table No.4.7)
50. It is concluded that (87%), (99%) and (93%) respondents in group of Builders, Sales Employees and Real Estate Agents respectively are selling 2 BHK flats to the customers. It is observed that majority of Builders are constructing 1 and 2 BHK flats in the sample city due to more demands for 2BHK and 1 BHK flats. It means that customer demands are more for purchasing 2 BHK flat because of big family, living more number of members in the family and joint family these factors have affected to take purchase decision of the flat. It is noted that Builder gets more money and profit in the 2 BHK and 3 BHK flats instead of 1 BHK flat so that Builders constructed maximum 2 BHK and 3 BHK flats. It is observed by the researcher IT people are attracted towards 2 BHK or 3 BHK flats because of high income due to this reason builder constructing 2 BHK and 3 BHK flats. (Table No.4.9)

51. It is found that Builder respondents 54% of area in 601-700 square feet are constructing 1 BHK flats for the customer. It is noted that maximum is area in 601-700 sq. ft and 701-800 sq. ft. of 1 BHK flats prepared by the builder. It is found that lower middle class people purchase 501-600 sq. ft. flat and low income people attracted area up to 500 sq. ft. in the sample city. It is also found that according to Sales Employees majority of 46% area of 1 BHK flats are selling up to 601-700 sq. ft. and middle class people prefer such type of square feet area; it is budgetary affordable homes in the Pimpri-Chinchwad city. It is noted by the researcher while discussion with Sales Employees, Builders are not focused on selling 1 BHK flats and they give the preference of constructing 2BHK & 3 BHK flats because Builder earned more money in the 2 BHK and 3 BHK flats. (Table No.4.10)

52. It is found that 67% Builder respondents area in 901-1000 sq. ft. are prepared 2 BHK flats for the customer. It is remarked that 901-1000 sq. ft. and above 1001 sq. ft. flat is comfortable home for selling the 2 BHK flats. In these area generally Builder provides large balcony for living room, and two small balconies for bedrooms, it is comfortable spacing of every room and provided dry balcony for Kitchen room. It is found that majority of 60% Sales Employee respondents, area of above 1001 sq. ft and area in 901-1000 sq. ft. are selling to the customer in the sample city. It is noted that according to Sales Employees, youngsters are being attracted more for purchasing 2 BHK flat. It identifies that according to family member’s Customers purchases of the 2 BHK flat. (Table No.4.11)

53. It is found that 47% Builder respondents of areas in 1201-1300 sq. ft. is prepared 3 BHK flat for the customer. It is observed by the researcher joint family members or
large family and two or three brothers in the one family such people give more preference to purchasing 3 BHK flats. It is found that in Pimpri-Chinchwad city different locations such as Pimple Saudagar/Gurav/Nilakh, Sangvi, Pimpri, Chinchwad, Rahatni, Wakad, Ravet and Thathawade is available of many projects of 3 BHK flats. It is also found that majority of Sales Employees 42% of areas above 1301 sq. ft. are selling 3 BHK flat to the customer. It concluded that maximum of areas 1201-1300 sq. ft and areas above 1301 sq. ft. are selling 3 BHK flats to the customer. It is found that according to the Sales Employees majority of 3 BHK flats are selling above 1301 square foot flat to the customer. (Table No.4.12)

54. It is found that Builder respondents are charging rate similar Rs.4501-5000 per sq. ft and Rs.5001-5500 per sq. ft. for selling flat. It is also found that charging rate per square foot depends on location of the flat, what amenities and facilities provided by the builder and stage of construction work completed etc. It is noted that at the time of ready possession of flat Builder takes very high rate. It is also found that majority of Sales Employee respondents 27% are charging the rate Rs. 3501-4000 per sq. ft. for selling flat. It found that majority of rate Rs.3501-4000 per sq. ft. and Rs.4001-4500 per sq. ft. apply while selling the flat in the sample city. It is observed by the researcher Sales Employees charging rate per sq. ft. on the basis of providing different amenities, specifications, facilities and type of the project etc. In a township project or large project Sales Employees are charging high rate above Rs.5500 per square foot. It is concluded that location is the most important factor affected while charging the rate per square foot. It is observed that majority of Real Estate Agents respondents 63% are charging rate Rs.4501-5000 per sq. ft. for selling the flat. (Table No.4.13)

55. It is found that 40% Builder respondents said that perception of the Customers regarding price of flat is accepted. It is noted that Builder decides price of flat on the basis of construction quality, project cost, location, providing amenities, specification and facilities in the sample city. It is also found that Customer gives more preference to Pimpri-Chinchwad city because flat prices are less as compared to Pune and Mumbai city. It is found that 46 % Sales Employees have stated that perception of Customers regarding price of flat is accepted. It means that Customers agree to facilities provided by the Builder for selling flat. Customer wants good location, good connectivity, nearness of market, school and transport facilities, in such location more
demand for selling flat so that Customer accepted price from the reputed Builder. (Table No.4.14)

56. It is found that 60% Builder respondents are constructing 7th to 9th floors and 10th to 12th floors building. It noted that maximum Builders construct the project of 12th floors of building; it is general construction rule decided by the Municipal Corporation. It is observed that construction rule depends on size of the land or plot and how many areas Builders will construct the building i.e. open space area or actual built area on that basis decided height of the building. It is noted that while constructing building with 15th floors or 16th floors and above, Builder have to take special permission from the Municipal corporation i.e. Town Planning. It is also found that majority of 51% Sales Employee respondents are selling of building with 12th floors in the sample city. It is found that medium size of the projects available in the city because minimum size of land available or restriction of the land. It is found that in the small area/plot Sales Employees are selling building with 3rd floors to the customer due to lack of land available and it is small apartment constructed by the builder. It is found that majority of Real Estate Agent respondents are selling up to 3rd floors and 4th to 6th floors building in the sample city. (Table No.4.15)

57. It is found that 69% Builder respondents are constructing flat as per Customers need and demand. It is noted that according to old Builder or experienced Builder today’s Customer need and demand is very high as compare to old market i.e. before 15 years, at that time Builder was constructed small or simple apartment without any facility. Now-a-day’s total market has changed means today’s market is Customer oriented it means that Customer wants luxury flat with good amenities, more specifications and facilities etc., and Builders also provided various amenities and facilities to the customer. It is also found that a few respondents are not constructing flat as per customers’ need and demand; in this cases Builder has done adjustment for providing amenities and facilities while constructing the project reason behind available of small land/plot, no specious area, floor restriction and utilize maximum built up area, and defends on location/area etc. (Table No.4.16)

58. It is concluded that income factor consider (i.e. 79%, 86% and 90%) in group of Builders, Sales Employees and Real Estate Agents respectively are engaged for selling flat to the customer. It is found that on income basis majority of Customer purchases 1, 2 or 3 BHK flats in the sample city. It is also concluded that people earns more money on the basis of nature of job; like getting high salary, big turnover in the
business etc. these factors motivate while purchasing 1, 2 and 3 BHK flats. According to respondents, it is concluded that various factors i.e. income, cost, family size, nature of job, age, occupation and gender are also affect while selling the flat. (Table No.4.17)

59. It is found that income factor influenced (i.e. 76%, 78% and 77%) in group of Builders, Sales Employees and Real Estate Agent respondents respectively have given opinion on Customers purchasing flat according to their income. It is also found that income is the most influenced factor while selecting 1, 2 and 3 BHK flats in the sample city. It is found that salaried employees are getting high package due to this reason Builder constructing big township for selling 1, 2 and 3 BHK flats with various amenities and facilities. It is noted that according to Sales Employees and Real Estate Agent respondents majority of service peoples (90%) are booked flat at every project in the sample city. According to Real Estate Agents some people have sold old building and have purchased new flat, in such cases sometime considered income of people for selling the flat. (Table No.4.18)

60. It is found that majority of 55% and 52% respondents in group of Builders and Real Estate Agents respectively have given opinion on Customers are purchasing flat according to their age. It is observed that age factor motivates and affects people for selecting flat of 1, 2 and 3 BHK flats in the sample city. It is found that customers need, expectation and demand depends on age of people for purchasing flat e.g. young generation customer wants more amenities and facilities as compared to senior citizens. It is noted by the researcher today’s young generation in the age between 25 to 35 is attracted for purchasing flat due to getting high salary, high income and sometime taking support from family. It is found that bank provides home loan tenure on the basis of Customers age. (Table No.4.20)

61. It is found that (i.e. 72%, 62% and 68%) respondents in group of Builders, Sales Employees and Real Estate Agents respectively gives information relating to the Customers that purchasing flat according to their family size. It is noted that Customer booked 1, 2 and 3 BHK flats as per number of living members in the family. It is found that generally small family people purchases 1 BHK flat and joint family or large family people purchases 2 or 3 BHK flats in the sample city due to this reason Builder constructs different type of flats and provide different areas in square foot i.e. 500 square feet to 1500 square foot and above as per requirement of the customer. It is also found that large family members purchases 2 or 3 BHK flats reason behind
high income, provision for children, living privacy, future plan and capital appreciation. (Table No.4.21)

62. It is concluded that wife/female factor influenced to the Customers (i.e. 80%, 82% and 89%) in group of Builders, Sales Employees and Real Estate Agents respectively while purchasing flat. It is remarked that wife/female and friends have also motivated to peoples while purchasing flat. It is seen that media/advertisement and relatives are also more influencing factor to the customers while selling flat. Media/advertisement creates awareness of people for attracting towards project. It is also concluded that various person i.e. wife/female, friends, relatives, parents, seniors in company and media/(advertisement) are also influencing to the customers while purchasing flat. (Table No.4.22)

63. It is concluded that (i.e. 88%, 65% and 77%) respondents have considered female’s perception in group of Builders, Sales Employees and Real Estate Agents in the sample city. It is also concluded that female needs and wants are more when finalized the flat; like direction of main door east-west, kitchen otta east-west facing, area square foot in the every room, as per Vastu shastra i.e. science of architecture, balcony for living room and bedroom, dry balcony space for kitchen room, tiles in bathroom, room color etc. Female wants at least one balcony provided by the Builder, without balcony generally female does not purchase the flat, balcony requires for drying the clothes, plantation and putting extra materials. It is concluded that in the present study, that majority of Sales Employees and Real Estate Agents have taken cognizance female’s perception when selling the flat. (Table No.4.23)

64. It is found that (i.e. 81%, 81% and 93%) respondents are nearness of market in group of Builders, Sales Employees and Real Estate Agents respectively most important factors are generally preferred by a female/spouse for selling flat. It is noted that nearness of market, nearness of school/hospital, safety and security these factors have motivated and attracted to female/spouse for selecting flat. It is remarked that female/spouse also gives more preference to providing 24 hours water supply in the apartment due to busy working schedule. According to respondents it is concluded that various factors such as nearness of market, nearness of school/hospital, road connectivity, travelling facility, safety and security, carpet area, Vastu shastra i.e. science of architecture, 24 hours water supply and amenities are generally preferred by female/spouse while purchasing flat. (Table No.4.24)
65. It is found that (90%, 84% and 86%) respondents are in group of Builders, Sales Employees and Real Estate Agents respectively said that female/spouse is recommends about doing some changes in the flat after purchasing a flat with regard to interior layout. It is noted that after purchasing a flat, female/spouse is doing some changes in the flat because Builder has not given all facilities in the flat something is remaining regard to interior layout and after selling flat Builder is ready doing some changes in the flat as per customer wants and demand but Builder takes extra charge from the customer regard to interior layout. It is found that Sales Employees take opinion of Customer for doing some changes in the flat because after completion work it is not possible doing some changes in the flat. It observed that some female/spouse do not agree doing some changes in the flat because her husband is not ready for doing changes in ready possession of the flat. (Table No.4.25)

66. It is found that (79% and 87%) respondents in group of Builders and Real Estate Agents give more preference to location while constructing building and selling flat to the customer. It is noted that maximum 1 BHK and 2 BHK flats construct in under developing area e.g. Moshi, Chikhali, Dighi, Ravet, Punawale and Kiwale etc. and maximum 2 BHK and 3 BHK flats construct in well developing area e.g. Akurdi, Pimpri, Chinchwad, Sangvi, Pimple Saudagar, Kalewadi, Wakad and Thathawade etc. It is found that Builder gives more preference to location for constructing the building because Builder gets more rates per square foot and easily flats selling to the customer. According to Real Estate Agents, Customer gives more preference to location for purchasing flat. (Table No.4.26)

67. It is found that (83% and 79%) respondents in group of Builders and Real Estate Agents give more preference to connectivity of road while constructing building and selling flat to the customer. It is identified that road connectivity helps to easy availability of transport facilities like bus stop, rickshaw stop and link to main location or city and good road connectivity to Pune, Mumbai, Nashik and Kolhapur highway etc. It is found that Builder gives preference to good road connectivity because of getting good basic infrastructure i.e. electricity, water and drainage and other facilities provided by corporation. It is seen that according to Real Estate Agent respondents Customer gives more preference to road connectivity for purchasing flat because good connectivity to railway, express highway, air-port and BRT road and main link road etc. (Table No.4.27)
It is found that price factor (i.e. 94%, 88%, and 93%) respondents in group of Builders, Sales Employees and Real Estate Agents said that Customers preferred more for selecting flat. It is remarked that majority of location factor (i.e. 88%, 92% and 94%) in group of Builders, Sales Employees and Real Estate Agents said that Customers preferred more for selecting flat. It is concluded that in the present study, majority of location and price are important factors Customers prefer for purchasing flat. It is observed that price varies on the basis of location; it means that flat rate has decided by location. It is observed that major factors such as residential purpose, connectivity of road, investment purpose these factors are preferred by customers while selling the flat. Capital appreciation and saving tax is important motivation factor while selling the flat. It is found that according to Sales Employees and Real Estate Agents tax benefit, capital appreciation and income generation these factors have more attracted and motivate to young generation taking purchase decision of flat. (Table No.4.28)

It is found that 77% Builder respondents are conducting surveys before purchasing the plot/land. It is noted that Builders’ are doing survey for purchasing land/plot because it will help for getting information about available of land/plot, location/area, demand of flat, selling rate, basic infrastructure, available resources, rate of existing project, future prospect and road connectivity etc., these factors are affecting for developing the project as well as selling of flat in a particular location. It is found that some builders are taking help from private agencies for saving cost. Reputed Builders and big Builders are separate own marketing research department for conducting survey in the sample city. It is noted that sometime it is not require doing the survey for purchasing land/plot reason behind good location, type of Construction Company, financial position of the builder and mental ability of the builder. (Table No.4.29)

It is found that 70% Builder respondents preferred under developed area for developing the project. Builder respondents choose underdeveloped area because available of big plot/land, plot price is low (per square foot), getting more option for selecting plot etc. these factors motivate builders for purchasing plot/land. It is noted that Moshi, Chikhali, Talawade, Ravet, Punawale, Kiwale etc. these are under developed area and in this area Builders are attracted for developing the project. It is found that developed area and well developed area is also more preferred by Builders. Builder selects well developed area for developing the project because builder gets
more rates for selling the project. It is also found that 85% Real Estate Agent respondents said that customers prefer well developed area for purchasing flat. It is found that Real Estate Agents are doing more business in developing or well developed area for selling flat reason behind ready possession of flat, flat cost is high so gets more commission and more demands from customer etc. (Table No.4.31)

71. It is found that Wakad location/area (i.e. 62%, 54% and 76%) in group of Builders, Sales Employees and Real Estate Agents respectively prefer while constructing and selling flat to the customer. It is specifically found that, majority of Wakad, Ravet, Pimple Nilakh/Gurav/Saudagar and Moshi are more important locations preferred by sample respondents while selling flat. Wakad is the most important location preferred by sample respondents because nearness to Hinjewadi IT park and good road connectivity to NH4 highway and express Pune-Mumbai highway. Ravet is also under developing location and Builders are also attracted these location due to availability of land, BRT Bus way Kiwale to Sangvi, nearness to Sahara Cricket Stadium and express highway etc. Moshi is the fastest developing area due to availability of big land, nearness of Bhosari MIDC, Chakan MIDC, Chinchwad MIDC and Pune-Nashik highway and ring road connectivity. Sales Employees and Real Estate Agents prefer other locations such as Chinchwad, Pimple Nilakh/Gurav/Saudagar, Tathwade/Punawale and Sangvi/Navi Sangvi while selling the flat. It is found that other few locations less preferred by Sales Employees and Real Estate Agents i.e. Pimpri, Akurdi, Walekarwadi, Bhosari, Kalewadi and Nigadi because in these locations are not available of the big land for developing project and available very few projects for selling flat to the customers. (Table No.4.32)

72. It is found that (i.e. 77% and 82%) respondents are in group of Builders and Real Estate Agents respectively charge the rate as per location. It is remarked that in the good location, Builders have to pay more money to land owner for purchasing land/plot as well as development cost is increasing in the main area/location. It is also found that Builders take rates per square foot on the basis of purchasing land/cost, project development cost, number of floors and what amenities, specification and facilities provided to the customer. It is noted that a few Builders do not charge the rate as per location/area. It is also concluded that some time Builders provide good amenities, specifications, facilities, good construction quality and service to the customer; on that basis they take charge per square foot.
It is also found that majority of Real Estate Agents said that rates increase per square foot as per location/area. It can be noted that at good location, well developed area and developed area flat rate is very high in the sample city e.g. Pimpri, Chinchwad, Akurdi, Sangvi, Thergaon, Kalewadi, Pimple Gurav/Saudagar, Wakad etc. It is noted that under developed area and outside area of the city flat rate is low in the sample city e.g. Punawale, Ravet, Kiwale, Chikhali and Moshi etc. It is found that flat rates are increasing as per location/area, what type of project, which amenities and facilities giving to the customer. (Table No.4.33)

73. It is found that 58% Builder respondents conduct study about Customers behaviour towards flat purchasers in the sample city. It is identified that now-a-days study on Customers’ behaviour is important while doing the business because today’s market is total Customer oriented in comparison to product oriented/old market. It is remarked that majority of sample respondents are conduct research regarding Customers’ behaviour. It is also found that a few sample respondents are not doing study on Customers’ behaviour reason behind qualification of respondent, experience, nature of business and mental ability of respondents etc. (Table No.4.35)

74. It is concluded that (i.e. 61% and 56%) respondents in group of Builders and Sales Employees study psychology and perception of the Customers while developing project and selling flat to the customer. It is noted that Customers perception is the most important role in the marketing field for attracting people while selling the product. It is observed that Customers perception is different for looking flat and it is related to living surrounding area and view of society people in the sample city. It is remarked that in the competitive market it is essential for doing study on Customers perception and psychology while selling flat. It is concluded that a few sales employees do not study psychology and perception of the customers; it is indirectly loss for the organization. (Table No.4.36)

75. It is found that sample respondents provide financial source from nationalized bank (i.e. 97%, 101% and 98%) in group of Builders, Sales Employees and Real Estate Agents respectively. It is observed that maximum Customers prefer nationalized bank e.g. State Bank of India, Bank of India, Bank of Maharashtra etc. due to low interest rate and not extra hidden charges taking home loan from the bank. Housing financial institutions give fast service to the customer for sanctioning loan, within one week they sanction the loan after providing all essential documents from customers, e.g. HDFC, ICICI etc. It is found that Sales Employee and Real Estate
Agent respondents provide maximum financial source from nationalized bank and private bank to customer for selling flat. (Table No.4.38)

76. It is concluded that 72% Builders and 82% Sales Employees are showing sample flat for attracting the customer towards purchasing flat. It is good marketing strategy to attract the customers while selling flat. It is noted that in the today’s market, Customer wants luxury product (flat) due to increasing living standard so that Builder shows super luxury flat to the customer for attracting selling the flat. It is concluded that sample flat gives idea about the flat to the customer and knowing what actual facilities are being provided by builder and what type of flat such as area in square foot of living room, kitchen and bedrooms with balcony. It is concluded that in the small apartment/building, Builders are not showing sample flat to customer because it is not affordable to construct sample flat. (Table No.4.39)

77. It is found that Builder respondents said that 81% are sales person and 74% are internet and newspaper/magazines, hoardings are the most important marketing mediums are used for selling flat. It is remarked that sales person, internet, newspaper/magazines and hoardings are the best source of marketing media for selling flat. Sales person gives detail idea about the project and also solve doubts/problems of customer for selling flat. Now-a-days internet is also best option for searching property at various locations and its direct communication through sales person for purchasing flat. Hoardings are important because people get attracted towards hoarding due to effective advertisement and display promotion schemes on the hoarding in the sample city. It is found that other mediums such as exhibition, walk-in, radio, banners and flex also important for selling flat.

It is also found that majority of Sales Employees said that 79% are hoardings and 78% are newspapers/magazines are using mediums for marketing of flats. It is concluded that hoardings and newspaper/magazines are the best source for doing marketing of flats. It is found that maximum Builders tie-up with property website e.g. Makan.com, property.com etc. property website is good source for marketing of flat. It is observed that flex, banners, exhibitions, radio, pamphlets, real estate agents, posters and TV (cable adv.) are also important media for marketing of flat. (Table No.4.41)

78. It is concluded that 79% Builder respondents are sending SMS’s/Letters to previous and prospective customers while launching a new project in the sample city. It is seen that SMS’s facility is the fastest service and message can be sent to more
number of peoples, which will help for buying motives towards taking purchase
decision of flat at the time of launching new projects reason behind getting low rate,
discount, special offer and getting more time for arranging money while launching a
new project. It is concluded that Customer’s enquiry register is maintained in the
Builders sales office as well as keeping previous and existing customers data, such
type of all data used for SMS’s/Letters or e-mail for sending message to peoples. It is
concluded that SMS’s/letters and e-mails are important media for sending information
to previous and prospective Customers’ while launching a new project in the sample
city. (Table No.4.42)

79. It is concluded that (i.e. 79% and 73%) respondents are following flat selling
strategy in group of Builders and Sales Employees respectively. It is seen that
respondents are following flat selling strategy in the sample city. It is also concluded
that selling strategy is the most essential in the real estate due to increasing
competition and available different variety of projects with amenities and
specification. It is noted that a few Builders and Sales Employees do not follow
selling strategy in the sample city. (Table No.4.43)

80. It is found that 91% and 76% Builder respondents use advertisement and festivals
offer using ways for selling flat. It is remarked that advertisement is the good
effective tool for selling flat and advertisement creates project image in the mind of
customer and motivate for purchasing flat. Festival offer is the buying motives for
selling flat. It is found that other important ways are exhibition, market research, good
service provided by existing customer and satisfied old customer etc. using for flat
selling strategy. According to Sales Employee respondents 89% and 69% are
advertisement, good service provided by existing customer and satisfied old customer
using ways for selling flat. It is found that satisfied old customer and existing
customer also do recommend to other new customers for purchasing flat. (Table
No.4.44)

81. It is found that some 32% Builder respondents give project for sole selling
(outsourcing). It is seen that sole selling is more benefit for increasing business and
achieved target and take support for implementing marketing strategy. Sole selling are
doing different ways like selling of the project, advertisement of project,
responsibility for payment collection, home loan support, market research activities
and agreement execution etc. It is also found that majority of 63% respondents are not
giving project for sole selling (outsourcing) because of low awareness and non
interested towards project for sole selling in the sample city. It is concluded that Builders’/Developers are not giving project for sole selling reason behind newly entered in the construction business, small business, low qualification, less experience, low turnover in the business and available high manpower in the present construction business etc. (Table No.4.45)

82. It is concluded that 80% are advertisement and 75% selling are important ways giving project for sole selling. It is concluded that a few respondents are giving project for sole selling. Outsource companies focus more on advertisement and selling activities for increasing business. They are using different modern advertising media and effective selling strategies for attracted peoples for taking purchase decision of flat. It is also concluded that home loan support, market research, payment collection and agreement execution are important ways for sole selling. Outsource companies have focused on market research for developing business and using innovative marketing techniques for increasing business. (Table No.4.46)

83. It is found that advertisement is the best important promotional activity focused (i.e. 84% and 89%) in group of Builders and Sales Employees for selling flat. Other more important promotional activity is discount for selling flat. It is found that advertise creates awareness of the customer while purchasing flat. It is noted that discount and pre-launch offer is also important promotional tools while selling flat. It is observed that at the time of booking of flat Builders and Sales Employees give discount to the customer, this discount depends on how many booking amount paid by the customer i.e. first token amount. Sales promotion and publicity is the main promotional activity while selling the flat. Builders and Sales Employees are also offering extra facilities to the customer and other facility is easily available loan through tie up with financial Institute/bank. (Table No.4.47)

84. It is concluded that 63% Builder respondents are implement consultants opinion and 23% are sometime implementing consultant’s opinion while constructing the building/ project. It is noted that consultant gives advice on building design, construction technology, architecture plan, amenities, facilities, marketing strategy, selling strategy and service provide etc. It is identified that fifty percent respondents do organize some workshop for Consultants or Real Estate Agents. Such types of activity helps in increasing knowledge, coordination and own identification for developing business. It is also concluded that sometime respondents are implement consultant’s opinion while constructing building/ project, it relates to experience,
qualification, location/area and perception of the respondents. It is concluded that a few respondents are not implementing consultant’s opinion while constructing building/project reason behind low qualification, low experience, new entry, nature and size of the business, market situation, financial condition and budget of the project. (Table No.4.50)

85. It is concluded that (i.e. 79% and 82%) respondents are providing after-sale-service in group of Builders and Sales Employees respectively. It is identified that now-a-days Customer is doing enquiry and take information from the market which project has completed by developer and sometime see sample flat in the old project due to this reason Builder and Sales Employees provide good service after possession of flat. It is concluded that Builder provides one or two year’s free service from possession of flat like leakage problem, cleaning water tank, crack in plaster etc. It is noted that some respondents are not providing service after possession of flat. (Table No.4.51)

86. It is found that 46% Builder respondents are not satisfied with the legal formalities to be completed before purchasing land/plot or while developing/constructing any project. It is noted that different problems faced by Builder i.e. high cost per square foot for purchasing land, not easily available of land/plot, selling behavior of agents and land owners, agents take more commission, chain of land mafia, doing NA plot, some reserved land and some area comes in the red zone in the sample city etc. It is found that according to sample respondents while developing/constructing any project, they are facing some problems in the sample city i.e. construction plan is not easily sanctioned from corporation, more delay in the sanctioning proposal/file, taking more commission from government employees, some pending documents from the land owner, floors restriction due to FSI, limitation of spacing area of built up and carpet area, government policy and corporation policy for purchasing land/plot etc.

It is also found that 44% respondents are satisfied towards legal formalities to be completed before purchasing land or while developing/constructing any project in the sample city. It is found that reputed, old and big respondents are facing a few problems for purchasing land/plot because more experience in this field, well qualified, already purchased land/plot, good network and relation with agent and government employees, local respondents and good political support etc. It is noted that some respondents are satisfied for developing/constructing project reason behind
good financial position, big turnover, already purchased many land/plots, good network in the corporation, easily sanction the proposal/files, well setup business, huge experience, family business, own legal department, created good publicity and brand name in the sample city etc. (Table No.4.52)

87. It is found that (i.e. 43% and 24%) Sales Employees have experience of last three years and experience within 4-6 years in this profession. It is noted that youngsters or fresher graduate people get attracted to the real estate business because good earning and better future growth. It is found that at certain stage senior employee becomes manager in the service during 7 to 15 years. It is also found that (i.e. 28% and 20%) Real Estate Agent respondents have experience within 4-6 years and within 7-9 years work experience in the real estate. It is found that majority of respondents working experience within 4 to 9 years in the real estate filed. It is concluded that a good scope in real estate field so that youngsters or graduate people are attracted in the real estate profession from last five years in the sample city. (Table No.4.53)

88. It is found that (i.e. 72% and 79%) respondents are in group of Sales Employees and Real Estate Agents respectively recommend other sites/projects as per Customers demand/choice or budget for selling flat. It is identified that Sales Employees and Real Estate Agents understand Customers budget while selling flat, those customer who are not eligible or has not enough budget at that situation Sales Employees recommend his other sites/projects to the customer. It is remarked that Sales Employees and Real Estate Agents are selling flat at different locations, whichever location is suitable/affordable as per customer demand/choice or budget such locations suggest to customers. It is also found that in some project Sales Employees are selling only 2 and 3 BHK flats, who are interested in purchase 1 BHK flat that customer suggest to another his site/project for 1 BHK flat for selling to customers. (Table No.4.55)

89. It is found that Sales Employees said that (80%) Vastushastra i.e. science of architecture and 75% ventilation and light is influenced purchase decision while selecting flat. It is found that Vastushastra i.e. science of architecture, ventilation and light, garden view and amenities are more important for taking purchase decision of flat. Now-a-days ventilation and light are the most influencing factors while selecting flat because people wants good health and reduce the pollution and creates good environment in the home and saving electric power in all rooms etc. It is also found according to Sales Employees and Real Estate Agents amenities, garden view,
security, safe and floor these factors are also influencing purchase decision while selecting flat. It is found that a person prefers above 3rd floor flat for the ventilation, light, getting clean air and no pollution. It is seen that Customer wants security and safe society for purchasing flat. (Table No.4.56)

90. It is concluded that most of the Sales Employees (84%) and Real Estate Agents (78%) are taking follow up of customers for selling flat. Now-a-days due to tough competition in the market, it is necessary for doing follow up of the peoples. It is found that taking good follow up gives the best result for increasing good conversion ratio for selling flats. It is also concluded that Sales Employees and Real Estate Agents are taking follow up on the basis of daily enquiry register which will help for getting prospective customer who is interesting for purchasing the flat. (Table No.4.57)

91. It is found that 83% Sales Employees are showing project presentation for giving detail information about the project in their sales office. It is seen that in the big project Sales Employees showing project presentation on big screen for attracting and motivates people. It is also found that project presentation gives detail information about the project, from entrance gate to inside the room of 1, 2 and 3 BHK flats with all amenities, specifications and facilities provided by the Builder and also showing nearness places of the project. It is found that a few respondents sometime show project presentation in their sales office. It is found that in the small project and who are newly entered in this profession such type of Builders’ are not showing project presentation for the customer. (Table No.4.59)

92. It is found that 64% Sales Employees are using bulk SMS to attract the customers. It is identified that bulk SMS is a modern advertising strategy and Sales Employee takes mobile numbers data from the company or agency in the sample city for sending bulk SMS to the peoples. It is also found that other important modern advertising strategy is bulk e-mail (58%) to attract the peoples. It is observed that Sales Employees are sending bulk e-mail through internet of the peoples for selling flat and this process easy, fast and cheap for sending detail information about the project. Online portals and 3D presentation also gives detail information about the project, which will help attract the peoples. Few Sales Employees use online payment process for selling flat, it is easy payment process for busy peoples. (Table No.4.60)

93. It is found that 49% Sales Employees are satisfied with service or commitment provided by the Builder. It is noted that Builders’ understand Sales Employee is a
good asset for the organization because of Sales Employee always face and contact with customer, understand customers problem, handled the customer and solved customers problem. It is also found that in the real estate business service or commitment is the most important activity for doing good business and getting new customers lead from existing customers for selling flat. A few Sales Employees are neither satisfied nor dissatisfied with service or commitment provided by the Builder. (Table No. 4.62)

94. It is found that, according to Real Estate Agents 80% well amenities flats are preferred by the customers and 69% luxurious flats are preferred by the customers while selecting flat. It is also remarked that customers expectation is more as compared to last ten years, today’s every customer wants to purchase luxury product; due to changing life style, good earnings and increasing high living standards so that people get attracted towards luxury flat. Pimpri-Chinchwad city is the fastest growing city in India, availability of big job opportunities in manufacturing and service industries due to this reason Builder develops good project with big amenities and luxury flat for attracting peoples. Some Customers preferred simple flat because low budget and low income, such people cannot purchase well amenities flat due to high price and high society maintenance charge. (Table No.4.65)

95. It is found that according to Real Estate Agents, 90% Customers are service category people who are purchasing flat in the sample city. It is observed that eighty percent project has booked by service people while discussion with respondents. Salaried people purchases flat due to job security, stable life, provision for children, capital appreciation and dream of home in sample city, these are motivating factors purchasing flat in the sample city. It is also found that businessmen and self employed are looking for purchasing flat in the city. It is observed that in Pimpri-Chinchwad city big industrial area i.e. Chinchwad MIDC, Bhosari MIDC, Hinjewadi IT park, Talawade IT park, Chakan and Talegoan MIDC various types industries available so that business and self employed attracted for purchasing flat. It is found that in sample city people earn huge money i.e. ‘Pune Thithe Kay Une’ this is the motivating factor for purchasing flat in the sample city. (Table No.4.66)

96. It is concluded that 83% respondents are showing flat as per Customers need and budget. It is remarked that Customers need and budget is the important influencing factor while selling flat. It is also concluded that Real Estate Agents understand basic requirement of customer i.e. type of flat 1, 2 and 3 BHK and area of flat, location of
flat and another important part is the budget of flat. It is identified that Real Estate Agent knows different types of flat, different Builders’ scheme and area/location of the building. (Table No.4.67)

97. It is concluded that 88% Real Estate Agents are understand Customers preference while selling flat in a particular area/location. It is concluded that area/location is the most important affecting factor while selling flat in the sample city. It is observed by the researcher maximum real estate office is situated in Wakad area as comparison of other places of sample city due to proximity of IT park and Express Highway. Pimpri-Chinchwad is the fastest growing city due to this reason newly created good area/location in the sample city. Moshi, Chikhali and Bhosari are developing due to Bhosari MIDC, Chakan MIDC and Nashik Highway. In this area/location maximum buildings are ready for selling flat to the customer. (Table No.4.68)

98. It is found that 85% Real Estate Agents said that Customer gives preference to price while purchasing flat. It is found that price is the most important affecting factor while selling flat. Respondents are selling 1, 2 and 3 BHK flats in the sample city, for 1 BHK price goes around Rs. 30 Lakh to Rs. 50 lakh, 2 BHK flat price goes around Rs. 50 lakh to Rs. 75 lakh and 3 BHK price goes above Rs. 75 lakh, these price varies on the basis of area of flat and location of the flat. It is found that only high earning people; high salaried and supportive incomes like wife’s income, family finance support these people purchases flat in the sample city. Lower middle class people cannot purchase flat in the sample city because of high prices of flats. (Table no.4.69)

99. It is concluded that according to Real Estate Agents, 77% children’s play area, 76% garden and 73% good quality lift these amenities are expected by the customers for purchasing flat. It is identified that Customer wants children play area because his children can play in the own society instead of outside society due to safety and security for children, busy schedule for father/mother and parents can give time for children’s in the evening time. Garden is the important amenities because of relaxation from busy schedule, discussion for senior citizens and playing for children’s. It is concluded that according to Real Estate Agents today’s every Builder tries to give some basic amenities for customer i.e. garden, children’s play area, good quality lift and generator backup for 24 hours. It is also concluded that youngsters give more preference for gymnasium, club house, swimming pool and party lawn for purchasing flat. (Table No.4.70)
It is found that according to Real Estate Agents, 87% Customers see all the documents (valid title deed) from the Builder for purchasing flat. It is noted by the researcher while discussion with respondent some buildings are constructed illegally by the Builder in the sample city; it is loss for the customer because illegal buildings at any time will be destroyed from the corporation. Now-a-days Customer takes help from Real Estate Agents and property consultants for selecting flat to avoid illegal construction. (Table No.4.71)

It is found that according to Real Estate Agents, 95% sanction plan from corporation and clear title are the most necessary property documents for purchasing flat. Other documents like 83% of 7/12 paper, agreement deed and NA plot are also necessary property documents while selecting flat. It is identified that sanction plan from corporation, clear title, 7/12 paper, agreement deed and NA plot etc these all property documents are necessary who are purchasing flat in the sample city for taking precaution for avoiding illegal construction of building from Builder. It is found that some Customers do not check property documents while selecting property. (Table No.4.72)

It is concluded that 72% Real Estate Agents are taking commission/brokerage rate varying on the basis of pricing of flat. It is concluded that flat price is very high in the sample city; flat price is not affordable to the Customer so that Real Estate Agent takes commission varying on the basis of pricing of flat. It is observed that generally eighty percent respondents take two percent commission/brokerage for selling flat to the customer. It is concluded that Customers are not ready to give commission and customer also bargain at the time of giving commission to the Real Estate Agent. (Table No.4.73)

It is found that majority of respondents have rated five point scales for various factors i.e. developer (builder)/brand image, quality or reputation of the builder, construction as per Vastushastra i.e. science of architecture, built up/carpet area, price, occupation, income, economic, technology, launching offer, sample flat, luxurious flat, under construction, no EMI till possession, amenities, facilities, common parking, own parking, maintenance, ready possession, loan from reputed banks and after sales service etc. these are the most important factors in group of Builders, Sales Employees and Real Estate Agents respectively influenced for selling flat to the buyers towards purchase decision of flat in the sample city. It is found that producer (builder)/brand image and quality or reputation of the builder is the most important
for selling flats and increasing the business in the sample city. It is remarked that according to Sales Employees social, culture and semi-furnished flat etc these factors do not mostly influence for selling flat to the Customer. (Table No. 4.74)

104. It is found that majority of respondents have rated five point scales for various non-financial variables like road connectivity, bus stop (transportation), railway station, express highway, school, hospital, nearness of market, nearness of office, near MIDC, bank, college, proposed Mumbai-Pune ring road, malls, multiplex, surrounding area, availability of facilities, preference choice, safety living, lifestyle, standard of living, personality, status, perception, love and affection, work life balance and satisfaction etc. in group of Builders, Sales Employees and Real Estate Agents respectively these non-financial variables most important for selling flat in the sample city. It is seen that female/wife gives more preference to this non-financial variables because of easily availability of public transport facilities, care for children’s, safety life and purchasing of domestic goods in the sample city. It is also found that satisfaction, standard of living, safety living, availability of facilities, surrounding area, nearness of market, school, hospital and road connectivity etc. these are very important non-financial variables for selling flat in the sample city. (Table No.4.75)

105. It is concluded that majority of respondents have rated five point scales for various amenities/facilities like entrance plaza, landscape garden, party lawn, children’s play area, jogging track, senior citizen’s park, pathway, play area, rain water harvesting, yoga/meditation, indoor games room with TT table, reading room and library, piped gas, solar system, generator backup, intercom system, Wi-Fi connectivity, video door phone, amphitheatre, gazebos and sit-out spaces, stage and temple etc. in group of Builders, Sales Employees and Real Estate Agents respectively these are the most important facilities/amenities for selling flat to the customers in the sample city. It is found that some amenities/facilities like stage, temple, Wi-Fi connectivity, intercom system, generator backup, good quality lifts, solar system, piped gas, yoga/meditation area, children’s play area, landscape garden and entrance plaza etc. these are the most important facilities and mostly demanded facilities for selling flat to the customer in the sample city. It is seen that according to Builders, Sales Employees and Real Estate Agents now-a-days Customer prefers maximum modern amenities reasons behind this are getting more salary/high package, increasing high living standards, prestige and changing modern lifestyle in
the sample city. It is also concluded that gymnasium, recreational club house, \textit{acupressure} pathway, aqua park, kid’s pool, skating rink, badminton court, cricket pitch, swimming pool and steam bath etc. these facilities are demanded only young generation people for selling flat to the customer in the sample city. (Table No. 4.76)

106. It is concluded that majority of respondents have rated five point scales for various specifications like entrance gate, designer entrance lobby, security gate, round-the-clock security, decorative compound wall, building and compound wall, grand entrance gate, the internal road, internal cement concrete road, door frame, decorative name plate on main door, windows frame, wall tiles, granite kitchen platform, tiles in bath and toilets, bricks, earth quake resistant, electrification, lift, painting, flooring, full paved area round and water pumps etc. in group of Builders, Sales Employees and Real Estate Agents respectively most important specifications for selling flat to the customer in the sample city. It is noted that some specifications like a well illuminated wide and moisture free internal roads and sanitation facility for drivers and house maids etc these are not more important for selling flat to the customer. It is concluded that majority of respondents have rated most important specification i.e. flooring, painting, lift, electrification, earth quake resistant, bricks, tiles in bath and toilets, granite kitchen platform, wall tiles, windows frame, door frame, the internal road, building and compound wall, round the clock security, designer entrance lobby and entrance gate etc. in group of Builders, Sales Employees and Real Estate Agents respectively most important specifications for selling flat in the sample city. (Table No. 4.77)

107. It is found that majority of respondents have rated five point scales for various factors like building shape, exterior design of building, colour, wide staircase and parking space, attractive elevation, sufficient water supply, interior design in a flat, size (area) in a flat (balcony and terrace), possible number of terrace, ventilation, ample light and air to each flat, all main door opening east-west, all kitchen otta east-west facing, excellent planning with no wastage in all rooms, fire fighting system, gas leak detectors, CCTV, decorative street light, generator backup for lift and generator backup for common area etc. in group of Builders, Sales Employees and Real Estate Agents respectively most important factors for selling flats to the customers in the sample city. It is observed that these various factors are demanded more from the today’s Customers for purchasing flat reason behind changing perception of the customer towards best and attractive design of project/building, more preference
towards attractive physical evidence, as per Vastuhastra i.e. science of architecture, protection from fire and theft incidence in the apartment and generator backup option for whenever electricity goes off in the building.

It is also found that various factors like sufficient water supply, all main door opening east-west, all kitchen otta east-west facing, ventilation, size (area) in a flat (balcony and terrace), CCTV, gas leak detectors, generator backup for lift, generator backup for common area, exterior design of building and building shape etc. these are the most important factors for selling flat to the customers. It is identified that some factors like architecture plan and R.C.C. Consultant (designer) etc. the most important factors from the Builders point of view and it will help attract people taking purchase decision of flat in the sample city. (Table No. 4.78)

5.3: SUGGESTIONS:
1. It is suggested that people should take purchase decision of flat on the basis of income and budget. People should select 1, 2 and 3 BHK flats according to his monthly income. Average income people should purchase 1 or 2 BHK flat. People should take financial support from friends, relatives or family members for purchasing 1 or 2 BHK flat because flat rate is very high. It is also suggested that higher income people should purchase 2 or 3 BHK flat in the sample city. Companies/organization should provide financial help for employees for purchasing flat, which will help motivating to employee and increasing productivity for the organization. It is specially suggested that Builders, bankers and government should start campaigning regarding enhancing saving habits which will help for purchasing flat in future. Saving habit will help for balanced development of individual and purchasing flat for average income person.
2. It is suggested that people should take right decision, right location, right property, right time and right age one should take purchase decision of flat. Youngsters should take decision for purchasing flat as early as possible after getting good earnings and do not wait for job settlement because flat rate is increasing day by day in the sample city. People above 51 years such people should take support for family members particularly son/daughter on the basis of applicant and co-applicant, which will help for getting loan from bank/financial institute. People should select bank tenure on the basis of paying capacity of EMI, generally select 15 and 20 years tenure for repayment of loan. Considering average age of Indian people, one should think to
invest in flat as early as possible. It is specially suggested that schools and colleges should provide financial literacy programs and financial awareness programs in school and college days of the students, which will help for improving saving habit of the youngsters and it will directly and indirectly supports to purchase flats.

3. It is suggested that Customers should purchase 1, 2 and 3 BHK flats on the basis of family income. People should see budget and area/location of flat while selecting types of flat. People should purchase affordable homes and specious flat. Those who are interested to purchase 2 BHK flat and 3 BHK flat according to budget and paying capacity search and do the survey of various locations for selecting types of flat because of some location flat cost is low as compare to other locations. It is also suggested that Builders should guide to flat purchaser regarding type (size) of the flat. Excessive ambition and repayment capacity if mismatches, then recovery problems will occur, to avoid this embracing situation, counseling to the flat purchasers is required.

4. It is suggested that people should firstly decide budget for taking purchase decision of flat. Every people should decide two things for purchasing flat, one is income and other is budget of flat for selecting 1, 2 and 3 BHK flats because generally people purchase the flat once in their life and paying EMI every month for long term duration like 15-20 years, it is not easy for purchasing flat due to increasing budget of the flat. But last and least people should select 1, 2 and 3 BHK flats on the basis of family budget, number of areas per square foot, suitable location, affordable homes and income of family members etc. On the basis of observation and experience it is suggested that one should purchase flat of worth rupees of his 6 to 7 years of salary. Flat cost should not be more than 6 to 7 years of total salary. It is also suggested that one should accept tenure of maximum 20 years of EMI and per month of EMI should not be more than 35% of net salary or income, which will be called as affordable, sustainable and tension free home concept in modern time.

5. It is suggested that Customers should select right area/location (place), right budget, right builder and right decision for selecting 1, 2 and 3 BHK flats. Customers should select type of location/area for purchasing flat on the basis of budget, type of flats, love and affection, amenities/facilities and builder reputation. It is also suggested that Customers should select well developed, developed, underdeveloped area and outside city area for taking purchase decision of flat according to need, income, budget and requirement of family. In short, it is specially suggested that flat
purchaser should calculate weight or importance of location, budget, facilities, size, convenience and place importance etc. and develop matrix individually for purchasing the flat. It is also suggested that Builders should develop flat selection criteria and weight based computer supported matrix model and help to the flat purchaser while he is searching for flat to be purchased.

6. It is suggested that Customers should do the survey of various location/area for purchasing flat. Customers should decide budget of flat and as per need, choice and nearness to office etc., choose the flat in the best location/area. It is observed that various locations/area such as well developed, developing and under developed location in the sample city e.g. Talawade, Chikhali, Moshi, Bhosari, Nagadi, Akurdi, Walekarwadi, Ravet, Chinchwad, Pimpri, Kalewadi, Tathawade/Punawale, Wakad, Sangvi/Navi Sangvi, Pimple Nilakh/Gurav/Saudagar, Kasarwadi and Dapodi etc. out of that Customers should select best location for purchasing 1, 2 and 3 BHK flats. It is suggested that Customers should take advice and guidance from wife, family members and relatives for selecting good location/area while taking purchase decision of flat. It is specially suggested that Municipal Corporation or Government or NGO’s or Charitable Institutions or Builders or Consumer forum independently or jointly established guidance forum for determination of location or area for purchasing the flat. It is also suggested that to follow government declared or self declared Smart City concept for determination of area for purchasing the flat.

7. It is suggested that Customers should understand need, purpose of flat and future demand for purchasing flat and invest money at right place at right time and at right property. It is observed that Customers purchase flat for various purposes i.e. residential, investment, tax benefit, capital appreciation, rent purpose and provision for children etc., out of that purposes Customers should take right decision for right investment on the basis of family need, total family income, budget of flat and future provision for purchased the flat, to get accommodation facility to each and every one, to control real estate prices, to avoid subprime lending crises (happened in USA), it is suggested that government should put restriction on area of flat holding which will help for sustainable development of the society.

8. It is suggested that Customers should give preference to basic and sophisticated amenities for purchasing flat, which will help for taking more benefits for all family members particularly children’s and available all facilities inside the apartment/project. People should purchase luxury flat because of getting more
facilities from the Builder. It is also recommended that Customers should purchase flat according to need, desire, choice, paying capacity of monthly maintenance and budget of the flat. Average income and lower middle class people can purchase simple flat or without amenities because of low budget and low maintenance society charge, which will help for saving the money. It is also suggested that Builders should provide maximum facilities so purchaser will prefer to purchase the flat.

9. It is suggested that Customers should purchase second flat/property on the basis of family income, capacity of paying EMI and supportive spouse income, which will help for increasing capital appreciation. Peoples should take decision for purchasing second flat/property, which will help for future investment, getting tax benefit and provision for children’s. It is also suggested that Builders should guide for purchasing second flat as an investment or earning source while selling the flat.

10. It is suggested that Customers should purchase flat according to number of family members for residential accommodation. Customers should take help for arranging finance from family members and also take advice and help while selecting flat. Customers should select 1, 2 and 3 BHK flats on the basis of dependent family members, supportive family income, provision for children’s and taking precaution for future residential accommodation. It is specially suggested that Builders should make moveable, flexible and adjustable internal amenities which will help for making adjustments for the family members in future. It is also suggested that Builders should focus on utility value of the flat and not more on aesthetic value of the flat.

11. It is suggested that Customers should select minimum required area in 501-750 sq. ft. for purchasing 1 BHK flats and select area in 751-1000 sq. ft. for purchasing 2 BHK flats because it is comfortable area and specious flat. Customers should select area above 1251 sq. ft. for purchasing 3 BHK flats, this is the spacious and comfortable area with balcony and attached toilet-bathroom etc. Customers should select minimum required area per square foot as per family need, income or budget of the flat. Lower middle class people should select less than 600 sq. ft. for 1 BHK flats due to affordable home. It is specially suggested that Builders should focus on, “Nano Home” concept for fulfilling the needs of flat purchasers.

12. It is suggested that Customers should visit at least three or four construction sites for taking purchase decision of flat, so which will help for selecting right site, right Builder and right budget. Customers should see different sites at various location/areas and select flat as per need, choice, budget, location, Builder, period of
possession and affordable flats. Customers should visit various construction sites along with female/wife for taking purchase decision because wife/female knows which essential facilities are required in the flat. It is also suggested that Government agency or any appropriate agency should certify the Builder and location with offered facilities and provide certificate or grade to the Builder through which customer can select appropriate location and Builder.

13. It is suggested that Customers should select type of apartment/project according to need, expectations, budget and affordability of future living standard. Customers should book flat and choose type of apartment as per income; which will help for paying easily EMI. Customers should select type of apartment/project on the basis of cost of flat, paying maintenance charge, affordable home, budgetary flat and choice of apartment/project. It is specially suggested that Builders should also construct small flats in more numbers and minimize operative expenses like garden, swimming tank, club, gymnasium etc. of middle and large size flats. In short, it is suggested that Builders should use or follow affordable size, price and maintenance to both of them as a bottom rate scheme.

14. It is suggested that Customers should follow right decision from wife and friends for buying the flat. It is understood that relatives, parents and seniors in company also give right direction so that Customers should implement his recommendation for taking purchase decision of flat. It is noted that we are living in the society hence Customers should take right advice, right guidance and take financial support from people for selecting flat and also always help to him (peoples) whenever required in the society because these people always stand by you at the time of facing problems. It is specially suggested that weight based influencer’s influence should be considered while purchasing flat at the same time VastuShastra i.e. science of architecture like ventilation, light, security, hygiene etc. influential factor should be considered and guided by the Builder to the flat purchaser. In short, purchasing a flat is an emotional and behavioral decision so these factors should be remembered while purchasing and selling the flat.

15. It is suggested that Customers should collect additional information from various sources for selecting good home. It is also suggested that choose right property, right Builder at right location from different sources and lastly choose the best source for purchasing flat. Customers should choose suitable and convenient particular source from various sources i.e. friend, hoardings, flex, newspapers, property websites,
pamphlets, magazines, radio, walk in, family, banners, property exhibitions, Real Estate Agents and posters etc. Customers should collect right information from right source for selecting right property.

16. It is suggested that Customers should take right guidance and right advice from Friend, Real Estate Agent, Property Consultant, Broker, Legal Advisor and Private Agency etc. for selecting flat. Peoples should take right decision and take help for right consultant for taking purchase decision of flat, which will help for getting good flat. It is also suggested that Builder’s association or university can start flat purchase-sale related consultancy course, which will provide consultancy to the prospective buyers. These certified consultants will provide proper and appropriate information to the flat purchasers.

17. It is suggested that Customers should select best source of information for purchasing right flat. Customers should collect right information about Builder for taking purchase decision of the flat. It is observed that Builders experience, brand name, goodwill, word of mouth, advertisement and publicity etc. is the best source of information for purchasing flat. It is suggested that Customers should select right and best source of information for purchasing flat.

18. It is suggested that Customers should be aware of information about number of projects completed by the Builder. Customers should see at least minimum projects of taking information for selecting property. Researcher has remarked that it is not required to see many projects but see a few projects for taking right information about the Builder. Customers should aware and see right project, right builder for selecting right property. Customers should purchase flat from reputed Builder or experienced Builder. It is also suggested that Builders Association should give rank to the Builders, which will help to the Customer for selection of appropriate Builder.

19. It is suggested that Customers should prefer right promotional scheme which is right, suitable and affordable you for selecting flat. It is observed that Builder provides various promotional schemes like discount offer, launching offer, No EMI till possession, zero % interest scheme from Builder, inspired by Builders facility, sales promotion scheme, advertisement and low rate of interest etc. Customers should prefer various promotional schemes for taking more benefit towards purchasing flat. Customers should select pre-launch offer because it will more of help for choosing right flat as per Vastushastra i.e. science of architecture, gets more discount in rate per square foot and getting more time for arranging money. Customers should prefer no
EMI till possession and low rate of interest for specific period, which will result in saving money.

20. It is suggested that Customers should take precaution while purchasing right flat for right quality work from reputed Builder. Customers should take precaution or focus on following factors like security, peaceful and safe life, clear documentation, money back guarantee on cancellation of flat, quality of R.C.C. work guarantee, waterproofing facility and free services given by Builder etc. Customers should focus on peaceful life and safe life as per location/area, type of project and Builder for selecting flat. Customers should select flat where provide 24 hours round the clock security is provided. Customers must take care about which materials is being used by Builder like cement, sand, bricks, steel and uses of water etc while constructing the project.

21. It is suggested that Customers should select flat as per Vastushastra i.e. science of architecture. It is seen that at launching offer and in the initial some bookings, Customer gets more option as per Vastushastra i.e. science of architecture as compared to the remaining last few bookings. Customer could not purchase flat as per Vastushastra i.e. science of architecture, in the last few bookings so that Customers should select first some bookings of flat for getting more option. Youngsters should follow Vastushastra i.e. science of architecture for selecting flat, which will get indirect benefit in the life. Customers should consider basic requirement i.e. main door opening east-west and kitchen otta east-west as per Vastushastra i.e. science of architecture etc. In brief, Vastushastra i.e. science of architecture will provide cross ventilation, natural light and hygiene so it is suggested.

22. It is suggested that Customers should study of various locations/areas about the current prices of flat and compare the prices of flat and what Builder is giving to you and on that basis should take purchase decision of flat. It is observed that Customers perception is different towards current prices of flat and Customers should see his need, choice and actual requirement on that basis select type of flat. Customers should focus on location, budget, price and which amenities, facilities provided by Builder while purchasing flat.

23. It is observed that friend, relative, father-in-law, staff member, neighbour, the owner of company, bank and housing finance etc are helping Customers for purchasing flat and Customers should take help from these person who are close to you promise repayment. It is suggested that Customers should take financial help as
per your need and actual requirement of money for purchasing flat. Customers should arrange money from right people, right time and will take more time for giving the payment according to your income, budget and paying money capacity.

24. It is suggested that Customers should do booking of flat according to need and current demand for selecting flat. It is observed that Builder when will give time of possession like ready for possession, after 6 months, after 1 year and after 2 years on that basis Customers should take right decision for booking of the flat and also take guidance from family members while booking of flat. It is also suggested that Customers should book flat as per need, choice, demand and do right planning for getting possession within time from the Builder.

25. It is suggested that one should take more precaution at the time of booking of flat. It is remarked that maximum Builders give late possession so that Customers should take Builders information about delay in possession and check how much delay would be there. It is observed that Customer faces many problems and gets disturbed due to late possession of flat so that Builder should try to give possession as early as possible. It is suggested that Customers should do the proper future plan as per considering delay of flat possession. Customers should take right information about Builders previous record of project construction work; which will help for getting possession at right time in the future.

26. It is suggested that Customers should take into account right factors for purchasing flat. Female/spouse should take precaution and care while selecting flat and at least give preference to safety and security, nearness of market and good travelling facility. It is observed that female/spouse preferred various factors i.e. safety and security, nearness of school/hospital, nearness of market, travelling facility, 24 hours water supply, road connectivity, Vastushastra i.e. science of architecture, carpet area and amenities etc. while purchasing flat. It is suggested that Customers should select right factors according to your need, choice and suitable for purchasing flat.

27. It is suggested that Customers should do some changes after purchasing flat with regard to interior layout as per Vastushastra i.e. science of architecture. Customers should follow female/spouse recommendation for doing some changes in the flat because she knows actual changes in the flat as per Vastushastra i.e. science of architecture as compared to male. It is remarked that Customer can do more changes in the flat as per Vastushastra i.e. science of architecture before taking possession of
flat because after possession it is not possible to do some changes in the flat. It is suggested that Customers should take female/spouse opinion and advice with regard to interior layout and immediate implementation for doing some changes in the flat.

28. It is suggested that Customers should focus on price of the flat and on that basis take purchase decision of 1, 2 and 3 BHK flats. It is cleared that Customers should select flat according to the price and this price should be affordable on the basis of monthly income and paying capacity of EMI. It is suggested that Builders should construct affordable homes because average people can purchase the flat and Municipal Corporation should also support to Builders for constructing the projects, which will help for people taking purchase decision of flat.

29. It is suggested that Customers should do the survey of various locations/areas for taking purchase decision of flat. Customers should select good location after getting all essential information about location and take purchase decision according to need, choice, exact requirement, family preference, nearness of market, nearness of school/hospital, road connectivity, available of resources and corporation facility etc.

30. It is suggested that Customers should select good road connectivity and link to main roads for purchasing flat. Customers should select the best road connectivity for doing best journey near to the home and links to main highways and attached various location/areas, such type of home should be purchased. It is observed that female/wife wants good road connectivity like public transport facility near to the home, bus stop, rickshaw stop, near to market and near to rail etc. such type of project should be selected for taking purchase decision of flat, which will help commuting at midnight time in the home.

31. It is suggested that Customers should select flat at the 3rd floor or above 3rd floor of the buildings. It is observed that in the above floors of the building we get clean air, getting good ventilation, getting natural light, avoid dust problem, avoid pollution problem and quite surrounding at the top floor so that Customers should select flat in the above floor or top floors for purchasing flat. It is suggested that flat should be booked in the 3rd floor and above 3rd floors of the building for getting clean air and good ventilation at the building. Customers should check lift facility with 24 hours generator backup and demand for good quality and earthquake resistant construction for purchasing flat.

32. It is suggested that Customers should enquire about their neighbor at same floor while selecting final flat, which will help to maintain good relation in both of the
family and they can celebrate traditional festivals in the society. It is suggested that Customers should do enquiry about their neighbour at same floor for taking some precaution and care of safety and security for females and children’s, taking precaution for bad incidents, faith on neighbour and safety life etc. Customers should see good neighbour at same floor for selecting final flat, which will help for both families when they will face any problems and for taking safety and future precautions.

33. It is suggested that Customers should purchase flat according to family need, income, budget, choice, purpose of flat and take right decision while selecting flat. It is observed that residential purpose, investment purpose, tax benefit, capital appreciation and income generation etc., these are the most important factors so that Customers choose best option for purchasing flat. Customers should take right advice and good guidance from real estate consultants for purchasing flat; which will help for getting good returns in the future.

34. It is suggested that Customers should take in detail and proper information about project/flat from the sales person and if you have any query regarding flat ask to sales person for purchasing flat. Customers should take and understand detail information about flat e.g. type of flat 1, 2 and 3 BHK flats, area of the flat, rate per square foot, price of the flat, providing amenities and facilities, bank loan process, current construction status, possession time, payment slab, information about total project and surrounding of location etc. Sales person should give proper information to the Customer while selling flat and motivate Customers for taking purchase decision of flat.

35. It is suggested that Customers should know detail payment process at the time of booking of flat and after that take more time from Builder for sanctioning loan processes and arranging money as per total cost of flat. Customers should take proper information about Builder for giving finance as per payment schedule and Builder should give more time to Customers for arranging the money; which will help recover payment of the Builder.

36. It is suggested that Customers should take follow up about the services, is it complete commitment or not complete in the building/project from the Builder. Customers should take care that Builder has completed the commitment or not completed and if commitment fails Customers should inform to Builder about the pending work. Builders should provide good service or complete your commitment
whatever given to the Customer. It is noted that in the real estate business service is the most important for purchasing flat so that Builders should focus on providing good services to the Customer because good service means good gesture for selling flat.

37. It is suggested that Customers can do the minor changes in the flat before final possession. Customers should take advice and guidance about an option for changes from architecture, female/wife and as per Vastushastra i.e. science of architecture. Builders should provide an option for changes in the flat before final possession, which will help for maintaining good relation with Customer. It is specially suggested Customer should visit frequently (at least once in month) to the construction site so he will get ins and outs of the flat and Customer can ask to make necessary changes as per the requirement and quality control.

38. It is suggested that Customers should select type of flat or total square foot area of flat and takes purchase decision on the basis of income, saving amount, budget and getting finance help from family members and relatives. It is observed that finance, bank loan process, demand payment from the Builder, non commitment behavior from the family members and non familiarity in the city etc., these various problems come so that Customers should take precaution this problem will not be faced or come in future after purchasing flat. It is also suggested that Customers should take precaution or care as per paying capacity of own contribution for purchasing flat and select flat as per your right budget, which will help for arranging the finance for purchasing flat.

39. It is suggested that Customers should take right decision and choose right bank for taking home loan from various banks/financial institutions for purchasing flat. It is observed that private banks, nationalized banks, co-operative banks, housing financial institutions and NBFCs etc. provides home loan so that Customers should select best option for taking home loan. Customers should check interest rate, term period, closing process and other hidden charges for selecting bank/financial institute. Customers should select right bank/financial institutions according to your need, budget and choice for taking home loan while purchasing flat.

40. It is suggested that Customers should take precaution and care about all essential documents for purchasing flat. Customers should check at least one document i.e. sanction plan from corporation for selecting the property because sanction plan is the important document. It is observed that sanction plan from corporation, clear title, NA
plot and 7/12 paper etc are the important documents for purchasing flat. It is suggested that Customers should verify all these essential property documents while selecting property and also should check documents from lawyer or expert person for purchasing flat. It is specially suggested that flat purchaser should apply for bank loan to any nationalized or renowned bank for getting the loan which will help for cross checking the legal value of the documents.

41. It is suggested that Customers should consider various factors for selecting flat; which will help for getting good project/apartment. It is observed that various factors i.e. quality or reputation of the builder, construction as per Vastushastra i.e. science of architecture, built up/carpet area, price, income, economic, technology, social, launching offer, sample flat, luxurious flat, duplex flat, furnished flat, under construction, no EMI till possession, amenities, facilities and common parking, own parking, maintenance, ready possession, loan from reputed banks and after sales service etc these factors are the most important for purchasing flat so that Customers should verify and check these factors from the Builder for purchasing flat. Customers should know the quality of builder and his work quality or reputation of the builder at the time of purchasing flat; which will help in getting good flat. It is specially suggested that Customers should rank and weight the required amenities according to their needs and then only select the builder.

42. It is suggested that Customers should consider various non financial variable for taking purchase decision of flat, which will help for getting the right flat at the right location. It is observed that various non-financial variable i.e. road connectivity, express highway, school and hospital, nearness of market, nearness of office, near MIDC, Malls and Multiplex, surrounding area, availability of facilities, preference choice, safety living, lifestyle and standard of living, personality, status, perception, love and affection, work-life balance and satisfaction etc these non-financial variables are the most important so that Customers should consider these non financial variable at the time of buying flat, which will help for getting good flat in the good location/area.

43. It is suggested that Customers should focus and confirm about getting important facilities from the Builder while taking purchase decision of flat, which will help for getting more benefits for Customers and his family. It is observed that various facilities i.e. children’s play area, jogging track, senior citizen’s park, pathway, play area, acupressure pathway, aqua park, kid’s pool, skating rink, rain water harvesting,
yoga/mediation area, badminton court, basketball court, cricket pitch and indoor games room with TT table, musical instruments, reading room and library, piped gas, solar system, steam bath, good quality lifts and generator backup, intercom system, Wi-Fi connectivity, video door phone, mini theatre, amphitheatre, gazebos and sit-out spaces, stage and temple etc these are most important facilities so that Customers should select this facilities for taking purchase decision of flat.

44. It is suggested that Customers should favour (importance) these various specifications for making purchase decision of flat, which will help getting good physical evidence (factors) in the society. It is observed that various specifications i.e. security gate, round the clock security, decorative compound wall, building and compound wall, grand entrance gate, the internal road, internal cement concrete road, door frame, decorative name plate on main door, windows frame, wall tiles, granite kitchen platform, tiles in bath and toilets, bricks, earth quake resistant, electrification, lift, painting, flooring, full paved area around, sanitation facility for drivers and house maid and water pumps etc. these are the most important specifications so that Customers should favour this facility for purchasing flat, which will help for getting good and attractive apartment/building.

45. It is suggested that Customers should take care and confirm about providing facilities in the project from the Builder while purchasing flat. It is observed that various factors i.e. building shape, exterior design of building, colour, attractive elevation, sufficient water supply, interior design in flat, size (area) in a flat (balcony and terrace), possible number of terrace, ventilation, ample light and air to each flat, all main door opening east-west, all kitchen otta east-west facing and excellent planning with no wastage in all rooms, fire fighting system, gas leak detectors, CCTV, decorative street light, generator backup for lift and generator backup for common area etc. these factors are the most important for purchasing flat so that Customers should prefer this facility for purchasing flat. It will help for daily routine life without any obstacle, good physical evidence (factor), happy, prosperous, safety, healthy life and protection from fire etc. It is suggested that to see the open percentage area in a project, wide staircase and parking space more important for buying decision so that Customers should give preference for purchasing flat and it will help for getting more space playing for children’s, to solve parking problem, avoid congested space in the building and getting good ventilation, light of every flat in the building/apartment.
46. It is suggested that Builders should provide proper training and development program to the Sales Employees for increasing marketing knowledge and skill of the employees for selling the flat, which will help achieve the target decided by the company. Builders should arrange some workshops for employees and call expert persons for sharing their ideas and knowledge to the sales people for motivating them. It will help uneducated people for understanding behavior of the Customer for selling flat and increasing the business. It is observed that to provide proper training to sales people, which will help for increasing sale of flats. Builders should appoint qualified employee in the sales office for selling the flat because now-a-days Customers demand and expectation is high for purchasing the flat so it requires educated and trained people for attracting the Customers.

47. It is suggested that small Builders should do business in the partnership and it will help for arranging fund for developing the big project; because it is good market opportunity for selling flat to the people and small Builder will create good brand name for doing business with reputed builders. Builders should focus and understand Customers’ need, demand and expectations while constructing the project. Builders should construct good quality project and provide various amenities and facilities to the Customers’; which will help for creating good brand name in the market.

48. It is suggested that Builders should understand expectations and behaviour of the Customer while constructing the building; which will help for increasing business. Builders should provide good amenities; specification and better facilities to the Customer because of today’s Customer need, wants and demands are more for purchasing flat. Youngsters, who are newly entered the construction business should learn and take advice from experienced Builders’ for selling flat because it is challenging job for the Builders while constructing building. Builders’ Association should arrange some workshop on real estate business for developing the project, which will help to increase knowledge and skill of Builder while constructing new project in the construction business. It is specially suggested that Builders should undergo short term course or training program regarding marketing consumer behaviour, modern technology etc.

49. It is suggested that Builders should focus on constructing the building for residential use only because huge demand for own residence. It is seen that sample city is the fastest growing city, it requires to construct both commercial and residential projects. Builders should focus for constructing/developing the project for residential,
commercial or both residential and commercial in the sample city. It will help for developing infrastructure and increasing revenue for corporation. Sometime Builders should take advice from the Sales Employees because he knows the expectations of the Customer and demand in the market.

50. It is suggested that Builders should focus on constructing medium apartment for selling flat to the Customers because maximum customers prefer medium apartment. It is noted that lower middle class people or average income people gives more preference to small apartment so that Builders should focus small apartment and affordable homes for selling the flat. Builders should try to provide basic facilities in the small apartment.

51. It is suggested that Builders should focus to construct maximum projects because of huge demand in the market, available source of basic infrastructure, support from corporation and available land/plots. Builders should develop good quality of the project and provide good service to the existing or previous Customers for developing the project. Builders should know that the completed project is a good sample model for reaching to new Customers because of today’s Customer has done enquiry of completed project; such type of project is the best marketing tool for Builders. Small Builders should construct some project with joint venture because of low investment for selling flat. Municipal Corporation should support and motivate to Builders while developing the project, which will help for generating the revenue for corporation. It is specially suggested that Builders should organize tour or visit of would be Customers to the completed projects.

52. It is suggested that Builders should develop various types of project in the different locations on the basis of organization budget, financial position and turnover of the business. Builders should develop and sell flats according to Customers need, expectation, demand, understand Customers perception, income and budget of the flat. Builders should understand Customers preference while developing the project it will help the flat. Real Estate Agents should learn and take advice for senior peoples while showing and selling flats to the Customers. Builders and Sales Employees should attend some seminar and workshop on real estate business and try to understand Customers’ behavior for selling flat. Sales Employees and Real Estate Agents should develop selling strategy and improve communication, develop convincing power and increase conversion ratio while showing flat to the Customer, which will help for increasing sell and getting more earning by way of selling flat. It
is specially suggested that Builders should develop matrix model on the basis of available situation around proposed project and Customers expectation from that project.

53. It is suggested that Builders should do right investment in right place and with right people for constructing the project. Builders should take precautions for verifying property documents while purchasing land/plot and do the legal construction for developing the project. Builders should invest money according to their own budget, which will help for completion of the project. Small Builders should take support and guidance from experienced Builder for investing money in the construction business. Builders should do the business in the partnership for developing big project or township project, which will help for creating good brand name in the market. It is also suggested that Builders can go in to joint venture with landlords and customers too.

54. It is suggested that Builders should focus on constructing 1 BHK and 2 BHK flats because there is more demands for 1 BHK and 2 BHK flats. Builders should try to construct 1 BHK flats because 60% Customers income below fifty thousand rupees i.e. middle class people get attracted for 1 BHK flats because they could not purchase 2 BHK and 3 BHK flats. Builders, Sales Employees and Real Estate Agents should learn and understand customer needs and expectations for selling the flat, according to Customers earning, budget or financial position. Builders, Sales Employees and Real Estate Agents should give proper suggestions to the Customer for selling flat. Sales Employees should give some information or suggestion regarding Customers expectation to Builders because Sales Employee handles the Customers, he knows need and demands of the Customers such type of suggestion Builders should implement for developing the project and provide good facilities to the Customer. It is also suggested that Builders should take feedback from time to time from Sales Employees, which will help for strategy making of the Builder.

55. It is suggested that Builders and Sales Employees should concentrate on lower middle class people and selling the flat in the minimum area in square feet. People dream is purchase the home so Builders should try to construct 1 BHK flat. Sales Employees should selling flat 450-550 sq. ft. of 1 BHK to the Customers. Builders should focus of area 601-700 sq. ft and 701-800 sq. ft. prepared for the Customers which will help for increasing business and selling of flats. It is specially suggested that develop small and affordable flats, attract more number of Customers, charge
meager extra price, develop relations with more number of people, increase more number of brand ambassadors through customers, minimize cycle time (project commencement and completion), minimize blockage of capital and minimize price fluctuation, which is the mantra of today, i.e. “Small is Beautiful”.

56. It is seen that majority of IT people and high class people are attracted towards 2 BHK flats, Builders and Sales Employees should know the psychology of such people and provide good amenities and specifications while constructing the project. Builders should try to construct 2 BHK flat of area up to 700 sq. ft. because average income people can purchase 2 BHK flats because dream of 2 BHK flat and in this category found more number of Customers income is below fifty thousand rupees. It is suggested that Builders should construct area of 701-800 sq. ft. flat of 2 BHK flats for Customers because middle class people can purchase such type of flat, in this area room size is very small but it is affordable to the people. It is suggested that Builders should construct Nano homes and sell these flats to the average income of peoples. It means that Builders should construct affordable homes for the Customer. First of all, Sales Employees should understand behaviour of Customer and implement effective marketing strategy for selling the flat. Sales Employees should study the psychology of Customers while selling the flat. Sales Employees should give the suggestions to Builders while constructing 2 BHK flat and recommend essential amenities and facilities as per Customer need and demands for purchasing 2 BHK flat.

57. It is suggested that Builders should try to construct 3 BHK flats according to Customers need and demands and also to be provided extra facilities to the Customer for attracting towards 3 BHK flats. Builders should try to construct affordable homes in the 3 BHK flat and construct minimum square feet up to 1000 sq. ft. because higher middle class people can purchase 3 BHK flats. It is observed by the researcher that high standard people, high salaried, high earning people such as businessmen get attracted towards purchasing 3 BHK flats. It is noted that such type of Customers expectation is very high so that Builders should provide well amenities, luxury flat and more facilities for attracted people. Builders should follow Sales Employees opinion for developing the new projects because Sales Employees have known the Customer expectations while selling the flat and he takes the follow up to customers for booking the flat. It is noted that Sales Employees role is the most important part while selling the flat, he knows expectations of the today’s Customer so that Builders
should follow Sales Employees opinion for developing new project for constructing 3 BHK flats.

58. It is suggested that Builders should try to make affordable and budgetary homes. Builders should charge reasonable rate per square foot but what actual you are giving to the Customer, on that basis you have to charged the rate per square foot because own home is dream of hard working people. People want to purchase home, own home is the dream of people and it is not an easy take to purchase flat from lower middle and middle class people. Builders should construct the flat as per income of lower middle class people, it means that implement Nano homes concept and government should support of the Builders. But last and not the least Builders should make affordable and budgetary homes. It is also suggested that rigorous study and research should be undertaken by the Builders, Builder Association, research institutes, civil engineering colleges and government regarding low cost, high quality, light weight, long durable building material should be invented.

59. It is suggested that Builders and Sales Employees should try to selling flat in the affordable price because average income people and middle class people will be attracted for purchasing flat. It is observed that in the Pimpri-Chinchwad City majority of people earning below fifty thousand rupees so that such type of people, should consider and focus while constructing the project. It means that Builders should try to construct affordable homes, which will help attract people for purchasing flat. Sales Employees should understand customers perception regarding price while selling the flat, which will help for increasing the business and achieved the target decided by the Builders. It is observed that Customers think about the price of flat and budget, Sales Employees should understand income of the Customers and try to provide affordable homes; affordable home is the best marketing strategy for the Builders for attracting to the Customers.

60. It is suggested that Builders should construct maximum number of floors of the building as per Customers requirement and as per rules of the corporation. It will help for Builders and Sales Employees giving possession to the Customer within right time as decided by the Builder. Builders should avoid delay possession for selling flat and completed work within time, which will help for increasing selling of flat. Builders should provide good lift with 24 hours generator backup for his building so that Customer will get attracted towards top floor for selecting flat. Sales Employees and Real Estate Agents should give proper guidance and motivate Customers for booking
of the flat at the above floors, which will help Customers’ getting clean air and good ventilation in the room. It is specially suggested that to avoid the time delay Builders should follow Program Evaluation Review Technique (PERT), Critical Path Method (CPM) technique and Six Sigma etc.

61. It is suggested that Builders, Sales Employees and Real Estate Agents should consider following factors i.e. income, cost, family size, nature of job, age, occupation and gender which affect while selling the flat because these are most important factors. Builders should learn these factors and implement an innovative technology while developing the project. Builders, Sales Employees and Real Estate Agents should study Customers’ behavior and understand Customers opinion while selling the flat. Sales Employees should give suggestions to Builders to improve current marketing strategy while selling the flat. Builder should construct 1, 2 and 3 BHK flats and provide amenities, facilities according to Customers income and nature of job.

62. It is suggested that Builders, Sales Employees and Real Estate Agents should understand income of people while selling the flat because income is the most important factor for considering sanction loan from bank for purchasing flat and give proper guidance to the Customer for easily sanctioning loan process, which will help increasing the business of Sales Employees and Real Estate Agents. Marketing job is a target oriented job so that Sales Employee and Real Estate Agents should focus to achieve the target with good productivity and don’t leave the Customer, your conversion ratio should be good. Builders should organize some workshop for Sales Employee and call expert person for delivery lecture on ‘Easy Sanctioning Loan Process’ from bank/financial institute.

63. It is suggested that Builders should provide various amenities, specification and facilities while constructing the project for high class and standard people. Builders should design good project, use innovative and modern technology for developing the project. Sales Employees and Real Estate Agents should provide good service to the Customer while selling flat and maintain good relation with Customer because these existing Customer recommended to new Customers while purchasing flat. It means that through reference getting more business in the real estate. Builders should call expert person for arranging lecture on ‘Maintaining Customer Relationship Management’ for Sales Employees, which will help increasing the business and maintain good relation with Customer and create good brand name in the market.
64. It is suggested that Builders should construct flat according to family members or to see requirement of the Customer and to be considered family size factor for selling the flat. Sales Employees should give proper advice to Customer while selling 1, 2 and 3 BHK flats and suggest according to family size, budget, income of family members, future prospect, paying ability of EMI etc. factor considered while purchasing the flat. Builders should construct 1, 2 and 3 BHK flats in the every project/apartment while selling flat because small family member can purchase 1 BHK flat. It is also suggested that Builders should stay at least one month in the constructed flat and get experience, accordingly Builder should modify the necessary requirements.

65. It is suggested that Builders, Sales Employees and Real Estate Agents should focus on the various factors because these factors motivate people for purchasing flat i.e. wife/female, friends, media/(advertisement), relatives, parents and seniors in company etc considered for selling the flat. Builders, Sales Employees and Real Estate Agents should study and understand to influencer for developing the project. Sales Employees and Real Estate Agents should understand wife/female and friends perception while selling the flat and implement suggestion given by female/wife. Females give good suggestion while purchasing flat; which will help for developing the new project in coming future. It is also suggested that Builders should study minutely the Consumer behaviour and work accordingly.

66. It is suggested that Builders, Sales Employees and Real Estate Agents should considered female’s perception while constructing the building and selling flat to the Customer because female’s role is the most important for purchasing flat. Builders should provide more balconies while developing the project and provide at least one balcony for every flat and one balcony in kitchen room for washing the pots, washing machine etc. Sales Employees and Real Estate Agents should study need and wants of females’ perception when selling the flat and also recommended to Builder to do some changes for developing the new project, which will help increasing business and attracted females for purchasing flat.

67. It is suggested that Builders, Sales Employees and Real Estate Agents should focus more on nearness of market, nearness of school/hospital, safety and security for selling the flat. Builders must be provided safety and security service in the every apartment for living safety life for female/spouse. Builders should focus construct the project/apartment at good place where the good road connectivity and always
available of travelling facilities. Sales Employees and Real Estate Agents should sell the flat as per Vastushastra i.e. science of architecture. Builders, Sales Employees and Real Estate Agents should focus on various factors such as nearness of market, nearness of school/hospital, road connectivity, travelling facility, safety and security, carpet area, Vastushastra i.e. science of architecture, 24 hours water supply and amenities are the most important factors generally preferred by female/spouse while purchasing flat. Builders, Sales Employees and Real Estate Agents should always consider these various factors for developing project as well as selling flat to the Customer. Builders should develop new project according to female’s perception and understand females need, wants and demands for selling flat, which will help for increasing the business and create good image in the market.

68. It is suggested that Builders, Sales Employees and Real Estate Agents should take opinion from the female/spouse customer while constructing interior layout for doing some changes in the flat because after completion it is not possible to do the changes in the flat. Sales Employees and Real Estate Agents should take opinion of Customer while selling the flat regarding to any changes in the flat on the basis of work completion by the Builder. Sales Employees should give proper service to the Customer and take follow up on completion of work from the supervisor as per given recommendation by the customer, which will help increasing satisfaction level of the female/spouse of the Customer for attracting towards flat.

69. It is suggested that Builders and Real Estate Agents should focus and consider location factor for developing/constructing the project and selling flat. Builders and Real Estate Agents should focus to good location; which will help getting high rate and earned more profit at the time of ready possession of flat. Builders should give more preference to location while purchasing land/plot for developing the project; which will help for increasing business and getting more rates for selling flat.

70. It is suggested that Builders, Sales Employees and Real Estate Agents should focus on location, price, residential purpose, connectivity of road, investment purpose, tax benefit, capital appreciation and income generation; these factors are more important while selling the flat because these factors are more preferred by Customers while purchasing flat and it is the best selling strategy to attracting peoples. Builders should always motivate to Sales Employees for achieving the target and provide maximum incentives to Sales Employees; which will help at any situation in the market particularly at the recession period for increasing the business. Sales
Employees and Real Estate Agents should understand and study various factors because these factors affect vastly for selling the flat, to proper convince and motivate to Customer for selling flat.

71. It is suggested that Builders should conduct survey before purchasing the plot/land, which will help for getting information about available land/plot, existing rate, available resources, market demand, future prospect and at minimum time completion of the project. Maximum Builders should try to run own marketing research department in the organization for developing the project and expansion of the business. Those who are not conducting survey such type of Builders should take help from private research agency and implement its advice for purchasing land/plot. Builders should try to construct good quality of the project, use foreign technology for constructing the building and focus for maintaining best quality of the product, which will help for creating good brand name and getting good publicity in the market.

72. It is suggested that Builders, Sales Employees and Real Estate Agents should give more preference to connectivity of road, location, demand, future prospects, existing projects, availability of resources and rate; these factors are more important while launching new project in the construction business. Builders should implement effective marketing strategy while launching new project, which will help for completion of the project and getting more earning and good return in the business. Builders and Sales Employees should focus on launching offer for first some bookings; which will help for buying motives towards purchase decision of the customer. It is also suggested that Builders should always focus on BEP (Break Even Point), margin of safety, rate of return, net present value etc. financial parameters for marketing of the flats.

73. It is suggested that Builders should focus under developed area as for developing the project because easy availability of big plot/land, plot price is low (per square foot), getting more option for selecting plot etc. Builders should construct project in developed area or well developed area, in this area plot/land cost is very high or available limited plot/land but Builder will get more returns for selling flat because customer demands are more. Builders should do the market survey for purchasing land/plot, which will help for selling the flat. Real Estate Agents should focus on well developed area because Customer gives more preference to well developed area for purchasing flat. Real Estate Agents should sell flat in under developed area, which
will help middle class people for purchasing flat. It is also suggested that Builder should develop township, if possible when and where required.

74. It is suggested that Builders should focus Wakad, Ravet, Pimple Nilakh/Gurav/Saudagar and Moshi locations for constructing/developing project for selling flat because of big scope and available big land/plot for doing the business. Sales Employees and Real Estate Agents should suggest location to customer i.e. Wakad, Ravet, Pimple Nilakh/Gurav/Saudagar and Moshi locations/areas for selling the flat because easily availability of flat, good road connectivity, near to IT park, near MIDC and available different variety of projects with various amenities and facilities provided by the builder. Sales Employees and Real Estate Agents should also focus on selling the flat of various locations such as Chinchwad, Tathwade/Punawale and Sangvi/Navi Sangvi, Pimpri and Talawade etc. because these are well developed areas.

75. It is suggested that Builders should construct flat as per Vastushastra i.e. science of architecture, which will help increasing number of bookings of flat. Architecture engineer should design maximum project to be covered as per Vastushastra i.e. science of architecture because Vastushastra i.e. science of architecture factor motivates to attract the people towards purchase decision. Builders should construct flat according to customer wants and demands and sometime Builder should do changes as per Customer demands after selling the flat because Vastushastra i.e. science of architecture and architecture provide for a healthy living and peaceful life this is an essential component for selling flat.

76. It is suggested that Builders should study on Customers’ behaviour towards flat purchasers. Customer needs, wants and demands are high for purchasing flat due to this reason Builders must do same study on Customers’ behaviour. Builders should focus all types of people i.e. income, age, gender, family size, status and prestige, occupation and nature of job these all factors largely affect while constructing the project. Simultaneously Builders should conduct research on Customers’ behaviour, which will help for developing innovative project and adopt modern marketing strategy for selling flat. Builders Association should organize some workshop on Customers’ behaviour and arrange some seminar and call expert person for delivering lecture on Customer behaviour.

77. It is suggested that Builders and Sales Employees should understand Customers need and demand while selling flat. It means Builders and Sales Employees should
study customers view for purchasing flat and focus on psychology of customer towards selling flat, which will help for increasing the business. Sales Employees should understand customer need, demand and expectation at the time of doing enquiry of flat. Builders should give proper training to Sales Employees for selling the flat. Builders should organize some workshop on “A study: Psychology and Perception of Customers” for Sales Employees and Builder also, for increasing knowledge and develop marketing skill in the real estate, which will help providing good service to the Customer.

78. It is suggested that Builders should get approval for project from maximum banks/financial institutions for sanctioning loan on flat, which will help Customers getting more loan option from various banks/financial institutions. Sales employees and Real Estate Agents should arrange financial source to the customer for purchasing flat and provide fast service to the Customer for getting loan sanction from the bank/financial institute. It is benefit to the Sales Employees and Real Estate Agents for achieving monthly sales target.

79. It is suggested that Builders, Sales Employees and Real Estate Agents should try to arrange maximum financial source from nationalized bank and private banks to the Customer for selling flat. Nationalized banks should sanction loan process within one week and provide good, fast service to the Customer as per private bank. Builders should get approval for project from various nationalized bank and private bank/financial institute for selling flat. Sales Employees and Real Estate Agents should arrange financial source according to Customers ability for paying the EMI and also check loan eligibility while selling flat. Builders, Sales Employees and Real Estate Agents should focus on loan eligibility because loan eligibility depends on nature of job and other income is considered for sanction the loan. Sales Employees and Real Estate Agents should recommend to Customer, which financial source is suitable according to his income and budget and give proper guidance to Customer for sanctioning loan.

80. It is suggested that Builders should construct super luxury sample flat because it is part of effective selling technique and advertising policy for attracting the people, which will help for increasing business. Sales Employees should personally show sample flat to the customer because it is good marketing strategy to attract the customers while selling the flat and also recommend to Builder showing sample flat with good amenities, facilities and give 3D presentation of whole project, which will
help customer getting an idea about the flat and knowing which facilities are being provided by the Builder. It is also suggested that Builders should develop website and upload his all projects including current project with all detail information about the project, which will help to attract local and outside customers.

81. It is suggested that Builders should provide basic amenities and specification to the Customer for selling flat, which will help for increasing business and attracting peoples. Builders should provide basic facilities to the Customer i.e. lift, solar system, piped gas, water purifier and generator backup while developing the project. Builders should provide various amenities like Landscape garden, swimming pool, gymnasium, party lawn, club house, children’s play area, jogging track, senior citizens park, reading room and library and temple etc which influence taking purchase decision of the flat. Builders should focus on giving different specifications like attractive entrance gate, designer entrance lobby, security gate, round the clock security, decorative compound wall, grand entrance gate, the internal road, tiles in bathroom and toilets and painting etc. these specifications influence and motivate people for purchasing flat.

82. It is suggested that Builders should focus on effective advertisements for doing marketing of flat and use various marketing mediums i.e. sales person, internet, newspaper/magazines and hoardings are the best source of marketing media for selling flat. Builders should use property website for doing marketing of flat and also send E-mail/SMS to existing customer, who have done flat enquiry and who are prospective customers. Sales Employees should send all project information through e-mail to people. Sales Employees should send SMS to existing customer or other prospective customer and who have done enquiry in the sales office while launching new project and take follow-up of customers. Builders and Sales Employees should focus on advertisement through all media i.e. newspapers/magazines, internet, E-mails/SMS, property websites, flex, banners, exhibitions, radio, pamphlets, posters, walk in, Real Estate Agents and TV (Cable adv.) are using these various methods for doing marketing of flats. Advertise should be effective and innovative for attracting the peoples, which will help for increasing conversion ratio of the Customers. It is specially suggested that Builders should keep the record of existing flat owners and would be flat owners and communicate them, wish and appreciate their birth days, anniversaries, festival days, special achievements and on special occasions through e-mail and way to SMS for keeping close contact and creating family atmosphere.
among all flat owners which will help for creating bounding among the existing flat owners and conversion of likely flat owners to real flat owners.

83. It is suggested that Builders should send SMS’s/Letters and e-mail to previous and prospective customers while launching a new project, which will help generating new leads for selling flat. Builders should focus SMS’s/letters and e-mails because these are the important media for sending detail information to previous and prospective customers and those who are interested in purchasing flat such people gives immediate response to sales people. E-mail facility is also important facility for sending details information with plan layout of 1, 2 and 3 BHK flats and photos about the project to the people. So sales people should take separate follow up of these people for selling flat to the Customer.

84. It is suggested that Builders and Sales Employees should follow flat selling strategy for attracting the peoples while selling flat. Those who are not following flat selling strategies such employee should follow flat selling strategy for attracting the people while selling flat. Sales Employees should study on selling strategy including road show, modern advertisement, use of ICT, situation based strategy, specialty based strategy, location based strategy, participation in property exhibition etc. strategy should be adopted and Builders should organize such type of training for Sales Employees, which will help in achieving sales target and getting more incentives for decided by the company/Builder.

85. It is suggested that Builders and Sales Employees should focus on advertisement, satisfied old customer, good service provided by existing customer, exhibitions, festival offers and market research etc., these are the most important ways of flat selling strategies. Builders and Sales Employees should do arrange events, road show and online marketing which are good ways for doing marketing So that Builders and Sales Employees should concentrate using different ways of flat selling strategies for selling the flats. Every Sales Employees should focus on satisfied old customer and existing customer; these people are also recommend to other new customers for purchasing the flat so that mouth publicity and coming new references through best way from old and existing Customer. Builders and Sales Employees should focus on festival offers and exhibitions are also the most important way of selling flat. It is specially suggested that Builders should provide free of cost repair and maintenance facility for five years or ten years or fifteen years or twenty years with suitable terms and conditions.
86. It is suggested that Builders should give project for sole selling (outsourcing), which will help for selling the whole project. Builders should focus on advertisement, selling, home loan support, market research, payment collection and agreement execution for developing the project. Builders should learn and implement marketing strategy from outsource companies. Outsourcing companies should provide good service to the Customer and maintain good relation with the Builders for getting more business. It is also suggested that Builders should take part in exhibitions which are organized at different cities in Maharashtra and Builders should sale their flats with the help of bankers, NGO’s, reputed trusts on commission basis.

87. It is suggested that Builders and Sales Employees should implement and focus on different promotional activities for selling the flat such as advertisement, discount, pre-launch offer, sales promotion and publicity etc., these are the most important activity while selling the flat. Builders and Sales Employees should give discount for selling flat. Sales Employees should concentrate on offering extra facilities to the Customer and sanction easy loan through tie up with financial Institute/bank and give facility of No EMI till possession while constructing project for attracting the people.

88. It is suggested that Builders and Real Estate Agents should focus and try to provide maximum additional facilities like water purifier, gas connection, kitchen trolley, electronic goods, furniture and free of fan etc., provide for attracting the people, which will help for buying motives towards taking purchase decision of the flat. Builders and Real Estate Agents should study and take opinion of Customer about the providing additional facilities, this type of customers suggestion implement in the new project for selling flat. Builders and Real Estate Agents should take advice from females’ Customer about the additional facilities because female will suggest good additional facilities and this type of facility should be implemented for attracting the Customers, which will help for increasing sell and maintain good satisfactory relation with Customer in the market. It is specially suggested that Builders should provide clock with builder name, wall piece, fan, kitchen set, exercise device, imported gift item, money plant, in door plant, frequent seasonal gift etc. for memorizing the Builder for a longer period.

89. It is suggested that Builders should provide proposed commercial space, office spaces, shopping mall, hotels and multiplex because these are important facilities preferred by Customers for purchasing flat. Builders should provide maximum facilities to the Customer while developing new project, which will help attract people
for purchasing flat and for fast booking of the flat. Builders should construct both commercial and residential project at one place while developing project because good earnings in the commercial project. Builders should give separate parking facility for commercial spaces and residential apartment for attracting people which will not disturb the residential people.

90. It is suggested that Builders should implement consultant’s opinion while constructing building/project, which will help increasing business and getting good returns in the market. In the modern market Customers expectation is high for purchasing flat due to this reason it is required to develop marketing strategy for constructing building/project so that Builders should take help from consultants. Builders should organize some workshop for consultants or Real Estate Agents, which will help to increase knowledge, coordination and own identification for developing the business. Builders Association should organize some seminar on real estate and call expert person, which will help for increasing knowledge and skill of low experienced and new Builders for developing the project. It is also suggested that Builders should start the practice of or facility of buy back of booked or purchased the flat may be new or old with amicable terms and conditions.

91. It is suggested that Builders and Sales Employees should provide good and proper service to the Customer after possession of flat. It is noted that few Sales Employees do not provide proper service to the Customer so that all Sales Employees should provide proper service, which will help for increasing customer satisfaction, getting good publicity and create good brand name in the market. Builders and Sales Employees should provide two year’s free service to the Customer from possession of the flat. It is also suggested that Builders should offer term over based incentives scheme or Halsey and Rowan incentive plans to the Sales Employees.

92. It is suggested that Builders should learn and take advice from senior people in this profession for purchasing land and develop step by step project and invest money as per your budget. Builders should study requirements of completion of legal formalities before purchasing land/plot and appoint legal adviser for developing the project. Builders should focus on research activity and take consultants’ opinion while purchasing land or developing the project. Builders should avoid illegal construction it will create bad effect and big loss in the construction business. Builders should give right commitment while selling flat to the customer and give proper guidance and service to the Customer. Builder Association should arrange some workshops and
seminars on ‘Completion of legal formalities and how to develop the project’ for Builders, which will help to increase knowledge and skill in the real estate. It is specially suggested that Builders should organize bankers’ meeting with flat purchasers, flat owners workshop for flat maintenance, flat owners workshop for happy home concept, spouse workshop for family relationship guidance, children’s workshop for career management, flat owners’ workshop for career path planning etc., which will help for brand building and creation of family atmosphere among flat owners.

93. It is suggested that Sales Employees and Real Estate Agents should study and learn selling technique for selling flat effectively. Senior manager should arrange induction programme for the freshers and give proper training to the employees for increasing marketing knowledge. Builders and senior executives should motivate to Sales Employees and give proper direction for selling flat and also help for proper convince to the Customer and give more marketing knowledge. Builders Association should organize some seminar and workshop on real estate business, which will help for Sales Employees and Real Estate Agents for getting marketing knowledge. It is suggested that Builders should provide uniform (dress code) and Identity card to the Sales Employees which creates the sense of belongingness among the employees.

94. It is suggested that Builders should apply basic rates according to the current market price. Sales Employees and Real Estate Agents should try to study psychology of Customers while selling the flat; which will help for convincing to the Customer and achieve the target for increasing productivity. Sales Employees and Real Estate Agents should give discount on basic rates while selling the flat because reduced price is the motivating factor for purchasing flat. Builders should apply basic rates as per market rate or what actual they are giving to the customer do not take extra charge from the customer and give proper service to the Customer. It is also suggested that Builders should provide Customer related psychological training to the Sales Employees.

95. It is suggested that Sales Employees and Real Estate Agents should understand Customers expectation/choice or budget for selling flat. Sales Employees and Real Estate Agents should give right guidance to the Customer and also suggest him select budgetary right property for purchasing flat. Builders should arrange weekly common meeting for all Sales Employees from various sites, which will help for Sales
Employees for increasing knowledge about the business, getting current status of various sites and achieve more incentives. It is specially suggested that Builders should offer one or two days stay arrangement for the Customers in model flat on site, which will help for realizing and getting feeling of atmosphere of the site. This will help increasing customer conversion rate from enquiry to booking.

96. It is suggested that Sales Employees and Real Estate Agents should focus on Vastushastra i.e. science of architecture, ventilation and light, amenities, garden view, security and safe, floor, clean air and peace for selling the flat because these factors are more influencing while selecting flat from the Customers. Builders should construct and take precautions for providing such type of flat while constructing new project. Builders should provide 24 hours security and arrange separate cabin for security peoples in the main entrance gate and maintain daily visitors record. Sales Employees and Real Estate Agents should give right guidance, proper direction and help Customer for selecting flat, which will help for increasing sell and maintain good relation with Customer. It is also suggested that Builders should provide intercom, Web cameras, video door camera, identity card for household employees, prohibition to havockers etc.

97. It is suggested that Sales Employees and Real Estate Agents should take follow up of the people for getting new Customer. Every Sales Employees and Real Estate Agents should take follow up minimum two or three times of the people for increasing productivity. Sales Employees and Real Estate Agents should take always good follow up and be in continuous touch with Customers for selling flat. Sales Employees and Real Estate Agents should take follow up on the basis of daily enquiry register and as per Customers response do the follow up of right time and right people for selling flat. It is also suggested that get together, family functions and festivals etc should be organized for would be customers who had made enquiry recently.

98. It is suggested that Sales Employees should see the Customers budget while selling flat, which will help for achieving monthly sales target. Sales Employees should give proper guidance for selecting flat, it means if Customer is not eligible to purchase 2 BHK flats, Sales Employees should suggest him for purchasing 1 BHK flat, which will help for increasing the productivity and maintain good relation with Customer. Builders should also support Sales Employees for taking important decisions while selling the flat. Builders should organize some training and
development programmes for Sales Employees for developing the marketing knowledge and selling technique while selling flat.

99. It is suggested that Sales Employees should try to give project presentation to the Customer while selling the flat. Sales Employees should focus for giving project presentation because presentation creates good awareness about the project and it will help for solving project doubts from the Customer, which will help to increase customers conversion ratio while selling the flat. Builders should organize some workshop on “Making Attractive Presentation and Selling Technique” for Sales Employees in their builder/sales office.

100. It is suggested that Sales Employees should follow the modern advertising strategy to attract the people. Sales Employees should focus and implement bulk SMS, bulk e-mail, online portals, 3D presentation and online payment process for selling the flat, which will help to increase and getting new leads for prospective customer for selling the flat. Every Sales Employees should at least use bulk SMS and bulk e-mail for selling the flat, it is an easy and effective selling strategy. This modern advertising process helps and motivates Customers for taking purchase decision of the flat.

101. It is suggested that Builders should try to provide good service, follow and fulfill whatever commitment given to the Customers and Sales Employees. Builders should provide good service to Sales Employees because Sales Employees are good asset for the company. Sales Employees should provide good service to the customers because Customers are good asset for the company. So that Builders should provide good service not only Sales Employees but also Customers. Sales Employees should understand Customers problem and take follow up for solving problem after selling flat. Sales Employees should give right suggestions to Builders for improving satisfaction of the Customers, which will help for getting good publicity in the market.

102. It is suggested that Real Estate Agents should sell flat according to Customers need, demand and budget and should understand customers required area for 1 BHK flats are 501-750 sq. ft and 2 BHK flats in square feet 751-1000 and above 1000 sq. ft. High earning people purchases 3 BHK flats in 1251-1500 sq. ft. and above 1501 sq. ft. for selling to the Customers so that Real Estate Agents should focus on large square feet area for selling flats to the Customers. Real Estate Agents should try to give some suggestion to Builders as per Customers requirement and Builder should
construct large square feet flats. Builders should construct a few flats for poor peoples and lower middle class people for area of which is less than 500 sq. ft. so such people can purchase the flat.

103. It is suggested that Real Estate Agents should use proper marketing strategy while selling the flat and give proper guidance to the Customers. Real Estate Agents should implement effective selling strategy according to Customers need, demand and budget and suggest proper stage of construction work while selling flat. Real Estate Agents should understand Customers perception and give proper suggestion for purchasing affordable flat and provide good service to customers while selling flat because home is the dream of people. Real Estate Agents business depends on providing proper service and maintaining good relation with Customers, which will help for increasing the business for long term duration.

104. It is suggested that Real Estate Agents should personally show flat as per customers need and budget. Real Estate Agents should try to understand detail requirements of Customers for purchasing flat and to know customers expectation at the first meeting after that Real Estate Agents have to give proper guidance to customer; which will help for increasing the business. Real Estate Agents should try to study Customers’ behavior and selling strategy from the expert person or always read some management books on consumer behavior. Real Estate Agents should attend some workshop on consumer behavior and marketing strategy; which will help them to increase business and to maintain good relation with Customer.

105. It is suggested that Real Estate Agents should focus on following location i.e. Wakad, Thathawade, Pimple Saudagar/Nilakh/Gurav, Rahatni, Thathwade, Ravet, Moshi, Chikhali etc., these are good area/location while selling flat to the Customers. Real Estate Agents should concentrate on such type of location for selling flat because potential market helps for doing good business for selling flat. Real Estate Agents should understand Customers preference while selling flat in a particular area/location, which will help for increasing business and giving proper service to the Customer. It is also suggested that Real Estate Agents should cover nearby locations for selling the flats.

106. It is suggested that Real Estate Agents should try to give some advice to Builders while constructing the project at least give some basic essential amenities like children’s play area, garden and good quality lift with generator backup etc., amenities provide to the Customer. Real Estate Agents should focus showing various
amenities for selling flat to the Customers. It is seen that children’s play area, garden, good quality lift, generator backup, gymnasium, club house, swimming pool and party lawn etc., these are important amenities so that Real Estate Agents should selling such type of amenities flat to the customers, which will help for attracting people for purchasing flat.

107. It is suggested that Real Estate Agents should try to see Builders document while selling flat to the Customer, which will help the Customers to avoid illegal complications and safety for selecting the flat. Real Estate Agents should help Customers by showing property documents, providing good service and make good relation with Customer while selling flat. Real Estate Agents should know detail knowledge about the property documents like sanction plan from Corporation, Clear title, NA plot, 7/12 paper, prepayment schedule given by the Builder and agreement deed etc and always take help from Lawyer for verifying these property documents. Real Estate Agents should avoid illegal construction and give proper guidance to Customers while selecting the property. Real Estate Agents should attend property workshop; such workshop is organized by Corporation or Builders Association, which will help for increasing knowledge about all property documents and understand reserve area/location in the city.

108. It is observed that Developer (Builder)/brand image and quality or reputation of the Builder is the most important factor so that Builders should maintain good image in the market and provide better quality; which will help for increasing the business. It is noted that Developer (Builder) /brand image, quality or reputation of the builder, construction as per Vastushastra i.e. science of architecture, built up/carpet area, price, occupation, income, economic, technology, launching offer, sample flat, luxurious flat, under construction, no EMI till possession, amenities, facilities, common parking, own parking, maintenance, ready possession, loan from reputed banks and after sales service etc., these are the most important factors so that Builders, Sales Employees and Real Estate Agents should focus and consider these factors for selling flat, which will help for doing good business in the market.

109. It is suggested that Builders, Sales Employees and Real Estate Agents should focus and consider these non financial variables for selling the flat, which will help attracting people towards purchasing flat. It is noted that various non financial variables like road connectivity, bus stop (transportation), railway station, express highway, school, hospital, nearness of market, nearness of office, near MIDC, bank,
college, proposed Mumbai-Pune ring road, malls, multiplex, surrounding area, availability of facilities, preference choice, safety living, lifestyle, standard of living, personality, status, perception, love and affection, work life balance and satisfaction etc., these are the most important non financial variables so that Builders, Sales Employees and Real Estate Agents should understand these non financial variables for implementing while developing the project/selling flat to the Customer, which will help for achieving sales target.

110. It is suggested that Builders, Sales Employees and Real Estate Agents should try to provide maximum modern amenities and facilities to the Customers for selling flat, which will help for increasing flat booking ratio. It is observed that various modern amenities/facilities like entrance plaza, landscape garden, party lawn, children’s play area, jogging track, senior citizen’s park, pathway, play area, rain water harvesting, yoga/meditation, indoor games room with TT table, reading room and library, piped gas, solar system, generator backup, intercom system, Wi-Fi connectivity, video door phone, amphitheatre, gazebos and sit-out spaces, stage and temple etc. these are the most important facilities/amenities so that Builders, Sales Employees and Real Estate Agents should focus and concentrate on offering facilities while developing project and selling flat to the Customers. It is noted that now-a-days these amenities/facilities are more preferred by Customers for purchasing flat so that Builders, Sales Employees and Real Estate Agents should implement facility for selling flat as well as to adopt innovative technology while developing project, which will help for increasing business.

111. It is suggested that Builders, Sales Employees and Real Estate Agents should focus and develop various specifications for selling flat, which will help to give more benefit to the Customers i.e. getting good security, safety life, good physical evidence and attractive look of the building/project. It is observed that various specifications like entrance gate, designer entrance lobby, security gate, round the clock security, decorative compound wall, building and compound wall, grand entrance gate, the internal road, internal cement concrete road, door frame, decorative name plate on main door, windows frame, wall tiles, granite kitchen platform, tiles in bath and toilets, bricks, earth quake resistant, electrification, lift, painting, flooring, full paved area round and water pumps etc., these are the most important specifications for selling flat as well as now-a-days Customers give more preference to these various specifications for purchasing flat so that Builders, Sales Employees and Real Estate
Agents should focus and provide these various specifications for selling flat, which will help for increasing business.

112. It is suggested that Builders, Sales Employees and Real Estate Agents should try to provide various factors while constructing building and selling flat to the Customers. It is observed that building shape, exterior design of building, color, wide staircase and parking space, attractive elevation, sufficient water supply, interior design in a flat, size (area) in a flat (balcony and terrace), possible number of terrace, ventilation, ample light and air to each flat, all main door opening east-west, all kitchen otta east-west facing, excellent planning with no wastage in all rooms, fire fighting system, gas leak detectors, CCTV, decorative street light, generator backup for lift and generator backup for common area etc., these are the most important factors so that Builders, Sales Employees and Real Estate Agents should focus on selling flat, which will help for increasing business. It is noted that some factors like architecture plan and R.C.C. Consultant (designer) etc. the most important factors from the Builders point of view so that Builders should focus and try to make good design of building, attractive plan and provide best construction quality etc, which will help in attracting peoples towards the project.

5.4: Scope for Further Research:
1. In depth study of Customers Psychology towards real estate business while taking purchase decision of all types of houses. Study should focus on Customers’ Psychology while taking purchase decision of house and while developing/constructing the various types of house.
2. For the further research topic is, ‘Government support for Builders while constructing NANO homes and affordable houses for attracting lower middle class people for purchasing house. Government should focus on developing proper plan in real estate and support to motivate Builders while constructing affordable home.
3. One should study the MAHADA scheme of Government of Maharashtra undertaking, which will help for poor people’s purchasing house and to be completed home dreams in the city where further more research is very much required.
4. Further research topic is to ‘Make Small City’ according to model of international cities in the big township project.
5. Further more research study to be conducted regarding Customers’ perception towards purchasing land or plot nearby Metros city in India.
6. Further more research is required on various problems of Builders while purchasing land, developing project and sanctioning project from Corporation and Government while developing residential and commercial projects in selected cities.

7. The researcher has interested to suggest further research topic is “An analytical study of Customer perception towards purchasing Row House with reference to selected same cities in Maharashtra”. Because of high earnings and high class people attracted towards Row House, Duplex and Pent House in the various cities.

8. The researcher has interest to suggest further research topic is “A comparative Study of Indian technology and Foreign Technology while developing/constructing building and providing various facilities to the Customer with reference to India, Singapore and Dubai Country.

9. There is scope for further research in Real estate sector helps to developing Indian Economy for increasing GDP and its impact on reducing Agriculture Land in the today’s Indian Scenario.

10. Further research can be undertaken on home loan policy of bankers and financial institutions and problems facing by home loan borrowers in sample district.

5.5: Conclusion:
This chapter has covered findings, conclusion and suggestions regarding Customers’ behaviour of flat purchaser in the Pimpri-Chichwad (Pune). The researcher has covered 107 findings, conclusion and 112 suggestions. This chapter has covered findings, conclusion and suggestion for Customers’ behaviour of flat purchaser in the Pimpri-Chinchwad, Pune and Builders’ strategy used for managing Customers’ behaviour of flat purchaser, while constructing building and selling flat to the customer in the sample city. The researcher also focused marketing and selling techniques used by Sales Employee of Builders and Real Estate Agents for selling flat to the customer. Sales Employees and Real Estate Agents should understand Customers’ behaviour towards purchasing flat and should know customers need, demand, expectation, budget, paying ability of customer and type of flat while selling flat and give proper guidance to customer for selecting flat. Now-a-days there is tough competition in the real estate business so that Builders should adopt modern technology while developing/constructing building as well as maintain good construction quality and provide modern amenities, modern specification and various facilities for selling flat to the Customers.
It is concluded that Builder provides various amenities/facilities like entrance plaza, landscape garden, party lawn, children’s play area, jogging track, senior citizen’s park, pathway, play area, rain water harvesting, yoga/meditation, indoor games room with TT table, reading room and library, piped gas, solar system, generator backup, intercom system, Wi-Fi connectivity, video door phone, amphitheatre, gazebos and sit-out spaces, stage and temple etc. these are the most important facilities/amenities for selling flat to the customers. It is also specially concluded that various specifications like entrance gate, designer entrance lobby, security gate, round the clock security, decorative compound wall, building and compound wall, grand entrance gate, the internal road, internal cement concrete road, door frame, decorative name plate on main door, windows frame, wall tiles, granite kitchen platform, tiles in bath and toilets, bricks, earth quake resistant, electrification, lift, painting, flooring, full paved area round and water pumps etc. these are the most important specifications for selling flat to the customer.

In brief Customers’ behaviour of flat purchaser can be design in a matrix way as follows. This is a precise comparison among basic three needs of human being.

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5.6 MODELS-

5.6.1 Introduction:-
The researcher has developed 5 models on the basis of Customers’ behaviour of flat purchaser and strategy used by Builders for managing Customers’ behaviour. Researcher has focused on behaviour hierarchy, expectation of respondents, Customers’ behaviour towards purchasing flat, family size of customer and income class of customer. These models help to Customers for taking purchase decision of flat and also help to Builders, Sales Employees and Real Estate Agents for understanding Customers’ behaviour and selling flats to the customer.

Model No. 5.6.1: Behaviour Hierarchy

\[
\text{Need Hierarchy}
\]

\begin{itemize}
  \item Food
  \item Cloths
  \item Shelter
\end{itemize}
Behaviour Hierarchy:

- **Food**
  - Types of food
  - Types of oil
  - Taste
  - Smell
  - Food quantity
  - Food quality
  - Menu variety
  - Price
  - Types of Hotel

- **Cloth**
  - Type of cloth
  - Size of cloth
  - Price
  - Type of shop
  - Brand name
  - Color
  - Design
  - Fashion
  - Limited expectations

- **Shelter**
  - Type of flat
  - Type of project/apartment
  - Carpet area
  - Price
  - Location and connectivity
  - Amenities and specifications
  - Safety and security
  - Building shape
  - Luxurious flat
  - High expectations

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**Result:-** Model No.5.6.1 The researcher has studied behaviour hierarchy of people during the research and research has found that shelter is the most basic need as per behaviour approach of the people. Researcher has observed that people purchase once home in their lifetime so that people need, wants and perception is different as compare to other basic need of people. In this study researcher has tried and focus that shelter is the most important need and its home buying behaviour is high for purchasing flat. Now-a-days people living standard is high due to high income, Customers expectation high for purchasing flat like type of flat 1, 2 and 3 BHK flats, type of project/apartment, carpet area, price, location, amenities, specifications, safety and security, building shape and luxurious etc, these are basic expectations of the Customer for purchasing flats. It is found that people spent more time and many days for selecting flat in their life as compare to other basic needs. This model helps to Customers for purchasing flat which basic requirement is essential for purchasing flat. Model indicates that according to need, income and budget of flat Customer should think and select type of flat.

Researcher has observed that cloth is the second behaviour need of people in their life. It is found that People spent some hours for purchasing cloth as per behavioural approach towards selecting cloth. People expectations are limited for purchasing cloth like type of cloths, size of cloths, price, type of shops, brand name, color, design and fashion etc., these are basic expectations of people for purchasing cloths. It is identified that food is the third behaviour need of people in their life. It means that people think and spent few time for taking food at the time of hungry and regular routine life. It means that as per behaviour approach people expectations towards food is less as compare to other basic needs of people. People expectations are limited for taking food like types of food, types of oil, taste, smell, food quantity, food quality, price and types of hotel etc. It is concluded that home is the most important behaviour decision while selecting flat. This model helps to Builders, Sales Employees and Real Estate Agents while constructing building and selling flats to the customer. Builders should try to understand Customers behaviour’ while selling the flat.
Model No.5.6.2: Expectations of Respondents.

<table>
<thead>
<tr>
<th>Customers Expectations</th>
<th>Sales Employees Expectations</th>
<th>Builders Expectations</th>
<th>Real Estate Agents Expectations</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Type of 1, 2 and 3 BHK flats</td>
<td>▪ As per income select 1, 2 and 3 BHK flats</td>
<td>▪ Available of plots/lands</td>
<td>▪ As per budget select 1, 2 and 3 BHK flats</td>
</tr>
<tr>
<td>▪ Location of flat</td>
<td>▪ See Builders reputation</td>
<td>▪ Fast sanction project plan from Municipal Corporation</td>
<td>▪ See few property and take quick decision while purchasing flat</td>
</tr>
<tr>
<td>▪ Affordable price</td>
<td>▪ Select right property</td>
<td>▪ Municipal Corporation should provide basic facilities</td>
<td>▪ Select right property from reputed Builder</td>
</tr>
<tr>
<td>▪ Budgetary flat</td>
<td>▪ Flat book in launching offer</td>
<td>▪ Government support</td>
<td>▪ See good location and good connectivity</td>
</tr>
<tr>
<td>▪ Area in square foot</td>
<td>▪ Builders should give more amenities and specifications</td>
<td>▪ Sanction plan from Municipal Corporation</td>
<td>▪ See amenities and facilities</td>
</tr>
<tr>
<td>▪ Sanction plan from Municipal Corporation</td>
<td>▪ Give more time for arranging finance</td>
<td>▪ More amenities and specifications</td>
<td>▪ Builder should construct affordable homes</td>
</tr>
<tr>
<td>▪ More amenities and specifications</td>
<td>▪ Construct good quality of project</td>
<td>▪ Good building shape and design of building</td>
<td>▪ Municipal corporation should support to Builders</td>
</tr>
<tr>
<td>▪ More facilities</td>
<td>▪ Provide after sales service</td>
<td>▪ Good offers (Discounts, prelaunch offer)</td>
<td>▪ Don’t bargain on commission</td>
</tr>
<tr>
<td>▪ Temple</td>
<td>▪ Increase incentives as per achieved sales target</td>
<td>▪ Temple</td>
<td>▪ See property documents</td>
</tr>
<tr>
<td>▪ Good quality</td>
<td>▪ Show sample flat</td>
<td>▪ Good quality</td>
<td></td>
</tr>
<tr>
<td>▪ Time of possession</td>
<td>▪ Show project presentation</td>
<td>▪ Time of possession</td>
<td></td>
</tr>
</tbody>
</table>

Result: Model No.5.6.2 shows that expectations of respondents while purchasing and selling 1, 2 and 3 BHK flats. The researcher has studied expectations of the Customers, Builders, Sales Employees and Real Estate Agents while purchasing and selling flats. Researcher has highlighted the expectations of the Customers towards taking purchase decision of flats like type of 1, 2 and 3 BHK flats, location of flat,
affordable price, budgetary flat, area in square foot, more amenities and specifications, more facilities, attractive building shape and design of building, more offers (Discounts), temple and provide good quality etc., these are the most important expectations of customers while purchasing flats. These Customers expectations help to Builder for understanding Customers expectation towards purchasing flat.

Researcher has studied Builders expectation while constructing building and selling flat to the customers during the research study. Builders expectation are available of plots/lands, fast sanction project plan from Municipal Corporation, Corporation should provide basic facilities, government support, as per budget select 1, 2 and 3 BHK flat, payment schedule according to construction stage, Customer should paid more booking amount, wait for possession, accept amenities and specification etc. these are expectations of Builders while selling flat. Researchers has identified of Sales Employees expectations while selling flat to the customer because Sales Employees main role for selling flats. It is observed that Sales Employees expectations are as per income and budget select 1, 2 and 3 BHK flats, see Builders reputation, select right property, flat booking at launching offer, Builders should provide more amenities, specification and facilities, Give more time for arranging finance, provide good quality, provide after sales service. Show project presentation, show sample flat, provide tea or coffee to the customer and increase incentives as per achieved sales target.

Researcher has noted Real Estate Agents expectation while selling flats to customer and from Builders while selling flats. Real Estate Agent expectations are as per budget customer should select 1, 2 and 3 BHK flats, see few properties and take quick decision while purchasing flat, select right property from reputed Builder, see good location and good connectivity, see amenities, specification and facilities, Builders should construct affordable home, Municipal Corporation should support to Builders, don’t bargain on commission and Customers should see property documents while selecting flat etc., these expectations of Real Estate Agents while selling flat. It is concluded these expectations help to Customers for purchasing flat. These models helps to Builders for constructing and selling flats to the customer and understand expectations of Sales Employees while selling flat to the customer. It helps to Sales Employees and Real Estate Agents selling flat to the customer.
<table>
<thead>
<tr>
<th>Model No. 5.6.3: Customers’ Behaviour towards purchasing flat.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yesterday</strong></td>
</tr>
<tr>
<td>Year 1986 to 2000</td>
</tr>
<tr>
<td>➢ Small apartment</td>
</tr>
<tr>
<td>➢ Few site visit</td>
</tr>
<tr>
<td>➢ Type of flat 1 and 2 BHK</td>
</tr>
<tr>
<td>➢ Area in square foot</td>
</tr>
<tr>
<td>➢ Water facility</td>
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<tr>
<td>➢ Lift</td>
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<tr>
<td>➢ Small garden and Children’s play area</td>
</tr>
<tr>
<td>➢ Coon parking</td>
</tr>
<tr>
<td>➢ Up to 4th floor</td>
</tr>
<tr>
<td>➢ Nearness of market</td>
</tr>
<tr>
<td>➢ Limited need</td>
</tr>
<tr>
<td>➢ Limited expectations</td>
</tr>
<tr>
<td>➢ Few facilities</td>
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</table>

**Result:** Model No.5.6.3 indicates that Customers’ behaviour towards purchasing flat. The researcher has studied behaviour of Customers according to year wise i.e. yesterday (year 1986 to 2000), today (year 2001-2015) and tomorrow (year 2016 to 2030) for purchasing flat. Researcher has observed that Customers’ need, wants, demands and expectations are different according to years from last 30 years. It is seen that now-a-days Customers expectations high for purchasing flat reason behind high living standard, changed lifestyle, high earning, status, prestige and modern technology. Researcher has identified discussion with people who have purchased flat before 15 years, it is found that Customers need and expectations were limited for purchasing flat like Customer accepted small apartment, two option for selecting 1 and 2 BHK flat, small area in square foot, water facility, lift, small garden and children’s play area, common parking, up to 4<sup>th</sup> floor, nearness of market, limited need, limited expectation and few facilities etc., these were basic needs for purchasing flat and Builders were not used technology for constructing building because few demands for purchasing flat.

It is remarked that today’s Customer need, wants, demands and expectations are more as compare to old market. It is seen that due to globalization, privatization and liberalization increased fast growth in manufacturing industries and service industries so that Customers are attracted for purchasing 1, 2 and 3 BHK flats reason behind high income, many job opportunities and big scope for business. It is observed that
today’s Customers’ behaviour towards purchasing flat like medium/large apartment, type of flat 1, 2 and 3 BHK specious flat, luxurious flat, reputed Builder, location, connectivity of road, amenities, specifications, more facilities, attractive building shape/design of building, solar system, 24 hours generator backup for lift, own parking and common parking, increased wants, high expectations, garden, children’s play area, hospital and temple etc. these factors affected while selecting flats. It is seen that Builders should understand Customers expectations while constructing building and adopt innovative, modern technology for selling flats to the customer.

Researcher has focused that today and tomorrow’s total market is customer oriented as compare to old market. Researcher has studied Customers’ behaviour and suggested points on expectations of tomorrow’s Customer will purchase flat on the basis of following factors like township project, type of flat 1, 2, 3, 4 and 5 BHK flats, super luxurious flat, well amenities, good road connectivity, functional terrace, landscape garden, swimming pool, gymnasium, CCTV camera, Wi-Fi connectivity, cricket pitch, badminton court, basketball court, children’s play area, club house, malls, multiplex, fully furnished flat, piped gas, party lawn, modern design of building/attractive elevation, use foreign technology, reading room library, yoga-meditation, good ventilation, eco-friendly building, own parking up to 2nd floor of building, common parking, stage, temple and internal cement concrete road etc., these factors will be influenced more while purchasing flat. This model helps to Builders while constructing building and selling flat to the customer. It is noted that in the future Customers expectations and demands will be higher for purchasing flats.
Matrix Model No.5.6.4: Family Size of Customer

1 to 4 Members
- 500 to 700 sq. ft
- 700 to 800 sq. ft
- One balcony

Type of flat/Project
- 1 BHK Flat
- 2 BHK Flat
- Small Apartment
- Medium Apartment

Facilities
- 24 hours lift backup
- Play area
- Garden
- Aqua park
- Kid’s pool
- Common parking

5 to 9 Members
- 700 sq. ft. to 900 sq. ft
- 900 sq. ft. to 1100 sq. ft
- Two Balcony

Type of flat/Project
- 2 BHK Specious flat
- 3 BHK flat
- Medium Apartment
- Large Apartment

Facilities
- Piped gas
- Landscaped garden
- Swimming pool
- Gymnasium
- Children's play area
- Solar system
- Generator Backup
- Stage
- Temple

Above 10 Members
- 1000 sq. ft. to 1300 sq. ft
- Above 1301 sq. ft
- Three large/Small Balcony

Type of flat/Project
- 2 BHK Specious flat
- 3 BHK Specious flat
- Township projects
- Super Luxurious flat
- Medium/Large Apartment

Facilities
- Garden
- Swimming pool
- Own parking
- Common parking
- Generator backup
- Stage
- Temple
- Yoga/meditation area
- Basketball court
- Cricket pitch
- Reading room and library

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**Result:** - Matrix Model No.5.6.4 indicates that family size of Customer for taking purchase decision of 1, 2 and 3 BHK flats. It means that according to number of family members Customer should select 1, 2 and 3 BHK flats. The researcher has focused on number of family members are living for residential accommodation and required area in square foot, type of flat and facilities for purchasing flat. This model helps to customer for selecting flat as per living family members in the family. The researcher has categorized family members i.e. 1 to 4 members, 5 to 9 members and above 10 members for living accommodation and how area required in square foot, types of flat/project and which basic facilities are required for purchasing flat.

It is noted that according to 1 to 4 members living in the family, Customer prefers 500 to 700 sq. ft or 700 to 800 sq. ft with one balcony these area is sufficient for small family and select 1 or 2 BHK flat in small and medium apartment on the basis of budget of flat along with some amenities i.e. 24 hours lift backup, play area, garden, aqua park, kid’s pool and common parking for selecting flats. It is identified that according to 5 to 9 members are living in the family, such Customer should select area in 700 sq. ft to 900 sq. ft or 900 sq. ft to 1100 sq. ft. with two balcony these area is suitable for medium family and select 2 BHK specious flat, 3 BHK flat in medium size apartment or large size apartment along with essential facilities i.e. piped gas, landscape garden, swimming pool, gymnasium, children’s play area, solar system, generator backup, stage and temple. According to 10 members or above ten members in one family researcher suggested requirement areas in square foot are 1000 sq. ft to 1300 sq. ft and above 1301 sq. ft. with three balcony, these area is suitable for large family and select 2 or 3 BHK specious flat, luxurious flat in medium/large size apartment or township project for purchasing flat along with well amenities i.e. garden, swimming pool, own parking, common parking, party lawn, jogging track, yoga/meditation, basketball court, cricket pitch, reading room and library and generator backup.

This model helps to Customer for purchasing flat as per living family members, future provisions for children, capital appreciation and living privacy at the home. Model also helps to Sales Employees of Builders and Real Estate Agents for showing types of flat and required area for selling flat to the customer. According to this model Builders should design cost sheet of flats/projects while display and showing flat to the customer, which will help for Customers for understanding cost sheet of the projects.
Model No.5.6.5: Income class of Customer.

Low Class
- 1 BHK Flat
  - Up to 500 sq. ft.
  - 500-600 sq. ft.
  - Affordable flat
  - Simple flat
  - Cost of flat:
    - Up to Rs. 30 lakh
    - Rs. 30 lakh-40 lakh
  - Amenities:
    - Lift
    - Small Apartment
    - Children’s play area
    - Path way

Middle Class
- 2 BHK Flat
  - Up to 700 sq. ft.
  - 701-800 sq. ft.
  - Budgetary Flat
  - Luxurious Flat
  - Cost of flat:
    - Up to 50 Lakh
    - Rs. 50 lakh-60 lakh
  - Amenities:
    - Landscape Garden
    - Gymnasium
    - Jogging track
    - Play area
    - Yoga/meditation area
    - Piped gas
    - Good quality lifts

Rich Class
- 3 BHK Flat
  - Up to 1000 sq. ft.
  - 1001-1200 sq. ft.
  - Above 1301 sq. ft.
  - Super Luxurious flat
  - Cost of flat:
    - Up to Rs. 70 lakh
    - Rs. 70 lakh- Rs. 80 lakh
  - Amenities:
    - 24 hours security
    - Swimming pool
    - Club house
    - Party lawn
    - Badminton court
    - Basketball court
    - Cricket pitch
    - Minitheatre
    - Stage
    - Temple
**Result:** Matrix Model No.5.6.5 shows that income class of Customer towards purchasing 1, 2 and 3 BHK flats. Researcher has categorized Customers behaviour according to income class of people i.e. low income class, middle income class and rich income class etc. for taking purchase decision of flat. The researcher has focused basic requirements of people means size/area of flat, cost of flat/type of project and amenities and facilities for selecting flat. According to low class budget researcher highlighted 1 BHK flats area up to 500 sq. ft. and 500 sq. ft. to 600 sq. ft., these area is affordable as per budget Rs. 30 lakh and Rs. 30 lakh to 40 lakh, these are affordable budget to low income class people for purchasing 1 BHK flats and provide limited facilities i.e. lift, children’s play area etc. It is identified that affordable flat Customers can purchase in small apartment and in the small apartment Builder should provide limited facilities as per low income class of people.

It is suggested that middle class people should purchase 2 BHK flat area up to 700 sq. ft and 701-800 sq. ft., these area is affordable as per budget up to Rs. 50 lakh and Rs. 50 lakh to 60 lakh for purchasing budgetary 2 BHK flat. In this budget Builder should provide amenities and facilities i.e. Landscape garden, Gymnasium, Jogging track, play area, yoga/meditation area, piped gas and good quality lifts for purchasing affordable 2 BHK flats. According to rich people researcher suggested 3 BHK flat area up to 1000 sq. ft., 1001 sq. ft. to 1200 sq. ft. and above 1301 sq. ft. with super luxurious flat because rich people and high class people expectations are more for purchasing flat. The 3 BHK flat cost is up to Rs. 70 lakh and Rs. 70 lakh to 80 lakh affordable cost for purchasing 3 BHK flats. Builder should provide high amenities and more specifications for rich class people for selling flats. The recommended model is helpful to Sales Employees and Real Estate Agents showing flat to the Customer according to income and budget of the flat. Model provides information about income class of people and help to Builders for constructing building and providing facilities to the customer. Government should support to Builders constructing building as per income class of people and motivate to construct Nano homes for low and medium income of people.

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