



A STUDY ON POST PURCHASE BEHAVIOUR OF CUSTOMERS IN REAL ESTATE

ABSTRACT

This research is an outcome of the study conducted on Post-purchase Behavior of Customers with reference to the sub-urban areas around Pune city. This study was carried out for a period of one Month in the areas at the outskirts of Pune City. The objective of conducting this project work is to study the factors influencing the residential property and customers' satisfaction on the residential property. For this purpose, 54 customers were taken as sample for the study in order to get the needed information. The study is a descriptive type and convenient sampling is used. The data is collected from survey using questionnaire method.

1. PURPOSE

1. To study the factors influencing the consumer to purchase in residential property.
2. To study the customers' satisfaction towards residential property.

2. RESEARCH METHODOLOGY

I. Research design

The researcher aims to "A Study on Customers' Post Purchase of Buyer Behavior towards Residential Property with Special Reference to Pune City". Convenient random sampling technique is used to collect the data.

II. Area of the study

The study is undertaken in Pune City.

III. Sample size

The sample size for the study is 50 respondents.

IV. Data source

Primary data has been collected directly from the customer by using a questionnaire. The relevant secondary data is has been collected from different source such as technical and trade journals, article, newspapers, magazines, internet, periodicals, books, reports, publications of associations related to mobile service providers.

FINDINGS

- Majority (88 percent) of the respondents are male
- Most (49 percent) of the respondents are of the age group of 25 – 35 years
- Majority (55 percent) of the respondents are married
- Majority (64 percent) of the respondents are employee.
- Most (30 percent) of the respondents are **earning** 5, 00,000-10, 000, 00 P.A
- Majority (38 percent) of the respondents are **preferred 2BHK** apartment.
- **Possession**- Majority (44 percent) of the respondents, received possession on time.
- **Construction quality** – Majority of the respondents satisfied with the paint work.
- **Building Exteriors** - Majority of the respondents very much satisfied with the Building Elevation Design.
- **Location** - Majority of the respondents satisfied with the location, water supply, Dumping Services, road connectivity, Educational Institutions
- **Priority** -Majority of the respondents gives priority to Locality

4. RESEARCH LIMITATION

- The respondents are restricted to Pune city
- Due to time constrains the sample size was limited to 50 respondents
- Since the survey was done only in Pune city, the result obtain may not be taken as universal suggestion.

5. LITERATURE REVIEW

“Study on Post Buying Behaviour of Customers in Real Estate” The objective of the study is to analyse the Customer’s Post Buying Behaviour in Real estate. To know that sample of 50 respondents is taken for the study. A questionnaire is developed to know the Post buying behaviour of the customers. The database for the customers is collected from the real estate developers and research is conducted and details are obtained. Customers of Housing Societies around the Sub Urban Areas of Pune were approached. From the study the researcher found that the most influencing factor for the customers is location, Internal specifications of the apartments and safety. Those who belong to low level income are highly satisfied with the facilities provided by promoters. The valuable suggestions were provided to the property developers to improve the satisfaction level of buyers. They should focus more on providing the best Interior Quality of the apartment. They should provide Amenities which attract the customers but be mindful about the internal driveways and Parking spaces as they form an important part of Customer Satisfaction. While developing property they should select a location which is close to Schools and Educational Institutes and also which is well connected with the city. The research also emulates the importance of completing the construction on time as Customers feel more aggrieved and dissatisfied if they do not receive the possession on time. All these factors are important from a Builder perspective to consider while constructing any Residential property. Therefore, the understanding of the buyer behavior is potentially a significant source of competitive edge especially to promoters. The present paper is an attempt in this direction aiming to analyze the major determinants influencing the post purchase behavior of buyers of residential flats in the Sub urban areas of Pune.

6. ANALYSIS AND INTERPRETATION

PERSONAL FACTOR		No. of Respondents	Percentage
GENDER	MALE	38	70.4
	FEMALE	16	29.6
AGE GROUP	Below 25 Years	26	48.14
	25-34 Years	15	27.77
	35-45 Years	7	12.96
	Above 45 Years	6	11.11
MARITAL STATUS	Married	21	38.88
	Unmarried	22	40.74
	Single	11	20.37
NUMBER OF FAMILY MEMBERS	2	6	11.2
	3	15	27.8
	4	17	31.5
	5	13	24.1
	More than 5	3	5.6
OCCUPATION	Employee	32	59.3
	Businessman	9	16.7
	Professionals	10	18.6
	Student	6	11.2
ANNUAL INCOME	Below 3,00,000	15	27.8
	3,00,000-5,00,000	12	22.2
	5,00,001-10,00,000	14	25.9
	Above 10,00,000	13	24.1
APARTMENT TYPE	1 BHK	10	18.5
	1.5 BHK	2	3.7
	2 BHK	23	42.6
	3 BHK	19	35.2

The above Table indicates that 70.4 % of the respondents are Male, 29.6 female. 48.14 % of the respondents belong to the age group below 25 years and 27.77 % to age group between 25-34 Years. 38.88% of the respondents are Married while 40.74 % of the respondents are unmarried. The majority of respondents have families of either 3, 4 or 5 members, total combined percentage of them constituting 83.4 % of total respondents. 59.3 % of the respondents are Employees. There is a uniformity with respect to Annual Income amongst the Respondents ranging from below Rs. 3,00,000 to above Rs. 10,00,000. 42.6 % respondents live in 2 BHK apartments while 35.2 % live in 3 BHK apartments.

Customer Satisfaction with respect to the Construction quality provided by the Builder

SATISFACTION FACTOR		NO. OF RESPONDENTS	PERCENTAGE	AVG. Percentage
Delighted	Paint Work	6	11.1	17.08
	Brick and Plaster Work	6	11.1	
	Tile Work	13	24.1	
	Electrical Work	12	22.2	
	Doors and Windows	10	18.5	
	Size of Rooms	7	13	
	Plumbing and Sanitation work	11	20.4	
	Designs in Accordance with Vaastu Shastra	11	20.4	
	Kitchen Work	7	13	
Very Satisfied	Paint Work	18	33.3	
	Brick and Plaster Work	14	25.9	
	Tile Work	9	16.7	
	Electrical Work	16	29.62	
	Doors and Windows	14	25.9	
	Size of Rooms	19	35.2	
	Plumbing and Sanitation work	16	29.6	
	Designs in Accordance with Vaastu Shastra	10	18.5	
	Kitchen Work	19	35.2	
Satisfied	Paint Work	25	46.3	40.31
	Brick and Plaster Work	26	48.1	
	Tile Work	22	40.7	
	Electrical Work	19	35.2	
	Doors and Windows	25	46.29	
	Size of Rooms	20	37	
	Plumbing and Sanitation work	16	29.6	
	Designs in Accordance with	25	46.3	

	Vaastu Shastra			
	Kitchen Work	18	33.3	
Less Satisfied	Paint Work	4	7.4	10.72
	Brick and Plaster Work	7	13	
	Tile Work	9	16.7	
	Electrical Work	6	11.1	
	Doors and Windows	1	1.9	
	Size of Rooms	5	9.3	
	Plumbing and Sanitation work	7	13	
	Designs in Accordance with Vaastu Shastra	7	13	
	Kitchen Work	6	11.1	
Dissatisfied	Paint Work	1	1.9	
	Brick and Plaster Work	1	1.9	
	Tile Work	1	1.9	
	Electrical Work	6	11.1	
	Doors and Windows	1	1.9	
	Size of Rooms	3	5.6	
	Plumbing and Sanitation work	4	7.4	
	Designs in Accordance with Vaastu Shastra	1	1.9	
	Kitchen Work	4	7.4	

The Above Table indicates that 40.93 % of the respondents are generally satisfied with the internal aspects of the apartment. There are some respondents who are reasonably satisfied with certain aspects while some are not satisfied with those aspects, like Tile Work, Electrical Work and Plumbing and Sanitation Work. This indicates the importance of these three aspects over the other aspects in any apartment.

Customer Satisfaction with respect to the External Amenities provided by the Builder.

SATISFACTION FACTOR		NO OF RESPONDENTS	PERCENTAGE	AVG PERCENTAGE
Delighted	Building Elevation Design	9	16.7	18.36
	Passages and Walk Throughs	10	18.5	
	Lift	11	20.4	
	Car and 2-Wheeler Parking Space	12	22.4	
	Internal Roads	14	25.9	
	Club House	9	16.7	
	Swimming Pool	8	14.8	
	Children's Play Area	12	22.2	
	Gym	7	13	
	Fire Fighting Service	7	13	
Very Satisfied	Building Elevation Design	22	40.7	33.87
	Passages and Walk Throughs	17	31.5	
	Lift	18	33.3	
	Car and 2-Wheeler Parking Space	19	35.2	
	Internal Roads	16	29.6	
	Club House	16	29.6	
	Swimming Pool	20	37	
	Children's Play Area	15	27.8	
	Gym	16	29.6	
	Fire Fighting Service	24	44.4	
Satisfied	Building	17	31.5	

	Elevation Design			
	Passages and Walk Throughs	22	40.7	
	Lift	16	29.6	
	Car and 2-Wheeler Parking Space	15	27.8	
	Internal Roads	16	29.6	30.53
	Club House	17	31.5	
	Swimming Pool	15	27.8	
	Children's Play Area	17	31.5	
	Gym	19	31.2	
	Fire Fighting Service	13	24.1	
Less Satisfied	Building Elevation Design	6	11.1	
	Passages and Walk Throughs	3	5.6	
	Lift	2	3.7	
	Car and 2-Wheeler Parking Space	4	7.4	8.34
	Internal Roads	5	9.3	
	Club House	6	11.1	
	Swimming Pool	4	7.4	
	Children's Play Area	5	9.3	
	Gym	6	11.1	
	Fire Fighting Service	4	7.4	
Dissatisfied	Building Elevation Design	0	0	
	Passages and Walk Throughs	1	1.9	5.12
	Lift	2	3.7	
	Car and 2-Wheeler	3	5.6	

	Parking Space			
	Internal Roads	1	1.9	
	Club House	0	0	
	Swimming Pool	1	1.9	
	Children's Play Area	5	9.3	
	Gym	6	11.1	
	Fire Fighting Service	3	5.6	
Not Applicable	Building Elevation Design	0	0	8.45
	Passages and Walk Throughs	1	1.9	
	Lift	5	9.3	
	Car and 2-Wheeler Parking Space	4	7.4	
	Internal Roads	5	9.3	
	Club House	6	11.1	
	Swimming Pool	6	11.1	
	Children's Play Area	5	9.3	
	Gym	6	11.1	
	Fire Fighting Service	3	5.6	

The above Table indicates that close to 60 % of the respondents are generally Satisfied with the external amenities and services provided by their Builder. Aspects like Club House, Gym, Children's Play Area and Swimming play a key role in keeping the family members satisfied and hence reflect on the overall satisfaction index of any customer therefore, highlighting their importance. Parking Space also has a scattered feedback which indicates how much of a preference is given to these things by customers while buying and then reviewing an Apartment in a Housing Project.

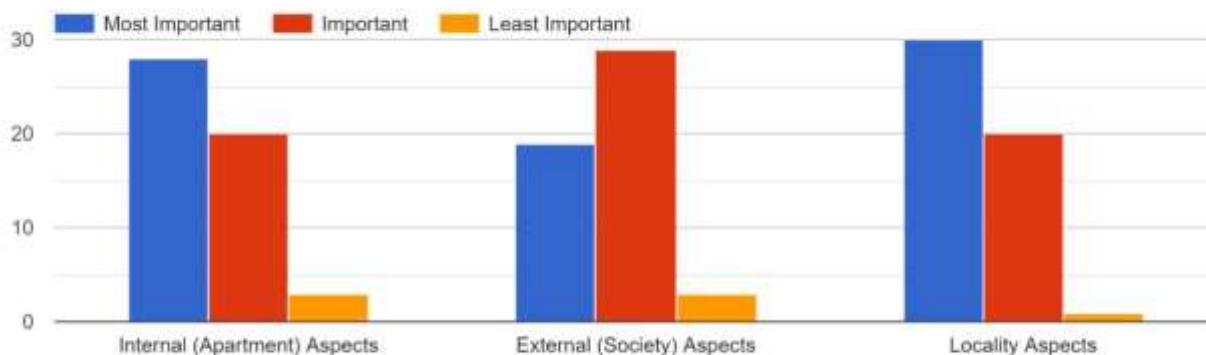
Customer Satisfaction with respect to the Location of the Housing Society and it's connectivity with the City with regards to Public Services

SATISFACTION FACTOR		NO. OF RESPONDENTS	PERCENTAGE	AVG. PERCENTAGE
DELIGHTED	Location	17	31.5	28
	Water supply	15	27.8	
	Electricity supply	18	33.3	
	Dumping services	12	22.2	
	Road connectivity	17	31.5	
	Public transport connectivity	16	29.6	
	Educational institutions	14	25.9	
	Emergency services	12	22.2	
VERY SATISFIED	Location	17	31.5	38.425
	Water supply	22	40.7	
	Electricity supply	23	42.6	
	Dumping services	21	38.9	
	Road connectivity	21	38.9	
	Public transport connectivity	15	27.8	
	Educational institutions	22	40.7	
	Emergency services	25	46.3	
SATISFIED	Location	18	33.3	28.7
	Water supply	16	29.6	
	Electricity supply	13	24.1	
	Dumping services	19	35.2	
	Road connectivity	12	22.2	
	Public transport connectivity	18	33.3	
	Educational institutions	15	27.8	
	Emergency services	13	24.1	
LESS SATISFIED	Location	1	1.9	3.9125
	Water supply	1	1.9	
	Electricity supply	0	0	
	Dumping services	2	3.7	
	Road connectivity	4	7.4	
	Public transport	2	3.7	

	connectivity			
	Educational institutions	3	5.6	
	Emergency services	4	7.1	
DISSATISFIED	Location	1	1.9	0.9375
	Water supply	0	0	
	Electricity supply	0	0	
	Dumping services	0	0	
	Road connectivity	0	0	
	Public transport connectivity	3	5.6	
	Educational institutions	0	0	
	Emergency services	0	0	

The above table indicates that the customers are generally happy with the location and aspects related to the locality and access to public services. Since the survey was taken in the sub urban areas of Pune which is in a Developing phase and away from pollution and congestion, we can conclude that the customers are very much preferring the projects in Sub urban regions where all the services are available and it is away from the chaos of the city.

Preferences of 3 Major Aspects in Real Estate.



From the above charts,

Most Customers think that Internal Aspects of the Apartment are important, which means their satisfaction depends the most firstly on internal aspects of the apartment. There is a definite emphasis on aspects that are visible and ones that will more frequently to be observed by the Customer like the Internal aspects of the apartment, it also presents one more detail which is about the Locality and environment around the Society. It is a general Human tendency to search for comfort in an ecosystem they live in, to find the sense of belongingness in the current surroundings and this eventually does have a lot of effect on customer minds in terms of thinking about the locality of their house.

The above interpretation of data also proves that the notion of having exclusive expensive and Luxurious external amenities are the most important part of a successful and satisfactory Housing Project is wrong and that even if it is considered as an attractive service or facility to have the Satisfaction of a customer residing in that society, it does not majorly depend on these Amenities. It merely acts as a bonus over the basic entities of providing a satisfactory apartment for the customer.

7. SUGGESTIONS

The Builders should emphasize more on using better quality construction material to achieve better end product quality. They should focus on improving the quality of Tile Work, Paint Work and Electrical work as it influences the aesthetics of the apartment greatly.

They should take care of and focus on it being strong and durable and low maintenance.

The Builders should consider the location, locality environment, services available in the area, etc. before deciding to construct a Residential Complex/Building.

The Customers are happy if they are provided with amenities like Swimming Pool, Gym and Club House as it provides a socializing medium within the confined boundaries of the Society. But these amenities should not be provided at the cost of Apartment Space or Quality of work.

8. CONCLUSION

Nowadays, People who purchase a house are more aware and educated about all the technical terms and quality checks involved while buying a House. They do not just feel attracted by looking at the external amenities but also need assurances about the quality on the inside, whether high quality material was used, etc.

We have collected information regarding how the customers feel after moving into their houses about three major factors: Internal, External and Locality aspects.

From the analysis of the data it is very evident that the core quality of basic aspects of any apartment still forms the most important role in Customer Satisfaction.

From the Word of Mouth Feedbacks, we also concluded one more thing, that is once the customers are settled in all they want is to feel at peace and home and factors influencing this are Proper Ventilation, Circulation and Vaastu Shastra involved in constructing the Apartment. The Indian Customers believe in Vastu Shastra very prominently and want their new homes to be according the Shastras.

Keywords: Post purchase behavior, Residential Flat, Satisfaction Factor, Sub-Urban Areas.