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An descriptive analysis of the customer choices towards selecting the houses in Rohilkhand region

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Abstract

In this research paper after the questionnaire about the priorities of selecting houses It can be concluded in respect to the example which have been provided in context to Housing sector. It can be analyzed that first reason was that marketing strategy was used in housing sector because colonies have to survive so they have to project in a different way. Second reason for increasing occasions for use, the third reason to go for functioning, to provide some rational purchase making decision beneficial to the customer, the fourth reason for targeting the entire family, the fifth reason to give customers for money, six was due to changing market conditions, seventh reason was changing in using pattern, the eighth was government regulation the ninth reason to go for new users, the tenth was deeply embedded cultural reasons, the eleventh the company wanted to go for different markets, twelfth was making the brand contemporary followed by packaging, dipping sales, negative growth and to go for improved relationship management.

After gone through the reasons, the colonies have also identified the objectives that why they have gone for Housing such as the first objective to meet was to increase its market share, the second objective to meet the perception gap to reality meaning by matching the perception of the company with customer perception, they go for customizing so that better relations can develop between customer and the organisation, the fourth to reinforce the brand, the fifth to go for restructuring of the brand, the sixth to steal customers from competing brands, the seventh to develop corporate identity, the eighth to expand its customer base, the ninth to have a better penetration in the market, the tenth to create a sustainable and memorable way to further new brand housing sector by providing more range of services and last but not the least to maintain the position of the company.

Keywords: Housing sector, colonization urbanization, Bareilly development authorities

Introduction

Housing is one of the top proprietary areas these days. Governments both Central and State are lying down due emphasis on the housing sector. Incentives have been provided by the way of income tax relief so as to goose up this sector. Apart from development authorities big private houses especially in setting up of colonies and residential areas have entered into the sector in very big way, among them the prominent are Ansals, Sahara, D.L.F. and Reliance. There are many small players also in different parts of country, go either operate locally or regionally or both.

Most of the housing colonies are being developed by the private constructors and colonizers. However colonies for economically backward people are being developed by governmental agencies for example - Bareilly Development Authorities, Moradabad Development Authority in Moradabad and soon and so forth. Another agency like Avas Vikas is also involved in construction of houses and other commercial venture.

Rohilkhand region as the part of western U.P. area includes seven districts i.e. Badaun, Bareilly, Shahjahanpur, Moradabad, Bijnaur, Pilibhit and J.P. Nagar. Among cities, Bareilly and Moradabad are the biggest in terms of population, infrastructure for growth and development. The region has got a university along with one hundred affiliated colleges. Moradabad is famous for different type of export, which include brass in different shapes and size and other antics and gift items.

Bareilly is the biggest town in the region with over ten lacks population. It is popular for its trading different items and commodities. Its furniture is famous. It also has made a particular place in the area of wood product etc. A number of new colonies have come up in Bareilly city. Some of the well known new colonies are Green Park, Vishnu Dham,

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Sunrise, Royal Park and so on and so forth. These colonies are still in the process of construction and development.

Research method

Two rounds of survey were held. In part-I house owners with high usage among consumers were identified. Among these, various colonies were then used for study in part-II. In the second part, various colonies which had witnessed a housing experience were also contacted for the issues relating to strategy that is, the outcome thereof, successor failure.

Part I - For house owners

Table 1: Plot area

Area of Plot	No. of Respondents (In Percentage)
Up to 100	18
100-200	40
200-300	29
More than 300	13

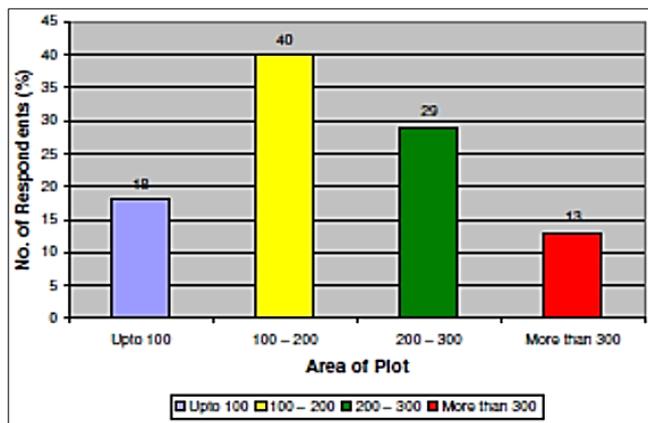


Fig 1: Plot area

On analysis of the table No. 1, it is found that 18% people are living in a house within the plot size of 100 metre whereas 40% people are occupy a house within the plot size of 100-200 metre. It is further noted that as many as 29% people have got their residences in area between 200-300 metre.

It is further noticed that only 13% people occupy their house within the area of 300 metre or more. On further analysis, it is clear that residences within the area of 100-200 are popular as these are being owned by 40% of people.

As per above analysis, it is found that plot having the area of 100-200 metre is the most popular among the house owners. Therefore colonisers should have tried to promote residences plot which fall in between 100, 200 metres plots for sale to the potential customers because these are most popular one's among the most of the house owners.

From the aforesaid discussion, it is crystal clear that the most of the people are owners of the residences fall in within are of 100 to 200 metre therefore colonisers or Government agency dealing in colonising should have plot sizes of 100 square metre, 150 square metre and 200 metre.

Table 2: Self construction of House or otherwise

Responses	No. of Respondents (In Percentage)
Yes	27
No	73

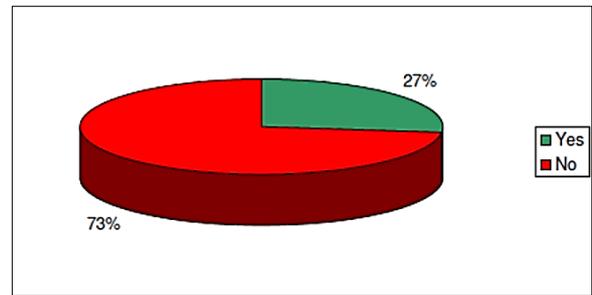


Fig 2: Self construction of House or otherwise.

Second question of Questionnaire was framed in order to asserted the tendency of the people whether they undertaken the construction by mobilising their own resources on their own or alternatively getting the house constructed through a contractor on analysis of table 2. It is observed that 27% owners were responsible for under taking the construction on their own whereas 73% opined that they got same thought the contractor. It is clear cut indication that people consider it troublesome to undergo the pains of constructing the house own their own Quite a good number of them get their houses constructed through and with the help of constructor.

From the above, it is clear that the future of constructors or colonisers will be quite, bright and quizy. There is a increasing potential in this field.

Table 3: Organised/Unorganised colonies.

Particulars	Responses	No. of Respondents (In Percentage)
Organised	Yes	84
Unorganised	No	16

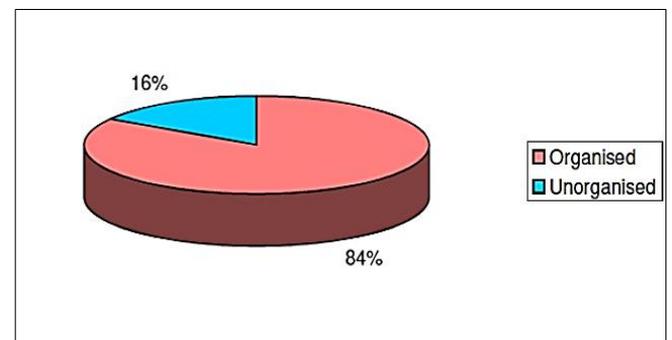


Fig 3: Organised/Unorganised colonies.

On the analysis of table No. 3, it is found that 84% people want their houses in organised colonies with all facilities where as 16% people want to buy their houses in unorganised colonies.

On the above analysis, it is noticed that mostly people want to buy the houses in organised. Colonies because there are many facilities like - hospital, marriage hall, restaurant, mall, schools, water supply, proper electricity, sewage, cleanliness park, play ground, good road, vehicle parking place, security, temple, masque and conveyance facilities etc.

Where as in unorganised colonies there are rare facilities for customers. Price of land is so cheaper and these colonies are not nearer to cities. So customer face problem.

So organised colonies are the most popular among the customers. So the colonizers should have tried to construct the houses for the sale of potential customers.

Table 4: Accommodation in Own House/Residence.

Particulars	Responses (In Percentage)
One room accommodation	7
Two rooms accommodation	32
Three rooms accommodation	41
More than three	20

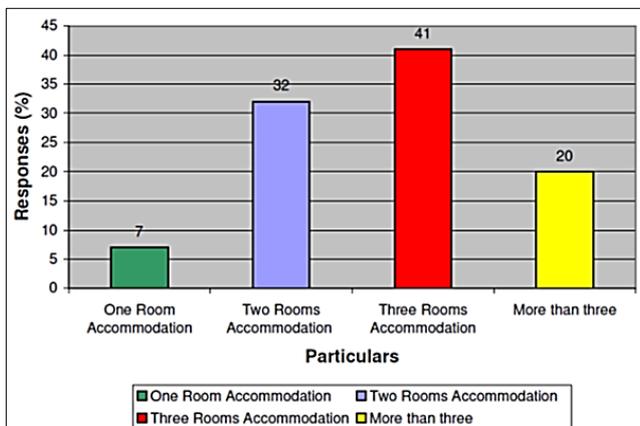


Fig 4: Accommodation in Own House/Residence.

On the analysis of table No. 4, it is found that 7% people are living in the house having one room. 32% people are living in the house having two rooms. Whereas 4% people are residing in the house having three rooms and 20% people are living in the house having more than three rooms.

On the above analysis, it is noticed that three rooms are much comfortable for customers. Because one room is for guest, one for study and one for living. Mostly people prefer to buy three rooms set. So these three room sets are most popular among the customer. Thus colonisers should construct three room sets.

Table 5: Residential location

Particulars	Responses (In Percentage)
Prime location	73
Outskirt	27

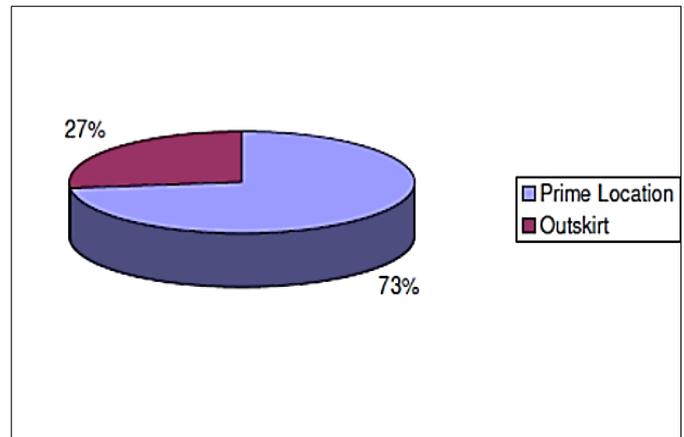


Fig 5: Residential location

On the analysis of table No. 5, it is found that 73% people belong to city and 27% people like to live outskirts.

On the above analysis, it is clear that mostly people give preference to reside in prime location because people need those facilities by which the life can run smoothly. These are the best environment, school for study, Hospital, restaurant, roadways, railway station petrol pump, vehicle showrooms, super market, picture hall, tourist place, Garden for visit, Hotel, small scale industry, marriage hall, banks, colleges, schools, workshops, coaching institutions, training centre, books shops proper water supply, proper electricity, temple, mosque, newspaper industry and so on.

Where as above facilities are not in outskirts areas. People build the house outskirts because the land is so cheaper.

Thus we found that prime location is the most popular among the customers for the sale.

Table 6: Consideration for Facilities in House Location.

Close to your place of work	32
Close to school/college	21
Close to railway/bus station	20
Close to relatives' residence	21
Close to market	06

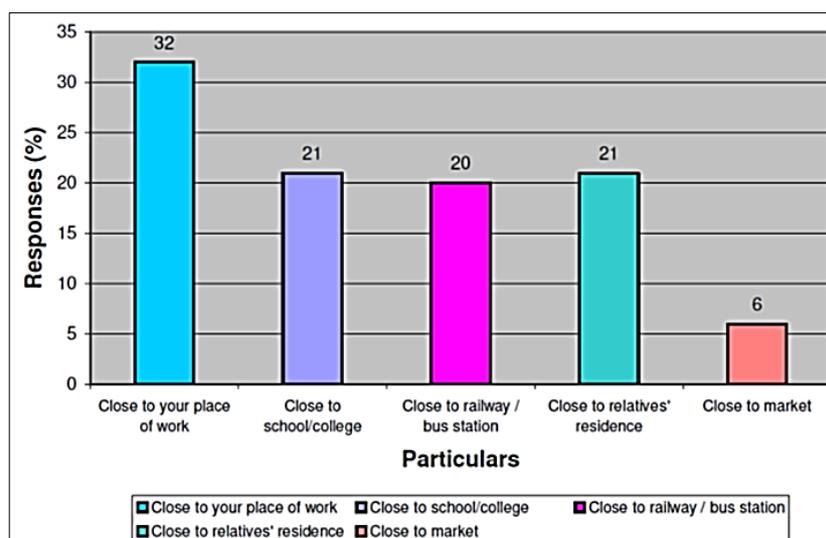


Fig 6: Consideration for Facilities in House Location.

On the analysis of table No. 6, it is found that 32% people want to live close to their place of work. 21% people live close to school college. 20% people want to live close to

railway / bus station. 21% people want to live close to relatives' residence and only 6% people want to live close to market.

One the above analysis, it is focused that mostly people want to buy the houses which are close to place of work. Because they take the least time to reach there. They can take care their family properly and save extra expenditure which used to spend upon brunch and heavy breakfast because in lunch time they can go to house. Thus people want to live close to their place of work for passing comfortable life.

Table 7: Media influence.

Particulars	Responses (Percentage out of hundred)
Newspaper	87
Magazines	27
Televisions	56
Radio	16
Hoarding	75

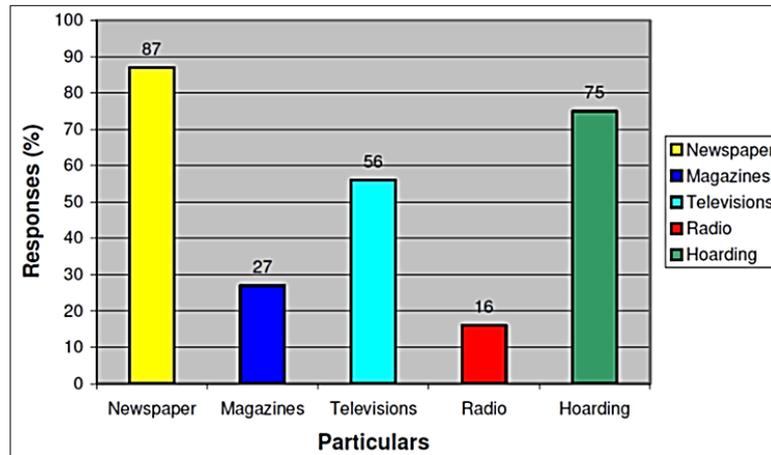


Fig 7: Media influence.

On the analysis of table No. 7, 87% people are influenced by newspaper. 27% people are influenced by magazines; 56% people are influenced by television. 16% people are influenced by radio and 75% people influenced by hoarding. On the above analysis, it is noticed that mostly people get information by newspaper. Because the price of newspaper is so least. And it can be taken easily from stall. If anybody has no money, they can read newspaper taking from neighbour or going to any shop or any centre of education. The people want to widen the world knowledge. So they buy newspaper simultaneously they see all the information.

Thus it is clear that newspaper is the most popular among the people by which the people make base newspaper to buy houses.

Table 8: Influence of Friends and Relatives.

Particulars	Responses (In Percentage)
Close relatives	58
Friends	32
Neighbours	10
Any other	NIL

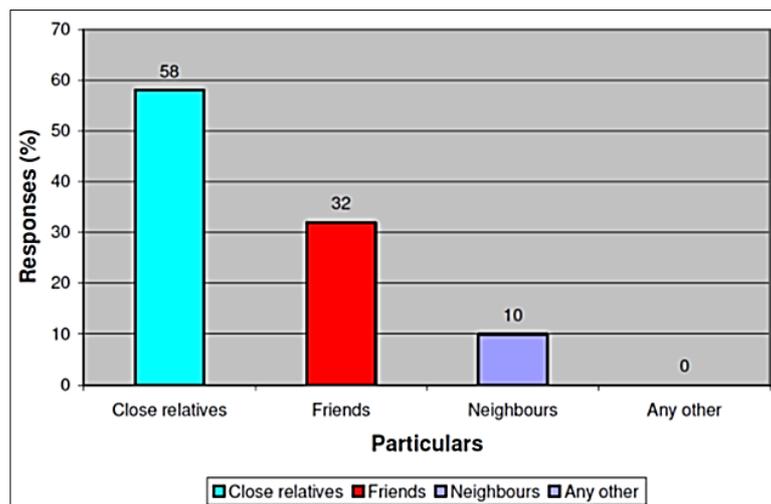


Fig 8: Influence of Friends and Relatives.

On the analysis of table No. 8, it is found that 58% people who are close relatives, influenced them to buy the houses in the colony. 32 people are friends. 10% people are neighbours.

On the above analysis, it is found that mostly people rely on their relatives. They connect one another with blood. They know that relatives cannot go leaving them.

Table 9: Preference for Rooms in a House.

Particulars	Responses (In Percentage)
One room	NIL
Two rooms	17
Three rooms	56
More than three rooms	27

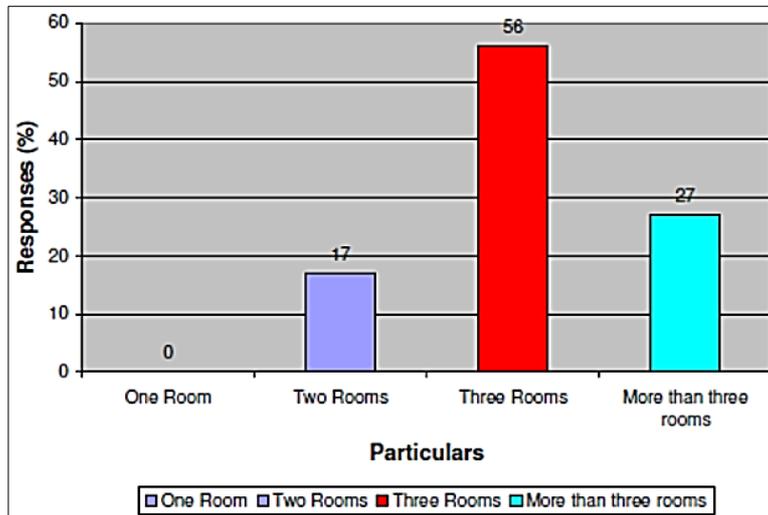


Fig 9: Preference for Rooms in a House.

On the analysis of table No. 9, it is found that nobody wants to live in a house having one room. 17% people want to live in a house having two rooms whereas 56% people want to live in a house having three rooms 27% people want to live in a house having more than three rooms.

On the above analysis, it is noticed that mostly people want to buy the house having three rooms. So they prefer to live in we can compare table No. 10 to table No. 5 because mostly people prefer to live in a house having three rooms one for study one for guest and one for personal use.

So three rooms are ideal for uses and the most popular among the customer. So the colonisers should try to construct the houses having three rooms for sale.

Security provision for the house

Most of the respondents were in favour of either having a guard or to maintain a dog in the residential premises.

Table 10: Medium for Promoting Sale of Houses.

Particulars	Responses (In Percentage)
Newspaper	55
Magazines	03
Television	16
Radio	NIL
Hoarding	26
Any other	NIL

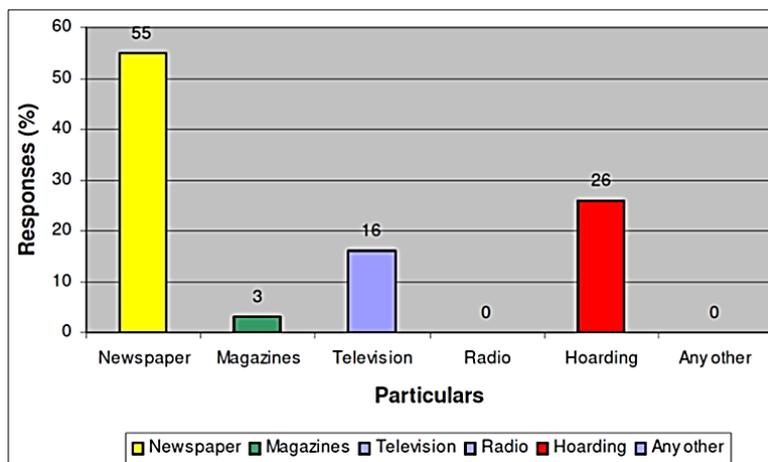


Fig 10: Medium for Promoting Sale of Houses.

On the analysis of table No. 11. It is found that 55% people choosed newspaper. 3% people choosed magazines 16% people choosed television. No one choosed Radio and 26% people choosed Hoarding for promoting the sale of houses.

One the above analysis, it is noticed that few people go to every way where the hoardings are set. Mostly people cannot see the hoardings. Magazines are sold in shop. Those are costly and everybody does not read them. Television is so popular media to promote the sale but at home women/ladies watch serial or movies. As the advertisement starts, they skip the channel. But newspaper is such media

that is read by much people. Because it is cheaper. In vacant time ladies use to read Newspaper. Newspaper is provided on general place. So mostly people find Information from Newspaper. Thus newspaper is the most convenient to promote the sale of houses.

Table 11: Credit facilities.

Particulars	Responses (In Percentage)
Credit facility availed	75
Credit facility not availed	25

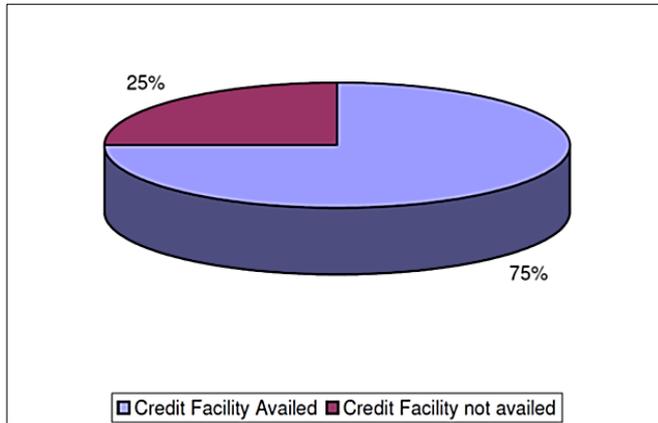


Fig 11: Credit facilities.

On the analysis of table No. 12, it is found that 75% people want to take loan and 25% people do not want to take loan. 50% people have taken loan from banks among 75% people. 6% people have taken loan from employer. 15% people have taken loan from the method of hire purchase. 4% people have taken loan from informal/unorganised sector. On the above analysis, it is noticed that Banks are much reliable among the customers. Because these are governmental or limited sector. And interest is fixed. And if the people are government servant, the money automatically deducted from their salary. So it is better than others.

Table 12: Renting out the House.

Particulars	Responses (In Percentage)
Respondents in favour of renting out the house.	25
Respondents not in favour of renting out the house.	75

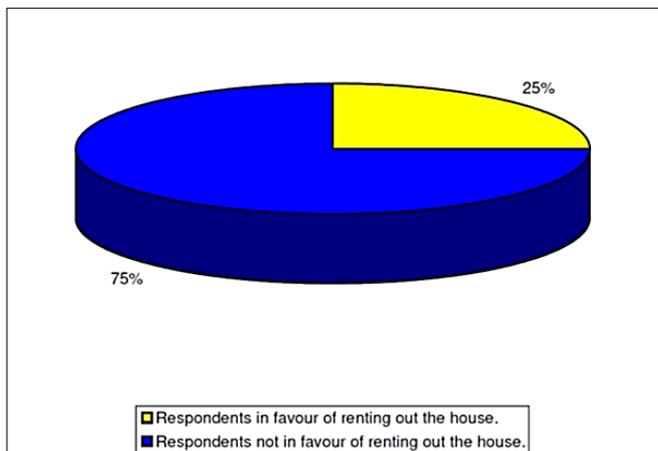


Fig 12: Renting out the House.

On the analysis of table No. 13, it is found that 75% people agree to rent out the houses. 25% people do not agree to rent out the houses. On the above analysis it is noticed that most of respondents do not give their houses on rent because tenants do not care the house, and maintain the house properly. Because they think that these house are not theirs. They do not whitewash and broom on time. Thus people do not want to rent out the houses.

Table 13: House Selling Proposition.

Particulars	Responses (In Percentage)
Respondents in favour of selling the houses	17
Respondents not in favour of selling the houses	83

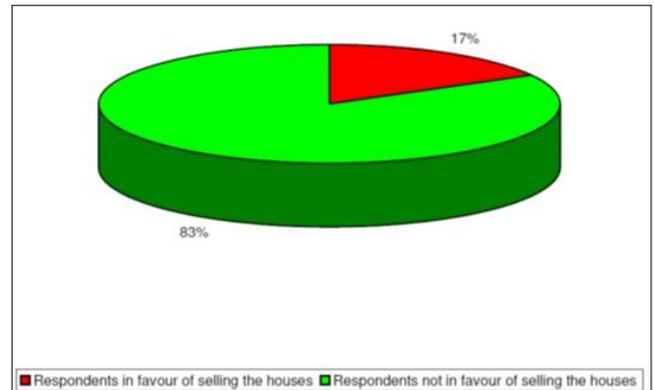


Fig 13: House selling proposition

On the analysis of table No. 14, it is found that 83% people do not agree to sell the house whereas 17% people agree to sell the house. On the above analysis it is noticed that most of the people live in their own house. Because if they give their house on rent, tenants do not care their house. Because they become out of tension to give rent to house owners. And main point is that price of house increases every year. And they think that this property is their fixed assets.

Table 14: House occupancy

Particulars	Responses (in Percentage)
Living in rented accommodation	16
Living in own house	84

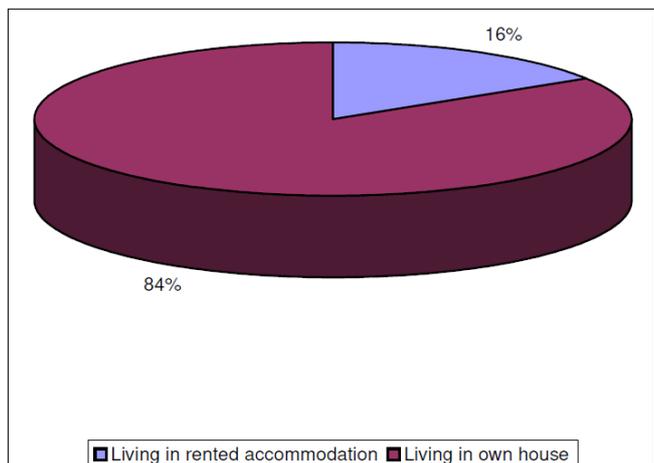


Fig 14: House occupancy

On the analysis of table No. 15, it is found that 16% people live in rented accommodation inspite of their houses. 84% people live in their own houses. On the above analysis, it is noticed that mostly people want to live in their own houses. Because their is no tension to give rent of the house. If they give the houses on rent, the tenants do not want to leave the house. And there is no problem of damages because owners do the work carefully. Thus most of people want to live in their own houses.

Table 15: Education of respondents

Particulars	Responses (in Percentage)
Matriculation and under	15
Graduate	21
Post-Graduate and Professional Qualified	37
Professionally Qualified	27

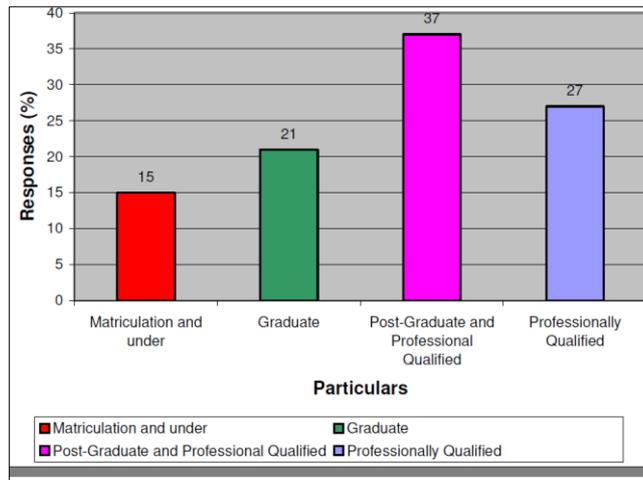


Fig 15: Education of respondents

On the analysis of table No. 16, it is found that 15% people are matriculate and under whereas 21% people are graduate. 37% people are postgraduate and professionally qualified whereas 21% people are professionally qualified.

On the above analysis, it is found that 37% respondents are post graduate and professionally qualified. The people who are in industry. They got good salary. So they bought houses in colonies because there are all facilities in colonies. So thus most of the people want to live in colonies who are from private industries.

Table 16: Occupation of respondents

Particulars	Responses (in Percentage)
Government Servant	31
Private Sector Employee	53
Self Employed	16

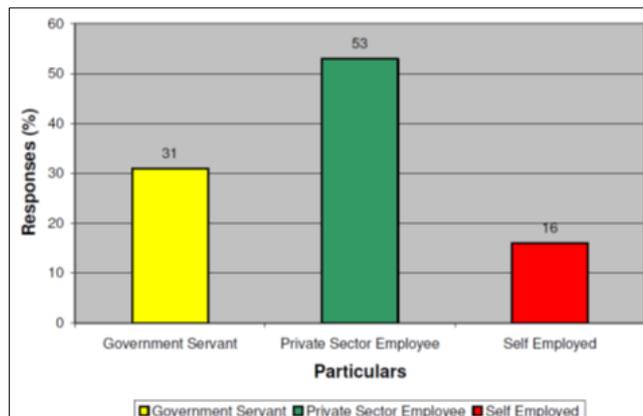


Fig 16: Occupation of respondents

On the analysis of table no. 17, it is found that 31% respondents are government servant, whereas 53% respondents are private sector employee. 16% people are self employed.

On the above analysis, it is found that the people who are from private sector employee who got good amount. So they preferred to buy the houses in colonies. Because they are able to bear all the expenses. Thus most of the respondents reside in the colony having all facilities.

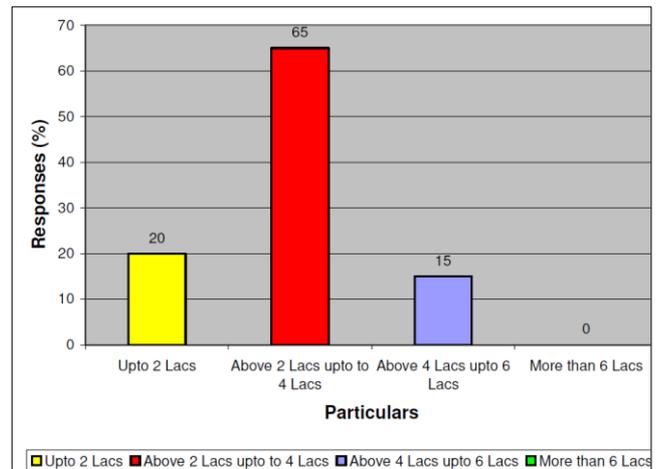


Fig 17: Income level

Table 17: Income level

Particulars	Responses (in Percentage)
Upto 2 Lacs	20
Above 2 Lacs upto 4 Lacs	65
Above 4 Lacs upto 6 Lacs	15
More than 6 Lacs	NIL

On the analysis of table No. 18, it is found that 20% people's income is upto 2 lacs where as 65% respondents income is above 2 lacs upto 4 lacs. 15% people's income is above four lacs upto 6 lacs where as nobody is there who has income rupees more than 6 lacs.

On the above analysis it is found that generally the people who have income above 2 lacs upto 4 lacs. They prefer to reside in the colonies. Thus we find that they are applicable to tolerate all expenses.

Table 18: Back ground of respondents

Particulars	Responses (in Percentage)
Rural	21
Sub Rural	07
Urban	72

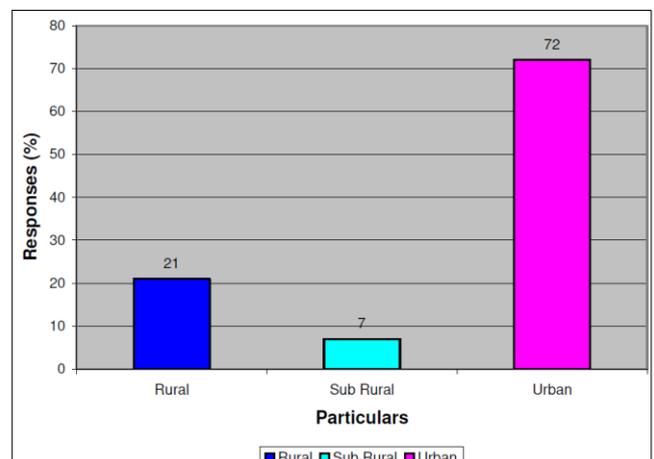


Fig 18: Back ground of respondents

On the analysis of table No. 19, it is found that 21% people reside in rural area where as 7% person reside in sub-rural area. 72% people reside in urban area.

On the above analysis, it is found 72% respondents want to residing the colonies which is in urban area. Because there are all facilities as water supply, electricity supply, bus facility, education institutes, shopping complex, banking facility, and security facilities etc. in urban area. Thus, the most of the people want to reside in urban area.

Part II- For rented accommodation

As discussed in the beginning of this chapter, the latter part of the finding deal with the corporate strategy relating to housing sector. The marketing strategy has then been compared against the customer perceptions, whether the same (marketing strategy) is successful or not.

Table 19: Plot area

Area of Plot	No. of Respondents (in Percentage)
Upto 100	37
100 - 200	56
200 - 300	07
More than 300	NIL

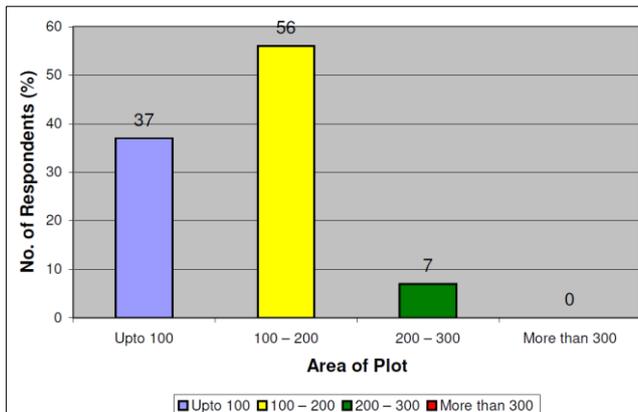


Fig 19: Plot area

On analysis of the table No. 1, it is found that 37% people are living in a house within the plot size of 100 metre whereas 56% people are occupying a house within the plot size of 100-200 metre.

It is further noted that as many as 07% people have got their residential in area between 200-300 metre. It is further noticed that no people occupy their house within area of 300 metre or more on further analysis, it is clear that residences within the area of 100-200 are popular as these are being owned by 56% of people.

As per above analysis, it is found that plot having the area of 100-200 metre is the most popular among the house owners because these houses are suitable for giving on rent. Therefore colonizers should have tried to promote residences/plot which fall in between 100, 200 metres plots for rent to the potential tenant because these are the most popular one's among the most of house owners.

From the aforesaid discussion, it is crystal clear that the most of the people are owners of the residences fall in within are of 100 to 200 metre therefore colonisers dealing in colonizing should have plot sizes of 100 square metre, 150 square metre and 200 metre.

Table 20: Accommodation in the house/residence

Particulars	Responses (in Percentage)
One Room Accommodation	12
Two Rooms Accommodation	42
Three Rooms Accommodation	46
More than three	NIL

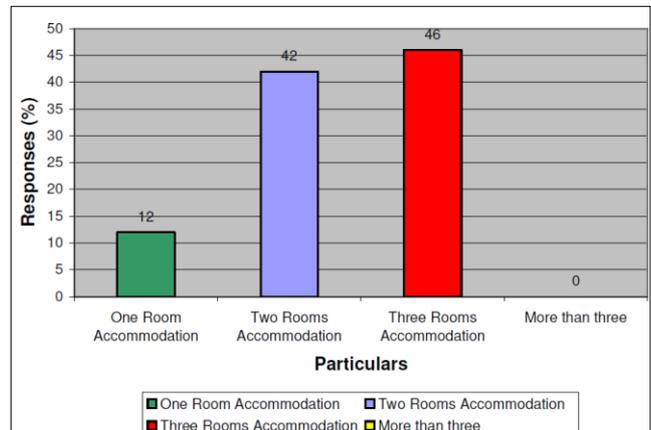


Fig 20: Accommodation in the house/residence

On the analysis of the table No. 2, it is found that 12% people are living in the house having one room. 42% people are living in the house having two rooms. Whereas 46% people are residing in the house having three rooms and no people are living in the house having more than three rooms. On the above analysis, it is noticed that three rooms are much comfortable for customers because one room is for guest, one for study and one for living. Mostly people prefer to take three rooms set on rent. So these rooms sets are the most popular among the tenants. Thus colonizers should construct three rooms set.

Table 21: Residential location

Particulars	Responses (in percentage - out of 100)
Prime Location	15
Outskirt	65
Close to school	69
Close to railway station/ bus station	50
Close to place of work	80
Availability of Cheap Accommodation	55

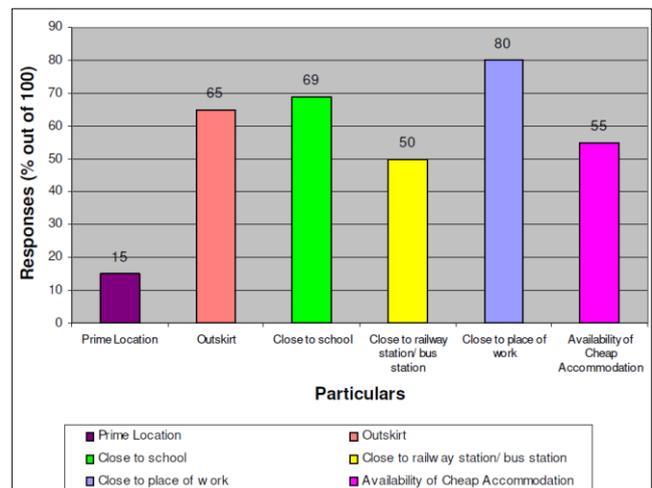


Fig 21: Residential location

On the analysis of the table No. 3, it is found that 15% people want to take their house on rent in prime location where as 65% people want to take the house on rent in outskirts.

It is further noted that as many as 50% people want to take the houses on rent close to railway station/bus station whereas 80% people want to take the houses on rent close to place of work. And 55% people want to take the houses on rent where the accommodation will be available on cheap fare.

As per above analysis, it is found that mostly people are interested to take the houses on rent close to place of work. Because the people are comfortable to reach the offices. Suddenly the people have the urgent work, they go to house

and solve the problem. When the people are out of tension regarding the house. They can take care of their children. Thus colonizers should construct their colonies close to private industry or Government offices.

Table 22: Media influence

Particulars	Responses (in percentage)
Newspaper	48
Magazines	07
Radio	NIL
Television	30
Hoarding	15
Any other	NIL

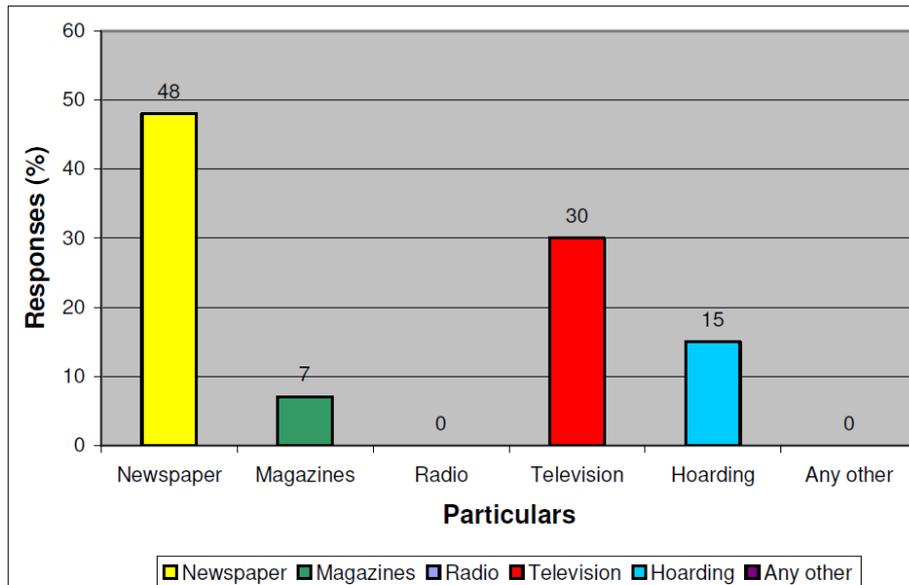


Fig 22: Media influence

On the analysis of the table No. 4, 48% people are influenced by newspaper whereas 17% people are influenced by Magazines 30% are influenced by television. Nobody is influenced by Radio. Whereas 15% people are influenced by Hoarding. On the above analysis, it is noticed that mostly people get information by newspaper. Because the price of newspaper is so least and it can be taken easily from install. If anybody has no money. They can read newspaper taking from neighbour going to any shop or any centre of education. The people want to increase their knowledge. So they take newspaper on rent simultaneously

they watch all information in newspaper. Thus it is clear that newspaper is the most popular among the people by which the people make newspaper base to buy houses.

Table 23: Influence of friends and relatives

Particulars	Responses (in percentage)
Close Relatives	63
Friends	37
Neighbours	NIL
Any other	NIL

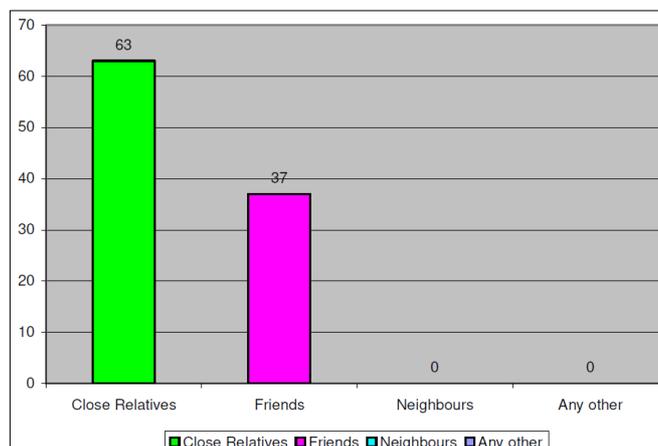


Fig 23: Influence of friends and relatives

On the analysis of table No. 5, it is found that 63% people who are close relatives, influenced tenants to take the house on rent in the colony. 37% people are friends where as 10% people are neighbours who influence the tenants to take the house on rent. On the above analysis, it is found that mostly people rely on their relatives. They connect once another with blood. And they will not cheat them.

Table 24: Preference for rooms in a house

Particulars	Responses (in percentage)
One Rooms	NIL
Two Rooms	27
Three Rooms	60
More than Three Rooms	13

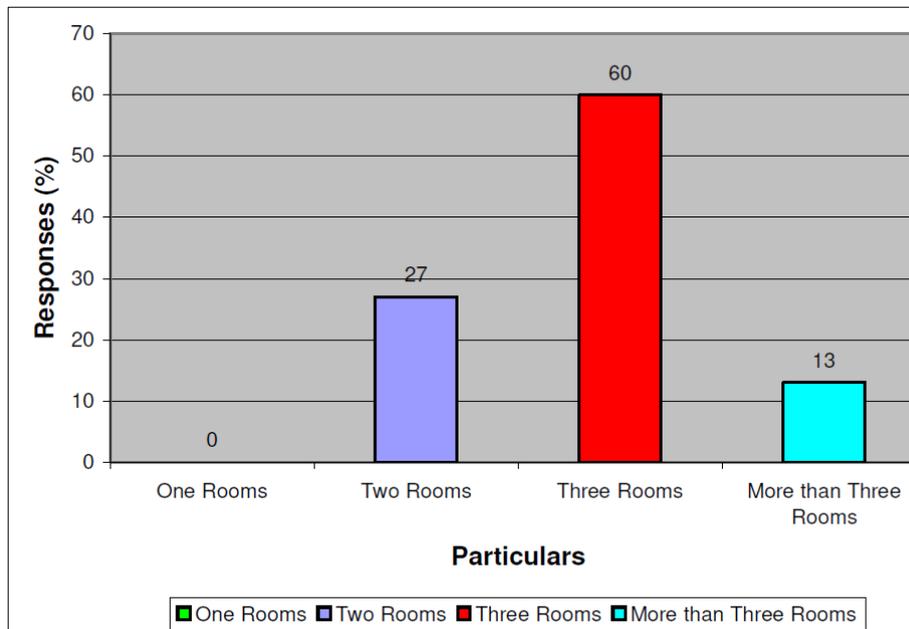


Fig 24: Preference for rooms in a house

On the analysis of table No. 6, it is found that nobody wants to take a house on rent having one room. 27% people want to take a house on rent having two rooms whereas 60% people want to take a house on rent having three rooms. 13% people want to take a house on rent having more than three rooms. On the above analysis, it is found that mostly people want to take the house on rent having three rooms. So they prefer to live in we can compare table No. 6 to table No. 2. Thus mostly people like to live in a house having three rooms, - one for study, second one for guest and third one for personal use. Thus three rooms are ideal for uses and the most popular among the tenants. So the colonizers should try to construct the houses having three rooms.

7. Security provision for the house

Most of the respondents were in favour of either having a guard or to maintain a day in the residential premises.

Table 25: Medium for promoting sale of houses

Particulars	Responses (in percentage)
Newspaper	53
Magazines	17
Television	20
Radio	NIL
Hoarding	10
Any other	NIL

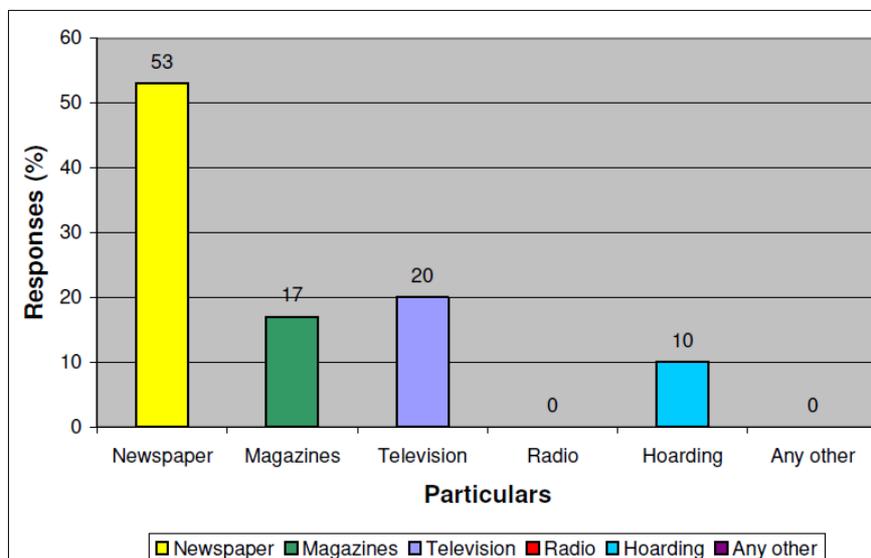


Fig 25: Medium for promoting sale of houses

On the analysis of table No. 8, it is found that 53% people choosed newspaper whereas 17% people choosed magazines. 20% people choosed television. No one choosed radio whereas 10% people choosed hoarding for promoting the house on rent.

On the above analysis, it is found that few people go to ways where the hoardings are hanged. Mostly people cannot watch the hoarding magazines are sold in shop which are costly and everybody does not read them. Television is so

popular media to promote the ads but at home women / ladies watch serial or movies. As the advertisement starts they skip the channel. But newspaper is such media which is read by mostly people. Because it is cheaper in free time, ladies use to read newspaper. It is provided on general place. So mostly people get information from newspaper. Thus newspaper is the most convenient to promote the house on rent.

Table 26: Subletting the house

Particulars	Responses	No. of Respondents (in percentage)
Subletting the house	Yes	10
Respondents not in favour of Subletting the house	No	90

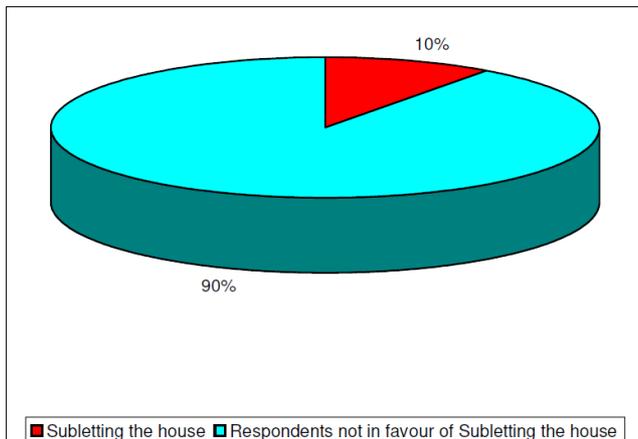


Fig 26: Subletting the house

On the analysis of table No. 9, it is found that 10% people agree to sublet the houses. 90% people do not agree to sublet the houses. On the above analysis, it is found that most of the respondents do not sublet their houses because tenants partners do not care the house and compete to him who sublet the house. They do not whitewash and broom on time. Thus people do not want to sublet the houses.

Table 27: Education of respondents

Particulars	Responses (in Percentage)
Matriculation and under	15
Graduate	20
Post-Graduate and Professional Qualified	40
Professionally Qualified	25

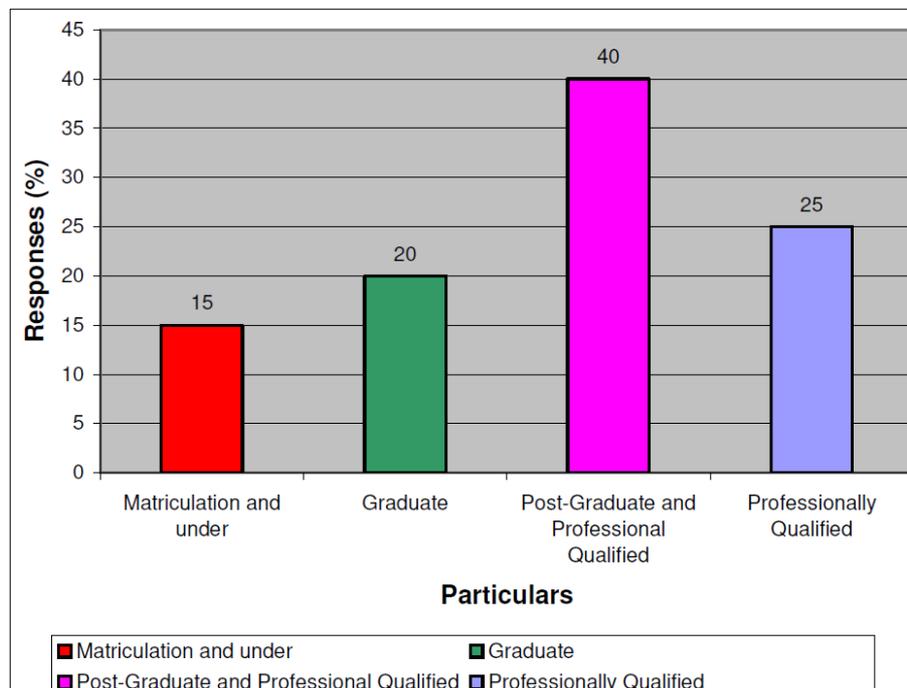


Fig 27: Education of respondents

On the analysis of table No. 10, it is found that 15% people are matriculate and under whereas 20% people are graduate. 40% people are postgraduate and professionally qualified whereas 25% people are professionally qualified.

On the above analysis, it is found that 40% respondents are post graduate and professionally qualified. The people who are in industry. They got much salary. So they took the houses in colonies because there are all facilities in colonies.

Thus most of the people want to like in those colonies which are from private industries.

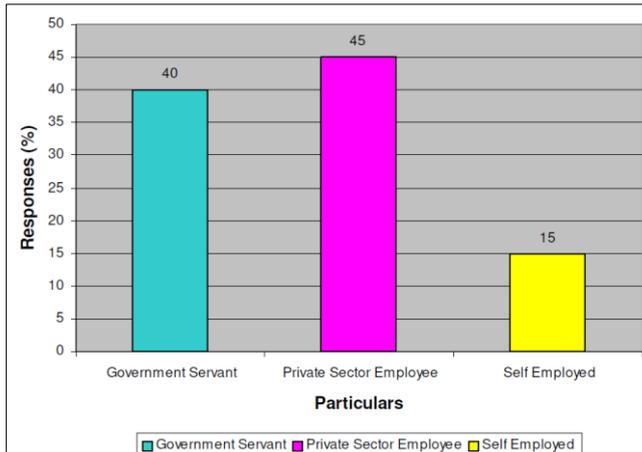


Fig 28: Occupation of respondents

Table 28: Occupation of respondents

Particulars	Responses (in Percentage)
Government Servant	40
Private Sector Employee	45
Self Employed	15

On the analysis of table no. 11, it is found that 40% people are government servant, whereas 45% people are private sector employee. 15% people are self employed.

On the above analysis, it is found that the people who are from private sector employee who got big amount. So they prefer to take the houses on rent in the colonies. Because they are able to bear all the expenses. Thus most of the respondents reside in the colony having all facilities.

Table 29: Income level

Particulars	Responses (in Percentage)
Up to 2 Lacs	45
Above 2 Lacs upto 4 Lacs	50
Above 4 Lacs upto 6 Lacs	05
More than 6 Lacs	NIL

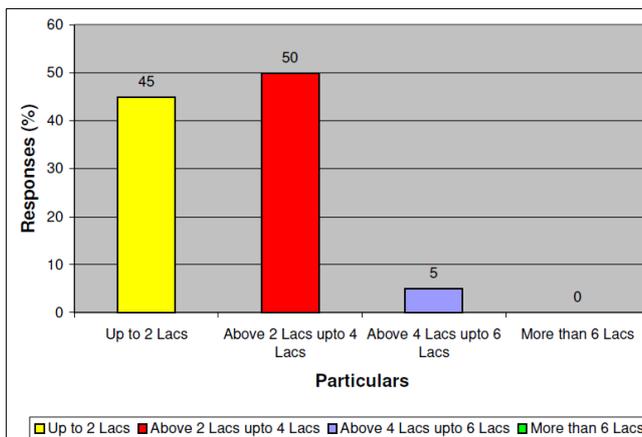


Fig 29: Income level

On the analysis of table No. 12, it is found that 45% people's income is up to 2 lacs whereas 50% people's income is above 2 lacs upto 4 lacs. 5% people's income is above four lacs upto 6 lacs whereas nobody is there who has income rupees more than 6 lacs.

On the above analysis, it is found that generally the people who have income above two lacs upto four lacs. They prefer to reside in the colonies. Thus they are applicable to bear all expenses.

Table 30: Background of respondents

Particulars	Responses (in Percentage)
Rural	70
Urban	15
Sub-rural	15

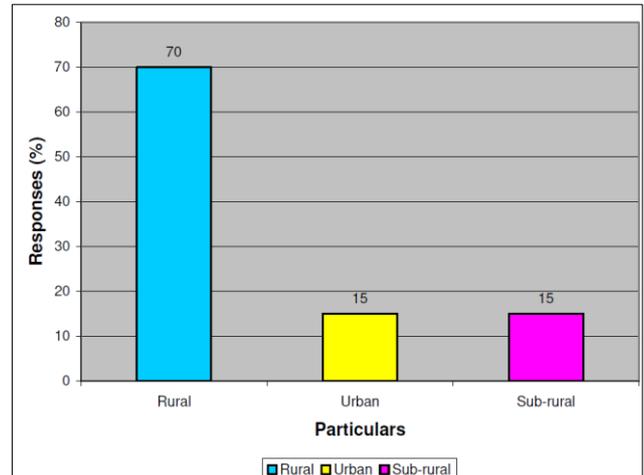


Fig 30: Background of respondents

On the analysis of pie charts figure 13, it is found that 70% people reside in rural area whereas 15% people reside in sub-rural. 15% people reside in urban area.

Conclusion

On the above analysis, it is found that mostly people are from rural area because they are resident say village who do the job. So they took the houses on rent. They could not arrange the house owned their own. So they took the house on rent. Thus mostly people are from rural areas.

As the most preferred size of plot has been of the area of 100-200 sq. metre and the next preferred size falls in between 100-200 metre. Therefore colonizers should come out with plots of 100-200 sq. metre followed by 200-300 sq. metre and should construct the houses which can be filled to such plot of size. All advertising strategies should be directed for promoting plots / residences constructed in plot size mentioned above.

Mostly people would not like to construct their houses own their own because they have no time. So colonizers should construct the houses having all required facilities. Nominal people want to construct their houses own their own. All advertising strategies are indicated for promoting sales of houses.

The organized colonies lie in the heart of buyers, whether these are costly. So colonizers should construct the colonies which are organized having all facility as, electricity supply, water supply, well constructed road, well furnished multiplex and all goods providing shops.

The most preferred counting of rooms has been of three and next preferred counting of rooms is two. Therefore colonizers should come out with three rooms followed by two room and should construct the houses which can be filled to such counting. All advertising strategies should be

directed for promoting rooms/residences constructed in number of room in houses mentioned above.

The consumers would like to live in the city. So prime location is the most popular among the buyers. The next preferred location is outskirts. Therefore colonizers should construct the houses in prime location. All advertising strategies should be for promoting sale of the houses.

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