
AN ANALYTICAL STUDY OF MARKETING STRATEGIES FOR HOUSING SECTOR IN ROHILKHAND REGION

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ABSTRACT:

The people rely on relatives. In time of buying or constructing the houses, the people take suggestion from them. The next preferred relation is of friends. The most popular choice of the people is to construct the houses having three rooms. These numbers of rooms are ideal. When the people buy construct the houses, they think about the security. The most likeable source which is liked by the people is bank. The next preferred source is hire purchase. Mostly respondents would not like to reside in rented accommodation. Because they have already houses. They would like to live in their built houses. The most popular choice of private sector employee is to construct buy the houses having all needed facilities. The next preferred occupation is government sector. The people, who come to reside in colonies, are very rich. The income of those people is above 2 lacs upto 4 lacs. The next preferred income is above 4 lacks upto 6 lacs. At last mostly respondents, who reside in colonies, are from urban areas. They construct/buy the houses in the colonies. The next preferred back ground is rural. The most choice of the people is to construct the houses, is plot size beginning from 100 sq. metres to 200 sq. metres. The next preferred size of plot is the one which has area of 200-300 sq. metre. The people like to reside those houses which have three rooms because these are distributed into three parts as drawing room, guest room and study room.

KEYWORDS: Marketing, Management, Marketing Strategies, Houses.

INTRODUCTION:

Marketing has been viewed traditionally as a business activity. Business organizations exist to satisfy human needs, especially material needs. Consequently, one way to define marketing is from the business perspective. For instance, marketing has been defined as the "delivery of a higher standard of living." Other definitions refer to marketing as an exchange process. This process involves at least two parties: buyer and seller. Each party gives up something of value and receives something of value. Noted marketing scholar Philip Kotler defines marketing as "a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others." Because marketing activities bring about exchanges, marketing is an essential function in an economic system. In a free-enterprise economy, resources are allocated by die interaction of supply and demand in die marketplace. Marketing activities and institutions provide, the framework and mechanisms for this interaction and their after.

By including exchange as a part of the definition, the AMA has expanded the marketing process to include all types of organizations. This broadened or generic view of marketing recognizes the importance and application of marketing to not-for-profit organizations and situations. As in for-profit businesses, a carefully planned and coordinated marketing program can help a not-for-profit organization reach its goals, whether they are to attract more members, to increase donations, or to provide better client services. In the 1950s the *marketing concept* emerged. As a business philosophy, the marketing concept is aimed at orienting a firm completely toward its customers. As such, a customer focus should permeate every department from production to finance to human resources. All major decisions should be based on the relevant market considerations. This does not, of course, mean that other activities in the organization must be completely subordinate to marketing. What it does mean is that managers should not make important decisions in any area without taking marketing implications into account.

RELATIONSHIP MARKETING:

The 1990s extended the marketing concept even further. Known as *relationship marketing*, this view assumes that an organization wants to form long-term relationships with its customers. Therefore, the focus of an organization's efforts is not on creating transactions, but rather on satisfying and retaining customers, based on developing a relationship with the customer over time. The customer is viewed as a partner who will help the organization achieve its goals. One of the proponents of this approach, international marketing consultant Regis McKenna, emphasizes that "marketing is everything." A firm must use all of its knowledge and experience to adapt its goods and services to the unique needs of its customers. In this way, it will be able to develop mutually beneficial relationships with them. To implement relationship marketing, many companies, who in the past relied on mass marketing, are using more targeted and individualized means to communicate with their customers.

MARKETING MANAGEMENT:

The long-term success of any organization is determined by the capabilities of its management. Since marketing must be the concern of every executive in an organization, managers at each level must understand the principles of marketing to make profitable decisions within their areas of responsibility. Many founders or CEOs of successful companies take the lead role in marketing their products and companies. The chief marketing executive is responsible for *marketing management*— the planning, implementation, and control of marketing activities. The person entrusted with these broad and complex responsibilities is an important member of the firm's management, and may have a title such as a vice president of marketing, director of marketing, marketing manager, or manager of marketing and sales. The handling of these varied duties is subject to the judgment not only of the company's chief executive, directors, and owners, but also of the firm's customers and potential customers. The marketing executive's skills and abilities are proved continuously in the marketplace every time a sale is made or lost.

MARKET:

An organization's *market* is at the centre of the model and the focal point for all marketing programs and activities. Therefore, marketing managers must try to learn as much as possible about the market for their company's products. Because of the complexity and unpredictability of human behavior, however, the market for a company's products is difficult to understand and predict.

Estimates of the number of people on the Internet vary, but everyone agrees that the number of Internet users worldwide exceeds 150 million and continues to grow rapidly. About half of the users are in the United States. Consumer spending on the Web is expected to reach \$100 billion (about 6 percent of total retail sales) in 2002 or 2003. PC hardware and software, travel, entertainment, books, clothing, and financial services are the most frequently purchased products.

CONSUMER BEHAVIOUR:

There are two major forces that shape who we are and what we buy. Our personal motives, attitudes, and decision-making abilities guide our consumption behavior. At the same time, our families, cultural background, and the ads we see on TV, and the sites we visit on the Internet influence our thoughts and actions. Our consumption behavior is a function of who we are as individuals. Our thoughts, feelings, attitudes, and patterns of behavior determine what we buy, when we buy it, and how we use it. Internal factors have a major impact on consumer behavior. A marketer's job is to figure out what needs and wants the consumer has, and what motivates the consumer to purchase. Motivation is the drive that initiates all our consumption behaviors, and consumers have multiple motives, or goals. Trained moderators or interviewers are often able to tap into preconscious motives that might otherwise go undetected. Sentence completion tasks (e.g., Men who wear Old Spice are ...) or variants of the Thematic Apperception Tests (TAT), in which respondents are shown a picture and asked to tell a story surrounding it, are additional techniques that provide insight into underlying motives.

DWELLING:

For dwelling stock data, unless specifically stated, the definition used follows the Census' definition applicable at that time. The Census' definition has changed several times. For example, the 1991 Census defined a dwelling as structurally separate accommodation. This was determined primarily by considering the type of accommodation, as well as separate and shared access to multi-occupied properties. The 2001 Census defined dwellings as either containing a single household space or several household spaces sharing some facilities. A 'household's accommodation' (a household space) is defined as being in a shared dwelling if it has accommodation type 'part of a converted or shared house', not all the rooms (including bathroom and toilet, if any) are behind a door that only that household can use and there is at least one other such household space at the same address with which it can be combined to form the shared dwelling. If any of these conditions are not met, the household space forms an unshared dwelling. Therefore a dwelling can consist of one household space (an unshared dwelling) or two or more household spaces (a shared dwelling).

TENURE:

There are up to four tenure categories for dwelling stock, house building and household figures. I have used one category in the present paper that is: -

1. Owner-occupied (or private enterprise in the case of house building statistics dwellings *i.e.* financed and built by private developers for owner occupiers or private landlords, whether persons or companies). This includes accommodation that is owned outright or is being bought with a mortgage.

STIMULATING GROWTH IN HOUSING SECTOR:

India's housing policy started receiving a focused approach from the government only during the last Subsequent to the growth-oriented "National Housing and Habitat Policy (1998)", a number of positive policy measures have been initiated on the financial, fiscal and legislative fronts. Housing developments in India are taking place only in selected pockets. These have yet to take the characteristic of mass housing. Unless and until activities on low-cost mass housing are generated, housing will not be able to trigger the required changes in monetary and real indicators so as to become an integral part of the economy. A less appreciated fact is that once housing becomes an engine of economic growth, it can trigger other engines of growth simply due to its massive linkages in the economy. These would initiate a number of chain effects. Once rural housing programme is initiated, the infusion of investments in housing would have spillover effect through increase in employment and rural incomes. This in turn would gear up the rural economy to take up new projects and programmes like rural roads, irrigation work etc. Thus, rural housing through income effect can make rural prosperity an additional engine of economic growth.

DOMESTIC SCENARIO:

Unofficial estimates put a shortfall of 40 million dwelling units as of 2000-01 in the country in contrast to the official estimate of 20 million units, India would need resources worth Rs 1.5 to 2 lakh crore depending upon the estimate of housing shortage. In addition, Rs 6 lakh crore would be required to develop civic amenities and other supportive infrastructure. Against this huge requirement of about Rs 8 lakh crore, housing finance companies disbursed about Rs 12,500 crore during 2000-01. Such a vast gap needs to be filled with public-private partnership principle.

As the construction sector contributes about 5 per cent to India's GDP and housing construction only 1 per cent, the housing sector's contribution to GDP needs to be raised because this sector holds lots of prospects if India is to move to a higher growth trajectory. Rohilkhand Region being the part of western U.P. comprises of eight districts namely Bareilly, Moradabad, Badaun, Shahjahanpur, Bijnor, Amroha, Sambhal and Pilibhit. Construction of organised colonies in Rohilkhand Region started in late 19's (nineties) which is still continuing. The colonies which have come up during the recent years as Green Park, Mahanagar, Khusboo Enclave, Alliance Enclave, Yogesh Colony, Suresh Sharma Nagar, Deen Dayal Puram, North City, Veer Sawarkar Nagar, Prabhat Nagar Colony, Sun City, Kastoori, Tulsi Nagar, Shakti Nagar, Durga Nagar Colony, Aakash Puram, Pawan Vihar Colony, Sainik Colony in Bareilly.

In Moradabad, the prominent colonies are Ansal Builders, Jigar Colony, Railway Colony, Mansarovar Colony and Hathala Colony etc. Real Estate is also working in Moradabad. Thus colonies have been built all over India as - Noida, Gurgaon, Kolkata, Mumbai, Greater Noida, Chennai, Bagalore and Bihar. But the colonies are so popular in Rohilkhand Region in which seven districts come up as Bareilly, Bijnor, J.P. Nagar, Pilibhit, Badaun, Moradabad and Shahjahanpur.

INTERNATIONAL SCENARIO:

Comparison between Indian and other countries contribution to GDP clearly, shows that the housing sector in India lacks global competitiveness. Hence, lot of efforts are required to bring out the latent potential of housing sector in terms of GDP and employment. Another requirement is rationalisation and uniformity of stamp duty.

- Simplification of legislative procedures
- Case-to-case approval needs to be fully abandoned and expansion of single window clearances for all approvals to be promoted
- Reconsideration of valuation on perquisites for housing is required. The recent so-called liberalisation in this is not liberalisation at all as it has imposed additional burden on the employees for repayments on housing loans and rent-free accommodation.
- At present, flats above or up-to 1,000 sq. ft are given the status of infrastructure industry. This needs a change. All houses built in townships, irrespective of size, should be provided the status of infrastructure industry along with all fiscal concessions.
- Reduction in sales tax on construction equipment
- Need for constant interaction and coordination between Centre and States for expeditious decision-making in housing
- Adoption of modern construction technology options for optimal utilisation of resources and fast/convenient service to the house owner.
- Policy reforms to promote usage of concrete blocks for rural housing, as these are more economical than clay blocks.

FUTURE AGENDA:

Future projections predict that the population of India would reach 1,350 million by the year 2020. Keeping in mind the additional new housing requirements as a result of the above, an additional 70 million new households would get added up to the existing housing requirements. This would amount to an additional 35 million housing units required during the next 10-year period. In other words, due to the population increase alone, an additional 3.5 million houses per year would be required in addition to the target of 2 million houses. Hence, we need to gear up to contribute substantially to the housing stock through streamlined efforts of public, private, co119 operative, community and self-help sectors, in order to see the dream of "Shelter for AH" turn a reality by the end of the current decade. Government has also developed certain dwelling under Indra Awas Yojna and certain other housing schemes like Kashiram Nivas Yojna for people who are either from weaker section of society or those belonging to below poverty line.

UTTAR PRADESH HOUSING BOARD:

Uttar Pradesh Housing Board was established in order to meet the growing housing needs of the people of Uttar Pradesh. The different projects launched by them are executed in such a way that they cover all areas of real estate business. Uttar Pradesh is a large state both in terms of population as well as in terms of area. The growing urbanization has resulted in tremendous increase in demand for modern houses and flats for which UP Housing Board has launched housing programs depending upon the requirements of the people. The housing board has notified around 137 cities in U.P. for commercial as well as residential use. Some of these cities include Lucknow, Allahabad, Agra, Kanpur, Ghaziabad, Mathura, Meerut and Varanasi, Bareilly, Moradabad, Shahjahanpur, Pilibhit, Bijnore, J.P. Nagar and Badaun. Along with the

major cities, Uttar Pradesh Housing Board has also constructed many projects in several small towns leading to their growth. Besides Residential and Commercial Complexes, UP Housing Board is also planning to undertake mega infrastructure projects especially in big towns. The idea is to make better connectivity and develop towns on the upcoming real estate trends. Uttar Pradesh Housing Board has shaped their projects by the involvement of renowned architects, engineers, infrastructure designers. UP Housing Board also has provisions for loans to people who require it and has its association with some of the best financial institutes, which include Housing and Urban Trust of India, Life Insurance Corporation, Unit Trust of India and HDFC etc.

PRESENT STATE OF THE STUDY:

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 eight 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 includes brass in different shapes and size and other antics and gift items.

OBJECTIVES OF THE STUDY:

The following are the objectives of the study:

- To study the up-coming colonies, their set up in Rohilkhand Region.
- To find out potential of growth and development of the colonies.
- To study the various type of residential options offered by the colonizers.
- To study the promotional strategies undertaken by the promoters of the colonies.
- To study the payment scenario and other facilities extended by the colonizers to the clientele.
- To study the credit facilities offered by the different banking and non-banking institutions in the region.
- To study the overall scenario in the housing sector.
- To study the problems and prospects in housing sector of the colonizers and that of users/residents of the facilities.

RESEARCH METHODOLOGY OF THE STUDY:

For any kind of research and that to research in social science the value of research methodology cannot be ignored by researcher. Since the research topic is very challenging is today's marketing context the researcher took utmost caring in selecting the methodology. The detail description of Research Methodology is given below.

RESEARCH DESIGNS OF THE STUDY:

The insight obtained from the literature review and problem formulation the researcher decided to use descriptive research. The objectives of the research topic will be studied properly by using this research since it is dealt with consumer and colonies perception.

According to David J. Luck and Ronald S. Rubin, "A research design is the determination and statement of the general research approach or strategy adopted/or the particular project. It is the heart of planning. If the design adheres to the research objective, it will ensure that the client's needs will be served."

According to Kerlinger "Research design in the plan, structure and strategy of investigation conceived so as to obtain answers to research questions and to control variance."

According to Green and Tull "A research design is the specification of methods and procedures for acquiring the information needed. It is the over-all operational pattern or framework of the project that stipulates what information is to be collected from which source by what procedures."

The second definition includes three important terms - plan, structure and strategy. The plan is the outline of the research scheme on which the researcher is to work. The structure of the research work is a more specific scheme and the strategy suggests how the research will be carried out i.e. methods to be used for the collection and analysis of data. In brief, research design is the blueprint of research. It is the specification of methods and procedures for acquiring the information needed for solving the problem. Questionnaires, forms and samples for investigation are decided while framing research design. Finally, the research design enables the researcher to arrive at certain meaningful conclusions at the end of proposed study. Research Design is of three types which are mentioned below:

- Exploratory Research (huh?)
 - Designed to generate basic knowledge, clarify relevant issues uncover variables associated with a problem, uncover information needs, and/or define alternatives for addressing research objectives.
 - A very flexible, open-ended process.
- Descriptive Research (who, what, where, how)
 - Designed to provide further insight into the research problem by describing the variables of interest.
 - Can be used for profiling, defining, segmentation, estimating, predicting, and examining associative relationships.
- Causal Research (If-then)
 - Designed to provide information on potential cause-and-effect relationships.
 - Most practical in marketing to talk about associations or impact of one variable on another.

SAMPLE AND TOOLS OF DATA COLLECTION:

For research purpose the researcher relied on both primary and secondary data and these data are collected in a descriptive manner. For any kind of research the importance of secondary data cannot be undermined or ignored to get a clear idea about some of the research objectives the researcher reviewed the various research papers published by the nationally and internationally renowned researchers in reputed journals. Researcher also analyzed the case studies written on housing sector. All these literature review and case study analysis provided a clearer idea and concept to help derive right and meaningful conclusion.

Data were collected from consumers and colonies. For primary data collection, researcher did the pilot study to design the required questionnaire for consumers and colonizers. The necessary information obtained from the pilot study was incorporated in final questionnaire. Since the colonizers at higher levels were busy and did not have time to interact hence the researcher had to send the structured questionnaire by mail comprising of closed ended questions and scaling measure was generally adopted for the questions. The total numbers of questions in the questionnaire were focused on the research objectives and were dealing with the objectives of marketing strategies for housing sector in Rohilkhand Region. The present study is partially exploratory and mainly descriptive in nature. For this study under investigation, a sample size of 200 hundred Respondents were taken - half of them were the owner of their houses where as the rest were tenants living in rented accommodation. These respondents were spread over in either Rohilkhand Region which comprises seven districts namely Bareilly, Moradabad, Bijnaur, Pilibhit, Badaun, Shahjahanpur, J.P. Nagar and Sambhal. Two structured undisguised questionnaires were developed one of them (Questionnaire A) was mend for house owners and the other was for the tenants (Questionnaire B) Questionnaire A consists of 19 questions dealing with various

issues relating to the problems and Questionnaire B consists of 13 questions dealing with various issues relating to the problems of tenants

In context of the consumer survey, a structured questionnaire was developed which comprised of more dose ended question and it had also incorporated an open ended question. In close ended questions scaling was used. The numbers of questions in the questionnaire were nineteen. Now I would like to mention that these were considered for consumer survey. The survey was conducted on 200 consumers during face to face interaction and all care was taken to ensure to extract the right information from the consumer so that it would provide a relevant data for the research. This survey took at least two months and while doing it I found that most of the dependents were willing to answer but with respect to the housing sector in an open ended question. They were not aware about this terminology. But those who knew gave their opinion that at what platform the housing sector has been done. After having conducted the survey the analysis was done. The software which was used for the analysis was SPSS and Excel. These packages were used in order to remove any error for the analysis and during the feeding of data across check were made in order to ensure that no data was missing nor false data fed.

The researcher had chosen to use non probability sampling method through convenience sampling technique. Since the universe is very large for the consumer hence a sample of 200 customers was taken from Rohilkhand Region. For the colonizers survey, 40 colonies have been chosen for consideration in the analysis for the research work. In the present research the researcher had been used Primary and Secondary data.

ANALYSIS, DISCUSSION AND RESULT OF THE STUDY:

FOR House Owners:

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 up to 100 metres whereas 40% people are occupy a house within the plot size of 100–200 metres. It is further noted that as many as 29% people have got their residences in area between 200–300 metres. It is further noticed that only 13% people occupy their house within the area of 300 or more than 300 metres. 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.

Table No.-01
Plot area of the People living

S.N.	Plot Area	No. Of Respondents (in %)
1.	Up to 100	18
2.	100-200	40
3.	200-300	29
4.	More than 300	13
Total %		100

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 ones 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.

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 data, 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 an increasing potential in this field.

ORGANISED/UNORGANISED COLONIES: -

On the analysis of data, 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.

ACCOMMODATION IN OWN HOUSE / RESIDENCE:

On the analysis of data, 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.

RESIDENTIAL LOCATION:

On the analysis of data, 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, masque, newspaper industry and so on. Whereas 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.

CONSIDERATION FOR FACILITIES IN HOUSE LOCATION:

On the analysis of data, 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.

MEDIA INFLUENCE:

On the analysis of data, 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.

INFLUENCE OF FRIENDS AND RELATIVES:

On the analysis of data, 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.

PREFERENCE FOR ROOMS IN A HOUSE:

On the analysis of data, 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. 04 to table No. 09 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.

MEDIUM FOR PROMOTING SALE OF HOUSES:

On the analysis of data. 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.

CREDIT FACILITIES:

On the analysis of data, 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.

RENTING OUT THE HOUSE:

On the analysis of data, 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.

HOUSE SELLING PROPOSITION:

On the analysis of data, 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.

HOUSE OCCUPANCY:

On the analysis of data, it is found that 16% people live in rented accommodation inspire 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 there 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.

EDUCATION OF RESPONDENTS:

On the analysis of data, 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 that are from private industries.

OCCUPATION OF RESPONDENTS:

On the analysis of data, 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.

INCOME LEVEL:

On the analysis of data, 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.

BACK GROUND OF RESPONDENTS:

On the analysis of data, it is found that 21% people reside in rural area where as 7% person resides 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.

CONCLUSION:

The most popular choice of private sector employee is to construct buy the houses having all needed facilities. The next preferred occupation is government sector. The people, who come to reside in colonies, are very rich. The income of those people is above 2 lacs upto 4 lacs. The next preferred income is above 4 lacks upto 6 lacs. At last mostly respondents, who reside in colonies, are from urban areas. They construct/buy the houses in the colonies. The next preferred back ground is rural. The most choice of the people is to construct the houses, is plot size beginning from 100 sq. metres to 200 sq. metres. The next preferred size of plot is the one which has area of 200-300 sq. metre. The people like to reside those houses which have three rooms because these are distributed into three parts as drawing room, guest room and study room. The next preferred houses which have two rooms. The people want to live close to place of work because they feel comfort regarding the family. The next choice of the people is one that the houses should be close to school. Because children can go to school without any problem. The media is so powerful and it is very beneficial for the customers who want to buy the houses in colonies. The people prefer to buy, newspaper because it is published daily and its price is nominal. The next preferred media is television.

The most popular choice of the people is of close relatives. Because close relatives are seemed very reliable and honest. The next choice of the people is friend. The people who reside in rented accommodation. These accommodations have three rooms which are liked by the tenants. The next preferred accommodation is one which has two rooms. All houses where have been constructed by colonizers. They provide security to the tenants who reside in the colonies. The people select news paper for renting out the houses because they have current news for needy. The television is also good media for providing information to the customers but it is not availed in every house because it is costly. The people do not like to sublet the houses. They took the houses on rent for their own uses. The people who want to reside in colonies that are postgraduate and professionally qualified. The graduate and professionally qualified come in second number. Mostly people who are in private sector they want to take the houses in colonies and the next number is of government servant. The people who earn above 2 lacs upto 4 lacs prefer to rent out the house in colonies and the next number is of those people who earn upto 2 lacs. Mostly people who take houses on rent. They all are from rural areas. Sub-rural and urban areas come in second number.

RECOMMENDATION:

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 tenants like to live those houses which have three rooms are filled with three different needs of customers. First one is for guest staying, second one is for drawing room and third one is studying. So the colonizers should construct the houses which can fill the desire of consumer. The two rooms set are allowed to three rooms set. The people who want to reside nearer to place of work and nearer to school because both are essential for life by which life passes smoothly work carries life further and education makes the life success and teach the lesson to live with manner. So colonizers should construct the colonies nearer to industries, organization and government sector.

Post graduate and professionally qualified is on first number and graduate is on second number because post graduate and professionally qualified earns much money they can take the houses or rent in the colonies and graduate can also. So colonizers should advertise regarding their colonies in private sector

and there where the people do their own business but they are not local. They get much salary in comparison to other sector. And the next preferred employer is one who is in Government sector but they should be on higher post. So the colonizers should construct the houses which are suitable for the people which are mentioned above.

The people (tenants) get the salary above 2 lacs upto 4 lacs. They can get the accommodation whether it is costly. Because they are able to bear the expenditure of rent as well as those expenditures which are of extra curriculum? The next preferred income is upto 2 lacs. So the colonizers should construct those houses which have all facilities which provide comfort the customer. They have not their own residences in the city. So they want to take the houses on rent. They are much in counting in comparison to other area's people. They also want the houses on rent because they fed up the congested areas so they want to reside to those areas which are covered with fresh environment.

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