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A Comprehensive Review and Analysis of Consumer Perception Pertaining to Self-build Home and Ready-to-Move Home

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ABSTRACT: Shelter is a crucial component of human culture and a means to maintain a secure and comfortable environment. The study focuses consumer perception toward a built themselves house and a ready-to-move-in house influence on the consumer buying behavior through an analytical study conducted in the North Maharashtra region in Maharashtra states. The study has also brought out an important issue of function and contribution of sustainable advancement in the field of property management Sector. It examined the part of buyer is most important to choices whether to go for ready to move home in builder or purchase the land and self-build or self-observation (Third party) to developed home. In this paper, we focused the related work done in the area of self-build home and ready-to-move home. The study also highlights the data collection method and sample design method. The proposed research also imparts condensed scenario of the research methodology.

KEYWORDS: Consumer perception, Decision Making, housing, shelter, Consumer purchasing behaviour.

I. INTRODUCTION

In today's rapidly changing world, people prefer comfortable living with modern dressing styles, rich looks, sumptuous food, air-conditioned rooms, luxury cars, and homes with all amenities. They want to fulfil their life-time ambition of owning a beautiful house and become "customers" in home-buying. These customers influence the demand of construction projects. To satisfy their preferences, builders must learn from past projects or understand customer needs through scientific feedback systems. housing is a fundamental human need, contributing to economic development, providing employment, and fostering social stability, thereby fostering personal growth and maturity.

Shelter is essential for everyone, including animals, birds, and humans. Animals live in caves, birds on trees, and humans have retreated to caves to protect themselves from threats like heat, cold, and rain. Human cultures adapt to these threats by creating shelters as a means of overcoming physical security threats. Houses serve various human activities, such as feeding, working, sleeping, childrearing, and entertaining (Phan, S. T. (2012)). Good housing helps people interact within families and with the outside world. Shelter is one of the three basic needs of humans, alongside food and clothing. Proper housing significantly influences health and character development. The house should be comfortable, have proper sanitation facilities, and have essential amenities for community life. Other essential needs include adequate water supply, improved communication, and proper disposal of sewage and waste products. Overall, shelter is a crucial component of human culture and a means to maintain a secure and comfortable environment

1.1 Research Objectives

Following are the objective of our proposed research:

- ✓ To know the socio-economic characteristics of the respondents in North Maharashtra region which are involves in the study.
- ✓ To study customer behavior towards build or purchase of home in North Maharashtra Region.
- ✓ To study and compare the consumer perception related to house or flat.
- ✓ To study customer behavior towards purchase of flats or house in North Maharashtra region.

II. REVIEW OF LITERATURE

2.1 Introduction to Housing

The literature on 'place,' especially the literature which sees 'home' as a particularly significant type of place, provides insight into the relationship between places and people's identities and psychological well-being; the dynamics of conflicts surrounding home-places; and the political-economy of home places. It also points to the need for a more integrated approach to housing research that looks beyond the scale of individual households to the regional, national, and international scale (Hazel Easthope, 2004).

2.2 Housing in India

Contemporary Indian Houses is a well-illustrated document of changing trends in architectural tune, reflecting contemporary Indian architecture and serving as a reference material for architecture historians, architects, and general readers interested in creative design. Present house owners, particularly urban elites, would find this publication interesting material on the latest trends in domestic architecture (Sarhan, J. G. I. (2018)). However, there is limited material available in India, mainly in foreign contexts and lacking explanatory drawings or photographs of the external aspect of built-forms. Few journals of architecture and design have tried to fill this gap, but the result is not satisfactory due to the scattered nature of the material. Contemporary Indian Houses discusses fifty-one architect-designed built-up houses selected from different parts of India, displaying the diversity of needs, tastes, and building materials in the context of different weather conditions and social trends (Hei, C., & Dastane, D. O. (2017)), (Bharti, Madhu. (2019)).

2.3 Housing in Maharashtra

The housing conditions in Maharashtra in 2001, focusing on building materials. With 25,601,389.3 buildings, 18,305,346 were used for living purposes, accounting for 79.6% of the total. This trend was observed in both rural and urban areas. Houses in Maharashtra were generally good, with 52.6% being livable. The proportion of dilapidated houses was 5%. Rural areas had a lower percentage of good houses than the state average, but urban areas saw a 10% increase in good houses. The roofs were built using G.I sheet and metal, asbestos sheet, and brick walls. Mud was the most common building material used in Maharashtra. Food, shelter, and clothing is essential for human survival. Shelter is obtained by purchasing a good house that protects humans from hazardous environmental conditions. Houses also help maintain physical health by preventing extreme climatic conditions. Humans spend most of their lives inside their houses or buildings. House spatial distribution is influenced by physical factors like soil type, rock structure, lithology, climatic conditions, water table, and water bodies. Habitat, which includes houses, workplaces, settlement patterns, natural biotic and physical phenomena, healthcare services, transportation systems, schools, and government, is a part of the environment that directly affects people. Environmental factors like thatch, soil, wood, and grass are often used for house construction (D. Wankhede, (2013)).

2.4 Consumer Perception

The determinants considered include current and expected interest rates, current and expected real disposable income, and house prices. The empirical estimates show a long-run relationship between buying attitudes for houses and these variables, with each determinant Granger causing buying perceptions (Arslan, G., & Howells, K. (2021)). Generalized impulse responses show that shocks to these variables have a predictable and permanent impact on buying attitudes (Chin, K. S. (2016)). Both current and expected interest rates explain a large proportion of the variation in consumers' perceptions towards buying houses. Interest rates, both current and future, have the maximum impact on decisions to purchase houses, followed by expectations of real disposable income (Lepkova N., Zukaite G., (2012)). The study concludes that consumers' perceptions of buying conditions for houses are cointegrated with current and expected interest rates, real disposable income, and current house prices. The buying index measures the percentage of respondents saying it is a "good time" to buy a house relative to the percentage saying it is a "bad time." The study also finds that expectations of real disposable income are more important than current income in driving house purchases (Schiffman, L. G., and Kanuk, L. L. (2007)).

2.5 Housing Quality

The study involved 119 home buyers who occupied a house in the area. The data was collected through a census, with 87 respondents, including 32 empty homes. The analysis technique used was path analysis. The findings indicate that customer satisfaction can be increased by reasonable prices, competitive prices, discounted prices, and good product quality. Home buyers in Permata Royal Garden are more likely to be satisfied with the price and quality of their homes,

leading to increased satisfaction and loyalty. The quality of the products also plays a significant role in fostering customer loyalty. This satisfaction can be measured by comparing what they receive with their expectations, which can lead to positive word-of-mouth (Deepak Sonawane (2018)). In conclusion, the study highlights the importance of price and product quality in enhancing customer satisfaction. By offering reasonable and affordable prices, competitive pricing, discounts, and high-quality products, home buyers can build customer loyalty and express positive sentiment towards the property. The satisfaction of customers can also mediate the influence of prices and products on customer loyalty, suggesting that the quality and affordability of housing products in Permata Royal Garden can contribute to increased customer loyalty (Shah, Y. S., & Bhagat, S. S. (2019)).

2.5.1 Self-Build Home

The experience of self-building as an amateur is complex and creative, leading to qualitative material outcomes (capital) and non-material ones (self-identity and well-being). The article challenges the role of professionals and professionalism in these processes, finding that professionals are implicated in many aspects of the amateur's experience. However, there are few commercial models of professional-amateur engagement in the self-build industry that actively seek to nurture authentic and individualized solutions to the built environment. The self-builders in this study provide evidence that their approach is less one of emulation and more significantly one that references the self and everyday forms of creativity. They engage in demanding and reflexive activities, creating homes that incorporate personal content and bring meaning to everyday life. Self-building is productive on other levels, as it creates a home of greater utility and performance, and through the economic and knowledge capital gained from the process (Dua, P. (2008)).

2.5.2 Ready to Move Home

Choosing between under-construction or ready-to-move-in properties can be challenging, but investing in a house still being built is a smart choice as it offers a good property at a reasonable price. Investing in under-construction properties is more affordable due to flexible pricing options, staggered payment plans, and attractive offers. When all other factors remain constant, a property currently being built is typically substantially less expensive than a completed home with the same attributes. GST of 5% is payable to properties still under development, while GST is not applicable on ready-to-move properties. The property provides enough flexibility for payments, and the buyer does not face an unexpected financial burden. However, a low-down payment (15-20%) is required for ready-to-move houses, and interest on EMIs for house loans begins immediately. Purchasing ready-to-move-in properties is relatively easy due to the RERA's recent guidelines. However, juggling all financial, legal, and ownership-related tasks can be challenging. RERA registrations are required for newly released properties, providing certainty of legal compliance and fairness. Ready-to-move-in residences built before May 1, 2016, would not have followed the RERA rules (Kotler, P., Keller, K. L., Manceau, D., & Dubois, B. (2016)).

2.6 Consumer Behaviour

“Consumer Behaviour refers to the behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. Study of Consumer Behaviour is the study of how individuals make decisions to spend their available resource like time, money, and effort on consumption related items.” The model suggests that lifestyle and desired meaning influence needs and desires (Singh, N., Gupta, M., & Dash, S. K. (2018)). The study used qualitative research methods, including in-depth interviews with consumers, and analytic analysis using Miles and Huberman's procedure. The findings support the conclusion drawn based on cross-case comparisons and theoretical frameworks. The second stage of the research involved empirical testing of the presented conceptual model using qualitative research methods, such as in-depth personal interviews with consumers. Six semi structured in-depth interviews were carried out, three with recent owners of the prefabricated house and another three with potential buyers of the same product. (Nazir, A. B. I. N. (2019)).

2.7 Customers Satisfaction

To study customer awareness and perception of private flats, with 100 residents as a sample. a descriptive study was conducted using simple random sampling and questionnaire methods. Data was consolidated and interpreted using statistical tools like percentage analysis, chi-square test, and rank analysis. The study found that people are becoming more aware of what they should look for and the documents they should seek before buying a property. However, most people are still unaware of the documents they should look for. The results showed that customer satisfaction significantly influences a corporation's success, and private housing developers can potentially identify factors that

might increase customer satisfaction, especially within the market. This research can help private housing developers understand factors that may increase customer satisfaction, particularly within the market (Kornilov, P. P., N Lapaev, D., & Lapaeva, O. N. (2020)).

2.8 Decision Making

The focusing on structural attributes, location, and financial factors. The research, based on questionnaires from 179 respondents in the Greater Jakarta Area and other cities, found that structural attributes, such as building size, land size, and number of rooms, positively influence millennials' purchase decisions. Location factors, such as distance to public transportation, shopping centers, schools, and hospitals, are also important. Financial factors, such as the instalment period and home loan price, are less influential. The study suggests that millennials tend to make impulsive purchases, prioritizing style and quality over financial factors. The study also suggests that property developers and family members' influence factors do not influence millennials' housing purchase decisions, suggesting a shift in their behaviour compared to previous generations. The results contradict the collectivist culture of Indonesian people, who often ask family and close friends for decisions (Shafiq, A. H., Abeer, A. A., Ibrahim, A. H., & Haddad, M. (2020)).

III. SIGNIFICANCE OF THE STUDY

The trend of purchasing row houses, bungalows, and apartments in the Maharashtra districts of Nandurbar, Jalgaon, Dhule, and Nashik has led to a notable increase in the number of buying houses sold. Attractive projects with global safety measures, worldwide standards, and world-class architectural styles are vying against each other among developers and builders at both national and international levels. The number of row houses, bungalows, and apartments finished in the last ten years indicates an increase in projects carried out recently. In addition, within the past five years, there has been a massive increase in the number of promoters and real estate agents registered with RERA in NMR. Maharashtra's real estate market offers a lot of room to grow, especially in NMR. Studies on the functions of consumers, builders, agents, and developers in the industry are scarce nonetheless. Furthermore, in NMR, the contribution of promotional techniques to improving customer satisfaction and brand competitive advantage is not considered. There is a knowledge gap in the real estate industry on how consumers purchase homes. By examining the impact of multiple factors in a comprehensive manner, this study seeks to close this research gap. The goal of the study is to advance knowledge about consumer purchasing patterns in the real estate market. This study investigates how people purchase homes in the NMR, with a particular emphasis on how people view the real estate industry and its many stakeholders, including buyers, sellers, developers, and builders. It also looks at how purchasing decisions affect sustainable development and how marketing tactics might improve a company's ability to compete. Developers and builders can utilize the findings to gain a better understanding of client behavior in North Maharashtra and the factors impacting purchasing decisions. Additionally, the study offers perceptions into customer service assessment, which can assist developers in creating creative project planning, design, and implementation plans. The results can be used by real estate consultants and brokers to develop marketing plans and pinpoint target markets for suitable advertising campaigns.

IV. RESEARCH DESIGN

Research Design is used to provide the information about the statistical tools and techniques to be used in conducting the research. The research design used in this study includes both Exploratory research design and Descriptive Research Design.

The research design incorporated the principles of qualitative and quantitative research methods. The initial pilot study has laid the foundations for exploratory research and in fine-tuning the research methodology and validating the feasibility of study. Dimensions of qualitative research helped in in-depth understanding about the variables of interest.

- **Exploratory Research Design**

Exploratory research design is used in problem identification, defining the research variables, and formulating the hypothesis. The data collection methods used in Exploratory Research Design are Literature Survey, Pilot Survey and Delphi Survey.

- **Variables used for the study**

Three primary stakeholders are the subject of this study: builders/land developers, property agents, and consumers. The

study looks at several topics, including construction risks, buyer objectives, investment and pricing variables, affordable housing, sustainable development, real estate brokers' roles, and external and internal issues. To achieve the goals, sub-variables were found in the literature research and added to the questionnaires. When evaluating elements such as supply and demand, pricing, target segmentation, and promotional techniques in consumer behavior, both internal and exterior factors—present in people and environments—are critical.

Stakeholders in the real estate industry, including clients, purchasers, brokers, consultants, and developers, have an impact on consumer behavior. Due to the growing gap between urban and rural areas and the number of slums, affordable housing and sustainable development are important components. The "Housing for All" program seeks to close this disparity. By eradicating housing shortages and providing housing for all income levels, regulators may contribute to the growth of the welfare sector, which is why they are so important. The study's research model considers all parties involved, their characteristics, and goals. The purpose of the study is to comprehend the function of affordable housing in the real estate industry.

- **Descriptive Research Design**

Descriptive research design is used to describe the Characteristics/attributes for both the customer and builders' behaviour in organized and unorganized with reference to age, gender, occupation, family structure, views on shopping and purchase frequency. Through descriptive research, the opinions of the consumers and tourists have been collected to analyse factors influencing the buying behaviour for organized retailing and unorganized retailing.

V. DATA COLLECTION

- **Primary data**

The primary data was collected through a structured questionnaire that circulated among the consumers in the research area. In total, 510 questionnaires were distributed among the four districts of Nandurbar, Jalgaon, Dhule, and Nashik. Out of which, 500 questionnaires were duly filled out and are considered for analysis.

- **Secondary data**

Sources of secondary data for the study included the national and international journals, research articles, books, newspapers, research reports by reputed agencies and online data sources related to buying behaviour for both the consumers and tourists have been reviewed. In addition, online reports published by many popular newspapers, online news journals were used for the study as per the list attached in the references.

- **Questionnaire Design**

The questionnaire has been designed by using both measurement and rating scales. The measurement scales include nominal scale and interval scale. The rating scale like Likert rating scale has been used in this study. Nominal scale has been used to understand the profile of the respondents like gender, age, occupation, and family structure.

Ex: The interval scale [1-4] in the current study can be considered as Ex: you have any knowledge regarding construction material.

1=Don't Know, 2=Somewhat know, 3=Partially known, 4=Completely Know

Statements that best describes in understanding thoughts and beliefs regarding your purpose in Build the home have been used by using Likert Rating scale [1-5].

(1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree)

The agreement or disagreement on the following series of statements have been elicited from the respondents.

VI. SAMPLE DESIGN

The components like Sampling Unit, Sample, Sample Size and Sampling Method have been covered under Sampling Design.

Sampling unit: It is the basic unit consisting of all the elements of the sample universe. The sampling unit includes consumers and tourists from Nandurbar, Jalgaon, Nashik, Dhule both the cities.

Sample: It is the subgroup of the universe to be included in the study. The sample includes proportion of consumers in

North Maharashtra Regions.

Sample size: It specifies the number of samples chosen from a target population. The target population is the consumers and tourists from Nandurbar, Jalgaon, Nashik, Dhule both the cities. The consumers from north Maharashtra regions have been selected by using the Cochran's(1977) formula of variability. Due to the heterogeneous nature and high variability characteristics of the elements of the population, the formula of variability has been used to calculate the sample size.

Research area: The research area was from North Maharashtra region (Dhule, Nandurbar, Jalgaon, Nashik) to determine the various components of the house buying behaviour in terms of demographic factors, price and psychology influencing the purchase decision for ready to move home or self-build home.

VII. RESEARCH METHODOLOGY

The following table 1.1 illustrates the summary of research methodology.

Table 1.1: Summary of Research Methodology

Sr. No.	Details	Research Method
1	Research Design	Exploratory research method
2	Period of Data Collection	Primary Data Collection: The data was collected from Sept 2019 to Jan 2021. Secondary Data Referred: FY 2019-20 to FY 2022-23, Covering Ready to move and self-Build home regime data.
3	Population Size (N)	Infinite Population >500000
4	Sampling Technique	Convenience Sampling
5	Sample Size (n)	According to Cochran's formula, 510 respondents are the required final sample size; 385 more are needed. Clients interested in buying a home, as well as real estate brokers and consultants
6	Type of Data	Primary and Secondary data
7	Research Instrument	Questionnaire
8	Independent Variable	Four districts in Nandurbar, Jalgaon, Dhule, and Nashik, received a total of 512 questionnaires. Customers buying or acquiring a home, as well as real estate agents and consultants, as well as staff members of developer organizations.
9	Data Collection Method	What's up the app-based Google form link shared and replies gathered? In-person questionnaire surveys were also carried out.
10	Rating Scale	Interval Scale: 5-point Likert scale (Strongly Disagree=1 to Strongly Agree=5)
11	Statistical Test Applied	One Way Analysis of Variance (ANOVA), Pearson Correlation, Chi Square test, Kolmogorov-Smirnov test, Reliability Analysis, Factor Analysis
12	Questionnaire Design	Measurement scales-Nominal scale Rating Scales-Interval scale, Likert rating scale Pilot Testing-Reliability analysis

VIII. CONCLUSION

It is observed that for the North Maharashtra region, there is more preference to self-build homes than ready-to-move homes because of parameters like family culture, source of income, climate, financial condition, people's lifestyle, and the development of that area. People in this region place more trust in self-building houses than in houses taken from builders and developers. Material and labour for construction are easily available for constructing the house. Sometimes, they expect certain support services to be inevitable and highly important for elevation and structural civil work.

Consumers are highly knowledgeable about the retail industry due to digital marketing exposure. This lends higher confidence and awareness to the new-age modern consumer who purchases the idea first and then the product physically. A lot of importance is given to factors such as taste, preference, choice, and image when it comes to selection. This questions traditional marketing practices to an extent as most of the consumers are very independent in their decision-making process. It is estimated that in the future, marketers will only be able to influence consumers and not convince them. The decision will be solely taken independently by consumers (from teenage onward). Also, it may be understood that in the future all categories of consumers will be equally powerful as a segment when it comes to market capturing. This may include rural, semi-rural, semi-urban, urban and metros. The consumers will progressively have access to various formats of retail and opt for the most suitable combination as per their choice and preference.

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