
A STUDY OF MARKET AND MARKETING STRATEGIES FOR HOUSING SECTOR WITH THE REFERENCE OF THE ROHILKHAND REGION

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ABSTRACT:

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 lacs 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.

KEYWORD: Market, Marketing Management, Marketing Strategies, Houses.

INTRODUCTION

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 behaviour, 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.

MARKETING:

Marketing has been viewed traditionally as a business activity. Business organization exists 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 the interaction of supply

and demand in the 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.

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 use 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 spill over 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 affect 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 20million 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.

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 laying 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, who 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 antiques 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.
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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 in today's marketing context the researcher took utmost care 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.

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 meant 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 close 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. 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 RENTED ACCOMMODATION:

As discussed in the beginning of this study, the latter parts 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.

PLOT AREA:

On analysis of the data, 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 metres. 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 falls in between 100,200 metres plots for rent to the potential tenant because these are the most popular ones 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 200metre therefore colonisers dealing in colonizing should have plot sizes of 100 square metre, 150 square metre and 200 metre.

ACCOMMODATION IN THE HOUSE/RESIDENCE:

On the analysis of the data, 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.

RESIDENTIAL LOCATION:

On the analysis of the data, 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 after their children. Thus colonizers should construct their colonies close to private industry or Government offices.

MEDIA INFLUENCE:

On the analysis of data, 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 anywhere. 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.

INFLUENCE OF FRIENDS AND RELATIVES:

On the analysis of data, 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 eat them.

PREFERENCE FOR ROOMS IN A HOUSE:

On the analysis of data, 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 above tables. 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.

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.

MEDIUM FOR PROMOTING SALE OF HOUSES:

On the analysis of data, it is found that 53% people choose 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 is 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.

SUBLETTING THE HOUSE:

On the analysis of data, 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 don't 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.

EDUCATION OF RESPONDENTS:

On the analysis of data, 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 postgraduate 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.

OCCUPATION OF RESPONDENTS:

On the analysis of data, 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.

INCOME LEVEL:

On the analysis of data, 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 up to four lacs. They prefer to reside in the colonies. Thus they are applicable to bear all expenses.

BACKGROUND OF RESPONDENTS:

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

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.

Thus the most popular 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 to 300 sq. metres. Mostly people want to construct their houses own their own. All the people are those who built their house themselves. They built their house by their choice. Organized colonies are filled with all facilities. So the people prefer these colonies. The next preferred unorganized colonies are on second number. Because they are of nominal size. The most popular choice of the people is to construct the houses having three rooms. The next preferred counting of the rooms is two. Mostly people want to construct their houses is prime location.

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 lacs 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, guestroom 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 100-200sq. 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 fallowed 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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