

Customer perception with respect to purchase of property

Consultancy Project Report

On

Green Valley Housing Society

**Project report submitted to Superior University, Lahore
In Partial Fulfillment of the requirement for the Degree of
Bachelor of Business Administration (Marketing 2012-2016)**

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Submitted To

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Customer perception with respect to purchase of property

Consultancy project Submitted to



The Superior College

School of Management Sciences, Lahore, Pakistan

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TO THE SUPERVISOR AND/OR FOR EXTERNAL EVALUATION**

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Declaration

We hereby declare that this project is entirely our own work and that any additional sources of information have been duly cited. Our all work has been carried out under the supervision of Sir Kashif Mahmood Associate Professor of Department of Management Sciences of Superior University Lahore.

We hereby declare that any Internet sources published or unpublished works from which we have quoted or draw references fully in the text and in the content list. We understand that failure to do this will result in failure of this project due to plagiarism.

We hereby declare that this work has not been previously submitted to any other university for any other examination.

We understand we may be called for viva and if so must attend. We acknowledge that this is our responsibility to check whether we are required to attend and that we will be available during the viva periods.

Signed.....

Date.....

Name of Supervisor.....

DEDICATION

This work is dedicated to our Supervisor, family and friends who encouraged us to face any challenge.

We are dedicating our work to our family and respected teacher sir Kashif Mahmood who has played a vital role in our studies and has guided us at every step with their precious ideas. No doubt this dedication is insufficient and we can never repay for the role which they have played in our studies but we are sure that their work will prove itself an asset in our life. We also dedicated our work to our dear friends we would also like to thank our class fellows they always help us in doing every activity at every stage during the session of this research thesis.

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ABSTRACT

Purpose

The primary objective of the research is to explain how pricing policies and promotional tools are enhancing the customer perception in housing societies sales of Pakistan and to examine the impact of word of mouth on customer perception in sales, to examine the impact of mode of communications on Customer awareness in sales regarding housing societies . This report identifies the pricing policy and promotion impact on sales keeping customer perception and awareness as a mediating variable. This research particularly aims to examine the impact of customer perception with respect to purchase of property and to increase the sales of the green valley housing society .

Methodology

Data was collected by 200 respondents in which more were males and under age of 26-35 and there were more respondents who were graduates. The data came from the 200 respondents through a questionnaire. Our survey comprised different societies of Gujranwala. This paper explores and develops the concept of pricing policy and promotion as a tool for developing positive word of mouth and good customer perception to improve the overall image regarding housing societies in Pakistan.

Findings

Results indicate that pricing policy and promotion is a necessary tool for the improvement of sales of housing society business .The results support the hypothesis, Findings show that there is a significant relationship between pricing policy , customer perception and sales. Analysis shows that customer perception have direct impact on sales. There is significance relationship between variables and model is statistically good fit. The findings show that as more as a firm builds the positive word of mouth and create awareness to the customers via different modes of communication and promotional tools the customers become more aware. The paper ends with a discussion of managerial implications and directions for future research.

Research limitation

There are many other sources to collect data but we are collecting it from limited sources. There are different methods to measure the impact of sales on customer perception. The time was the biggest constraint in my study.

Key words: Customer perception, knowledge ,awareness , word of mouth , sales , mode of communication, pricing policy

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Chapter # 1

Introduction

1.1) History /Back ground

Day by day population is increasing rapidly which created the housing problem. Land prices skyrocketed. Due to high price, insufficiency of land, high cost of land registration, and high price of building materials, people are now not interested to buy a land for building their own house.

As the general public becomes increasingly knowledgeable and affluent, housing and construction are increasingly focusing on high -end and high-quality deluxe housing, where profits are also better. Today, low-cost housing are largely confined to remote city and town areas, and are largely managed by the government.

Due to huge competition in property business this sector is facing a lot of problems from many years which affects the sales. Sales affected by this sector is due to Location issues ,Lack of awareness, People perception ,Lack of promotion ,Lack of advertisement ,Low target market ,People fear ,Unauthorized & illegal housing schemes ,Competitor price differences ,Negative customer perception.

Advertising has turn out to be an integral part of the businesses these days as it has become a vital function under the roof of every progressing organization to become fruitful Marketing could be defined such as, all embracing function that links the business with customer needs and wants in order to get the right product to the right place at the right time. There could be other definitions such as, achievement of corporate goals through meeting and exceeding customer needs better than the competition, a management process that identifies, anticipates and supplies customer requirements efficiently and profitably or marketing may also be defined as a set of human activities directed at facilitating and consummating exchanges.

Now in the world of competition companies are now begin focusing on customer thinking and perception as promotion and advertisement is the activity company undertakes to prevent customers from switching toward alternative companies.

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1.2) Purpose of project

The purpose of this study is to examine the role of customer perception with respect to purchase of property. We are conducting consultancy project in Green valley housing society as this company is facing some problems regarding sales . After conducting discussion session with owner of green valley we identified some problems on that basis we started conducting our research and we provide consultancy to the organization.

The independent variables would be Pricing policy , WOM , knowledge and Mode of communication and dependent variable would be sales and customer perception and awareness as mediator . Therefore, this study would be aimed at examining the impact / role of customer perception with respect to purchase of property.

1.3) Problem statement

Due to huge competition in property business this sector is facing a lot of problems which affects the sales. Sales affected by this sector is due to Location issues ,Lack of awareness, People perception ,Lack of promotion ,Lack of advertisement ,Low target market ,People fear ,Unauthorized & illegal housing schemes ,Competitor price differences ,Negative customer perception.

1.4) Content of the organization

1.4.1) Current Industry Analysis :

In 1960's Al Azam Construction Company initiated the first move towards the housing in Pakistan. The aim was to provide the housing to the low-income people at a low price. In 1970's Rukunudin Construction company and in 1980's Abdi construction company also initiated the low-cost housing schemes to help the low income people to get housing at affordable rates.

The construction industry began to mushroom towards the end of the 1970s. Most of the new companies joined the industry merely to make a quick profit, without regards for the quality and safety of their buildings. In 1986, The other great effort to provide the housing in Pakistan was started. The idea was to settle people before the settlement of the infrastructure like sewerage, gas, electricity and roads. This housing scheme was completed in about ten years.

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In 1990's private companies started providing the low cost housing schemes on installments. These housing schemes are very successful in Pakistan as people can afford to buy homes at low cost .In 2001 the government of Pakistan made the first move towards the housing policies in Pakistan. This policy is also called as the National Housing Policy 2001.

In 2005 the government of Pakistan also promised to provide the loans for the people who want to develop their lands or want to buy the homes.In 2009 Housing construction activity in Pakistan slumped after continuous growth over the previous few years. Both the number of borrowers as well as the volume of housing loans declined.

In 2011 The total population of Pakistan was 176.74 million which means Pakistan real estate holds immense potential because of its population density. Recently in 2012, the provincial government of Punjab, developed the affordable housing called as, Ashiana Housing Scheme, and also distributed the plots to the poor people.

It can be concluded that in Pakistan the government and some private housing & construction companies tried to provide the affordable housing by selling the housing at low prices as compared to the open market. But these efforts are on very small scale and general public couldn't benefit these great efforts. Therefore, we need to start developing housing schemes at large scale to increase the home ownership and to decrease the housing crisis in Pakistan. We also need to start housing benefits for the people who cannot afford rents

1.4.2) Company introduction

We have Selected the company named as Green valley housing society. Green valley is the project of Meeran jee developers which offer low cost plots with all facilities located on Sailkot road near buttran wali Gujranwala, Pakistan, pk. Green valley has four phases in which the three phases were successfully completed but there is some problem in the sales of phase four so we Selected department is Sales department And our Topic is customer perception with respect to purchase of property

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1.4.3) Problems of customers

- Location
- Lack of awareness
- People perception
- Lack of promotion
- Lack of advertisement
- Low target market
- People fear
- Unauthorized & illegal housing schemes
- Competitor price differences
- Negative customer perception

1.4.4) Actual problem :

The actual problem is low sales due to lack of awareness and negative customer perception .

1.5) SWOT ANALYSIS of Green Valley:

STRENGTHS :

- Satisfied customer's
- Local developers so people trust us.
- Expanding rapidly
- Fulfill customer's demand of life style
- Society name is easily pronounce
- Near the city
- Complete market commercial area
- Cost reduction
- Boundary
- Graveyard
- Maintenance facility
- Good will

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- 234 hours security
- Street lights
- Parks, mosque
- No sewerage problems
- Image
- More than three phases of housing scheme

WEAKNESSES :

- Sales growth decreasing
- Vast competition
- Negative WOM
- People fear
- No attractive advertisement
- Expensive than competitor
- Lack of awareness
- Plots available in limited size
- Negative customer perception
- Lack of promotion
- Strong competitor already in market having positive good will



OPPORTUNITIES :

- Only few competitors in Gujranwala , at present
- Attract those customers who can't pay more
for high class societies
- Expanding into new geographic areas
- Cost is low as compare to others

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THREATS :

- Competitors price differences
- Change in government plans and policies could be a big threat for us
- Load shedding crises
- Likely entry of potent new competitors- large , high profile competitors may take advantage
- Ups and downs of markets
- Monopoly of other big brands
- Increased intensity of competition
- Unauthorized and illegal housing schemes
- Competitors are too strong
- Competitors are strengthening their resources has been a recent increase in merger and acquisition in recent times .

1.6) PEST ANALYSIS :

Political: In accordance with the current scenario in Pakistan govt. changes very rapidly and so do the policies, such change in policies can influence our company in a negative as well as positive way.

Economical: Similarly economic conditions can be in our favor and against us. If there is inflation in economy then purchasing power of people will fall and our sales may decline and if interest rate increase then our investment may not increase and vice-versa is the case.

Social: By giving social benefits our society image increase, we provide social benefit like proper arrangement of wastage and not to pollute the area.

Technological: Technology also affects our society, if a more latest technology is used by our upcoming competitor than it would have a negative effect on our cost and sale.

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1.7) Research Gap:

The current area of research regarding customer perception is highly under researched in Pakistan whereas a lot of literature exists in the western world.

One article tells us that They focus the effects of promotion and factors of rural areas on consumers buying behavior there is a gape to focus on urban areas (Rehman,2014).

In another research there are many variables related to consumer buying behavior and can change their attitude regarding mobile phones. Just effective ads are not the source to magnetize the consumers but those dimensions are ignored in this study. This study collected the data from different cities of three provinces but sample size was too small due to which generalizability of finding can be reduced.(Arshad,2014)

Another study investigate relationship of Brand extension, Brand awareness, Brand familiarity, customer attitude on parent image. The major limitation of this study is that it covers the customers of few cities only, there are other variables about parent brand image that not included due to shortage of time, research is done in developed countries only (Hameed,2014)

More researchers focus the recent market trends on brand awareness and impact of BTL activities over consumer brand perception through various promotional activities which helps to enhance sales or brand equity (Siddiqi,2014)

over the time retailers find difficult to know how to price merchandise when their suppliers offer temporary deals because they do not consider the affects of advertising, competition, substitute products, or complementary products on sales Retailers are also generally unaware of how their pricing strategy influences their overall image. Retailers must be able to react quickly to changes in the environment or sales patterns by (Levy,2014)

One more study tells us that The participants were more likely to choose a retailer that offered an everyday low pricing strategy (EDLP) or that offered frequent small discounts over a retailer that offered infrequent large discounts this is how retailer pricing strategy influences consumers' retailer choice and price perceptions under price uncertainty (MORWITZ, 2014)

Research tells us that the Sales promotion has direct impact on the consumers buying behavior ,sales promotion can be motivated through various kinds of elements, including promotion techniques (Aghighi,2015)

Another study tell us that The consumers of durables products have their motivational sources which are advertisements and promotions and study revealed that advertisement motivates them

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to materialize the purchase of durables. The consumers are induced significantly by advertisements when the target is on quality and price. (Rai,2014)

Less economically stable countries implemented more pharmaceutical policy changes during the recession than economically stable countries. Unexpectedly, pharmaceutical sales volumes increased in almost all countries, whereas sales values declined, especially in less stable countries(Leopold,2014)

Research scope is limited to the Sales Promotion and Customer Retention (Fatawu,2014.)

One more research tells us that There is a gape between the organization identified sales promotional implements available to the organisation so as to have large market share and also have an excellence strategies to create customers brand loyalty it stated that sales promotion has its limitations to what it can achieve even with its power to manipulate (Daramola,2014.)

In the study of Global Journal of Finance and Management , there were a gape The study has been conducted in Indore city of Madhya Pradesh, India. The result of the same, if conducted in other part of the country may vary. India has geographically, economically, socially and culturally very different in terms of areas. This difference is too significant to be ignored. (Ubeja, 2014)

Above mentioned literature shows the scope of study that still exists in the current aspect of customer perception. There is a lot of scope in the current area of study and Pakistan's retail industry is yet to explore. Promotion , Awareness and customer perception are one of the critical factors and this study would focus on determining the role of customer perception with respect to purchase of property by looking into view various existing literatures.

There have been a number of valuable studies of sales in context of advertising all of which present evidence on a number of customer perception and awareness but mainly in Pakistan there are not enough research on the selected topic in this sector. However, none of these studies provides a picture of the changes over the last decade or forecasts the trends in housing societies
Research gap identified: In housing business how the customer perception & WOM impact sales.

1.8) Research aims and objectives

The aim of our study is to increase the sales of the green valley housing society

- To examine the impact of customer perception with respect to purchase of property. In this study we will take a closer look on relation between customer perception and sales. Our prime interest will find the affect of customer perception on property business.

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- Our main objective is to identify the problems of green valley housing society phase 4 and provide them the best possible solutions for their problems which help smooth flow in their process in near future and
 - To identify the impact of awareness on sales
 - To identify the role of pricing policies on sales
 - To study the impact of promotion and people perception on sales
 - To identify the role of communication modes and WOM

1.9) Research Significance:

The significance of our study is that this study is helpful for the managers who manage different housing societies in our country .This study is also helpful for researchers who want to more research in this topic in the future time period. This study is more helpful and direct beneficiary for those people who make policies for the development and for the growth of the private housing schemes of Pakistan. This study is helpful for researchers, students and other interested peoples who want to further work on this topic or on this sector.

From last few years the trend of housing societies is growing faster . People want to live in the well reputed societies , to get free from all management and securities issues and also to show the status symbol. Basically four variables promotion , pricing policy, WOM , mode of communication and knowledge , All these variables affect on sales by creating awareness and customer perception build strong image , awareness and increase publicity and then as a result automatically increases the sales .

1.10) Research Questions

RQ.1: How can the performance of sales be measured ?

RQ.2: How can strategies used for customer perception be described ?

RQ.3:How can the objectives and benefits on the use of promotion be described?

RQ.4 : Is there is a relationship between customer perception and sales ?

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1.11) List of Hypothesis :

H_{1a}: There is a relationship between pricing policy and Sales .

H_{1b} : There is a relationship between promotion and Sales .

H_{1c} : There is a relationship between WOM and Sales .

H_{1d}: There is a relationship between mode of communication and Sales .

H_{1e} : Customer perception and awareness have impact on Sales

1.12) Term Definition :

- **Independent Variables**

A variable that is not influenced in a specific situation but causes change other variable .

- **Dependent Variables**

A variable that is influenced by any other variable is called dependent variable.

- **Sales :**

A sale is the exchange of a commodity for money or service in return for money or the action of selling something. Housing society business is a very challenging business now a days and sales effect a lot.

- **WOM**

Oral or written recommendation by a satisfied customer to the prospective customers of a good or service . considered to be the most effective form of promotion. (Anderson E.W.1998.)

Word-of-mouth marketing also called word of mouth advertising, differs from naturally occurring word of mouth, in that it is actively influenced or encouraged by organizations. While it is difficult to truly control WOM,

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- **Pricing**

Pricing has always been an integral part of marketing (cf. Borden, 1964).

Pricing strategy has played an important role in consumer purchasing behavior and decision making process (Richard, 1985; Myers, 1997). For international markets, pricing is one of the most important elements of marketing product mix, generates cash and determines a company's survival (Yaprak, 2001).

- **Mode of communication**

Face-to-face, video, audio, text-based are all different modes of communication. These are the basic umbrella forms of communication, but they can be broken down into more specific styles.

Face-to-face communication is the most common. This includes casual conversation between two or more people and business meetings. Face-to-face is a very easy style that everyone has experienced. It requires no extra materials, making this the cheapest option for communication.

Video communication is achieved by using Web cameras to connect two or more parties. This is the next-best communication option after face-to-face, as you get most of the same benefits.

Audio is a voice-only form of communication, such as a conversation on a telephone. This is a good instant communication tool if you catch the person instead of getting an answering machine or voice mail, but it does not have the benefit of allowing you to see the other person.

Text communication includes Internet communication, such as email, instant messaging and forums, text messaging and printed papers. Text communication does not have the benefits of audio and video, but it is much easier to distribute information to a large group of people and save records of the communication.

Chapter # 2

2.1) literature review

Sales volume is responsible for increasing market share along with profit maximization, Brand with low relative market share may experience greater opportunity for advertising in relational exchange and pressure for promotion in discrete exchange, (Chakraborty, Hossain 2013)

In specifying the SEM model, a theory that connects real estate with its users –the productivity theory –was used. This theory rests on the belief that the productivity of a property depends on how different attributes are combined and how potential customers react to those attributes (Ratcliff, 1961; Lancaster, 1966).

Analysis of productivity involves an examination of how the market perceives physical, legal and locational dimensions of a property(Lundgren ,2013).

Less economically stable countries implemented more pharmaceutical policy changes during the recession than economically stable countries. Unexpectedly, pharmaceutical sales volumes increased in almost all countries, whereas sales values declined, especially in less stable countries .(Pence,Vine 2014)

- **Sales influence customer perception**

With the arrival of time and technology, the marketing practices are also changing. The new and modern marketing is based on acquiring knowledge regarding customers and knowing their experiences (McKenna,1991, Payne et. Al, 2006)

In field of mobile phones there are many variables related to consumer buying behavior can change their attitude regarding mobile phones. Just effective ads are not the source to magnetize the consumers but those dimensions are ignored in this study.(Arshad,2014)

Rao T. S. (2013) discussed about the perception and problems of home loan takers in Andhra Pradesh. The author has focused on research by taking into account HDFC and SBI bank. The paper discussed about the Housing Policy frame work, trends and progress in Housing Finance, the operational performance of HDFC and SBI with regard to providing housing finance to individuals, perception and problems of home loan takers in the State of Andhra Pradesh(Gupta, Sinha,2015)

Gudadhe discussed about the customer perception towards products and services of State Bank of India. The author has focussed on research by taking into account branches of Yavatma district(Gudadhe,2013)

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The article discussed about the SBI Bank Group wise perception and satisfaction level of customers, the availability and use of products and services given by the bank(Mirabi, Akbariyeh,2015)

Purchase decision is a complex process. Purchase intention usually is related to the behavior, perceptions and attitudes of consumers. Purchase behavior is a key point for consumers to access and evaluate the specific product. Ghosh (1990) states that purchase intention is an effective tool to predict buying process. Purchase intention may be changed under the influence of price or perceived quality and value. In addition, consumers are affected by internal or external motivations during the buying process (Gogoi, 2013).

- **Pricing policy impact sales**

Pricing has played an important role in consumer purchasing behavior and decision making process ,pricing objectives lead to different strategies and businesses have to develop and apply the best strategy in various situations according to the (Musonera,1999).

According to the Pricing strategy An assessment of 20 years of B2B marketing research pricing does not only revolve around setting certain price levels. It also encompasses more substantial issues, such as whether to price for ownership or usage of goods consumers might become more price conscious with an increase in the frequency of discounts, thus increasing price sensitivity (Kienzler,2005)

Study examined the effect of pricing strategies on the purchase of consumer goods examined in this research is the effect of internet (online presence) on informed purchase decision by (Faith, M. Edwin,2014)

Retailer pricing strategy influences consumers' retailer choice and price perceptions discounts under price uncertainty participants were more likely to choose a retailer that offered an everyday low pricing strategy (EDLP) or that offered frequent small discounts over a retailer that offered infrequent large(DANZIGER,HADAR,2014)

In the field of retailers pricing practices They are also generally unaware of how their pricing strategy influences their overall image. As these issues demonstrate, optimal pricing is not a static problem. Retailers must be able to react quickly to changes in the environment or sales patterns(Michael Levya, Dhruv Grewala,2004)

- **Promotion impact sales**

Promotions have become a vital tool for marketers and its importance has been increasing significantly over the years, Sales promotions are action-focused marketing events whose purpose is to have a direct impact on the behavior of the firm's consumers (Chaharsoughi,2012)

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One of the marketing communication tools that is used in attracting the attention of the customer and build their loyalty is sales promotion according to the article on sales promotion & customer loyalty. The increasing use of sales promotions have influenced consumers to become deal prone more than past times, and it in turn stimulate marketers to rely more on sales promotions in order to respond to this consumer behavior trends and to keep their consumers from competitors' products Stafford (Jafarzadeh, 2012)

The consumers of durables products have their motivational sources which are advertisements and study revealed that advertisement motivates them to materialize the purchase of durables. The consumers are induced significantly by advertisements when the target is on quality and price. (Rai, 2013)

The sales promotion activities most commonly used by Syrian market help marketers appreciate which tool is relatively more effective in obtaining a given promotional outcome. Price discounts, extra free product offers were found to be the most effective for encouraging brand switching, purchase acceleration and additional spending. On the other hand, sweepstakes and games were found to be relatively less effective in inducing the three behaviors investigated (Obeid, 2014.)

Research merely explores brand awareness, types of humorous advertisement, and effects of advertising, there are various factors in the effects of advertising. The development of funny materials is restricted to print media that it is suggested that future researchers, with sufficient finance and capability, could try various types of media to make the better effects of humorous advertisement (Chang, Chang, 2014.)

Most of recent research has focused on the reasons causing shock and the impact of shocking advertisements on consumers, there is a lack of data confirming the trends of dependence of consumer reactions to shock advertising on the context (Lithuania, 2014)

TV advertising affects demand for a brand. "advertising is profitable not because it lowers the elasticity of demand for the advertised good, but because it raises the level of demand (P. Keane, 2007)

- **WOM**

WOM communication is conceptualized herein as a group phenomenon – an exchange of comments, thoughts, and ideas among two or more individuals in which none of the individuals represent a marketing source (Bone, 1992)

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In the rural areas effects of advertisement and factors of rural areas on consumers buying behavior advertising has positive effect while, factors of rural areas have negative effect on buying behavior (Rehman, Nawaz ,2014)

Marketers have long used "word of mouth" (WOM) promotion campaigns. The idea is to get people to pass information about a product to other people. For example, Sony Ericsson Mobile Communications is said to have taken WOM to the extreme of "guerilla marketing" by paying actors to be "fake tourists" who ask unsuspecting people passing by to take a picture with a newly launched camera phone and to engage these folks in a conversation (Commercial Alert, 2005).

Similarly, Sony promoted its Play Station Portable via what appeared to be graffiti, paying building owners to use space for the campaign, while Nokia used sidewalk chalk drawings to promote a cell phone targeted to gamers (Musgrove, 2005). The idea in these kinds of WOM campaigns is to reach segments of consumers who distrust paid advertising by creating the illusion that the message comes from someone who is like the message recipient. (Raluca,2012)

- **Mode of communication**

From past research in both offline and online domains presents In the increasingly complex retailing environment, more and more retailers operate in more than one channel, such as brick-and-mortar, catalogs, and online. Success in this dynamic environment relies on the strategic management and coordination of both online and offline pricing. (Grewal, Janakiraman,2010)

Communication plays a vital role in ensuring success in real estate agency. Findings indicated five key components to consumers' satisfaction in real estate agency in the study area. These components are: "courtesy", "provided service as promised", "frequent communications", "exact time services would be performed" and "personal attention". These components contribute to consumers' satisfaction and the ability to attract repeat businesses in real estate agency in Lagos metropolis. It is the conclusion of this study that real estate agents should improve their mode of service quality in these areas so as to have more satisfied consumers. (Olatoye, 2011)

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- **Awareness**

The study investigate relationship of awareness, Brand familiarity, customer attitude on parent image. The major limitation of this study is that it covers the customers of few cities only. There is another limitation of this study that there are other variables about parent brand image that not included due to shortage of time. Moreover this type of research is done in developed countries only. Apart from these limitations it is thought that this research will provide insights for managers to(Hameed, 2014)

BTL marketing practices impact on customer brand awareness leads to enhance the brand equity of a brand . this research is beneficial in exploring the recent market trends on brand awareness and to understand the impact of BTL activities over consumer brand perception through various promotional activities (Teeuwisse,2013)

Researchers have proposed six stages before deciding to buy the product, which are: awareness, knowledge, interest, preference, persuasion and purchase (Kotler & Armstrong, 2010).

Customers always think that purchase with a low cost, simple packaging and little-known product is a high risk since they the quality of these products is not trustable (Gogoi, 2013).

2.2) Understanding after Literature Review

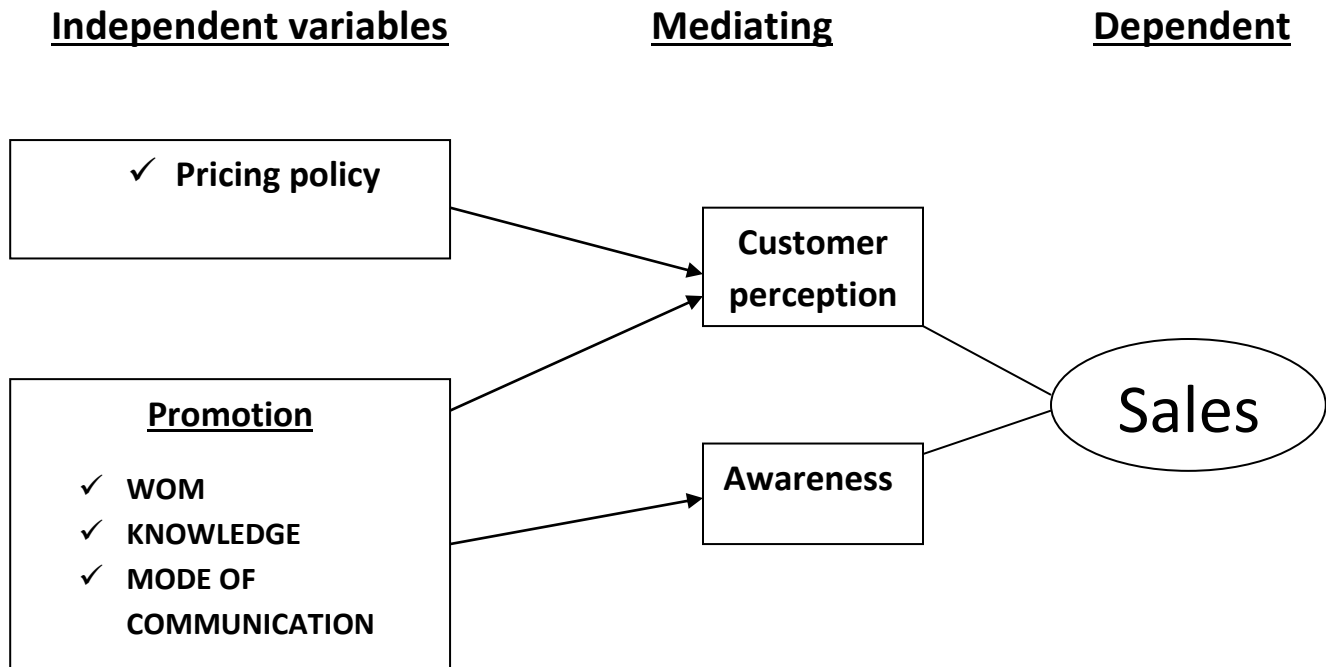
After studied the literature review we find that managing and increasing sales is challenging for many firms. To meet these challenges, Quality of advertisement and promotion is very important and play a significant role in the organization, through company can enhance and make positive WOM to their new and existing customers. By using Good promotional tools and mode of communication creates good words of mouth as well as associated with better company performance.

The literature also tells that customer perception and awareness is very important part increasing the sales and as for green valley housing society it is very important to provide awareness and knowledge because customers didn't aware from the company side so for green valley it is important to focus on the promotion and awareness because sales is depending both of these variables.

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2.3) Research model

Frame work / model



2.4) Relationship between variables :

- Sale is dependent variable
- Pricing is independent variable which deliver customer perception and effects on sales
- Promotion is also independent variable which develop customer perception and effects on sales
- Customer perception impacts as a mediator .
- Awareness is also a mediator
- Both customer perception and awareness effects on sales .
- WOM , knowledge and mode of communication are also independent variables.

All these variables affect on sales by creating awareness and positive customer perception build strong image , awareness and increase publicity and then as a result automatically increases the sales .

Chapter # 3

Methodology

A research methodology has a specified framework for collecting the data in an effective manner. Research methodology means a defining the problem, defining the research objectives, developing the research plan, collecting the information, analyzing the information and presentation of finding such framework is called Research Design.

3.1) Research Paradigm :

Research paradigm are described by the scientists, that the paradigm is the collection of beliefs. Paradigms contain different guides, assumptions, inquiries of our research and basic set of beliefs. The paradigms are selected for the purpose of what are on trying to do rather than a particular commitment on research paradigm. Research paradigm are the research rules which have to follow while doing the research. Paradigm is a set of belief and worldview regarding any concept or subject. There are mainly three paradigms :

3.1.1) Positivism paradigm :

Positivism belongs to epistemology which can be specified as philosophy of knowing, whereas methodology is an approach to knowing. As a philosophy positivism adheres to the view that only factual knowledge gained through observation (the senses), including measurement is trustworthy. Positivism studies the role of the researcher is limited to data collection and interpretation through objective approach and the research findings are usually observable and quantifiable. According to the principles of positivism, it depends on quantifiable observations that lead themselves to statistical analysis. It has been noted that “as a philosophy, positivism is in accordance with the empiricist view that knowledge stems from human experience. It has an atomistic, ontological view of the world as comprising discrete, observable elements and events that interact in an observable, determined and regular manner” (Collins, 2010).

Moreover, in positivism studies the researcher is independent form the study and there are no provisions for human interests within the study. Positivist studies usually adopt deductive approach, whereas inductive research approach is usually associated with a phenomenology

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philosophy. Moreover, positivism relates to the viewpoint that researcher needs to concentrate on facts whereas phenomenology concentrates on the meaning and has provision for human interest. Researchers warn that “if you assume a positivist approach to your study, then it is your belief that you are independent of your research and your research can be purely objective. Independent means that you maintain minimal interaction with your research participants when carrying out your research”

In other words, studies with positivist paradigm are based purely on facts and consider the world to be external and objective. Arguably, positivist paradigm relates to business studies to a greater extent compared to other disciplines. This is because business relationships are justly perceived as aggregation of relationships between individuals within and between firms and positivism is one of the most suitable approaches to study the nature of relationships

3.1.2) Interpretivism paradigm:

In this paradigm, an individual seeks an understanding of the world in which they live and work. They develop subjective meanings of their experiences or towards certain objects or things. In this grounded theory is explored with open ended questions and research methods

(Crowther and Lancaster 2008)

Interpretivism is a term used to identify approaches to social science that share particular Ontological and Epistemological assumptions. The central principle is that because there is a fundamental difference between the subject matters of the natural and social sciences, the methods of the natural sciences cannot be used in the social sciences. The study of social phenomena requires an understanding of the social worlds that people inhabit, which they have already interpreted by the meanings they produce and reproduce as a necessary part of their everyday activities together. Whereas the study of natural phenomena requires the scientist to interpret nature through the use of scientific concepts and theories and to make choices about what is relevant to the problem under investigation, the social scientist studies phenomena that are already interpreted. Anti-positivism (also known as interpretivism or negativism) is the belief within social science that the social realm may not be subject to the same methods of investigation as the natural world; that academics must reject empiricism and the scientific

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method in the conduct of social research. Anti-positivists hold that researchers should focus on understanding the interpretations that social actions have for the people being studied.

3.1.3) Pragmatism paradigm:

In this type of research paradigm both singular and multiple realities are discussed, depended upon the researcher choice. Multiple stances regarding topic can be obtained with formal and informal style of language and there is mixture of research methodology of positivism and Interpretive . (Wilson, 2010).

The pragmatic approach to science involves using the method which appears best suited to the research problem and not getting caught up in philosophical debates about which is the best approach. Pragmatic researchers therefore grant themselves the freedom to use any of the methods, techniques and procedures typically associated with quantitative or qualitative research. They recognize that every method has its limitations and that the different approaches can be complementary. They may also use different techniques at the same time or one after the other. For example, they might start with face-to-face interviews with several people or have a focus group and then use the findings to construct a questionnaire to measure attitudes in a large scale sample with the aim of carrying out statistical analysis.

3.1.4) Adopted research paradigm :

We focus on positivism paradigm because we will check the cause and effect relationship of variables between dependent and independent variables and focus on predicted observation and existing things , follow deduction method to do research verification .so positivism paradigm is best for our research .

The method is deductive and research approach would be quantitative so it clearly emphasizes that the existing study would follow positivist approach and therefore, exists in the positivism paradigm for conducting the research.

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3.2) Research Approaches

3.2.1) Induction approach :

Induction involves observation and investigation into the relationship between meanings and actions of human subjects . Deductive approach is concerned with testing or conforming hypothesis. It typically begins with selecting a pre-existing theory about a certain topic of interest. The theory is then narrowed down into more specific hypotheses that can be tested. Next, observation are collected to address the hypotheses

3.2.2) Deduction approach :

Deduction involves the formulation of hypothesis and actual observation . Inductive research works from more specific observation to more general theories. Inductive research works in the other direction, and it relies heavily on a bottom-up approach. Inductive research begins by detecting patterns and regularities within specific observations and measures. From these patterns, a tentative hypothesis is formulated that can be explored.

3.2.3) Approach adopted :

We focus on deduction approach because we were going to do research verification (hypothesis, predicted observation , theory)

3.3) Research Method

There are Three types of research method .

3.3.1) Quantitative method :

Creswell J. W. (2003) Quantitative research is a formal, objective, systematic process in which numerical data is utilised to obtain information about the world. Quantitative research is inclined to be deductive. In other words it tests theory

Quantitative research is generally associated with the positivist paradigm. It usually involves collecting and converting data into numerical form so that statistical calculations can be made and conclusions could be drawn. In this researchers have one or more hypotheses. These are the questions that they want to address which include predictions about possible relationships

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between the things they want to investigate (variables). In order to find answers to these questions, the researchers will also have various instruments and materials (e.g. paper or computer tests, observation check lists etc.) and a clearly defined plan of action. Data is collected by various means following a strict procedure and prepared for statistical analysis

3.3.2) Qualitative method :

Is an informal, subjective research approach that usually emphasizes words than numbers in the collection and analysis of data. (Creswell J. W.2003)

Qualitative research is the approach usually associated with the social constructivist paradigm which emphasizes on the socially constructed nature of reality. It is about recording, analyzing and attempting to uncover the deeper meaning and significance of human behavior and experience, including contradictory beliefs, behaviors and emotions. Researchers are interested in gaining a rich and complex understanding of people's experience and not in obtaining information which can be generalized to other larger groups. The approach adopted by qualitative researchers tends to be inductive which means that they develop a theory or look for a pattern of meaning on the basis of the data that they have collected. This involves a move from the specific to the general and is sometimes called a bottom-up approach.

3.3.3) Mixed method research :

Focuses on collecting , analyzing and mixing both quantitative and qualitative data to provide a better understanding of research problems .

Mixed Method research is a methodology for conducting research that involves collecting, analyzing, and integrating (or mixing) quantitative and qualitative research in a single study or a longitudinal program of inquiry(Creswell J. W.2003)

3.3.4) Adopted research method :

We will focus on quantitative research as we were going to do theory verification through deduction process and positivism paradigm having, as we have to collect the view point of customers of the housing society and there perception so The study would be conducted by using quantitative approach as it is conducted on positivism paradigm and the analysis would be done by using statistical analysis. The data collection could be at convenience and therefore, its

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analysis would also be evaluated by using software. Such as the data would be collected through questionnaires and the data would be objective rather than being subjective

3.4) Research design :

3.4.1) Population and sampling

In this research researcher have use numerical data, which is easy to measure. Researcher have select small sample from which we can easily measure the proper data for research. For this research questionnaire is been made. The questions are close-ended. The answers are setup in numbering 1 to 5. The large number refers to strongly agree and the least number refers strongly disagree

3.4.2)Population

Creswell, J. W. (1994) Population means the peoples are group of people in which we choose our sample for the purpose of data collection.

Population is basically the universe of units from which the sample is to be selected .We selected green valley housing society 4 phases as our population in Gujrawala city. We decided that our population is customers of housing society who are participating and selected from our population as we are working on green valley scheme so It is difficult to collect data from each element of the population so sample is selected from the population which represents the whole population and suggest the owner of society how to overcome with issues face by them.

3.4.3) Sampling

Creswell, J. W. (1994) he argued that in sampling the researcher generalizes or make claims about the population with the help of sample results and we also see that outcome is achieved or not by the help of sample.

Sampling is the process whereby a researcher chooses the sampling technique for collecting data. The segment of population that is selected for investigation. It is a subset of the population.

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3.4.4)Sampling techniques

In sampling two techniques are used i.e

➤ **Probability Sampling**

In this approach each unit has equal chance/ probability to be selected.

➤ **Non Probability Sampling**

In this approach the chance or probability of each unit to be selected is not known or confirmed.

- ✓ We are using Simple Random Sampling as it is type of probability sampling because the nature of my work is quantitative and in quantitative research we have to use probability sampling and the simple random sampling is one of the best technique of quantitative research. A Simple random sample is meant to be an unbiased representation of a group.

3.4.5)Sample size and site

The sample size is the quantity from which the data would be collected. We will select sample through simple random sampling .We are selected 200 customers from housing society by using simple random sampling under the head of probability sampling technique and for the sake of good results we decided to select green valley housing society phases Gujrawala .

3.4.6) Data collection method

Data is collected through various methods but as the study would be conducted in positivism paradigm and quantitative research approach would be used so questionnaires would be used for the purpose of data collection.

Primary source:

Primary source Also known as grey literature. They include public sources such as reports and some central and local government publications such as white papers and planning documents.

Secondary source :

Such as books and journals are the subsequent publication of primary literature .they are easier to locate than primary literature as they are better covered by the tertiary literature.

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Tertiary source:

Also called research tools, are designed either to help to locate primary and secondary literature or to introduce a topic .

Sources adopted for this project :

For this project we adopt secondary and tertiary sources because for research we read books , journals and newspapers and also use google links for data research so these sources were helpful for us to complete our research and project .

So, We collect the data from respondents real time and conduct our research as well as we also collect the secondary data in form of literature review. A “5-POINT” likert scaled questionnaire is used to investigate responses. In primary data the questionnaires are being used to collect the relevant information of our research. This research is not an expensive to gather the data from our respondents which we selected. The research which is gathered through online articles and other information and all the information or data related to my research which we already have or the research done in past is termed as secondary data. We used both primary and secondary data for our project as literature review is related with secondary source and questionnaire filled by respondents is my primary source of data.

3.4.7) Data collection instrument :

Questionnaire method :

Questionnaires can be thought of as a kind of written interview. They can be carried out face to face, by telephone or post. Questionnaires provide a relatively cheap, quick and efficient way of obtaining large amounts of information from a large sample of people. Data can be collected relatively quickly because the researcher would not need to be present when the questionnaires were completed. This is useful for large populations when interviews would be impractical.

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So , We can collect data through Questionnaire method which is a Quantitative survey method. Questionnaire is pre-formulated written set of questions to which respondents record their answers. Questionnaires are self explanatory, read and answered by respondents by themselves .

The questionnaires are distributed to the wide range of respondents based on their: age, gender, personality, cast, income and education etc. at the end, it is easy for the respondents to generate different perception and find out the accurate results and analyses of the research. There were different statements in questionnaire, respondents were asked to rate the importance of these elements in accordance with their satisfaction level by application of Likert scale. The scale is from 1 to 5 (5 = strongly agree , 1= strongly disagree at all).

Structure of questionnaire :

- For collection of data we use the self administered questionnaires.
- Close ended questions will be used .
- we will add both positively as well as negatively worded questions
- The questionnaire should start with a good introduction followed by well organized questions with instructions and guidance and sequence.
- Interval and ratio scales should be used in preference to nominal or ordinal scales.
- The measures assessed through tests of validity and reliability.

3.4.8) Validity and Reliability :

Validity (are we measuring right things)

Validity refers to the issues of whether or not an indicator really measures the concept that it is devised to measure.

There were five types of validity :

- Face validity
- Predictive validity
- Concurrent validity
- Construct validity
- Convergent validity

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Adopted type :

We focus on face validity and predictive validity. We will measure apparently reflects the content of the concept in question and the questionnaire from the expert people in the field to determine whether extrinsically (on the face) the measure seems to reflect the concerned concept or not and in predicted validity we measure predict a future event or correlates with the criterion measure administrated at a later time.

Reliability :

Reliability is stability or accuracy in measurement or the consistency of measurement .If the same individuals are measured under the same conditions , a reliable measurement procedure will produce identical measurements.

There were four types of reliability :

- Test retest reliability
- Parallel form reliability
- Inter item consistency reliability
- Split half reliability

Adopted type :

We focus on Inter item consistency reliability and Split half reliability to check and test the consistency of respondents .

3.4.9)Data analysis :

Once the data is being collected then the most important phase to make conclusion out of that while analyzing the data that is derived from the data collection methods. Therefore, the analysis in this study would be done by using SPSS Software that is used for analyzing the results and generating reports. The data would be entered into the software and various analysis such as

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descriptive and inferential analysis would be done so that the conclusions could be made and the results then can be mentioned in the study

3.4.10) Ethical considerations:

Ethical consideration is the important term for the research study. When we collect data from different sources then it would be necessary to declare the ethical consideration to those whom we collect data for our study or for our research. Some bullet points regarding ethical consideration are AS following.

- Purpose of study is simple and clear.
- Questionnaire must be filled according to the willingness of respondent
- Any information of respondent is not manipulated
- All results will be drawn sincerely and truly .
- Problem statement is ensured through pilot study.
- Risks and benefits from studies should be distributed fairly and evenly in population
- Psychological harm must be minimized.
- We sure respondent to secure and protect the information ..
- Data is collected only for research purpose.
- Data collected will be kept confidential.
- The data which is collected from different sources are used same as it is collected.
- The data which researcher collected from different sources are not misuse for any other purpose.
- The data which researcher collected remain official and not leaked out to any irrelative person or entity.
- Data was collected for the purpose of enhancing my knowledge related my studies.
- It was collected for strengthening my analytical skills to peruse BBA.
- It was totally due to advancing and improving my technical literacy.
- Data collected was legal, comprehensive and relevant to the subject.
- Data collection does not include any act of misrepresentation, fraud and coercion.
- The data which researcher collected is only accessible for him or his teachers or any authorized person of the faculty of the university.

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Chapter 4)

Data Analysis

Data analysis is a process of organizing, summarizing, presenting, interpreting, and drawing conclusions based on data with the goal of highlighting useful information, and supporting decision making. In quantitative research data analysis is performed objectively using statistical techniques.

Descriptive statistics

Descriptive statistics are the statistics that are used to understand and describe the data. They are used to answer the descriptive type of research questions.

Frequency Distribution.

A categorical variable is usually summarized in frequencies and there percentages. This process is called Frequency distribution.

Gender

	Frequency	Valid Percent
Male	170	85.9%
Female	28	14.1%
Missing	2	
Total	200	100%

Interpretation

The above given table is frequency distribution table of gender of respondents. Total 200 respondents gave the response that is 100%. The male respondents were 170 in frequency which became 85.9% out of 200 respondents. The female respondents were 28 in frequency which became 14.1% out of 200 respondents. There is 2 missing value. Male respondents are more than female.

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Age

	Frequency	Valid Percent
Less than or 25 Years	30	15.0
26– 35 Years	78	39.0
36– 45 Years	70	35.0
46-55 years	20	10.0
56 or above	2	1.0
Total	200	100%

Interpretation

The above given table is frequency distribution table of age of respondents. Frequency distribution table is always drawn on categorical variable to check the frequency, percent, and valid percent). Total 200 respondents had given the response that is 100%.the frequency of Less than or 25 years” is only 30 with the percentage of 15.0 %. “26-35 years” age respondents are 78 in frequency and the percentage is 39.0%.”36-45 years” respondents are 70 and percentage is 35.0%. And “56 or above” respondents are 2 in frequency with the percentage of 1.0%. It clearly shows the majority of “26-35 years” respondents.

Qualification

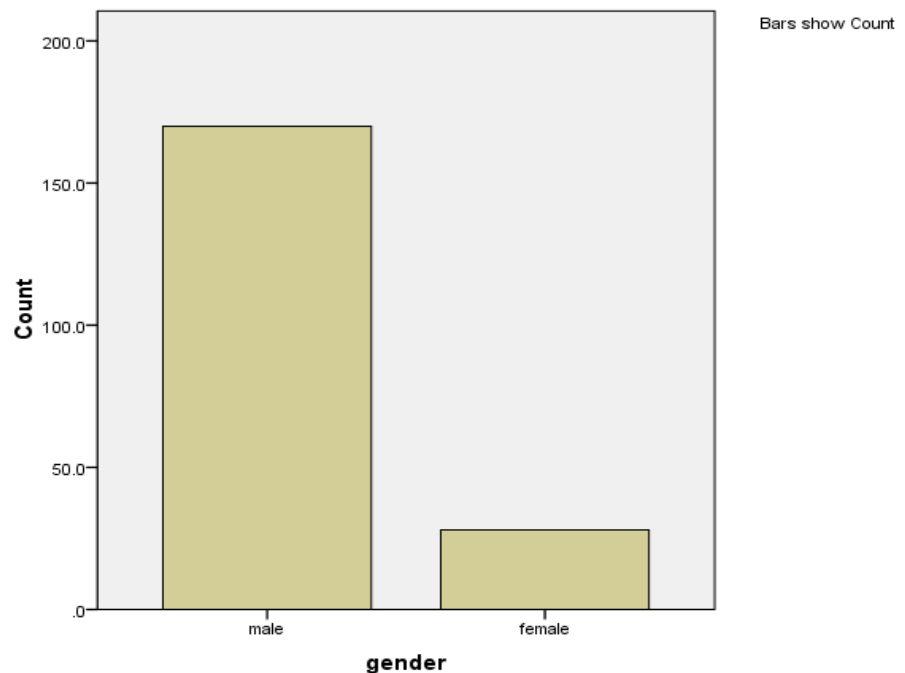
	Frequency	Valid Percent
masters	18	9.0
bachelors	82	41.0
high school	60	30.0
less than high school	40	20.0
Total	200	100.0

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Interpretation

The above given table is frequency distribution table of qualification of respondents. Total 200 respondents had given the response. The respondents of “masters” are 18 in frequency and 9.2% in percentage. The respondents of “bachelors” are 82 in frequency and 41.0% in percentage. The respondents of “high school” are 60 in frequency and 30.0% in percentage. “less than high school” respondents are 40 in frequency and with the percentage of 20.0%. Bachelors student respondents are more than other qualification.

Bar Charts

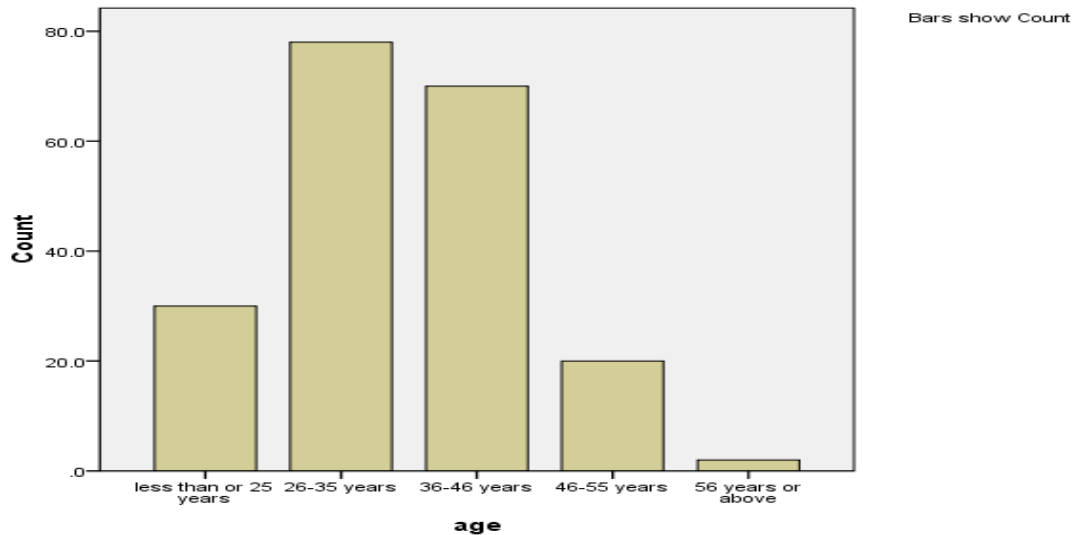


Interpretation

The above given diagram is bar chart of Gender. Bar chart is always drawn on categorical variable to check the frequency of data against the variable Gender. On x-axis, gender is given and frequency/count is mentioned on y-axis. The height of the bars shows the frequency of the each given category. Two categories of gender are that one is male and other is female. Male frequency is 170 and Female bar shows that female frequency is 30. So we conclude that male respondent is more than female respondent.

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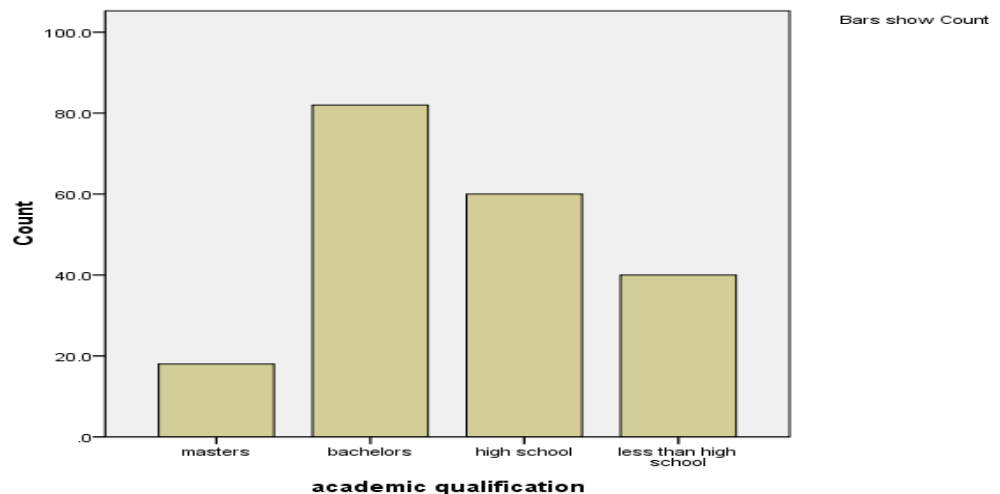
Age:



Interpretation

The above given diagram is bar chart of age. On x-axis, age is given and frequency/count is mentioned on y-axis. The height of the bars shows the frequency of the each given category. There are five categories which are shown in the bar chart table. "less than or 25 years" age respondents are 30 in frequency while "26-35 years" age respondents are 78 in frequency as shown in the bar chart. Other two categories are "36-45 years" 46-55 and "Above 56 years" and its frequencies are 70, 20 and 2 respectively. "26-35 years" age respondents clearly show the majority

Academic qualification

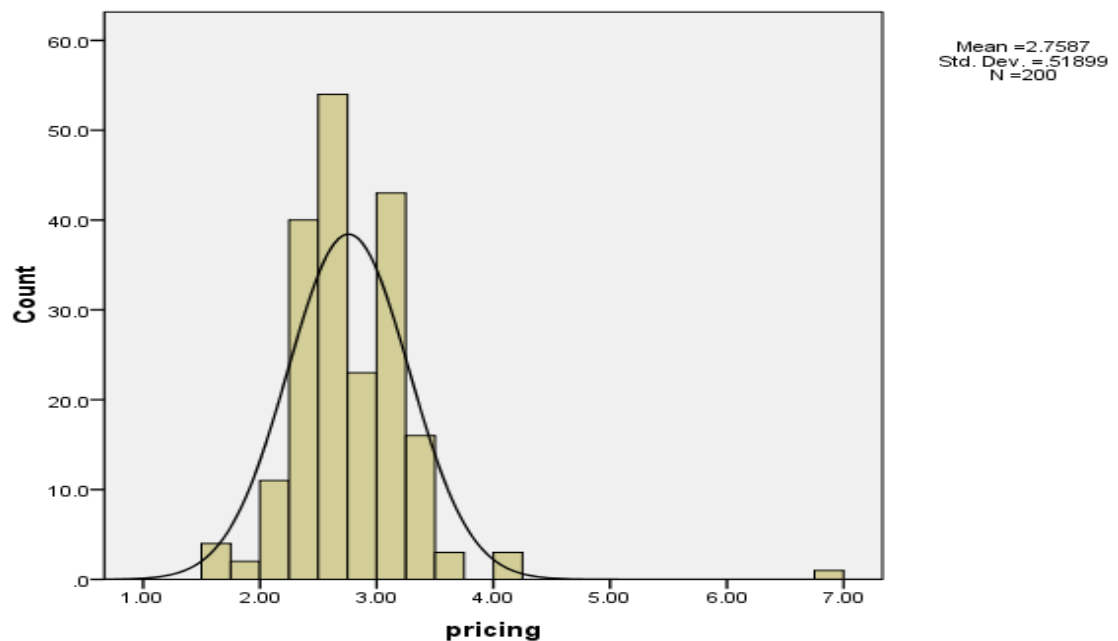


Customer perception with respect to purchase of property

Interpretation

The above given diagram is bar chart of qualification. On x-axis, qualification is given and frequency/count is mentioned on y-axis. The height of the bars shows the frequency of the each given category. Four categories of qualification are “Masters, bachelors, high school and “less than high school” and frequencies are 18,82,60 & 40 respectively.

Histogram



Interpretation

The above given diagram is histogram of “pricing ”. Histogram is always drawn on scale variable to check the normality of data against the variable “pricing”. On x-axis, pricing is given and frequency is mentioned on y-axis. The height of the bars shows the frequency of the each given category. And the curve drawn on the chart shows it’s around normality. This curve is in bell shape that shows its normality. This bell shape curve is neither positively or nor negatively skewed. So the assumptions of the normal data fulfilled. And the data of pricing is approximately normal.

Customer perception with respect to purchase of property

Reliability Statistics

Variables	Cronbach's Alpha	No of items
Pricing	.775	7
Perception	.797	6
Promotion	.886	4
Sales	.830	5
Awareness	.874	7

Interpretation:

In this analysis, all Confident outcomes occur which prove through the value of Cronbach's Alpha. It proves that reliability of data. The value of Cronbach's Alpha is Greater than .75 in all results by compute variables. 30 items used for compute variable. (.7) shows the positivity in results and it is above then (.7). It shows that all data is reliable and results are positive.

Measures of Variability

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Pricing	200	2.14	65.86	4.33	5.42
Promotion	200	1.25	215.0	5.19	18.27
Perception	200	2.00	76.00	4.37	39.67
Sales	200	2.20	278.0	6.8	20.01
Awareness	200	2.00	128.7	4.1	9.29

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Interpretation

The above given table is descriptive statistics of pricing . Descriptive statistics always drawn on scale variable to check the minimum, maximum, mean value and check the std. Deviation. From the table, valid respondent is 200, all respondents gave data and no one is missing. Minimum value of data is 2.14, maximum value of data is 65.86, mean is 4.33 and variability of std. Deviation is 5.42.

The table of customer perception , valid respondent is 200, all respondents gave data and no one is missing. Minimum value of data is 2.00, maximum value of data is 76.0, mean is 4.37 and variability of std. Deviation is 39.67.The above table of promotion , valid respondent is 200, all respondents gave data and no one is missing. Minimum value of data is 1.25, maximum value of data is 215.0, mean is 5.19 and variability of std. Deviation is 18.27.

The given table of sales, valid respondent is 200, all respondents gave data and no one is missing. Minimum value of data is 2.20, maximum value of data is 278 , mean is 6.8 and variability of std. Deviation is .20.01.The table of awareness , valid respondent is 200, all respondents gave data and no one is missing. Minimum value of data is 2.00, maximum value of data is 128.7, mean is 4.1 and variability of std. Deviation is 9.29.

Regression test

Assumption 1 : Independent variable should be significant on dependent variable

1) independent variable

Dependent= sales

Independent= pricing

Necessary Statistics

	Summary	ANOVA		
	R Square	Adjusted R square	Frequency	Sign.

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Pricing	.642	.640	354.636	.000
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Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sign.
	B	Std. Error	Beta		
1 (Constant)	-6.007	1.089		-5.516	.000
Sales	2.958	.157	.801	18.832	.000

Interpretation

The above tables are the output of multiple regressions. Mainly regression is used to check the one relationship and percentage in one compute dependent variable as sales and used one independent variable as pricing to get different results. The sig. value of product quality is 0.000 which is less than 0.05 that shows that there is direct relationship between pricing and sales . There H1 is accepted and Ho is rejected. Now check the value of adjusted R square is that 0.640 that's shows that 64 % change will occur in dependable variable. R square value is .642 and frequency is 354.636.

2) Independent variable

Necessary Statistics

Dependent= sales

Independent= perception

	Summary		ANOVA	
	R Square	Adjusted R square	Frequency	Sign.
Perception	.646	.645	362.02	.000

Customer perception with respect to purchase of property

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sign.
	B	Std. Error	Beta		
1 (Constant)	4.347	1.028		4.229	.000
perception	2.555	.134	.804	19.027	.000

Interpretation

The above tables are the output of multiple regressions. Mainly regression is used to check the one relationship and percentage in one compute dependent variable as sales and used one independent variable as customer perception to get different results. The sig. value of product quality is 0.000 which is less than 0.05 that shows that there is direct relationship between perception and sales . There H1 is accepted and Ho is rejected. Now check the value of adjusted R square is that 0.645 that's shows that 64 % change will occur in dependable variable. R square value is .646 and frequency is 362.02

Assumption 2 :

Independent variable should be significant on mediator

1) Mediator =perception

Independent= pricing

Necessary Statistics

	Summary		ANOVA	
	R	Adjusted R square	Frequency	Sign.
Pricing	.997	.994	3.26	.000

Customer perception with respect to purchase of property

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sign.
	B	Std. Error	Beta		
1 (Constant)	.653	.044		14.692	.000
Pricing	1.158	.006	.997	180.72	.000

Interpretation

The above tables are the output of multiple regressions. Mainly regression is used to check the one relationship and percentage used one independent variable as pricing, mediating as perception for get different results. The sig. value of product quality is 0.000, which is less than 0.05 its shows that there is relationship between pricing and perception as in mediator and independent variable. There H1 is accepted and Ho is rejected. Adjusted R square value is 0.994 and frequency is 3.26.

2) Mediator = awareness

Independent = pricing

Necessary Statistics

	Summary		ANOVA	
	R	Adjusted R square	Frequency	Sign.
Pricing	.921	.848	1.10	.000

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sign.
	B	Std. Error	Beta		

Customer perception with respect to purchase of property

1 (Constant)	2.698	.329		8.202	.000
Pricing	1.580	.047	.921	33.294	.000

Interpretation

The above tables are the output of multiple regressions. Mainly regression is used to check the one relationship and percentage used one independent variable as pricing , mediating as awareness for get different results. The sig. value of product quality is 0.000, which is less than 0.05 its shows that there is relationship between pricing and awareness as in mediator and independent variable . There H1 is accepted and Ho is rejected. Adjusted R square value is 0.848 and frequency is 1.10.

- 3) Mediator = awareness
Independent = promotion

Necessary Statistics

	Summary		ANOVA	
	R square	Adjusted R square	Frequency	Sign.
Perception	.002	.004	.305	.581

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sign.
	B	Std. Error	Beta		
1 (Constant)	4.05	.685		5.918	.000
Perception	.020	.036	.039	.552	.581

Interpretation

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The above tables are the output of multiple regressions. Mainly regression is used to check the one relationship and percentage used one independent variable as promotion , mediating as awareness for get different results. The sig. value of product quality is 0.581, which is greater than 0.05 its shows that there is no relationship between perception and awareness as in mediator and independent variable . There H1 is rejected and Ho is accepted . Adjusted R square value is 0.004 and frequency is .305.

- 4) Mediator= perception
Independent = promotion

Necessary Statistics

	Summary		ANOVA	
	R Square	Adjusted R square	Frequency	Sign.
Promotion	.018	.013	3.38	.060

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sign.
	B	Std. Error	Beta		
1 (Constant)	4.135	.460		8.986	.000
promotion	.056	.024	.133	1.894	.060

Interpretation

The above tables are the output of multiple regressions. Mainly regression is used to check the one relationship and percentage in one compute independent variable as promotion and used one mediating variable as perception to get different results. The sig. value of product quality is 0.060 which is greater than 0.05 that shows that there is no relationship between perception and promotion. There H1 is rejected and Ho is accepted.

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Assumption 3 :

Mediating variable should be significant on dependent variable

- 1) Mediating = perception
- 2) Dependent = sales

Necessary Statistics

	Summary		ANOVA	
	R Square	Adjusted R square	Frequency	Sign.
Perception	.646	.645	362.02	.000

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sign.
	B	Std. Error	Beta		
1 (Constant)	4.347	1.028		4.229	.000
Perception	2.555	.134	.804	19.027	.000

Interpretation

The above tables are the output of multiple regressions. Mainly regression is used to check the one relationship and percentage in one compute dependent variable as sales and used one mediating variable as perception to get different results. The sig. value of product quality is 0.000 which is less than 0.05 that shows that there is direct relationship between pricing and sales . There H1 is accepted and Ho is rejected. Now check the value of adjusted R square is that 0.640 that's shows that 64 % change will occur in dependable variable. R square value is .645 and frequency is 362.02

- 1) Mediating = awareness
- 2) Dependent = sales

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Necessary Statistics

	Summary		ANOVA	
	R Square	Adjusted R square	Frequency	Sign.
Awareness	.921	.921	2,310	.000

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sign.
	B	Std. Error	Beta		
1 (Constant)	1.760	.437		4.030	.000
Awareness	2.066	.043	.960	48.066	.000

Interpretation

The above tables are the output of multiple regressions. Mainly regression is used to check the one relationship and percentage in one compute dependent variable as sales and used one mediating variable as awareness to get different results. The sig. value of product quality is 0.000 which is less than 0.05 that shows that there is direct relationship between awareness and sales. There H1 is accepted and Ho is rejected. Now check the value of adjusted R square is that .921 that's shows that 92 % change will occur in dependable variable.

Findings

1. Data was collected by 200 respondents in which more were males and under age of 26-35 and there were more respondents who were graduates.
2. The data collected by respondents was valid and reliable by accessing the reliability of data in SPSS which was 0.83 which is greater than 0.7 showing that data is reliable.

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3. Findings show that there is a significant relationship between customer perception and sales.
4. Analysis shows that pricing policy have direct impact on sales.
5. There is a partial mediation between pricing policy sales and awareness because the value is significant and less than 0.05 .
6. There is a full mediation between promotion and customer perception because the value is not significant and greater than 0.05 .
7. There is significance relationship between variables and model is statistically good fit.

The findings show that as more as a firm builds the positive WOM and good customer perception with the customers via different promotional practices will increase the overall sales .

5) Discussion :

The researcher has discussed the new and expanded role of pricing policy and promotion and its impact on sales through customer perception in this study. Housing sector of Pakistan has been kept under observation for the sake of collection of data it is found by the researcher that due to the head to head battles among the societies, the success of the society is significantly reliable upon the sales performances. This new and emerging concept of customer perception, hence, is now placed on a high priority on for sustainability of the commercial success, the results of this study provides a number of important areas of implications as well as suggestion for the future research.

The results of the study interprets that there is a clear positive relationship between pricing policy customer perception and sales . The study of information flow across the societies suggests that the communication integration via information technology can play an important role as it allows the geographically expanded areas to create the awareness . The study also interprets that the firms achieving fit between promotional tools and awareness showed higher sales performance as compared to the societies who were not achieving this fit. A definitive

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explanation for these results is left for the future research validation across more broadly defined sample.

6) Conclusion/ Recommendations

Conclusion:

For this study 100 academic articles and research papers (approx.) were reviewed. Based on the findings this study infers that provided all necessary prerequisites required for pricing policy and promotional process process in a given industry are placed in balance, standardized processes of pricing policy and defined roles of management play an important part in leading housing business to attain competitive advantage in terms of cost and price effectiveness in Pakistani societies. It concluded that in order to understand the complexities of pricing policies and communication process and manage them appropriately; formalization is a necessary tool that guarantees competitive advantages both through cost reduction and awareness .

Having confirmed the validity of the perceived relation of formalized programs of pricing policies , word of mouth with sales and customer perception , the study recommended that housing societies must give them primary importance. In addition it acknowledged that placing all other factors of inbound logistics in order is simultaneously important. The additional factors may include customer support, regulatory facts, and stakeholders' commitment for better outcome of supply chain performance. The study recommended that more research should be triggered for learning how standardization in inbound logistics processes could help industries in managing various challenges

This study could pioneer research in the domain of pricing policy and sales for only some housing societies in Pakistan. This research should serve as a stimulator for researchers interested in this domain to probe into other factors of customer perception and sales regarding housing business as it is an emerging area with its ability to create leverage for greater organizational competitive advantage. Pricing policy is not necessarily beneficial for sales in all cases. The previous research did not highlight the possibilities to use some of the latest developments. The research work done by Pakistani researchers on this topic is very less.

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Moreover, the addition of new pricing policies and promotional activities in marketing management has aroused the need of new research in this regard. Changing lifestyles of consumers and latest technological trends has made consumer thinking pattern transformed which lead to the invention of different modes and means of communication and awareness . Findings of this research are beneficial in exploring the recent market trends on housing business through various activities which helps to enhance overall efficiency of sales of housing sector of Pakistan.

Recommendations:

Following guidelines are advised by the researcher for the companies who are looking for the improvement of sales keeping customer perception, promotion, pricing and awareness under consideration. It is recommended that:

1. Identification of company sales goals is necessary for the sake of development of the further plans.
2. Resent promotional processes and activities should be overviewed to find out whether they are meeting the sales objectives or not.
3. Pricing strategy should be aligned with the overall business strategy so that sales initiatives could be brought into line.
4. Development of communication systems to find out the signals of market demands and market dynamics due to customers.
5. Developing awareness with the customers throughout the promotion.
6. Development of customer perception so that the clear view of society flow and information flow can be perceived.
7. Keeping service factors and financial factors under consideration.

Willingness to openly share positive WOM so that promotion and sales could become a competitive source for the business.

Limitations of study :

Limitations includes that the activities that researcher do but cannot do due to different limitations. There are some important limitations regarding my study are as following.

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- There are many other sources to collect data but we are collecting it from limited sources.
- There are different methods to measure the impact of sales on customer perception .
- The present study is largely based on previous research and it has its own limitations.
- The time was the biggest constraint in my study.
- Financial resources are the constraints in my research work.
- Electricity was the biggest constraint in this project.
- People are not revealing the actual information.

Future research :

This area is considered to be a productive area for the implication of future research. It is an interesting research challenge to find out that how new and dynamic housing societies sale environment will affect the current business practices. Regardless of the exploratory nature of this study, it managed to explain the Customer perception and sales which can be affected from different variables. The practices applied by the management of the company in regards of promotion , awareness and pricing policies further make more strong word of mouth and perception to the firm.

Future replications of this model might consider investigating the effect of promotion on sales with making the mediating variable of Customer satisfaction Other external factors that could be examined are customer service, purchase result and delivery, site design, purchasing process, product merchandizing, delivery time and charge, ease of use and additional information services. Future researchers can work on that variable in Pakistan.

This paper defined the concepts of housing society business in context to customer perception and sales in industry of Pakistan. It is argued that the managers are highly interested in the new and evolving concept of awareness and advertising because initiatives taken at the initial stages of this evolution resulted in competitive advantages for the companies who linked sales performance with their overall business strategy. This discussion provides an imminent for the companies looking for the improvement in their housing business .

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Appendices:

Dear Participant,

We are students of BBA (Marketing) representing Superior University Lahore. This Questionnaire is prepared for taking information about customer perception with respect to purchase of property. Your opinion is extremely important. It is ensured that all the information provided in this survey will be kept confidential and will be used for research purpose only. Your cooperation in this regard will be highly appreciated.

1. DEMOGRAPHICS

Name (optional)	Gender: ❖ Male ❖ Female
Age ❖ Less than or 25 Years ❖ 26– 35 Years ❖ 36– 45 Years ❖ 46-55 years ❖ 56 Years or above	Academic qualification ❖ masters ❖ bachelors ❖ high school ❖ less than high school
In which society do you live ?	Sharja or green valley

SCALE				
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Please indicate how strongly you agree or disagree with each statement using the scale given below.

Sr. #	Statement	SD 1	DA 2	N 3	AG 4	SA 5
Pricing policy						
2	I think price is important when I buy property .	1	2	3	4	5

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3	I always check prices among all competitive societies to ensure that I acquire the best value against money .	1	2	3	4	5
4	I can save a lot of money buying property in installments	1	2	3	4	5
5	I feel satisfied with the pricing policy of getting ownership of plot by paying 3 rd portion of installments	1	2	3	4	5
6	I compare prices of all other housing societies property with each other because I choose one at reasonable price	1	2	3	4	5
7	The price of private housing societies property is lower than the average market price for similar property	1	2	3	4	5
8	I think the price of property in private housing society is reasonable for me .	1	2	3	4	5

Customer perception

9	I prefer to buy small size of plots instead of buying large size plots in canals	1	2	3	4	5
10	My overall perception regarding housing society is good	1	2	3	4	5
11	My satisfaction level is fully satisfied towards services offered by housing society	1	2	3	4	5
12	I find this society comfortable/suitable for home	1	2	3	4	5
13	The environment of the areas around the society is always clean	1	2	3	4	5
14	Sometimes I face the problem of transportation in society	1	2	3	4	5

Promotion

15	I think promotion is important when I buy property	1	2	3	4	5
16	I trust on the message given by the advertisement	1	2	3	4	5
17	My decision to purchase is influenced by promotion and advertisement	1	2	3	4	5
18	The message on advertisement attempts to persuade me to buy plot in a housing society	1	2	3	4	5

Mode of communication/WOM

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19	I think communication is important for customer awareness before providing services to the society	1	2	3	4	5
20	I often read instructions or memos and have difficulty understanding what they mean	1	2	3	4	5
21	I think positive WOM is important when I buy plot in a housing society	1	2	3	4	5
22	I always hear the positive WOM regarding housing societies	1	2	3	4	5
23	I am likely to change my opinion about a property ,after viewing a positive or negative comment about the society on social networking sites from my contacts	1	2	3	4	5

Knowledge & Awareness

24	I trust that brokers have the proper knowledge and competence to answer customers'' specific queries and requests regarding property	1	2	3	4	5
25	I get the complete knowledge of society through TVC add.	1	2	3	4	5
26	I understand a society better after receiving relevant information on social networking sites	1	2	3	4	5
27	I prefer to visit those agents who inform and guide their customers at regular intervals as regards the policy status , ups and downs of society	1	2	3	4	5
28	When I am considering a plot in a private housing society , I will choose after having complete knowledge and awareness .	1	2	3	4	5
29	I think social networking sites give awareness to me regarding housing societies.	1	2	3	4	5
30	I am aware of all details of policy regarding installments & living in society	1	2	3	4	5

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