

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,
Indian Citation Index (ICI), J-Gate, India [link of the same is duly available at Infibnet of University Grants Commission (U.G.C.)],
Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 6575 Cities in 197 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<p style="text-align: center;">A STUDY ON SUBJECTIVE WELL-BEING AND OCCUPATIONAL STRESS AMONG THE EMPLOYEES IN IT INDUSTRY WITH REFERENCE TO COIMBATORE</p> <p style="text-align: center;"><i>S. DEEPA & Dr. S. SUNDARARAJAN</i></p>	1
2.	<p style="text-align: center;">IMPACT OF CREDIT REFERENCE BUREAU AND CIBIL SCORE IN CREDIT APPRAISAL PROCESS ON NPAs WITH SPECIAL REFERENCE OF JAMMU AND KASHMIR BANK, JAMMU</p> <p style="text-align: center;"><i>BABLEEN KAUR, KAJAL CHAUDHARY & SURJAN SINGH</i></p>	5
3.	<p style="text-align: center;">A STUDY ON CUSTOMERS' POST PURCHASE OF BUYER BEHAVIOR TOWARDS RESIDENTIAL REAL ESTATE WITH SPECIAL REFERENCE TO GURUGRAM CITY</p> <p style="text-align: center;"><i>VIVEK KUMAR</i></p>	11
	REQUEST FOR FEEDBACK & DISCLAIMER	14

FOUNDER PATRON**Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR**Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISOR**Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. PARVEEN KUMAR**

Professor, Department of Computer Science, NIMS University, Jaipur

CO-EDITOR**Dr. A. SASI KUMAR**

Professor, Vels Institute of Science, Technology & Advanced Studies (Deemed to be University), Pallavaram

EDITORIAL ADVISORY BOARD**Dr. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

Dr. CHRISTIAN EHIOLUCHE

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

Dr. SIKANDER KUMAR

Vice Chancellor, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

Dr. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. M. S. SENAM RAJU

Professor, School of Management Studies, I.G.N.O.U., New Delhi

Dr. A SAJEEVAN RAO

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

Dr. D. S. CHAUBEY

Professor & Dean (Research & Studies), Uttarakhand University, Dehradun

Dr. CLIFFORD OBIYO OFURUM

Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria

Dr. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

Dr. VIRENDRA KUMAR SHRIVASTAVA

Director, Asia Pacific Institute of Information Technology, Panipat

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

Dr. SYED TABASSUM SULTANA

Principal, Matrusri Institute of Post Graduate Studies, Hyderabad

Dr. BOYINA RUPINI

Director, School of ITS, Indira Gandhi National Open University, New Delhi

Dr. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

Dr. SANJIV MITTAL

Professor & Dean, University School of Management Studies, GGS Indraprastha University, Delhi

Dr. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

Dr. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. NAWAB ALI KHAN

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

MUDENDA COLLINS

Head, Operations & Supply Chain, School of Business, The Copperbelt University, Zambia

Dr. EGWAKHE A. JOHNSON

Professor & Director, Babcock Centre for Executive Development, Babcock University, Nigeria

Dr. A. SURYANARAYANA

Professor, Department of Business Management, Osmania University, Hyderabad

P. SARVAHARANA

Asst. Registrar, Indian Institute of Technology (IIT), Madras

Dr. MURAT DARÇIN

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

Dr. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida

Dr. YOUNOS VAKIL ALROAIA

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

WILLIAM NKOMO

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

Dr. JAYASHREE SHANTARAM PATIL (DAKE)

Faculty in Economics, KPB Hinduja College of Commerce, Mumbai

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

Dr. SEOW TA WEEA

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

Dr. OKAN VELI ŞAFAKLI

Professor & Dean, European University of Lefke, Lefke, Cyprus

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

Dr. LALIT KUMAR

Course Director, Faculty of Financial Management, Haryana Institute of Public Administration, Gurugram

Dr. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

Dr. V. SELVAM

Associate Professor, SSL, VIT University, Vellore

Dr. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

Dr. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

Dr. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. BHAVET

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

SURJEET SINGH

Faculty, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

Dr. TITUS AMODU UMORU

Professor, Kwara State University, Kwara State, Nigeria

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

Dr. SAMBHAVNA

Faculty, I.I.T.M., Delhi

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. SHIVAKUMAR DEENE

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

FORMER TECHNICAL ADVISOR

AMITA

FINANCIAL ADVISORS

DICKEN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ‘ _____ ’ for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :
 Designation/Post* :
 Institution/College/University with full address & Pin Code :
 Residential address with Pin Code :
 Mobile Number (s) with country ISD code :
 Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :
 Landline Number (s) with country ISD code :
 E-mail Address :
 Alternate E-mail Address :
 Nationality :

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. ***pdf. version is liable to be rejected without any consideration.***
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

A STUDY ON CUSTOMERS' POST PURCHASE OF BUYER BEHAVIOR TOWARDS RESIDENTIAL REAL ESTATE WITH SPECIAL REFERENCE TO GURUGRAM CITY

VIVEK KUMAR
RESEARCH SCHOLAR
INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
M. D. UNIVERSITY
ROHTAK

ABSTRACT

This research is result of the examination conducted of Post-Purchase Behavior of Customers with reference to Gurugram City. The objectives behind the study are the factors influenced for residential property and customers' satisfaction on residential property. To accomplish this objective, 85 customers were taken as sample for this investigation. Convenient sampling is adopted to get the needed information. The study is a descriptive type. Questionnaire method was adopted to collect the data. Then the collected data were combined and evaluated by adopting statistical tools such as chi-square test, percentage analysis. Charts and tables are used for representation purpose.

KEYWORDS

residential property, customer satisfaction, post-purchase behavior.

JEL CODES

L85, M30.

1. INTRODUCTION

Post Purchase behavior means to that behavior revealed after the buy decision. The objective of customer's decision framework inclines in consumption and consumption happen during the post-purchase stage. In this way purchases are just 'means to an end' the end being the accomplishment of advantages from using the service and consuming the product. As per marketers' point of view, long term achievement flows from having customers experience satisfaction during the post-purchase stage. The post-purchase processes represent for two significant exercises, disposition and consumption. Selling, saving and Trashing the product are the three significant choice of product disposition. There are two psychological processes that work throughout the post purchase stage: The primary stage is, cognitive dissonance created by Festinger. The second stage, there are five component which cooperate to decide customer satisfaction. (1) Customer desires (2) Actual performance (3) The comparison between desires and performances (4) confirmation or disconfirmation of desires and (5) The direction and size of the discrepancy score. Within the system of the buyer behavior process, the post purchase behavior forms a critical part, as it establishes framework for the recurrent purchases and improvement of loyalties.

2. STATEMENT OF THE PROBLEM

Many people are purchasing residential property during these days. Customer preference, behavior and their satisfaction have a huge importance in the market. Today, customers are having good knowledge of investments in residential property. Thus this study customers' satisfaction and buying behavior during the purchasing of residential property will provide a huge potential to the market.

3. SCOPE OF THE STUDY

This study will provide benefit to the existing builders of Gurugram, as well as also to those builders who want to invest in residential real estate market of Gurugram. This study facilitates these builders to know level of competition and Gurugram residential real estate market condition. Further it supports in creating awareness to customers in concerns to property documents and in promotion of their service. In context to attain the objectives of the study a survey has been conducted amongst customers of the residential real estate market of Gurugram. The survey is based on questionnaire filling method and limited to Gurugram city.

4. REVIEW OF LITERATURE

Murugappan, et al., (2013) "Study on Buyer's Buying Behavior of Housing Property" The objective of the examination is to evaluate the Buyer's Buying Behavior of Real estate. Out of 110 respondents is taken for the investigation, 70 respondents are new buyers who are searching for new property and 40 respondents are existing customers of builders. Two different type of questionnaire were created to know the buying behavior of existing and new customers. The data related to the existing customers were collected from the builders and research is conducted and details are obtained. The database of new customers was collected from the visitors of builders stall in the trade show held in Coimbatore. As per the result of the study, research found that safety and location was the major factors which influence buyer's behavior.

Sali (2013) investigated in his study on "Buyer behavior in purchasing residential flats in Chennai city" his study emphasis on fast changing rural housing landscape, Rising income level, increasing demand for housing units, changing life styles. The residential real estate industry in India has significantly grown over the past few years due to the entry of top builders such as DLF, Omaxe, Parsavnath, Vatika, Supertech and further government support and easy finance option also.

Nagy and Obenberger (1994) indicate that the suggestions of friends and family members impact on the buying decisions of customers. Gill and Biger (2007) indicate that investment propensity of investors is positively affected by their own perceived consultation with an advisor. In the same way, friends, brokers, family members can act as investment consultants in the realty market.

5. OBJECTIVES

1. To study the factors influencing the customer to purchase in residential property.
2. To study the customers' satisfaction towards residential property

6. RESEARCH METHODOLOGY

I. RESEARCH DESIGN

The researcher aims to "A Study on Customers' Post Purchase of Buyer Behaviour towards Residential real estate with Special Reference to Gurugram city". Convenient random sampling technique is adopted to gather the data.

II. AREA OF THE STUDY

The study is undertaken in Gurugram city

III. SAMPLE SIZE

The sample size for the study is 85 respondents.

IV. DATA SOURCE

A primary data was collected through using the self-administered questionnaire from the customer. The significant secondary data was collected through various sources such as journals, report, magazines, newspaper, internet, articles and from websites of Noida authority.

V. STATISTICAL TOOLS USED FOR THE STUDY

- simple percentage analysis
- chi-square test

VI. HYPOTHESIS

A suitable null hypothesis has been framed and tested in the relevant places.

7. LIMITATIONS OF THE STUDY

1. The respondents are restricted to Gurugram city
2. Due to time constraints the sample size was confined to 85 respondents
3. The findings might not be taken as universal implemented because survey of this study was done Gurugram city.

8. ANALYSIS AND INTERPRETATION**TABLE 1: SIMPLE PERCENTAGE ANALYSIS**

Personal Factor		No. of Respondent	Percentage
Gender	Male	60	71
	Female	25	29
Age	Below 25 years	5	6
	25-35 years	72	85
	35-45 years	8	9
	Above 45 years	-	-
Occupation	Professionals	19	22
	Business	21	25
	Employee	40	47
	others	5	6
Education	School level	2	2
	Graduate	30	35
	Post graduate	53	63
	Illiterate	-	-
Marital Status	Married	51	60
	Unmarried	34	40
Monthly Income	Below 20,000	-	-
	20,001-40,000	10	12
	40,001-60,000	20	23
	Above 60,000	55	65

As per the above table-1 out of 71% of the respondents are male, 85% of the respondents are belong to the age group of 25 – 35 years, 47% of the respondents are employee, 60% of the respondents are married, and 65% of the respondents are earning above 60,000 monthly.

TABLE 2: SATISFACTION OF HOUSE AFTER PURCHASING

Satisfaction factor	No. of respondents	Percentage
Product	Excellent	30
	Good	38
	Satisfactory	13
	Poor	4
	Total	85
Price	Excellent	17
	Good	51
	Satisfactory	4
	Poor	13
	Total	85
Promotion	Excellent	11
	Good	57
	Satisfactory	10
	Poor	7
	Total	85
Place	Excellent	3
	Good	57
	Satisfactory	13
	Poor	12
	Total	85

According to above table- 2 reveals that the 45% of the respondents are good with the product of residential property, 60% of the respondents are good with the price of the residential property, 67% of the respondents are good in promotion of residential property, 67% of the respondents are also good with the place where buying the residential property. Majority of the respondents are saying that they were satisfied with good.

CHI – SQUARE TEST

- **H1:** There is no significant relationship between type of house and service size of family.
- **H2:** There is no significant relationship between the customers' satisfaction of residential property and product, price, promotion, place.

TABLE 3: TYPE OF HOUSE PREFERRED BY CUSTOMERS

Factor	Type of house			
	Value	Df	Sig	Result
Flats	.572	1	.388	NS
Individual villas	3.995	1	.025	NS
Apartment	.046	1	.496	NS

The table - 3 shows that, the calculated value of flats (.572), individual villas (3.995), apartment (.046) are below than the table value at 5 percent level of significance. Hence, apartment, flats and individual villas have not had a significant relationship with the size of family, So the null hypothesis is accepted.

TABLE 4: CUSTOMERS' SATISFACTION OF RESIDENTIAL PROPERTY

Guest service	Customers' satisfaction of residential property			
	Value	Df	sig	Result
Product	.022	1	.857	NS
Price	1.455	2	.167	NS
Promotion	3.2	1	.035	NS
Place	2.001	1	.059	NS

The table - 4 shows that, the calculated value of product (.022), price (1.455), promotion (3.2), place (2.001), the calculated values are less than the table value at 5 percent level of significance. Hence, the place, promotion, price and product have not had a significant relationship with the customer satisfaction of residential property hence, the null hypothesis is accepted.

9. FINDINGS

The following are the important findings of the study:

- Majority (71 percent) of the respondents are male
- Most (85 percent) of the respondents are of the age group of 25 – 35 years
- Majority (60 percent) of the respondents are married
- Majority (63 percent) of the respondents are employee.
- Most (65 percent) of the respondents are earning above 40,000 monthly
- Majority (around 51 percent) of the respondents are preferred individual villas.
- Most (around 29 percent) of the respondents are conferring a decision more than months
- Majority (approx. 51 percent) of the respondents are satisfied with the price.
- Most (79 percent) of the respondents are felt about their purchasing experience (post purchase) is very good.

Chi-Square

- There is no significant relationship between the type of house and size of family.
- There is no significant relationship between the customers' satisfaction of residential property and product, price, promotion, place.

10. SUGGESTIONS

Builders should not always concentrate to attract the new customers or prospective customers, but should also take feedbacks from their existing customers, so that they can remove their problems and learn from their experience.

Customers should check technical and other legal documents of builders before buying the residential property, even they should also take feedback from those people who are living in their existing township or project.

11. CONCLUSION

Today, this time people who go for purchasing a house have become very acquainted in context of what they should consider for and the information they should pursue, and largely focused about the selection of the right type of property for them. Yet mostly of the people are still unknowing of the documents which they should look for before going to purchasing a property. Here I have collected the perception and evaluated the desires of the general public as a whole. The conclusion thus is that people required to be more acquainted of all the documents, the total legalities, and collect as much as information from the property consultants, promoters, builders, owner and investors, and then only they can do their investment with a free mind. Therefore because of the above reasons there is a required to create awareness among the customers as well as builders to provide the customers the full information and the role of residential real estate to educate people is appreciated in this regard.

REFERENCES

1. A. Gill and N. Biger, 'Gender differences and factors that affect stock investment decision of Western Canadian Investors', *International Journal of Behavioral Accounting and Finance*, Volume No 1 (2009), Issue No. 2 (January), ISSN 1753-1977, pp.135-151.
2. C.R Kothari, (1990), "Research Methodology", Tata McGraw, Hill, New Delhi.
3. Dr. Mohamed Sali, 'Buyer behavior in purchasing residential flats in Chennai city' *International Journal of Research in Computer Application & Management*, Volume No 3 (2013), Issue No. 12(December), ISSN 2231-1009, pp. 32-37.
4. Nagy, R. A., and Obenberger, R. W., 'Factors influencing individual investor behavior', *Financial Analysts Journal*, Volume no 50, (1994), Issue no 4 (July), pp. 63-68.
5. Phillip Kotler, (1990), 'Marketing management, analysis, planning, implementation and control', Prentice Hall of the India.
6. Schiff man Leon G, Kanuk Leslie Lazar (1997), 'Customer preference', Prentice Hall of the India.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

