**“HOW PRODUCT QUALITY CAN ENHANCE THE PURCHASING BEHAVIOR OF REAL ESTATE INDUSTRY?”**

By

**Md. Majidul Haque Bhuiyan1**

*1Department of Electrical and Computer Science Engineering,*

*North-South University, Bashundhara, Dhaka 1229, Bangladesh*

**ABSTRACT**

The most trending behavioral approach of mass people nowadays hovers to acquire a specific area to live on for their mental satisfaction. It is the person registered home to live on the next days of life. This issue has firmly increased due to the rapid and mostly uncontrolled increase of population within most of the countries. Now that, it is the conscious craving for men to settle up for a property that has the highest credential service and maintenance ease possibility; it leads them to the housing provider with the highest product quality offering. The easiest way is to redirect them to go for a trustworthy name in the REM providers. Now, narrowing down to a developing country such as Sri Lanka, its Real estate developers have rewarded investors with strong returns post 2009. It is the time when Sri Lanka saw the end of the civil conflict. When the real estate sector has always been a major factor in the development of the economy in every country. Regionally, Sri Lanka remains attractive as an emerging market, when considering the ROI on Real Estate. For an effective discussion, this paper states the linkage of consumer behavior to the highest quality housing provider offers to them. The paper discusses all the necessary factors to prove the enhanced purchase of supreme quality property company dealers like Prime LnadPvt. Ltd is a leading real estate company in Sri Lanka. However, **t**he valuation of property is most vital for the real estate industry. It depends on the type of artifact, the real estate sector offers to its clients. For this industry, infrastructure quality is the most important factor. All the contributing factors, analyses reveal this lesson. This truth is supported by many theories and analyses to lead today’s provider, meeting the original demand factor of the mass people.

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**List of Abbreviations:**(In Alphabetic Order)

**Abbreviated Form** **Elaboration**

co. Company

Ltd. Limited

Pvt. Private

QoS Quality of Service

REM Real Estate Market

 RoI Return on Investment

1. **Introduction**

Prime Land Pvt. Ltd. is one of the most famous real estate developers in Sri Lanka(Mawatha, 2020) The prices of real estate have been developing by more than 20 percent in the capital- Colombo of Sri Lanka for the past 10 years. In other urban and suburban areas as well as in rural areas also, real estate prices are increasing in a higher margin. The world is now going on infrastructural development due to the excessive demand of properties for the increased number of people all around.

There are many researchers conducted on breaking down why companies like Prime Land co.have won such a high level of awareness inside the customers. This thesis aims to study this issue as a survey analysis from the perspective of buyers and study what the buyers feel about real estate’s product quality to make an enhanced buying decision( Jupiterimages Corporation, 2010)**.**

This paper aims to discover the factors that influence the willingness of purchasing the house of famous real estate developers with an experimental analysis of relating product quality with purchasers' behavior.

* 1. **Background of the Study**

Sri Lanka’s economy developed quickly for the last two decades(Shareef, 2019). This study is concerned with home buyers' purchase decisions. It adopts a study- focusing on home buyers' purchase behavior in the context of real estate property quality. It is planned for discovering the impact factors influencing the purchase decision for the increased artifact superiority. Real estate properties are high in price. Several impact factors influence the buyers to approach for that high price when making a buy decision(Armstrong, 2010).

Here, within those impact factors, product class has the highest value. Higher product quality positively affects the purchaser's behavior to aim for that property, irrespective of the price offered. It is due to the increased necessity of properties in an emerging country like Sri Lanka(Lanka Property Web, 2020). The population is increasing all over the world in a significantly higher value than any-times in the past. It is because the property is limited but the demand is increasing day by day. This evaluation enforces research to go and find out the relation between product quality and purchase behavior.

* 1. **The rationale of the Study**

 This research is an inquiry about the marketing of real estate. The marketing of real estate is also recalled for the marketing and managerial subject. The research will be conducted with the assistance of experimental analysis, which was based on the literature on the marketing of real estate, testing the findings in the literature with the assistance of a questionnaire survey. Notably, the real estate market (REM) is an exceptional one that has its characteristics. As a researcher of managerial projects like the one of a Sri Lankan real estate company, studying the purchasing conduct for Prime Land Ltd.Co is critical for realizing the real estate market (REM) in Sri Lanka(Sri Lanka Mirror News, 2017).

Alongside this, analyzing the case of an upgrading economy such as Sri Lanka will help a lot to evaluate the relation of purchasing and product class for other emerging economies over the world. The study is motivated due to the fact of the relation of demand and supply of residential providers in the perspective of product feature and buyers decision having a huge effect other than the price. The study rationale is to research this factor to have an immense effect on the real estate purchase decision.

* 1. **Statement of the Problem**

REM involves many complex factors. For the real estate providers asPrime Land Pvt. Ltd.; maintaining its offered quality to the consumers in all phases and procedures is important(ColomboPage News Desk, 2020) It is while developing the infrastructure that needs structural planning. This planning includes QoS, limited cost, and highest product excellence, etc. within the least possible time. The actual problem for real estate providers is to maintain the reputed brand image for their every offered property. This incorporates the security of the highest feature capable properties in the right location with the allocation of least possible money spent and liabilities procurement.

Here, it is seen that product superiority is the best feature to obtain while the structural work is in progress. This factor attracts the consumers to spend a higher limit of money as securing the highest quality property comes in the basic fulfillment of needs for any consumer(Brenda, 2015)**.** The price becomes less of a concerning matter when a consumer bids for a higher margin product like real estate. The correlation of these issues is eminent to declare the problem of this research topic the most significant one for the real estate providers in Sri Lanka and all over the world.

* 1. **Research Questions**

There are two types of research questions that are measurable for this research topic. Both of those questions (Primary questions and Secondary Questions) reflect the accurate findings of this managerial project. Identifying the answer to the questions solves the problem statement of the research. The questions are given below:

1. Primary Question**:**
2. Which major housing suppliers' product attributes and services influence the home buyer's purchase behavior?
3. Does the product quality positively enhance the purchase behavior to make a buy decision of a real state infrastructure?
4. Secondary Questions:
5. Is it very much difficult to increase product quality for real estate providers like Prime Land Pvt. Ltd.?(Zaubacorp, 2019)
6. Do services give by residential housing suppliers significantly influence home buyers' purchase behavior to buy decisions in Sri Lanka?
7. Which individual home purchaser's behavioral characteristics influence their assessment of housing quality for making choices of real estate properties in Sri Lanka?
8. Which housing quality attributes have the most influence on home buyers' satisfaction levels with their purchase decisions? (Anon., 2017)
9. Do reputed companies like Prime Land Pvt. Ltd. gives enough importance to increasing their housing quality? (Mawatha, 2008)
10. Is it a somewhat similar scenario for consumer's purchase decisions in Sri Lanka to all other similar economic countries?
	1. **Research Aim and Objectives**

The research was made to study people's buying conduct of Prime Land Pvt. Ltd's houses, more specifically; the factors of housing product quality that influence the willingness of buyers to purchase Prime Land’s real estate. There must be something special for the customers in Prime Land so that the products are better than the products of other real estate developers of Sri Lanka(The LMD Mail, 2019). This research aims to discover the factors that pull in the buyers to purchase Prime Land’s houses, and to what degree these factors are connected with the willingness of buying Prime Land Ltd's house(Kelepile, 2015). The results of this research can help other real estate companies in a similar economic market to improve their products or marketing strategies to accomplish a superior display of brand quality.

* 1. **Significance of the Study**

Real estate providers like Prime Land can add efficiency in their owning properties and manufacturing infrastructure by procuring innovative technological products in their inventory(Chandran, 2017). It will not only redirect customers to their company but also increase tangible assets. The liability factors and revenue generation through equipment purchase will also be secured as there will be increased post-purchase value-adding by the customers due to less maintenance cost with the highest housing quality. Therefore, the significance of this study has a maximum amount of benefits per return.

* 1. **Beneficiaries from this study**

The allocation of proper money for marketing purposes important. Besides, an accurate marketing mix makes the most benefit of a real estate co. Besides, housing dealers will have the correct mindset while the structural development of owned infrastructures will come into action. Customers of real estate properties will also be benefitted from the research as the providers will be trying to enhance their supply quality with maximum perfection possible(Elizalde, 2020).

Now, it is not only the housing providers to get benefit from the outcome of this study, but also the country will secure a planned area with maximum durability. Understanding the relation of purchase behavior with product quality will also benefit the business researchers to know the actual effect of correct managerial tools. Economies and engineers will also have their consciousness of satisfying the client's needs with the correct set of developmental apparatus.

* 1. **The overall structure of the project**

The main structure of this chapter is designed to provide background information and a summary of the research undertaken in this study. This chapter has eight sections that provide insights into product quality and purchase behavior in the context of the REM(Mahroof, 2014).

After the introductory paragraph;

In Section 1.1, the research foundation is given.

In Section 1.2,the research motivationis recognized;

In Section 1.3, Problems related to the study are discussed;

In Section 1.4, Primary and secondary questions are mentioned.

In Section 1.5, Purpose of the research is stated;

In Section 1.6, the Importance of the research is declared.

In section 1.7, Advantageous projects and personnel by the research are described.

Lastly, in section 1.8; it discusses the overall implementation, the curriculum of this managerial project.

**2.** **Literature Review**

**2.1 Introduction**

Over the last decade the residential housing market has emerged as a profitable, fast-growing, and increasingly competitive sector of Sri Lanka economy. This research is to identify the housing attributes that have the most influence on home buyers, regulate whether the facility quality provided by residential housing suppliers significantly affects home buyers’ purchase decisions and to evaluate the influence of the socio-demographic characteristics of home buyers on the housing attributes and service preferences that influence their housing demands (Dayaratne, 2008)

While previous studies have investigated many aspects of the decision-making processes of home buyers worldwide, this paper has a limited understanding of the purchase behavior of Sri Lankan home buyers concerning residential housing selection and performance (Dayaratne, 2020)

Product quality has become one of the most significant factors for consideration by manufacturing environments due to the increasingly competitive worldwide market. This is especially valid for organizations, manufacturing a non-repairable product as the cost of guarantee claims can be monetarily considerable and cause quick loss of market share because of loss of customer satisfaction and confidence (Kavinda, 2019) This study has subsequently set out to recognize the factors influencing product quality in the manufacturing domain.

Two distinct sets of factors were recognized in the literature: Hard and Soft. 'Hard' factors are Systems and Processes, Efficiency, Product and Process Complexity and Discipline, whereas 'soft' factors are Long Term Planning, Organizational Culture, Workforce Management, and Leadership Support. The study found that Long Term Planning and Organizational Culture had a significant effect on product quality inside an association manufacturing a non-repairable product whereas the hard factors just impact affected product quality.

Consumer Buying Behavior refers to the buying conduct of a definitive consumer. Numerous factors, specificities, and characteristics influence the person in what he is and the consumer in his decision-making process, shopping habits, purchasing conduct, the brands he buys, or the retailers he goes to.



Fig 2.1**:** Population of Sri Lanka (1960-2019) Data

 A purchase decision is the result of all of these factors. An individual and a consumer are driven by his way of life, his subculture, his social class, his membership groups, his family, his personality, his psychological factors, and so forth furthermore, is influenced by social trends as well as his social and societal condition. By distinguishing and understanding the factors that influence their customers, brands have the chance to build up a strategy, a marketing message (Unique Value Proposition) and advertising campaigns more productive and more by the needs and ways of thinking about their objective consumers, a real estate asset to all the more likely address the issues of its customers and increase sales(et, 2019)**.** Acquaintance Consumer buying conduct refers to the selection, purchase, and consumption of goods and services for the satisfaction of their wants.

There are various processes engaged in consumer conduct. Numerous factors, specificities, and characteristics influence the person in what he is and the consumer in his decision-making process, shopping habits, purchasing conduct, the brands he buys, or the retailers he goes to. A purchase decision is the result of all of these factors. At first, the consumer tries to discover what commodities he might want to consume, at that point he selects just those commodities that promise more noteworthy utility. In the wake of selecting the commodities, the consumer estimates the accessible cash, which he can spend(Kavinda, 2019c)**.** Lastly, the consumer analyzes the overall prices of commodities and decides the commodities he should consume. In the interim, various factors are impacting the purchases of consumers such as social, social, economic, personal, and psychological.

**2.2 Definition of IV**

                 The Independent variable (IV) is opposite to the dependent variable (DV). These two concepts are used mainly in their measured logic, meaning that the value of dependent variable changes in response to that of an independent variable. In research design, independent variables are those that a researcher can manipulate, whereas dependent variables are the responses to the effects of independent variables(Anon., n.d.). As such, independent variables might carry different names in various research fields, depending on how the relationship between the independent and the dependent variable is defined.

The independent variable (sometimes known as the controlled variable) is the variable whose change isn't influenced by some other variable in the analysis. Either the scientist has to change the independent variable herself or it changes all alone; nothing else in the trial affects or changes it. Two examples of common independent variables are age and time.

There's nothing the business managers can do regarding loyal customers of their company offerings relating to the age and time factors. For the real estate providers’, the establishment of the organization has affected, though(Robbins, 1989). Other than that no one can never really push the factors up or slow as personal time increases or decreases for age time. They're independent of most of the things to everything else.

There are many other independent variables other than age and time. For this research paper, the list of the independent variable list is dependent on the context of the Real estate industry (Dobson, 2004). Other than that, the independent variables are related to the topic- product quality and enhanced purchase behavior effects; due to maximized product quality from the perspective of REM. Now to declare the list of independent variables, it is beard in mind of similar economic countries like Sri Lanka. As the company has chosen for research Prime Land Pvt. Ltd for this study.

However, the list of independent variables are given below-

List of independent variables-

1. Usability
2. Location
3. Demand supply
4. Political issues
5. Environmental factors
6. Social Values
7. Cultural Matters
8. Customs
9. Tradition
10. Trends and Moods
11. Time

Usability is an independent variable because the usage of real estate properties doesn’t depend on the company type. It is rather dependent on the place and demand of the product.

Location is an important independent variable for this research. Sri Lanka is undergoing massive development projects on infrastructure development due to economic up growth in the last decade (Dayaratne, n.d.) Other than that, many of the cities are developed roads, buildings, flyovers, etc. due to being an important city in Sri Lanka. So, it is not under the control of the REM Company to know which location’s property price is going to rise or fall.

Demand supply is not a dependent variable. The supply is independent because of the purchaser's change in proportion to the time.

On the other side, political issues are also independent variables. The political party which will lead the country will not decide the product quality and it will not provide security, backups, etc. to the REM industry. That is why the industry is not dependant on any political issues and it is not a dependent variable.

People in this modern age live in a society where the trending things change rapidly with the proportion of the time. The need for customers’ changes every time. Their taste of different items increases every day. That is why social value is an independent variable. As like, environmental factors and cultural matters.

Traditional factors are also an important variable. Many purchasers want their properties in a traditional way. The REM industry like Prime Land Pvt. Ltd The company is also getting in mind about the traditions of purchasers. So, tradition is an independent variable. (Samaratunga, 2014)

In the era of 21st century, the individual’s mood and the ongoing trends swing by seconds. Because most people try to follow the trends in Europe and America. So, it is an independent variable. Time and customs are also independent variables.

**2.3 Definition of DV**

                      The dependent variable-DV (sometimes called the responding variable) is what is being studied and measured in the trial. It's what changes as a result of the changes to the independent variable (Zwillinger, (1992))**.**

For this research, there are many dependent variables in the context of the real estate industry (Chesher, 2013)The real estate properties' quality and buying decisions of the customers sometimes relate to the changes in company decisions, property purchase ability, services, etc.

Therefore, the list of dependent variables are given in the following-

List of the dependent variables

1. Employee Training and Productivity
2. Marketing Strategy
3. Employee Experience and Brand Image
4. Recycle Ability or Replication
5. Innovation
6. Setting up Economic and Environmental Protectors
7. Competitive Advantage of the Real Estate company
8. Legal Issues and Manufacturing Process
9. Research and Development
10. Personal Preference and Group Influence
11. Purchase Power of the company
12. Advanced equipment usage
13. Functionality and Service

Employee training and productivity is in many ways related to the ability of the company to decide the regular commencement of the matter to emphasize these matters. So, these are dependent variables.

Marketing strategy is the advertising system companies like Prime Land choose to attract customers. It is fully dependent on the matter of how much the company wants to spend on its offered products (Judge, 2008)

Many real estate companies have a competitive advantage to acquire properties in a certain location. So, it is different for different companies. Therefore, it is also a dependent variable.

Employee experience and Brand Image are dependent variables as they depend on the issue of how much time and customers, the company has acquired within the specified time. If the company is an older one and also the company is retaining its employees for a longer period, it is fully dependent on the company’s policy for the stuff (et, 2019b)

It is up to the company like Prime Land for whether they are going to choose their properties according to environmental evaluation.

Legal issues and manufacturing processes are dependant variables as this depends on the company to manage this legal issue while selecting several steps of manufacturing processes.

A company like Prime Land tends to spend much of a financial amount on research and development. If the company tries to make its offering sell better in an amount due to enhanced product quality by research and development, it increases the chance to attract more customers. It varies from company to company. Due to this matter, these are dependant variables (et, 2014)**.**

Personal preference and group influence are dependant variables as it is the company that satisfies the customers with their offered product so that they can make the customers influence others to adjoin with the company.

Advanced equipment usage after purchasing the most innovative product of that time is dependent on the company if they are going for that product to buy or not. Different companies have different capabilities to spend much money on acquiring the best product for their businesses and these are dependant variables.

Service and functionality are also two dependent variables because it depends on the product type the company is offering to its customers (Dobson, 2004)The functionality of products attracts customers, whereas service makes customers loyal to the company. Therefore, these two variables are of immense importance to a company like Prime Land Pvt. Ltd.

**2.4 Impact of IV on DV**

           The independent variable is the one experimenter controls. The dependent variable is the variable that modification in reaction to the independent variable. The two variables may be related by cause and effect. If the independent variable changes, then the dependent variable is affected. The importance of dependent and independent variables is that they monitor the examiners to per prosecute their studies with determined interest. Dependent and independent variables are important because they enterprise the research procedure (et, 2019a)**.**



**Fig 2.2:** IV impact on DV

An easy method to consider independent and dependent variables is, the point at which you're conducting an examination, the independent variable is the thing that you change, and the dependent variable is the thing that changes because of that. You can also think about the independent variable as the cause and the dependent variable as the impact.

List of the independent variable on the dependent variable-

1. Technological Instrument
2. Economical Factor
3. Communication System
4. Size and Place management
5. Customer Loyalty

**2.5 Theories and models on IV and DV**

1. **Engel, Kollet, Blackwell (EKB) Model:**

The Engel, Kollat, and Blackwell Model, also referred to as the EKB model was proposed to organize and describe the growing body of knowledge/research concerning consumer behavior(Kang, 2016). A comprehensive model, it shows the various components of consumer decision making and the relationships or interactions among them. The model went through many revisions and modifications, with attempts to elaborate upon the interrelationship between the various components and sub-components; and, finally, another model was proposed in the 1990s, which came to be known as the Engel, Blackwell, and Miniard the information is processed into meaningful information.

Therefore, Prime Land Ltd. has a reflection on the model for its step-by-step progression of different stage evaluation.

As of the EKB model(Osei, 2016), the stage comprises consumer’s exposure, attention, perception, comprehension, acceptance, and retention of information. If real state providers do not emphasize these stages, then they simultaneously lose their customers. After a certain period, a strong determining dependent factor- that is brand image also decreases the reputation of a reputed house-hold providing companies with the progression of time.



Fig 2.3: EKB Model

It is because the consumer of real states is exposed to stimuli; attention determines which of the stimuli he will focus upon. Thereafter he would interpret and comprehend it, accept it in his short term memory (Cole, 2015)**.** And then, retains in the opposite direction by transferring the input not last as long-term memory. For the real estate providers, on the decision-process stage, At any time during the information processing, the consumer could enter into this stage.

The EKB model focuses on the five basic decision-process stages, problem recognition, search, alternative evaluation, choice, and outcomes. All those factors (mentioned above) impact directly on the customers' loyalty and it affects the preference of that provider. Lastly, there is problem recognition; this is followed by a search for information, which may be internally based on memory. The search for information is also getting much impact of a real estate company like Prime Land Pvt. Ltd.

1. **Theories of Reasoned Action:**

The theory of Reasoned Action was developed by Martin Fishbein and Icek Ajzen as an improvement over Information Integration Theory(Albarracín, n.d.)

Fig 2.4: Reasoned Action Model.

There are two important changes. At first, Reasoned Actions adds another element in the process of persuasion, behavioral intention. Rather than attempt to predict attitudes, as does Information Integration theory, Reasoned Action is explicitly concerned with behavior. However, this theory also recognizes that there are situations that limit the influence of attitude on behavior. As of this theory is directly connected with Real estate providers like Prime Land Pvt Ltd.

For example, if the customers of real estate properties attitude lead them to want to go out on a purchase with no EMI or Home loan system provided by that company; for that exact period, previous clients don’t go to that provider again. It significantly happens for another time when they have enough cash, but now they lead to that provider whom they trusted for that service the previous time. As of the Prime Land, they have always captured and most importantly retained their customer over a longer time.

Therefore, Reasoned Action predicts behavioral intention, a compromise between stopping at attitude predictions, and predicting behavior. It is true for real estate providers because it separates behavioral intention from behavior.

Now, Reasoned Action also discusses the factors that limit the influence of attitudes on behavior. It leads property agents to choose the housing providers with enhanced facilities (directly affecting product quality) of customer service (Hagger, n.d.)Here, the second change from the Information Integration theory is that Reasoned Action uses two elements, attitudes and norms, to predict behavioral intent. These all are factors that are determined above for real estate providers. That is, whenever a client’s attitude leads them to do one thing, but the relevant norms suggest they should do something else, both factors influence our behavioral intent.

However, it reminds the audience of a forgotten attitude with a belief of strength and evaluation that supports the persuasive goal. Prime land should indeed continue it a cyclic passage form every time they acquire good agents and clients.

Housing quality reminds the audience of a forgotten subjective norm that supports the persuasive goal. If one component supports the persuasive goal more than the other, make that component more important than the other.

1. **Motivation-Need Theory by Abraham Maslow**

For real estate business or the home buyer’s, there is a theory that matches most of the points relating to housing quality to consumer behavior. And, it is the theory of Motivation-Nedd theory by Abraham Maslow (Maslow, n.d.)Motivation is a means to satisfy the needs and motives of employees working in an organization. Employee training and productivity that is the dependant variable of the research directly mix with the independent variable of demand-supply for housings(Boateng, 2020)**.** As for the clients need and motive differ from individual to individual. Moreover, they keep changing with time, and satisfaction of one need leads to the development of another unsatisfied need. Therefore, to keep the entire staff satisfied, management of housing provers like Prime Land has to select the various motivational techniques suitable for the entire organization.

Currently, at this present time of this research, Prime Land Pvt. Ltd. is present in 18 out of the country’s 25 districts to assure clients a chance to provide the highest quality housing with numerous options. All the real estate providers are going to give a household owner at the placement they have a competitive advantage. But the Prime Land Pvt Ltd gives the client a chance to choose the most suitable housing or institutional property as they have covered most of all areas in Sri Lanka.



**Fig 2.5:** Motivation- Need Model

Now, as for the Motivation-need theory(Maslow, n.d.), various business researchers have studied several dimensions of motivation and have developed theories to understand the phenomenon of motivation.

Henceforth, Esteem Needs to motivate a person to buy new surroundings and they go for a buy. According to theory, the esteem needs are the esteem needs which include self-respect, autonomy-status, recognition, and attention. It is part of non-financial incentives. There is another type of need and it is self-actualization needs. It subsequently derives an individual to realize his/her dream. (Maslow, n.d.)

The attributes of Maslow’s law can clarify why providers should experiment with the theories while adjusting the demand of the people with a commercial aspect. Now, Maslow’s theory is based on the following assumptions

* People’s behavior is based on their needs. The satisfaction of such needs influences their behavior.
* People’s needs are in hierarchical order, starting from basic needs to other higher-level needs.
* A satisfied need can no longer motivate a person; only the next higher level need can motivate him.
* A person moves to the next higher level of the hierarchy only when the lower level need is satisfied.

These needs can only be satisfied when the offerings of the dealer meet the highest quality and service for them (Nunes, 2020) Prime Land Pvt Ltd can choose different properties all around Sri Lanka. But the theory might not satisfy a smaller company or provider.

In sum, Maslow’s Theory focuses on the needs of human beings as the basis for motivation. Managers use this theory to identify the various needs levels amongst employees and formulate different motivational techniques to satisfy their needs and motives for real estate offerings.

1. **Psychoanalytic Theory:**

Firstly, the level is important up the theory to real estate managers. A description of Psychoanalytic Theory solves the matter. Freud, still beholden to Charcot’s hypnotic method, did not grasp the full implications of Breuer’s experience until a decade later when he developed the technique of free association. In part an extrapolation of the automatic writing promoted by the German Jewish writer Ludwig Börne a century before, in part a result of his own clinical experience with other hysterics. This revolutionary method was announced in the work Freud published jointly presented with Breuer in 1895.

That time, ‘Studies on Hysteria’- A book published by JosephBruer and Sigmund Breuerdiscussed the synopsis of the theory that was inappropriate. Because of its incompatibility with conscious thoughts or conflicts with other unconscious ones, this material was normally hidden, forgotten, or unavailable to conscious reflection (Freud, 2013).



**Fig 2.6**: Psychoanalytic Theory

Difficulty in freely associating—sudden silences, stuttering, or the like—suggested to Freud the importance of the material struggling to be expressed, as well as the power of what he called the patient’s defenses against that expression. Unlike Charcot and Breuer, Freud concluded, based on his clinical experience with female hysterics, that the most insistent source of resisting material was sexual. And even more momentously, he linked the etiology of neurotic symptoms to the same struggle between a sexual feeling or urge and the psychic defenses against it (Boateng, 2020)Being able to bring that conflict to consciousness through free association and then probing its implications was thus a crucial step here.

Now, the theory can be matched for Prime Land as they already have clients measuring of over 80,000. It is a high number to prove their qualifications in the vast competitive real estate market of Sri Lanka. As of Sri Lanka, they are in the phase of development at the infrastructural level, by a huge percentage than before (Kavinda, 2019d)

To match a real estate business on the road to relieving the symptom declared by the researchers, the crucial state (as declared on the description of the theory) was best understood as an unwitting compromise formation between the wish and the defense. Here, the wish for a real estate is the wish to buy a secured property and the defense is the increased expense it may cover for an individual.

1. **Hawkins Stern Impulse Buying:**

Finally, while many of the theories of consumer behavior focus on rational action, Hawkins Stern believed heavily in the idea of impulse behavior (Telsa, 2019)

This theory clashes with the big businesses to small businesses as Stern argued that sudden buying impulses fit alongside rational purchasing decisions to paint a complete picture of the average consumer. Prime Land Ltd. is proud to place on record that by the end of 2016, they productively finalized over 4,000 real estate projects. They also have the will on their ongoing database of projects which can be evaluated to some 450 land projects that were in the process of being marketed.

However, According to Stern, first are the pure impulse purchases. The researcher did go for small businesses here instead of REM. Here, he reviewed a candy bar at the checkout line of a grocery store for impulse purchases.

Second, consumers make reminded impulse buys, like placing a display of houses next to a Park.



**Fig 2.7:** Hawkins Stern Impulse Buying

Third are suggested as impulse purchases, such as a warranty for technical equipment for the glossy interior-designing of the purchases by the clients of housing needs. Besides, Impulse buying theories present an ocean of opportunities for marketers. It is proof that the dependent variable of research and development for innovations are to be analyzed through this theory based on another variable- business size location(et, 2019a) (Kavinda, 2019). Every aspect of a product, from the way the packaging catches the eye to the way the product is displayed in the store, has an impact on a consumer’s impulse control. Marketers who can capture the impulsive thought and close the sale will have the most success. Thus, this theory is highly relevant to this research.

**2.6 Summary of the Literature Review:**

The chapter indicates the impact factors for REM in the context of two different sets of an attribute, which affects one to another. The factors have been declared as two sets of variables. To summarize the definitions, the research finds that It is the variables that are the attributes for individuals or agents of housing supplier or a bigger REM company are attempting to measure (Kavinda, 2019)It- is a sense very well may be anything not fully associated with the Real estate provider like Prime Land Pvt. Ltd has. But those are the critical understanding elements to capture the modern age market by the managers. These findings are the measurements of a long term successful venture or short term profiting business. For the REM companies, the linkage between the housing quality to enhanced sales is the determinant of those factors.

Therefore, the chapter evaluates the literature reviews to finally jotting up the issues that only can sustain long period profit of a REM’s company. The literature review has described the successful implementation effects of those famous theories of marketing and management documented as business promotional tools. The variables can be as simple such as the location of the property for the training of employees to innovate new managerial concepts (Kavinda, 2019d)Indeed, the issues open up the understanding of relative theories that comes from the fundamental elements of managerial project requirements similarity. Those determiners have been highlighted to act on the famous EKB model, Motivation-need theory, Psychoanalytic theory, Reasoned action theory, and Impulse buying theory chosen by the brilliant minds of businesses ranging from the 1800s to this modern age.

Moreover, a certain amount of capital investment by the entrepreneurs in REM depends on the consumers’ feelings, events, influencing peers or security ideas of the hard-working people, etc. have been described briefly along with the chapter (Logio, 2008)It fixes up the independent variables to fall upon the dependent variables and thus the creation of a linkage of housing quality on buyers buying decisions as it has seemed through the progression of the chapter.

Prime land Pvt. Ltd. which is the chosen company for analyses makes upon the common attributes for almost all businesses(Samaratunga, 2014)**.** Yet, finding out correct variables follows the company’s growth in an exponential amount. However, here lives the paradox of giving concentration to the accurate variables. These paradoxes and different hierarchical elements, mostly have been discussed throughout the chapter with different sets of viewpoints.

To sum up, It is the research’s objective for the evaluation of a highly reputed company like Prime Lands Ltd.'s strategical planner's outcome. In case managerial thinking is to study how people feel about various housing plannings by their hard labored earnings (RK, 2017)

The variables in that examination always given priority other than industry; that – how product-quality of real estate providers can realize the inherited standings of buying decision of a consumer-end feeling; mixed up of a plethora of emotions to satisfy someone’s lifelong dreams of secured home.

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**3. Research Methodology**

The research methodology is a definite process or technique which is used to recognize, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to judgmentally estimate a study’s overall validity and reliability. The methodology section answers two main questions: How was the data collected or generated? How was it analyzed?

3.1 **Research Onion**

The Saunders Research onion illustrates the stages involved in the development of research work and was developed by Saunders et al, In other words, the onion layers give a more detailed description of the stages of a research process. Its usefulness lies in its adaptability for almost any type of research methodology and can be used in a variety of contexts. (Anon., 2003)Saunders et al noted that while using research onion one has to go from the outer layer to the inner layer. Saunders et al see the research process as the unwrapping of an onion layer by layer, for the inner layer to be seen the outer layer must be unwrapped first.

**3.2. Research Philosophy**

Research philosophy deals with the source, nature, and development of knowledge. Although the idea of knowledge creation may appear to be profound, one has to be engaged in knowledge creation as part of completing the assignment based on the burning issue of the recent age researchers. In essence, addressing research philosophy in one’s dissertation assignment involves being aware and formulating his/her beliefs and assumptions. (Crossan, 2007) The identification of the research philosophy is positioned at the outer layer of the ‘research onion, accordingly, it is the first topic to be clarified in the research methodology chapter of any dissertation type assignments. This assignment evaluates all this criterion with full awareness to make any remarks for the topic.

**3.3 Research Types**

 Types of research can be divided into two categories like quantitative and qualitative research.

1. **Quantitative** research – Quantitative research describes, assumes, and resolves problems using numbers. The importance is placed on the collection of numerical data, the summary of those data, and the drawing of inferences from the data which is collected.
2. **Qualitative research**- It has been noted that information is considered qualitative if it cannot be studied using measured techniques. This individual may also mean that an incident does not take place often enough to allow reliable data to be collected.

Here, a combination of both research types has been carefully analyzed to further conductance of the project and its outcomes.

3.4 **Research Approach**

The two main types of research are qualitative research and quantitative research. Qualitative research is descriptive because it generally deals with non-numerical and no quantifiable things. For example, when student groups are first learning about the behavioral approach for buying homes only in Sri Lanka, then the survey should be done on the clients of that property buyers. However, getting the numbers of each legend of the survey questionnaire, there- it is to be analyzed through graphs and charts as numerical values identification of a case study on a specific group is 70% less effective in comparison with the other groups who just glimpsed the findings through flow-chart or any visual utility hosen to understand the current scenario of that topic. (thrumb, 1986) It can be matched with another simple example like-A biologist studying population numbers would use quantitative research.

On the other hand, qualitative research designs the pathway of spotting an issue with words to undergo further quantitative evaluation of the study. Here is a paradox though. Therefore, combinations of both the tools have been made the measurement unit of the topics relevant findings to move further to solution-based research up ahead.

3.5 **Research Methods**

Research methods are exact processes for collecting and analyzing data. Developing research methods is an essential part of the [research design](https://www.scribbr.com/research-process/research-design/). Two key decisions have to take in mind before designing the research.

Firstly, decide how the data will be collected. The methods depend on what type of data is needed to answer the [research question](https://www.scribbr.com/research-process/research-questions/)s. (Anon., n.d.)

Secondly, how the data will be analyzed will have to make designs.

3.6 **Research Strategy**

One of the key problems which are needed to address early on when writing the dissertation is that of the best strategy to use to conduct your research. This is, how the researcher will go about answering the research questions. Defining the research strategy means deciding whether the researcher wants to do primary research or confine the existing literature.

1. **Case study**- In case study Data is collected by opinion, participation, and a range of other methods, including examining existing records, interviews, and tests.
2. **Surveys-** Surveys often gather numerical data, but can also gather qualitative information through open-ended questions.
3. **Interview -** Interviews are very flexible. They can be highly structured and formalized, with all the possible options determined in advance or unstructured and relaxed.

 Here, for this research conductance survey comments on the questions and online case studies and interviews related to the field of REM and business studies as well as the chosen company Prime Land Pvt. Ltd. has mostly been taken into consideration. And, for recommending any solutions or discussing ways of increased attraction of home buyer’s choice due to increased housing quality and the offered price. Time constraint limits the number of business administration specialists or concerned REM fellows in the completion of the assignment. (thrive, n.d.)

**3.7 Data collection method**

Data collection is a procedure of collecting info from all the relevant sources to find answers to the research problem by experimenting with the hypothesis and evaluate the outcomes. Data collection methods are divided into two categories: primary methods of data collection and secondary methods of data collection.

**a) Primary Method** - This research assignment is dependent on the survey comments from interviews of correspondents related to Business faculty. Executives related to real estate business are interviewed with a survey questionnaire too.

 **b) Secondary Method** - Secondary data sources for completing the assignment are from online books, journals, magazines, case studies, and research papers relating to the research topic. Those are mostly connected to the research topic and the chosen real estate company Prime Land Pvt. Limited in Sri Lanka.

**3.8 Sampling Techniques**

There are several different sampling techniques available, and they can be subdivided into two groups: probability sampling and non-probability sampling. In this way, all eligible individuals have a chance of being chosen for the sample, and you will be more able to generalize the results from your study. (Anon., 2009) In non-probability sampling, you do not start with a complete sampling frame, so some individuals have no chance of being selected.

**3.9 Sampling Size**

 The sample size discusses the number of participants or comments involved in a study. This number is usually symbolized by n. N can be from as low as 0.N symbolizes the corresponding number of the participants. But the researcher has been going to communicate with the colleagues so that, they can join the discussion.

 The size of a sample influences two statistical properties:

i) The precision of research’s estimates.

ii) The power of the study to conclude.

Here, the sample size, business postgraduates, and students, who are familiar with the relation between product quality and purchase behavior will be surveyed. For this assignment, the author conducted 90 correspondents to say their opinions about the Survey questions. The following chapter shows the result of the survey report briefly with important charts to make it easy to identify the problems or concerns related to this topic chose for managerial project assignment 2.

**3.10 Time Horizon**

The time horizon outlines the period frame of the research cross-sectional or short term study. It contains the collection of data at a specific point in time. Longitudinal – a collection of data repeatedly over a long period to compare data.

The time horizon table for this research is given below:

****

**Table 1.2: Gantt chart**

**3.11 Reliability and Validity**

A test is seen as being reliable when it can be used by several different researchers under stable conditions, with consistent results and the results not vary. Reliability reflects consistency and reliability over time. Thereby Messick has accepted a unified concept of validity that includes reliability as one of the types of validity; thus contributing to the overall construct validity. As Messick states: Similar to internal consistency, separation reliability values of between 0 and 1 had to be obtained, and those that are high are beneficial to an assessment. In 1955, Cronbach and Meehl elaborated on the various methods to determine to construct validity. (Middleton, 2013)

For a construct to be scientifically acceptable it had to be located in a ‘nomological network’, made up of laws that are either statistical or deterministic. These inferences must be meaningful, trustworthy, and serve the purpose of the assessment for construct validity to reach its goal. If these three steps are integrated into an assessment then the degree of construct validity will be high. Linking the above to this assignment, the focus of construct for the overall assessment was to determine the relevant level of the academic knowledge and skills possessed by postgraduate business administration works learners across different fieldsHere, the different fields altogether connected with the home buyer’s choice, housing supplier’s reliability and linkage of these two attributes with description major areas of the REM and BA industry researchers.

**3.12 Ethical Consideration**

 Ethical Considerations can be specified as one of the most important parts of the research. According to Bryman and Bell, some issues represent the most important principles related to ethical considerations in dissertations.

Research participants should not be subjected to harm in any way at all.

Respect for the dignity of research participants should be prioritized.

The protection of the privacy of research participants has to be ensured.

Full consent should be obtained from the participants before the study.

An adequate level of confidentiality of the research data should be ensured.

**3.13 Background of the company**

Prime Lands (Pvt.) Ltd was established 24 years ago (1996) with a Visualization of “Dedicated to Generate a Better Place on Earth”. This company has a very humble beginning with 04 employees. Though, with the clear marketplace focus, high level of monetary discipline, Innovative approaches to the market. Prime Group is the market leader in the real estate sector in Sri Lanka (Land Development) and its subsidiary company, Prime Lands Residencies are successfully entering into the housing industry in Sri Lanka with globally recognized technology with higher reliability. Now the Prime Group has individual housing projects and apartment complexes in prime locations.

**3.14 Background of the Industry**

The real estate market of Sri Lanka is growing very fast. It is because of two reasons, price growth and high demand. The Sri Lankan government started the macro-control policy that was based on "limit the buying and limits the loan" for the real estate market to curl speculations on real estate and control the growth of real estate prices. There was a sign of market recovery. In general, the price growth of real estate is controlled at a lower level, which means there is less speculation in the market, and the demand of the ones with rigid demand is catered, which was very obvious.

**4. Analysis and Discussions:**

The analysis of the impact factors associated with the survey correspondents answer alongside online findings is the main topic to briefly and visually for better understanding. The other discussion component of this chapter incorporates the basis analysis tools to clarify the chosen real estate industry- Prime Land Pvt. Ltd.

**4.1 Primary Data Analysis**

For the primary data collection through an MCQ survey questionnaire, the sample size is 90. Now, as for the survey report findings, the numerical digits below represent the number of correspondents answering the Multiple Choice Questions

|  |  |  |
| --- | --- | --- |
| **Sl. No.** | **HOW PRODUCT QUALITY CAN ENHANCE THE PURCHASING BEHAVIOR OF REAL ESTATE INDUSTRY LIKE PRIME LAND PRIVATE LIMITED**  | Legend: Strongly Agree- 5, Agree-4,Neutral-3, Disagree- 2, Strongly Disagree- 1 |
| 5 | 4 | 3 | 2 | 1 |
| **1** | Has housing suppliers' infrastructure quality positively influenced buyers' purchase decisions? | 38 | 19 | 4 | 5 | 4 |
| **2** | Does Prime Land Pvt. Ltd safeguard the highest quality products? | 33 | 24 | 5 | 6 | 2 |
| **3** | If increased product quality positively influence the always make clients stick with the land provider? | 28 | 18 | 13 | 5 | 6 |
| **4** | Does product quality affect the chance of getting any property purchased within the least possible period? | 40 | 23 | 1 | 5 | 1 |
| **5** | Do Real estate high-end lands and properties directly enhance purchasers buying judgment? | 51 | 8 | 6 | 3 | 2 |
| **6** | Is it threatening for real estate providers to meet maximum product quality always throughout all the years leading to decades? | 29 | 32 | 4 | 5 | 0 |
| **7** | Are Real estate offerings having to face a difficult time coping with the maintenance of the sold properties due to international affairs? | 42 | 15 | 6 | 4 | 3 |
| **8** | Is there plenty of opportunities to increase product quality rather than other marketing instruments? | 57 | 3 | 6 | 2 | 2 |
| **9** | If product quality the most necessary factor to boost the purchasers buying decision? | 39 | 15 | 8 | 6 | 2 |
| **10** | Do reputed companies like Prime Land Pvt. Ltd. give enough emphasis on increasing their offering quality these present days? | 46 | 16 | 2 | 3 | 3 |

On the 1st MCQ survey question, Housing suppliers' infrastructure quality positively influenced buyers' purchase decisions: Most of the correspondents' responses range in between A**gree to Strongly Agree** whereas **Strongly Agree (54%)** get the most percentage in amount.

Fig 4.1: Housing suppliers' has infrastructure quality positively influenced buyers' purchase decisions

On the 2nd MCQ survey question, If **Prime Land Pvt. Ltd safeguards the highest quality products**: Most of the correspondents' responses range in between A**gree to Strongly Agree** whereas **Strongly Agree (40%)** get the most percentage in amount.

Fig 4.2: Prime Land Pvt. Ltd safeguards the highest quality products(Survey)

On the 3rd MCQ survey question, Does Prime Land Pvt. Ltd safeguards the highest quality products: Most of the correspondents' responses range in between A**gree to Strongly Agree** whereas **Strongly Agree (40%)** get the most percentage in amount.

Fig 4.3: Prime Land Pvt. Ltd safeguards the highest quality products(Survey)

On the 4th MCQ survey question, Product quality affects the chance of getting any property purchased within the least possible period: Most of the correspondents' responses range in between Agree to Strongly Agree whereas Strongly Agree (58%) get the most percentage in amount.

Fig 4.4: Product quality affects the chance of getting any property purchased within the least possible period (Survey)

On the 5th MCQ survey question, **Real estate high-end lands and properties directly enhance purchasers buying judgment**: Most of the correspondents' responses range in between A**gree to Strongly Agree** whereas **StronglyAgree (73%)** get the most percentage in amount.

Fig 4.5: Real estate high-end lands and properties directly enhance purchasers buying judgment (Survey)

On the 6th MCQ survey question, I**t’sreally threatening for real estate providers to meet maximum product quality always throughout all the years leading to decades**: Most of the correspondents' response range in between A**gree to Strongly Agree** whereas **Agree (46%)** get the most percentage in amount.

Fig 4.6: It’s threatening for real estate providers to meet maximum product quality always throughout all the years leading to decades (Survey)

On the 7th MCQ survey question, **Real estate offerings have to face a difficult time coping with the maintenance of the sold properties due to international affairs**: Most of the correspondents' response range in between A**gree to Strongly Agree** whereas **Strongly Agree (60%)** get the most percentage in amount.

Fig 4.7: Real estate offerings have to face a difficult time coping with the maintenance of the sold properties due to international affairs (Survey)

On the 8th MCQ survey question, **Product quality affects the chance of getting any property purchased within the least possible period**: Most of the correspondents' responses range in between A**gree to Strongly Agree** whereas **Strongly Agree (82%)** get the most percentage in amount.

Fig 4.8: Product quality affects the chance of getting any property purchased within the least possible period

 (Survey)

On the 9th MCQ survey question, **Product quality solely is the most necessary factor to boost the purchasers buying decision** most of the correspondents' responses range in between A**gree to Strongly Agree** whereas **Strongly Agree (56%)** get the most percentage in amount.

Fig 4.9Product quality solely is the most necessary factor to boost the purchasers buying decision(Survey)

On the 10th MCQ survey question, **Reputed companies like Prime Land Pvt. Ltd. give enough emphasis on increasing their offering quality these present days**: Most of the correspondents' response range in between A**gree to Strongly Agree** whereas **Strongly Agree (66%)** get the most percentage in amount.

Fig 4.10 Reputed companies like Prime Land Pvt. Ltd. gives enough emphasis on increasing their offering quality this present day (Survey)

**4.2 Secondary Data Analysis of the company- Prime Land Pvt Ltd**

Prime Group has considerable experience in the real-estate region in Sri Lanka over the last 25 years.

The Group’s lands and housing section being the middle business of the Prime Group has executed property over the past several years amidst the growing demand from the center income classes. The online findings regarding the chosen housing provider in Sri Lanka can be more effectively summarized by drawing a table of the company’s SWOT (Strengths, Weaknesses, Opportunities, threats).

|  |  |  |
| --- | --- | --- |
| Strengths and Weaknesses- **SW**OpportunitiesAnd Threats- **OT** | Strengths-**S**1. Brand reputation and trustworthiness 2.Ability to provide skilled Manpower3. Ease on maintenance support providence4. Familiarity with housing support and facility maintenance | Weaknesses-**W**1. Competitors number being increased more than ever before2. Engagement to a high-risk liability can urn the housing supplies more susceptible3. Comparatively, long-term dealing with the clients of real estate properties |
| Opportunities-**O**1. A Growing reputation as a high-quality housing provider2. Ensuring the clients to work as an influencer due to quality offering by the company3. Engagement to the high profit (or loss) margin commercial business chain4. Creation of other relatively small business sectors | Opportunity- Strength Strategies (Using Strengths to take advantage of Opportunities- **OS**)1. Using housing and lands procurement experience to assure high-quality service provided to the clients to proceed more as a trustworthy developer within the nation2. Acquiring workforce in relatively low wage through outsourcing on several occasions | Opportunity- Weakness Strategies (Overcoming Weaknesses by taking advantage of Opportunities- **OW**)1. Financial assistance from the relatively small business branches as the consultancy of housing supplying to the people2. Maintaining recruitment and financing largely from outsourcing can turn to a minor liability in case of potential engagement to any sorts of battle |
| Threats-**T**1. Excessive expectation pressure2. Procuring increased liabilities on the back3. Strategic allowance with commercial companies for financing to demoralize welfare trust’s motto 4. Existing labor recruitment laws for developing infrastructures to become more complex at this modern age | Threat- Strength Strategies (Using Strengths to avoid Threats- **TS**)1. Early entry experience usage to handle unnecessary performance burden while increasing offering quality2. Usage of brand name to make a partnership with other companies and getting sponsors for simplified financial management for the created sister concern companies of Prime Land Pvt. Ltd. | Threat- Weakness Strategies (Minimizing Weaknesses and avoid Threats- **TW**)1. Strategic development (step-by-step) of the overall purchase of offered high-quality products through loaned intermediary agencies or position rostering of the existing employees of the company2. Starting more small scale business both virtually or by advertising with the ongoing trend of buyer's choice of properties in Sri Lanka with the least amount at first and gradually proceed to increase the size of own areas regarding real estate purchase |

Table 4.1- SWOT Analysis of Prime Land Pvt. Ltd.

Now, moving on to Mckinsey 7s, it is a tool to analyze a firm's organizational outlook by going through 7 internal matters:

1. Strategy
2. Structure
3. Systems
4. Shared Values
5. Style
6. Staffs

The graphical look is given below:



Fig 4.11: McKinsey 7s

Here, the hard S- System indicates the operational issues of the company. Prime land is already going through its development phase to integrate Information technology (IT) and documentation management giving the highest priority. (csstar, 2015)

The financial analysis will demonstrate the justification of this efficient internal system management:



Fig 4.13: Key Financial Indicators of Prime Land Pvt. Ltd.

Now, comes the Strategy factor, whereas Prime Land Pv. Ltd. follows Blue Ocean Strategy much effectively by introducing new sections, departments, and new areas accumulation with the existing processes quite accurately maintaining the current market demand.

Here onwards, to describe the blue ocean strategy, A blue sea exists when there is potential for higher benefits, as there is currently rivalry or unimportant rivalry. The technique expects to catch new demand based on ongoing trends and to make competition insignificant by presenting an item with unrivaled highlights.

An example of this approach by prime land is such: During 2017, Prime Lands (Pvt) Ltd gained a 75% stake of Summit Finance PLC and renamed as Prime Finance PLC. This has become a common trend of Prime Land as it has expanded its business by strategic alliance or capturing a whole entity.



Fig 4.14: Blue Ocean Strategy

For the maintenance of the structural issue, Prime land regularly monitors their growth in each sector to analyze the organogram efficiency as a recent change in organizational employees took place in the earlier part of 2019 where weak macro-credit of Sri Lanka negatively affected the REM. Prime Land went through the period managing methodological research which made them cut off excessive enlargement of acquiring fewer areas resulting from a less cost on the financial portfolio.

 Turning onto the soft S’s, the shared values, of the corporate culture matches along with the vision of Prime Land as the target of the employees motivates them to upgrade their company’s level where the company never influence a decline in the staff job security.

Now, for the style, staff, and skill, these are also maintained by a group expert supervisory department of the company. They evaluate the staff's qualifications to match up to their active sections. Regular pieces of training for the staff are also being conducted with full salary payment assurance by that time with the governance of an expatriate team. It is possible for Prime Land due to the healthy associations with different partners in this industry; the brand value in the business and the convenient conveyance of the actions contrasted with the companies employees and the partners to efficiently manage the timely delivery of projects.

**5. Conclusion**

**5.1 Answers to the Research Questions**

There are some primary attributes for which the consumers tend to stick with the developers after buying their properties for a long time. Firstly, the quality of the offering and ease of registration along with after-purchase maintenance make a consumer satisfied with the property dealer. (Anon., 2016) As of the product quality, a reputed company like Prime Land makes innovation during manufacturing as such acquiring the infrastructures with the latest invented equipment to enhance the product quality. This not only improves the product quality but also enhances the possibility of a home buyer to purchase their properties without minimal time spending.

There are many constraints when it comes to increasing product quality without acquiring the cost of the product. But a strategic development on the financial allowance for every department of a company made by an expatriate and followed in the recession period also make the company profitable for a long time. As of the residential housing, suppliers to influence the home buying decision, the interior design, and after purchase maintenance influence the home buyers' purchase behavior. This fact has been come out from the survey questionnaire answers from the business faculty to establish a linkage between the product quality and the consumer behavior pattern that this paper has discussed the analysis part in chapter

The location of the housing the allocation of the best interior structures into that housing influence the buyers to stick with the provider. Prime land being a pioneer developer company in Sri Lanka has maintained its housing quality to match with the latest trends. It is due to the research and development section was always come with an innovative decision to increase buyer satisfaction to the company.

**5.2 Validation of the Research Objectives**

The assignment has gone along the best way to determine Prime Land’s success to contain their purchase for a long time. Some factors have been given much importance over other major factors like marketing and advertising. After researching Prime Land limited residential property providing in Sri Lanka, has proved those factors to be much influential when it comes to the consumers buying decision to buy a land or a property or apartments. Finding out the factors affecting the consumers’ buyers' decision from this paper will help other developers to include those factors into their management system.

**5.3 Conclusion**

The exploration discoveries make an end for the researcher on the matter of how the item nature of the land business improves the buying conduct of a customer. To meet with the current land business, the organization, and the supervisory crew of Prime Land Pvt. Unwavering quality alludes to the consistency of the examination and legitimacy alludes to how precise the exploration results are. For guaranteeing the boundaries of unwavering quality and legitimacy, the examination is consistently mindful to maintain a strategic distance from any deceptive data identifying with the exploration point. Dependability and legitimacy itself pronounce the inventiveness of the exploration finding in each segment. The concluding figure for the selected topic can be like the following graphical representation:



Fig 5.1: Meeting the product quality to match up Consumers a satisfactory level

**5.4 Recommendations**

As indicated by the outcomes in the experimental investigation, the organization should expand the impact of critical positive components, for example, product quality and corporate picture. The organization ought to likewise lessen the impact of the huge negative factor, for example, the cost of land. Consideration ought to likewise be paid to the negative factors. The organization like Prime Land and other developer companies ought to take measures to address it and make it an upper hand instead of a soft spot for the organization. In the advertising correspondence part, a large portion of the individuals knows Prime Land Ltd. through the web. Television as the head of customary media positioned second. It requires the promotion of Prime Land Pvt. Ltd. to find the time and contribute more and web promoting besides increasing sustainable product quality improvement. Web advertising isn't as costly as making commercials on TV, however, it is as viable. In light of the examination the proposals for Prime Land Pvt. Ltd. can be closed into five angles:

1. Controlling the cost
2. Enhancing the speculation on web-based promoting
3. Controlling the quality
4. Following the strategy of the nation
5. Evaluation of the presumption procedure and own work

**5.5 Scope for Further Research**

There are numerous extensions to drive the examination discoveries finishing up other related exploration points later on. The exploration discoveries ought to be deliberately examined and assessed to fill the holes of the examination to take it to facilitate procedures. (guru, 2018)The research opens up the doors to concluding remarks on developing the offerings efficiently. It also pulls light on how the consumer reacts to the matter of the purchase and what are facts that drive them to purchase their desired properties. Securing a property is can be a life-long dream for many people and so, services offered by a developer company should not be limited to the commercial aspect only.

**5.6 Limitations of the Research**

Constraints of the examination are the properties of a technique that affect the delayed consequences or discoveries of the exploration. It is on a very basic level critical to figure out how to restrain the imperatives while conduction the entire examination procedure. Other limitations are time constraints, acquiring data of the selected company, making research limited to two attributed factors of quality and purchase behavior, etc. Henceforth, the findings within the boundary will surely help developer companies in Sri Lanka and other similar economic countries.

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