TO STUDY ON PERFORMANCE OF LAND PROMOTERS AND AFTER THE DEMONETIZATION IN COIMBATORE CITY

Commerce

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KEYWORDS

1 INTRODUCTION

Property development is a multifaceted business process, encompassing activities that range from the renovation and re-lease of existing buildings to the purchase of raw land and the sale of developed land or parcels to others. Building developers are the people and companies who coordinate all of these activities, converting ideas from paper to real property. Real estate development is different from construction, although many developers also manage the construction process.

Construction is the process of constructing a building or infrastructure. Construction differs from manufacturing in that manufacturing typically involves mass production of similar items without a designated purchaser, while construction typically takes place on location for a known client construction as an industry comprises six to nine percent of the gross domestic product of developed countries. Construction starts with planning design and financing and continues until the project is built and ready for use.

Developers buy land, finance real estate deals build or have builders build projects, create, imagine, control and orchestrate the process of development from the beginning to end. Developers usually take the greatest risk in the creation or renovation of real estate and receive the greatest rewards. Typically, developers purchase attract of land, determine the marketing of the property, develop the building program and design, obtain the necessary public approval and financing, build the structures, and rent out, mange, and ultimately sell it.

Sometimes property developers will only undertake part of the process. For example, some developers source a property and get the plans and permits approved before selling the property with the plans and permits to a builder at a premium price. Alternatively, a developer that is also a builder may purchase a property with the plans and permits in place so that they do not have the risk of failing to obtain planning approval and can strat construction on the development immediately.

Purchasing unused land for a potential development is sometimes called speculative development. Subdivision of land is the principal mechanism by which communities are developed. Technically, subdivision describes the legal and physical steps a developer must take to convert raw land into developed land.

Subdivision is a vital part of a community's growth, determining its appearance, the mix of its land uses, and its infrastructure, including roads, drainage systems, water, sewerage, and public utilities. In general, land development is the riskiest but most profitable technique as it is so dependent on the public sector for approvals and infrastructure and because it involves a long investment period with no positive cash flow. After subdivision is complete, the developer usually markets the land to home builder or other end user, for such uses as a warehouse or shopping centre. In any case, use of spatial intelligence tools mitigate the risk of these developers by modelling the population trends and demographic make-up of the sort of customers a home builder or retailer would like to have surrounding their new development.

Home construction is the process of constructing a home. Beginning with simple pre-historic shelters, home construction techniques have evolved to produce the vast multitude of living accommodations available today. Different levels of wealth and power have warranted various sizes, luxuries, and even defences in a "home". Environmental considerations and cultural influences have created an immensely diverse collection of architectural styles. From castles to mud thatches, mansions to shanties, the "home" has grown to represent a seemingly limitless array of structure.

1.2 OBJECTIVE OF STUDY
• To study about land promoters in Coimbatore city
• To study on perception and satisfaction of consumer in Coimbatore city
• To verify and analysis of budget involved in construction of building
• To analysis of financial institutions that are providing loan facilities to promoters and consumer

1.3 SCOPE OF STUDY
To get a detailed knowledge about land promoters in term of business it will be useful for me .Got detailed knowledge in handle customer and also to know about loan process and also other financial institution and the way of satisfying the customer need. How they managed in a embarrassing situation like money demonetisation

1.4 LIMITATIONS OF STUDY
• Time gap makes research irrelevant
• The restricted only in and around Coimbatore
• the finding and observations made in a study are purely based on responder answer

1.5 CHAPTER SCHEME
• First chapter reveals about introduction.
• Second chapter reveals about review of literature.
• Land promoter and financial institution like banks in third chapter.
• Analysis & interpretation in fourth chapter.
• Fifth chapter tells about finding, conclusion and suggestion.

1.6 RESEARCH METHODOLOGY
Definition
The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques and could include both present of historical information

Research design
The study is designed as description based research. The descriptive research study is used for defining analyzing the problem effectively. A descriptive study may help the researcher to describe various characteristics associated with the subset of population.

Type of Research
Research can be defined as a scientific and systematic search for pertinent information on a specific topic. Here, descriptive type of research was followed. Descriptive research includes survey and fact finding enquiries of different kinds. The purpose is description of the state of affairs as it exists at the present.

Sample size
The sample consists of 100 respondents and the respondents are selected by using convenient sampling technique.

Sources of data collection
For the purpose of this study, both primary and secondary data have been used.

Primary data
Primary data were collected from the respondents using the facility by supplying questionnaires The questionnaires were designed in a way that it covers all aspects of the problem under the study.

The first part of the questionnaire has general information about the respondents. The remaining part was directed towards finding out the views of the respondents on the topic of the study in particular.

Secondary data
The secondary data for literature was collected from internet

Tools used for data collection
The tools for data collection are as follows.

Simple percentage analysis
The data collected from respondents were analyzed using the percentage analysis, percentage is calculated by multiplying the number of respondents into hundred it is divided by the same size and also calculate the Mean, Medium, Mode and std. Division.

Simple percentage= number of respondents/ Sample size* 100

Chi Square　　　=(O-E)^2/ (O-E)^2/e

TABLE 1 : TABLE SHOWING THE GENDER OF THE RESPONDENTS

VAR00001				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	21	42.0	42.0	42.0
	2	29	58.0	58.0	100.0
	Total	50	100.0	100.0	

INTERPRETATION
From the above table 58% of respondents are female, and 42% of the respondents are male.

Majority (58%) of the respondents are female.

No Valid	Mean	Median	Mode	Std. Deviation	Minimum	Maximm
50	1.5800	2.0000	2.00	.49857	1.00	2.00

From the above table are calculating the Mean, Median, Mode, std. Deviation and also Minimum and maximum.

Std. Deviation .4985
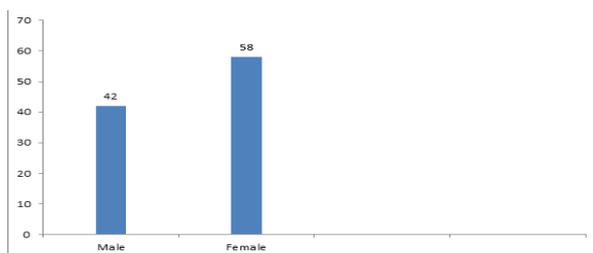
CHART 1 : CHART SHOWING GENDER OF THE RESPONDENTS

TABLE 2 : TABLE SHOWING THE AGE OF THE RESPONDENTS

VAR00002				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	30.0	30.0	30.0
	2	19	38.0	38.0	68.0
	3	12	24.0	24.0	92.0
	4	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

INTERPRETATION
From the above table 30% of respondent's age 20-30, and 38% of respondents age is 30-40, and 24% of respondents age is 40-50, and 8%

of respondents age is above 50.

Majority (38%) of the respondent's age is 30-40.

No Valid	Mean	Median	Mode	Std. Deviation	Minimum	Maximm
50	2.1000	2.0000	2.00	.93131	1.00	4.00

From the above table are calculating the Mean, Median, Mode std. Deviation and also Minimum and maximum.

Std. Deviation .93131
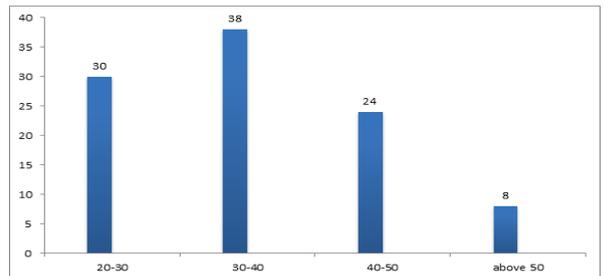
CHART 2 : CHART SHOWING AGE OF THE RESPONDENTS

TABLE 3 : TABLE SHOWING THE INCOME OF THE RESPONDENTS

VAR00001				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	16	32.0	32.0	32.0
	2	20	40.0	40.0	72.0
	3	11	22.0	22.0	94.0
	4	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

INTERPRETATION
From the above table 32% of respondents income level 5k-10k, and 40% of respondent's income level 10k-15k, and 22% of respondents income level 15k-20k, and 6% of respondents income level 20k

Majority (40%) of the respondent's income level 10k-15k

No Valid	Mean	Median	Mode	Std. Deviation	Minimum	Maximm
50	2.0200	2.0000	2.00	.89191	1.00	4.00

From the above table are calculating the Mean, Median, Mode std. Deviation and also Minimum and maximum.

Std. Deviation .89191
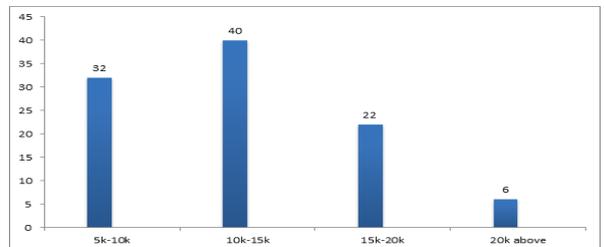
CHART 3 : CHART SHOWING INCOME OF THE RESPONDENTS

TABLE 4 : TABLE DESCRIBE RELATIONSHIP BETWEEN TWO VARIABLE (AGE AND SATISFICATION)

Crosstab							
			VAR00009				Total
			1	2	3	4	
VAR00004	1	Count	4	8	1	1	14
		% within VAR00004	28.6%	57.1%	7.1%	7.1%	100.0%
	2	Count	5	7	9	3	24
		% within VAR00004	20.8%	29.2%	37.5%	12.5%	100.0%
	3	Count	4	4	2	0	10
		% within VAR00004	40.0%	40.0%	20.0%	.0%	100.0%
	4	Count	2	0	0	0	2
		% within VAR00004	100.0%	.0%	.0%	.0%	100.0%
Total		Count	15	19	12	4	50
		% within VAR00004	30.0%	38.0%	24.0%	8.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.502a	9	.186
Likelihood Ratio	13.646	9	.135
Linear-by-Linear Association	.901	1	.343
N of Valid Cases	50		
a. 12 cells (75.0%) have expected count less than 5. The minimum expected count is .16.			

INTERPRETATION

From the above table counts 0.186 less than 0.5. So they value is acceptable.

5.1 FINDINGS

- Majority (58%) of the respondents are female.
- Majority (38%) of the respondent's age is 30-40
- Majority (40%) of the respondent's income level 10k-15k
- From the above table counts (0.186) less than 0.5. So they value is acceptable.
- From the above table counts (0.431) less than 0.5. So they value is acceptable.
- From the above table counts (0.219) less than 0.5. So they value is acceptable.
- From the above table counts (0.092) less than 0.5. So they value is acceptable.
- From the above table counts (0.843) more than 0.5. So is not acceptable
- Majority (34%) of the respondents were know about promoters through advertisement
- Majority (46%) of respondents like to build the house 5L-10L
- Majority (34%) of respondent like to buy the house in EMI
- Majority (82%) of respondents preferred Villa
- Majority (66%) of respondents are not affecting by money demonetization
- Majority (58%) of respondents are not affecting demonetization.
- Majority (66%) of respondents not getting any offers
- Majority (62%) of respondent use our plan.
- Majority (70%) of respondents work not slowdown.
- Majority (32%) of respondents taken the time of build the house 6 months
- Majority (60%) of respondents say facilities are not provided
- Majority (36%) of respondents say safety and security is not provided

5.2 SUGGESTIONS

- Promoters should be fulfilled the commitment
- Rate of the service very low land promoters should increase service quality
- Nowadays people are always used land promoters to buy properties so, they have to give more offers to the customers
- Safety and security precautions are must be increased.
- Formalities as to be reduced while buying property.

5.3 CONCLUSION

Land promoters are often in the best choosing to buying properties for people. Who dream about to buying new house and properties can be made easily with land promoters Because of the risk, money and time is low comparing to the buy properties our self. Less amount of money is consumed while we use land promoters.

Demonetization is not that much affect the people who buy new house with land promoters is slightly postponed. It is a common problem in the country so land promoters made offers for their customer

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