

GOVERNMENT POLICIES' INFLUENCE ON REAL ESTATE CUSTOMER PURCHASING BEHAVIOUR

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ABSTRACT

With the liberalization of the market, the realty sector in India acquired importance, as more business possibilities, as well as labour relocation, led to the growing demand for both residential and commercial space. This research is on the Indian real estate business. This study was primarily concerned with consumer purchasing behaviour concerning residential housing. The principal goal of this study was to examine the impact of government policies on several types of buyers' property purchasing behaviour in different residential areas of Punjab and to determine whether government policies will inspire a person to buy real estate property and whether customers are becoming more confident. The paper is helpful for both buyers and real estate agents. It helps buyers understand the factors that go into making a purchase decision, and it helps real estate agents understand what buyers want and how they think.

Keywords:RERA, Affordable Housing, Indian Realty sector.

INTRODUCTION

The realty sector in India has undergone a significant transformation in recent years, becoming a crucial contributor to the country's economic growth. The realty industry's expansion is related to developments in the trade, hospitality, and entertainment industries, financial services, and IT-enabled services.

The Indian Government has been introducing several policies and regulations to support the growth of the realty sector and to protect the interests of customers. One of the most significant regulatory reforms in recent years has been the Real Estate (Regulation and Development) Act (RERA), which was passed in 2016. The Act seeks to set up a regulative framework for the realty sector, ensuring transparency, accountability, and consumer protection.

Consumer behavior plays a critical part in the expansion and development of the real estate segment. Understanding the factors that influence consumer behavior is essential for developers, policymakers, and other stakeholders in the industry. This study aims to inspect the impact of government policies on consumer behaviour in

the realty sector in India, with a particular focus on residential properties.

Despite being in a boom, the Indian real estate market is still very young. Regional and family-run businesses that are undercapitalized continue to rule this industry. Nonetheless, the business needs significant amounts of cash due to the growing scope of activities. As globalization picks up steam, numerous investment firms from around the world are considering the Indian realty market as a place to deposit their funds because the risk-adjusted yields there are far higher than those in the most developed economies. In nations like India where the real estate industry is expanding quickly, it can be a successful approach for private equity investors.

It is projected that India's real estate market will reach a value of USD 1 trillion by 2030, and by 2040 it will be worth Rs. 65,000 crores (US\$ 9.30 billion), a significant increase from its value of Rs. 12,000 crores (US\$ 1.72 billion) in 2019. This industry is expected to contribute 13% to the country's GDP by 2025, thanks to the positive impact of increasing urbanization. The amount of people existing in Indian cities is likely to arrive at 543 million by 2025. Additionally, the Housing for All initiative of the Indian government is

predicted to have invested US\$ 1.3 trillion in the housing market by 2025.

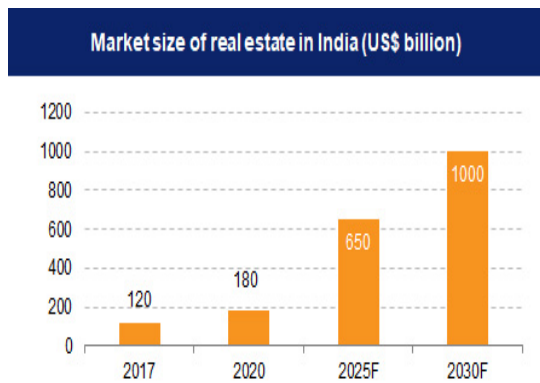


Fig 1: Indian Real Estate Market (US \$ Billions)

When it comes to FDI inflows, the construction industry is ranked second. From April 2000 to September 2022, India's construction sector received 26 billion US dollars in foreign direct investment (FDI) for construction development. An additional 28 billion dollars were spent on construction activities.

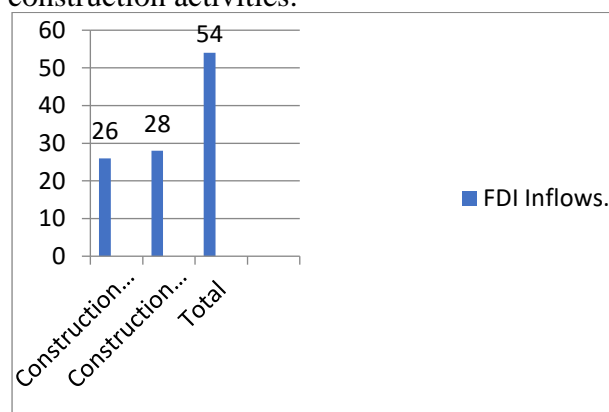


Fig 2: Total inflow of foreign direct investment into the construction sector of India

The Indian economy is still experiencing a boom period as a result of consistent GDP growth, which is anticipated to go on in the foreseeable future. The increase in high-paying jobs, the trend towards nuclear families, and falling interest rates on mortgages has all contributed significantly to the real estate boom. Over the coming years, it is predicted that the urban housing industry will need to make long-term investments totalling \$25 billion.

Rates of interest also have a significant influence on the markets for real estate. If you're thinking about purchasing a house with a mortgage, it's a good idea to look into the rate of interest using a mortgage calculator. Interest rate fluctuations can

have a significant impact on a person's capacity to buy a home. This is because when rates of interest decrease, the cost of obtaining a mortgage to buy a property falls, resulting in increased demand for real estate, which drives up prices.

It is vital to note that when rates of interest increase, the price of obtaining a loan rises, affecting demand and real estate prices.

When considering the influence of the rate of interest on an equity investment, such as a real estate investment trust (REIT), instead of residential real estate, the connection might be compared to that of a bond. As interest rates fall, the value of a bond rises because the coupon rate becomes more appealing, and when interest rates rise, the value of bonds falls. Similarly, if market interest rates fall, REITs' high yields become more appealing, and their value rises. When interest rates rise, the yield on a REIT becomes less appealing, lowering its value.

The rising real estate sectors including commercial and retail space are predicted to grow. It is anticipated that the job growth in India's service sector will pick up speed and average at about 30%.

Over the next five years, it is predicted that 66 million square feet of commercial space would be needed to accommodate the rising demand from all industries, particularly from outsourcing and retail businesses. Investments in commercial real estate and residential township developments seem appealing because they continue to experience strong capital growth and yields. In contrast to commercial rates, which are approximately 11–12% and are the highest in Asia, proceeds on housing investments have been between 20–30% over the past year.

The possibility to invest relatively substantial sums of money and generate returns over 25% over the normal 5-7-year holding term of such investments is one of the main draws for private equity players. (Associate Director of KPMG Corporate Finance in London, Padma Kumar Revathi)

The Real Estate Regulatory Authority (RERA):

The Real Estate (Regulation and Development) Act, 2016, commonly known as the RERA Act, was introduced by the Parliament to safeguard the rights and interests of consumers. The Act

aims to curb developer malpractices and promote consistency in trade practices and dealings within the realty sector. The RERA Act is applicable to all papplies, except for Jammu & Kashmir, and covers residential flats, buildings, and plots, whether commercial or residential. The Real Estate Project, as defined in the Act, includes the construction of apartments, conversion of existing structures into flats, and the development of land into plots for the sale of the said apartments or a portion thereof. All projects larger than 500 square meters must be registered under the RERA Act, which covers project details, property buying and selling contracts, carpet area specifications, limits on advance fees to 10% of the apartment cost, 70% of the collected funds deposited in an escrow account, timely project completion, and penalties for non-compliance. In essence, the RERA Act is a comprehensive law that applies to all commercial and residential projects described above.

The real estate industry is becoming more institutionalized, organized, responsible, and transparent. This was discovered in a study titled 'Five Years On An Assessment of RERA - The Way Ahead Towards a Stronger On-ground Regulation' conducted by Omidyar Network India and Boston Consulting Group.

Only RERA-registered homes will be purchased by 76 percent of customers who are aware of RERA. 70% of customers are aware of RERA as a regulatory body. While metro/tier 1 cities have higher knowledge (85%), tier 2/3 cities have much lower awareness (53%). Just 50% of consumers are aware of RERA's two primary benefits: required project registration and RERA as a grievance redressal forum.

Affordable housing in India:

By 2031, almost 600 million people are anticipated to reside in urban India, a staggering 59% increase from 2011. There is a growing strain on the current infrastructure as more and more of India's population begins to take part in its success story. This infrastructure must at the very least keep up with the increase in demand, if not outpace it. The existing housing shortage in India is 19 million units, and if no significant action is taken, that number is expected to quadruple to 38 million units by 2030. The EWS (Economically Weaker Sections) and LIG (Low Income Group) segments account for 95% of this

gap, making the total number of units in this group astonishing (18 million) (approximately). Even though this number is enormous, a sizeable portion of the upper end of the LIG band and the lower to middle end of the MIG band, which we might refer to as "the burgeoning middle class," are also denied access to adequate living conditions. This category has a deficiency of almost 4 lakh units, which, if left unaddressed, would worsen the spread of unplanned and unsustainable urbanization. According to statistics, more than 80% of this group reside in crowded households.

The Affordable Housing customer is primarily looking for a compelling value proposition. Due to low income and poor credit access, a person's home will likely be the most significant asset and largest investment of their lifetime and serve as the foundation for their family's long-term well-being. For this client, whose current living conditions are likely to be jeopardized, a well-built house in a designed neighborhood with adequate sanitation, security, privacy, recreation areas for children, and constant water and power supply has enormous inspiring value. Key factors include having social infrastructure, such as schools and hospitals, and having good access to workplaces in urban areas.

The Punjab Affordable Housing Policy-2023 was created to offer inexpensive housing to the lower-middle and lower-income sections of society, as well as to address developer needs. According to the policy, the minimum area necessary for a planned colony is now 5 acres, while the minimum area required for group housing is now 2.5 acres only, except for the GMADA region, where the minimum area required for a new colony will remain 25 acres. The policy limits the maximum plot size to 150 square yards and the maximum flat size to 90 square metres.

The tradable area has also been extended from 62% to 65% of the entire project site area to provide inexpensive plots to the needy, and the saleable area is based on the total plot area of the project, regardless of any master plan road crossing through the plot area.

The potential Affordable Housing consumer in India still has a long-held ambition of owning a home, but there are various obstacles in the way:

a) Connection - It is crucial for growth to occur quickly and on a broad scale for affordable housing to be truly viable. Unfortunately, the

building of cheap housing has been pushed to the edges of urban areas due to the shortage of reasonably priced and large land parcels in core urban districts. The Affordable Housing customer, who needs effective connectivity to employment areas in city commercial centers, is frequently challenged by this. The answer to making commuting simple and cutting down on trip time is the creation of efficient mass rapid transport networks.

b) Financial literacy - EWS and LIG categories frequently struggle to obtain formal housing financing because they are unable to show official pay stubs or other pertinent evidence to establish creditworthiness. As a result, financial aid and training in financial literacy are urgently needed in this market, and non-banking financial companies have stepped forward to help these clients obtain home loans.

c) Ownership Costs: The cost of property ownership is high in India due to various factors such as expensive land, taxes, and levies, which make up around 30% to 35% of a home's cost. Additionally, local development regulations tend to favor luxury housing, leading to inefficiencies. Affordable housing options are limited to peri-urban areas because of the lack of affordable land within the cities. This, combined with the absence of mass rapid transit systems, makes it difficult for first-time home buyers to make a decision. Without last-mile public infrastructure state governments must intervene positively to enhance supply within the city limits.

Government Initiatives:

To promote the growth of the sector, the government of India and the corresponding states have adopted several actions. Real estate businesses have great potential with the Smart City Project, which aims to build up 100 smart cities. Several further important government initiatives are listed as under:

- The Ministry of Housing and Urban Poverty Alleviation has given the green light to construct 84,460 more affordable homes for the urban poor in five states - West Bengal, Jharkhand, Punjab, Kerala, and Manipur - under the Pradhan Mantri Awas Yojana (Urban) scheme. The total investment required for the project is Rs 3,073 crore (US\$ 460 million).

- To revitalize the construction industry, the Cabinet Committee on Economic Affairs (CCEA) has approved several steps, including the establishment of a mechanism to release funds frozen in arbitration verdicts.
- The Bombay Municipal Corporation (BMC) has implemented a single-window clearance for construction, which will speed up the approval process for building projects and result in a reduction in residential property prices, boosting the Mumbai real estate market.
- To attract developers, SEBI has proposed to loosen rules for REITs, such as increasing the cap on REITs' asset investments in ongoing projects and relaxing requirements for foreign fund managers to relocate to India.
- SEBI has released a consultation paper for the public offering of REITs, which includes capping allocation to qualified institutional buyers.
- Housing for All by 2022 was authorized by Prime Minister Narendra Modi, resulting in the construction of 30 million homes for low-income and economically disadvantaged people via public-private partnerships and interest subsidies.
- SEBI has allowed Foreign Portfolio Investors to buy corporate bonds in default and units of Infrastructure Investment Trusts, Category III Alternative Investment Funds, and Real Estate Investment Trusts.
- Final rules for infrastructure and real estate investment trusts have been released by SEBI, making it easier for developers to acquire funding and creating a new investment route for institutions and high-net-worth individuals.

LITERATURE REVIEW

Godwin, A. 2006, asked whether housing renovation should be included in economic development programs. Should housing upgrades be postponed until strong economic growth is achieved? How high of a priority should housing be, given the scarce resources in less developed nations? What advantages does housing have over other forms of investment in terms of economic development? Both in the planning and practice of the 1950s and 1960s as well as in the literature on development challenges, these questions have sparked spirited discussions. This research revisits earlier discussions, surveys the

main points of contention, and re-evaluates the economic potential of housing by drawing on the body of information gathered via prior research and policy experiences. Then, it makes an effort to produce broad policy considerations.

FICCI (2015), Due to its significant multiplier outcome on the financial system, the realty sector is one of the most important sectors of the Indian economy. The realty industry directly affects economic expansion. In 2005, the Indian real estate sector received permission for 100% FDI, which sparked a surge in investment and development activity in the years that followed. According to DIPP, from April 2000 to September 2015, the overall FDI inflow into the construction development sector—which includes townships, housing, and built-up infrastructure—was roughly US\$ 24.16 billion, or nearly 9% of all FDI inflows (measured in USD). Given that real estate is a state-specific issue, the majority of individuals emphasized the need for states to increase their involvement in luring foreign capital into the realty sector and capturing the advantages of loosened FDI norms by announcing shareholder and developer-friendly rules. States should establish a more effective method for approving projects; ensure enhanced supremacy through initiatives like single-window clearance and time-bound clearances, and speed up investor legal recourse and consumer complaints resolution through rules like those imposed by state real estate regulators, among other things. Following recent pronouncements of reform, the Indian government should provide investors with additional clarity regarding the entry and departure criteria and procedures to be followed. To achieve the elimination of barriers for a quicker implementation of reform measures for foreign real estate investments, the Centre and State must collaborate. To further strengthen investor interests, the Government of India can also think about reducing the 3-year lock-in term now in place for FDI investments to 1 to 2 years. Mahadevan 2015, clarifies "Affordable housing in India: Problems & Opportunities". As basic human need like housing is getting more and more expensive, luxury things like smartphones and technology commodities are becoming more and more accessible. Although the local cab driver may be equipped with cutting-edge mobile technology, home may still represent a subpar

answer. But there are countless options for the future. All that is required for reasonably priced housing to become a common occurrence in India is a concerted effort by all interested parties to achieve "Quality Housing that is genuinely for everybody."

Dadzie 2016, Amenities and the reputation of the builder are other factors that influence consumer behavior in the real estate sector. Consumers are more likely to choose properties that offer high-quality amenities and are built by reputable builders with a track record of delivering high-quality projects.

A study conducted by NCAER (2017) on the Indian real estate sector found that the implementation of RERA had increased transparency and consumer confidence in the industry. The study also found that the introduction of RERA had led to a consolidation of the industry, with smaller and unscrupulous builders exiting the market.

Bagish Jha, Shubhra Pant, and Sharmila Bhowmick 2017 reported in their Times of India article "Most ongoing projects in NCR will be out of RERA" that the majority of ongoing real estate projects in NCR are not covered by the new real estate law due to Haryana and Uttar Pradesh RERA rules, with the percentage reaching 90% in Gurugram. Due to the large number of projects waiting in line to register under RERA, purchasers in the NCR are having a difficult time. NIPFP 2017, The regulatory framework in the real estate industry also has a significant impact on consumer behavior. In recent years, the Government of India has introduced several policies and regulations to protect consumers' interests and promote transparency in the industry. One of the most significant regulatory reforms in recent years has been the Real Estate (Regulation and Development) Act (RERA), which seeks to establish a regulatory framework for the real estate sector, ensuring transparency, accountability, and consumer protection.

Another study conducted by Cushman & Wakefield (2018) on the Indian real estate market found that the implementation of RERA had led to an increase in the number of new project launches and sales, as developers sought to comply with the new regulations and win back consumer trust.

Sunil Dhawan, 2017 in his *Economictimes.com* post "Will RERA affect real estate pricing"

claimed that RERA will affect the cost of real estate for both already built and under construction properties. Because a property's Super Built-Up Cost will be determined by the carpet area alone, the total cost of the property will rise.

According to an article by Sobia Khan published in ET Bureau in 2017, real estate agents in Bengaluru were worried that the Real Estate Regulatory Authority (RERA) would negatively impact their business due to increased registration costs. The agents claimed that the high cost of living in Bengaluru made it difficult for them to afford the increased fees.

The Reserve Bank of India (RBI) Bulletin in 2018 highlighted the issue of housing scarcity in Indian cities, particularly for economically disadvantaged groups due to rapid urbanization and migration. To address this issue, the Indian government and the RBI have launched various programs aimed at increasing the availability of affordable housing. While there has been an increase in loan disbursements and new affordable housing projects, there has also been a rise in non-performing housing loans, particularly for the lowest-income groups. While credit-related subsidy plans have helped increase the affordability of housing for economically disadvantaged sectors of society, the release of urban land remains a significant obstacle to the sector's continued expansion.

Sonia Sahni, 2018 indicated numerous dangers of the realty sector before Indians, such as The real estate investment market is still in its infancy, which poses a liquidity risk. Depending on the quality and location of the property, different periods may be needed for real estate property to become liquid. Regulatory Risks: Foreign investors must obtain approval from the Reserve Bank of India to own real estate. Investors must get RBI approval for capital repatriation, and there are only a few options for foreign direct investment (e.g. townships). The SEBI framework is used by REMFs. The rules, regulations, and legalities change frequently in this sector because it is evolving and growing; giving investors the impression that it is a difficult investment opportunity. When compared to other, more established, and developed real estate markets, the Indian real estate market is less transparent. Although information on the Indian real estate market is still difficult to come

by, market transparency has increased. Also, there is a demand for more specialized institutions for valuation and due diligence. Even for Tier I cities, this is true. Macroeconomic Risks: The volatility of key macroeconomic indicators, such as interest rates, inflation, and exchange rates, has diminished. In many locations, the availability of facilities is still insufficient (education, transport infrastructure). The growth of the real estate industry is being hampered by these risk factors, which are not going to go away anytime soon. Problems with ownership and land titles: Large businesses are discouraged from investing in semi-urban and rural areas in India due to a lack of information, a lack of transparency, and long-standing property-related concerns, which is slowing the sector's overall growth.

Overall, the literature suggests that consumer behavior in the real estate sector is influenced by a range of factors, including location, price, amenities, the reputation of the builder, and the regulatory framework. The implementation of policies and regulations, such as RERA, can have a significant impact on consumer behavior, increasing transparency and consumer confidence in the industry.

Bhakat and Kumar A (2021) examined the variables to study the intention of buyers of second-home. The results have strongly influenced second-home buyers to seek out homes that are more in line with local and social aspects. This paper has important consequences from both a theoretical and practical standpoint. The research presented in this paper makes recommendations to agents and stakeholders about how to prioritize the marketing of housing and location-based attractions.

Muhammad Ariful Islam et al., (2022), Understanding the factors that affect apartment purchases in real estate markets is crucial for both consumers and the business. To compete in the real estate sector, businesses must first understand how people choose their residences. A behavioral intention framework was created for this research, which looked at what factors might influence people to purchase an apartment. Perceived physical quality, financial accessibility, and encouraging government policy are the three new factors.

OBJECTIVES OF THE STUDY

To investigate how government policies may influence consumer purchasing behavior when buying a residential property.

RESEARCH METHODOLOGY

Need and Importance

This study is necessary to determine if government policies will be dependable. RERA is a group that will alter how the real estate business operates as a whole. This research is necessary to understand buying behavior while purchasing a residential property. Every study has a unique purpose for addressing issues in business and industry. The results of this study will be useful to real estate brokers and developers in understanding how consumers view purchasing real estate.

Research Design

Descriptive research involves surveys and various fact-finding techniques aimed at providing a systematic and accurate description of the current state of affairs. Its primary objective is to provide information on the population or phenomenon being studied. It offers information on the population or world under study. When the goal is to offer a systematic, factually accurate description, descriptive research is used. Our research is descriptive in nature since we need to determine whether outdoor advertising affects people's decisions to purchase goods and services.

Data Sources

We gathered both primary and secondary data for our investigation.

1. Secondary data was gathered by visiting numerous websites, books, journals, etc. on the internet.

2. Surveys were used to acquire primary data.

Data Collection Tools

Questionnaires that were self-administered were used to gather the data. The majority of the questions were multiple-choice or ratings-based and had an objective nature.

Sample Size

The size of the sample in this study is 400, and it is selected using a random sampling procedure to adequately represent the people of concern. Respondents are randomly selected, and each respondent in the population has an equal chance of being selected in the sample.

DATA ANALYSIS AND INTERPRETATION

Characteristics of the respondents

Table I. Demographic Profile of Consumers

Category	Frequency (n=400)	Percentage
Age		
35-45	220	55%
45-55	148	37%
>55	32	8%

The demographic profile of the respondents is presented in table 1. This shows that there are 55% males and 45% females in the sample taken for the study, 55% were 35 to 45 of age, 37% were 45 to 55 of age and 8% were the above age of 55. In this study 32.5% of respondents are below the graduate category, 40% of them have completed graduation, 22.5% of them are postgraduates and 5% of them have other degrees. Out of 400 respondents 27.5% respondents work in the Government sector, 28.75% work in the private sector, there are 15% students, 11.25% respondents are in agriculture, 6.25% of them are retired, 8.75% of the respondents have their businesses, only 2.5% belong to others category. The family status of the respondents is different as seen in Table1, 10% people were young single respondents, 7.5% were newly married, 8.75% are married having a younger child under six years, 3.75% are married having a younger child six years or above, 17.5% of them are older married couples with dependent children, 8.5% of them are older married couples without dependent children, 13.75% are married with no kids, 8.75% are older singles, 5.5% respondents are divorcee, 4.5% are single parents, 5% of them are widow, and 6.25% of them belongs to other categories. As per the analysis, the majority 35% of the respondents belong to Rs. 40,000-60,000, whereas, only 7.5% of respondents belong to the income group above Rs. 80,000.

Gender		
Male	220	55%
Female	180	45%
Educational Qualification		
Below Graduation	130	32.5%
Graduation	160	40%
Post-Graduation	90	22.5%
Others	20	5%
Employment Status		
Government	110	27.5%
Private Sector	115	28.75%
Student	60	15%
Agriculture	45	11.25%
Retired	25	6.25%
Business	35	8.75%
Others	10	2.5%
Family Status		
Young Singles	40	10%
Newly Married	30	7.5%
Married (youngest child under six years)	35	8.75%
Married (youngest child six or above)	15	3.75%
Older married couples with dependent children	70	17.5%
Older married couples without dependent children	35	8.75%
Married, no kids	55	13.75%
Older Singles	35	8.75%
Divorcee	22	5.5%
Single Parent	18	4.5%
Widow	20	5%
Others	25	6.25%
Monthly Income		
Below Rs.20,000	70	17.5%
Rs. 20,000-40,000	110	27.5%
Rs.40000-60000	140	35%
Rs. 60,000-80,000	50	12.5%
Above 80,000	30	7.5%

TABLE II.CRITERION FOR CHOOSING A HOME

Category	Rank				
	1	2	3	4	5
Location	152	224	18	0	6
Price	166	124	72	12	26
Brand Name	80	20	120	80	100
Past Record	6	10	36	144	204
Amenities	10	26	156	168	40

A total of 400 people were polled, and it was discovered that out of these 5 categories: location, pecord, brand name, price, and facilities, the majority (166 individuals) chose "price" as the most important one, ranking it "first," which was followed by location (152 individuals), brand name (80 individuals), amenities (10 individuals), and builder's past (6 individuals). According to research, the majority of the 400 participants in the sample space are workers between the ages of 35 and 45. Price is the most crucial consideration when buying real estate because it is what most people think of when deciding whether or not to buy a property. Location is the second significant consideration since the neighborhood and the amenities there are very important to the buyer's decision. Of 400 respondents, 166 rated price as their top preference, while 152 ranked location as their top choice. Given that there is little difference between these numbers, we may infer that both location and price are important factors. The fact that 80 people ranked brand name first indicates that these individuals come from the higher income group, for whom cost is not a concern and who cannot sacrifice quality simply because of higher prices; these individuals typically come from the business (entrepreneurs) and professional fields. Location was ranked as the second-most essential criterion by 224 respondents. Aside from location and price, amenities are also significant factors to consider when purchasing real estate, yet just 2.5% of respondents evaluated them as important.

TABLE III.BEFORE PURCHASING, A CONSULTANT IS REQUIRED

Consultant Requirement	Number of Respondents	Percentage
Yes	180	45%
No	60	15%
May be	160	40%
Total	400	100%

180 respondents indicated that they would like to consult a real estate broker when purchasing a property. 160 individuals may or may not prefer a consultant, with 60 respondents answering "no" to the question. The majority of people, per the research, prefer to consult real estate brokers, also referred to as channel partners. 45% of the 400 respondents to the study said they would consult

real estate brokers. All real estate brokers must register themselves with RERA as a result of the RERA Act's adoption. This new requirement to register under RERA will protect buyers from being duped by real estate salespeople. Just the information supplied by the developer and made public on the RERA website will be permitted for disclosure. Brokers or developers who attempt to deceive buyers by giving false information or failing to deliver on promises shall be subject to the penalty specified in the clause. Because there would be no deception, RERA will boost consumers' confidence levels and make it easier for them to trust real estate agents. Due to their lack of experience purchasing properties, most people opt to consult a real estate agent.

TABLE IV. PEOPLE'S COMFORT LEVEL WITH THE PURCHASER

Comfort level with Builder	Number of Respondents	Percentage
Yes	328	82%
No	72	18%
Total	400	100%

As 82% of respondents replied "yes" and 18% said "no," the majority of buyers are at ease working with lesser-known builders who are registered with RERA. Every developer and real estate broker must register with RERA to conduct business. Any property that is not registered under RERA cannot be sold by them. The only organization that controls real estate is RERA. The developer is unable to mislead or fabricate any information because all relevant information—including location, cost, facilities, brand name, etc.—will be posted on the RERA website. Those between the ages of 35 and 45 are the most likely to purchase their first home during this time, with pricing taking precedence above brand value so that they are better informed and cannot be duped. Because all associated trademarks or names would be treated equally under RERA, developers with low brand value cannot deceive or scam purchasers. The website will be updated with all information regarding the project's present status, the date of possession, and the timetable for CLP and Subvention payments. Those in the business group make up the 18% who respond "no," as for them, the brand is more important than the price.

TABLE V. BUYER'S VERIFYING PROJECT REGISTRATION UNDER RERA

Verifying project registration	Number of Respondents	Percentage
Yes	322	80.5
No	78	19.5
Total	400	100%

According to the above table, 322 people would wish to see if a project is registered under RERA or not, whereas 78 individuals would not give it a second thought. A person would prefer to know whether a product is authentic and whether it would suit his needs before making a purchase. Similarly to this, a buyer would undoubtedly want to know whether he is making an accurate investment before purchasing real estate. It is now able to check the project information that has been registered with RERA. By simply entering the registration number of the developer's project on the RERA website, a customer can access all the project's details and receive a patent image of the project in which he is involved in investing. As purchasing property is a costly and lasting choice for any buyer, they want their funds to be spent wisely. Most people would want to know if the project has RERA registration or not. The customer is assured to proceed if the project is registered under RERA.

TABLE VI. CUSTOMER'S WHO PREFER A KNOWN BRAND

Prefer a known brand	Number of Respondents	Percentage
Yes	268	67%
No	132	33%
Total	400	100%

268 persons (67%) responded yes when asked if they would choose well-known or reputable real estate brands that are not RERA registered. 132 individuals (33%) responded no to the statement. Most respondents said they didn't want to work with well-known unregistered developers. Customers had demonstrated their belief in the RERA requirements by telling developers that each real estate construction project needed to be RERA-complained. Since well-known developers are not preferred if they are not registered under

RERA, RERA has had an impact on consumers' purchasing decisions.

TABLE VII. CUSTOMERS WHO ARE WILLING TO ACCEPT PRICE INCREASES AS A RESULT OF RERA

Willing to accept price increase as a result of RERA	Number of Respondents	Percentage
Yes	238	59.5%
No	162	40.5%
Total	400	100%

RERA may result in property price increases; 238 out of 400 respondents are okay with this, whereas 162 respondents (40.5%) are not okay with price increases. Due to the implementation of RERA, a large portion of individuals are okay with price increases, demonstrating that they are willing to pay more if development is completed on schedule and customers receive the precise amenities that were promised.

TABLE VIII. CUSTOMER RESPONSE TO FALSE REPRESENTATION

Response	Number of respondents	Percentage
Make a formal complaint	62	15.5%
Replacement	190	47.5%
Demand Reimbursement request	110	27.5%
Not Sure	38	9.5%
Total	400	100%

The above table shows how individuals react when something is misrepresented or promised but never delivered; 47.5% of the individuals said they would demand a replacement. 62 people would submit a complaint, 110 people would demand reimbursement, and 9.5% of the individuals are not sure. The majority of individuals have consented to demand replacement. When a promoter made a false statement in the past, people were powerless to speak out against them. However, since the implementation of RERA, individuals may now protest to RERA executives, and developers are

now required to make amends and give replacements or face the penalties.

TABLE IX. CUSTOMERS WHO TRUST RERA'S OPENNESS

RERA's Openness	Number of Respondents	Percentage
Yes	274	68.5%
No	50	12.5%
May Be	76	19%
Total	400	100%

68.5% of the 400 respondents believe that RERA will result in openness. While 50 people believe that RERA won't promote openness, 76 others are unsure. RERA is discovered to have a significant impact on the game. 274 persons have expressed confidence in RERA's ability to bring discipline and transparency to the industry.

FINDINGS OF THE RESEARCH

- The majority of buyers fall within the age range of 35 to 45.
- The majority of respondents are employed, followed by those who prioritize business.
- The majority of respondents are employees earning a monthly income of Rs. 40,000 to Rs. 60,000, with price being the most critical consideration, followed by location and brand name.
- Customer concern regarding RERA registration is high, regardless of the builder's size.
- Customers firmly support the guidelines specified in the Real Estate (Regulation and Development) Act, and this has encouraged real estate investments.
- Research indicates that small builders registered with RERA attract investors.
- The Real Estate (Regulation and Development) Act has transformed the real estate industry by increasing transparency and consumer trust. It has become essential for developers and real estate brokers to follow RERA rules and regulations, and disclosing legitimate track records of initiatives is recommended.

CONCLUSION

In conclusion, the study highlights the positive impact of government policies on the real estate market in India. The Real Estate (Regulation and Development) Act has had a significant impact on consumer protection and transparency. Despite causing concern among developers, the RERA registration requirement has instilled consumer confidence in even the smallest details of real estate purchases. The Act has brought transparency to the industry, and consumers can evaluate their options with greater clarity. The majority of the consumers know about RERA guidelines. The study found that consumers strongly agree with the guidelines mentioned in the Act, and this has boosted their confidence in real estate investments.

RERA has also made homebuyers a priority and established a higher level of professionalism in the industry. As the government continues to implement policies that promote transparency and consumer protection, controlling property prices is recommended. Overall, the Real Estate (Regulation and Development) Act has given consumers greater control over the industry and has encouraged real estate investments, while also promoting transparency and consumer protection.

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