

## **An Integrated Approach of Buyers' Behaviour towards Real Estate Sector (With Special Reference to the Study of Indore City)**

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### **ABSTRACT**

With growth in economy, investment in real estate is increasing. Investment in real estate properties is prudent at any point of time. In India, we are seeing year-on-year growth in the real estate sector. Consumers are expected to make real estate decisions that maximize their utility and wealth, given price and income constraints. The aim of this study is to examine the consumer's house (real estate) buying behaviour from consumer's perspective. This study has examined variables which affect the buyers' behaviour such as location, risk, return on investment etc. and found that these factors have a great impact on buyers' behaviour towards real estate sector. Addressing related issues through an understanding of behaviour of real estate buyer provide the means to explore the quality of past decisions and to make valid future decisions. Indore, an important city in India, has witnessed a high rate of growth in past few years. Increased demand for housing and investment in properties has led to increase in the rates of real estate. An attempt has been made to study the behaviour of buyer in association with the following variables such as location, price, return on investment etc. in Indore city.

**Keywords: Real Estate, Location, Price, Risk Attitude, Buyer Behaviour.**

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