Internship Report
On

ANALYZING THE DRIVERS OF RISING CONSUMER PURCHASE INTENTIONS FOR REAL ESTATE HOUSING IN BANGLADESH: A STUDY ON SILVER DEVELOPERS LTD.

SUPERVISED BY

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Session: (MBA, 2022-23)

Department of Marketing, COU.

29th June, 2025

Department of Marketing

Comilla University

Letter of Transmittal

Mashiat Zahin

Assistant Professor

Department of Marketing

Comilla University

Subject: Submission of the Internship report.

Dear Madam,

With due respect, I would like to present this internship report which I prepared as a requirement of my MBA program entitled as " Analyzing the Drivers of Rising Consumer Purchase Intentions for Real Estate Housing in Bangladesh: A study on Silver Developers Ltd."

I am delighted to work under your guidance and supervision in my internship report. While I am in the learning curve, this internship report has made it possible for me to gain useful insights that will help me shape my future efforts.

I have tried my level best to complete this internship report with regard to the necessary specifications. However, if any explanation is needed, I would be honored to do so. Please accept the humble effort to put forward my research and findings on the subject.

Yours Sincerely,

____

Mohammad Azizul Hoque

Student ID: 22307021

Session: 2022-23

Masters of Business Administration

Department of Marketing

Comilla University

Declaration of the Student

I hereby declare that the Internship report on "Analyzing the Drivers of Rising Consumer Purchase Intentions for Real Estate Housing in Bangladesh: A study on Silver Developers Ltd." is prepared solely as the requirement of Masters of Business Administration (MBA) degree and embodies my own practical and individual research work prepared under the close supervision of Mashiat Zahin, Assistant Professor, Department of Marketing, Comilla University.

I also confirm that the work referred to in this study is original and that no part or all of the internship report has been submitted to any other university or institution for any degree or award or other reason.

Mohammad Azizul Hoque

Student ID: 22307021

Session: 2022-23

Masters of Business Administration

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Declaration of the Supervisor

I'm very pleased to declare that the internship report on "Analyzing the Drivers of Rising Consumer Purchase Intentions for Real Estate Housing in Bangladesh: A study on Silver Developers Ltd." was carried out by Mohammad Azizul Hoque, Student ID: 22307021, Session: 2022-23 as part of the Masters of Business Administration (MBA) degree from the Department of Marketing, Comilla University. I have supervised him throughout the preparation of the internship report.

I hereby accept his internship report & wish him every success in completing his MBA program.

………………………………

Mashiat Zahin
Assistant professor
Department of Marketing
Comilla University

ACKNOWLEDGEMENT

First of all, I would like to express my gratitude to the God, whose invisible guidance helps me to complete the report. A long march is finally at the end. No work is one-man show. The study can never be an exception. In every step of the study, I received invaluable help and suggestions from many individual and institutional experts.

I would like to acknowledge the assistant professor, Comilla University. Her sincere guidance, untiring cooperation, and valuable advice and endless inspiration enabled me to overcome all the quandaries that cropped up during the course of my study and preparation of the manuscripts.

Unlimited is my indebtedness to the Comilla University for providing me such an opportunity to come closure to the real-world situation and to gain experience from Real Estate Business. Thanks to Md. Mazharul Islam Ripon, Manager (Marketing & Sales) of Silver Developers Ltd, and my few colleague, & my friends who were always ready to assist and help to successfully complete the report.

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EXECUTIVE SUMMARY

Real Estate business is a growing arena in Bangladesh. At present, these are a number of good Real Estate companies in our country. Real Estate business is an important factor in Bangladesh at present situation. In Bangladesh, Dhaka is best segmented area for real estate business. Now it becomes familiar picture in very cities (like Cumilla) of Bangladesh. After 3 months internship of real estate sector, I have to make my internship paper for academic purpose. The major purpose of this paper is to examine the factors who have impact on buying intention of real estate business in order to develop an emotional connection with Silver Developers Ltd. A quantitative approach was employed and questionnaires was used to gather data. Questionnaires were distributed physically and online basis among the customer of Silver Developers Ltd. The sample size was 200. Non-probability convenience sampling technique was followed to conduct the survey. Data were collected for more than two weeks. Descriptive analysis has been used to identify their demographic profile. Multiple regression Analysis was used to analyze the data with the help of SPSS. Findings indicate that customer attitude, price, physical quality and location have a positive impact in customer buying intention toward Silver Developers Ltd. From findings we can also observe that Silver Developers Ltd has few loyal customers. In order to increase the number of loyal customer they must provide better service quality to create more intention to purchase their products. This study examines the importance of affordable cost. The findings provide insight for marketing managers in developing their service quality and recover their lack to connect more customers to create buying intention of Silver Developers Ltd.'s products.

Keyword: Customer attitude, price, physical quality, location, buying intention.

CHAPTER ONE

INTRODUCTION

1.1 Background of study

Bangladesh is a small but one of the most densely populated countries in the world with quite a small and poor economy. Majority of its population fall in the low income bracket and therefore basic needs fulfillment is the main concern for them. One of the five basic needs is shelter and state is supposed to ensure that. But state can't do that due to resources scarcity and this is the point in which most experts stick on for the development of the real estate sector in Bangladesh. The sector is dominated by the private investors, though the government is present in the market through some housing projects. These private investors are widely treated as profit concerns, but they are working hard to meet the rising housing demand in the country too. Though the pace of growth in real estate business in Bangladesh is a bit slow now, it has been experiencing an increasing pace throughout the whole period since its birth in late 70s. In late 90s the sector got the highest pace since its origin and lots of real estate developers came to the market to invest. Current low pace can be explained by the irregular political practice in the country as there is a non-political interim government in power right now. It's widely argued that the situation will change once the political government comes back in power.

Initially though real estate business was limited to the Dhaka city, now the sector expands its reach to the outskirts of Dhaka city, surrounding districts of Dhaka district, and other divisional cities. But Dhaka is still paying for its indiscipline and random constructions in the city. Traffic system and the environmental condition of Dhaka city are miserable in most cases. Therefore experts and mass people are pretty much worried about the growing constructions activities in the country. The real estate sectors play a significant role in solving the housing crisis in Cumilla

City, so I have selected Silver Developers limited which is one of the leading

Companies in Cumilla City. For completing my MBA degree Internship Report is one of the parts at the final semester of the Department of Marketing, Comilla University, Bangladesh.

1.2 Origin of the Report

The primary goal of the Internship Program is to provide the intern with the job experience by orienting the intern with the organization and an opportunity for the intern to relate the theoretical conceptions in the real business environment. The duration of my internship with Silver Developers Ltd. will from March 01, 2025 to May 31 2025. I will try my best to properly apply my potentiality and theoretical knowledge to make the report reliable and information worthy.

Attempts will be successful if the report fulfills the objective of the program.

1.3 Scope of the study

The report will give us a clear picture about the customer satisfaction in general & specially the activities of Silver Developers Ltd. The scope of the study is limited to organizational set up, functions, & performance. The scope of the study is:

- Maintaining a good relation between employees & management.
- Improving an effective work station design.
- Effective marketing layout designing.
- Efficient handling of employees.
- Handling & setting the employees according to their work.
- Maintaining the link in effective manner.

1.4 Objectives of the study

The objective of the study is to find out the consumer attitudes towards Silver Developers Ltd.

Especially the objectives of the study were as follows:

- To explore attributes and factors that are antecedents of customers’ buying attitude to purchase an apartment.

- To examine relationships among influential factors (antecedents of customers’ buying attitude) and customers’ buying attitudes in the Real Estate industry.

- To examine the relationship between customers’ buying attitude and buying intention.

1.5 Research Questions

This report helps to identify several customer satisfaction tools used by Silver Developers Ltd. Here, the following question represents the summary of the report.

RQ-1: What are the outdoor factors (consumer attitude, price, physical quality, and location) that affect increasing consumer buying intention for real estate housing in Bangladesh?

RQ-2: Which factor/s has/have a positive relationship and statistically significant impact/effect on consumers buying intention towards real estate apartments?

RQ-3: How satisfied are the customers with purchasing residential apartments?

1.6 Rationale of the study

Internship program is essential for every student, especially for the student of Business Administration, which helps them to know the real life situation. For the reason, a student takes the internship program at the last stage of the degree, to launch a career with some practical experience.

The internship program is very helpful to bridge the gap between the theoretical knowledge & real life experience as part of Bachelor of Business Administration (MBA) program. This internship report has been designed to have a practical experience though the theoretical understanding.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

After studying, numerous papers to investigate increasing consumer interest in the real estate housing in Bangladesh. I hardly found articles that studied the causes of the increasing population and Migration in the real estate area in Bangladesh. Most of the papers mainly investigated the supply and demand situation of the real estate market. Moreover, some papers investigated the satisfaction level of consumers. Here this is an enormous research gap for real estate studies as not much of work was done on identifying the causes of the increasing population in the real estate area.

2.2 Buying Intention (BI)

Generally intention is an indication of a person's readiness to perform a given behavior, and it is considered to be the immediate antecedent of behavior (Shen, 2009). Intention is an indication of a person's willingness to perform the behavior, and it is an immediate antecedent of behavior (Nahdi, Habib & Albodour, 2015). Intention is the dependent variable which is predicted by an independent variable namely attitude (Ajzen & Fishbein, 1980; Ajzen, 1991; Taylor and Todd, 1995; Han & Kim, 2010). Thisefore, in the case of apartment purchasing the intention to purchase is an antecedent of a purchase decision (Numraktrakul, Ngarmyarn & Panichpathom, 2012; Phungwong, 2010). In this study the buying intention is measured with the help of four items Commitment to buy and recommendation status (CBA); Feel loyalty to buy (FLB); Plan to buy (PBA); Buying an apartment will be wise decision (WDF). Many scholars have measured buying intention with the help of the aforesaid dimensions.

(Nahdi, et al., 2015; Tan, 2013; Numraktrakul, et al., 2012; Phungwong, 2010; Houng, Chen

&Tsai, 2007).

2.3 Customer Attitude (CA)

Consumer behavior is the study of individuals, groups, or organizations and all the activities Associated with the purchase, use and disposal of goods and services.

Khaled, Sultana, Biswas and Karan (2012) conducted survey on customer perception and expectation. In this study, they tried to identify the dimensions of customer perception and expectations and with the help of that dimensions they measure the customer perception about apartment in the Chittagong regions. They showed the recent trends of Real Estate sector of Bangladesh. People are now not interested to buy a land for building their own house due to high price, Insufficiency of land, High cost of land registration, and high price of building materials. That trend creates the opportunities for Real Estate sector. Preferable services facilities and project facilities in the apartment encourage the buyers to buy.

Dewri, Amin, Sen and Faridi (2012) carried out a comprehensive study that covered a broad area of Real Estate sector of Bangladesh. They have found the reasons of increasing tendency of buying Real Estate apartment in Dhaka city. Rapid increase in the population of the city, scarcity of unoccupied lands in important parts of the city, very high prices of land, hazards involving purchase of lands, profit motives of the land owners, increase of remittance inflows in that finance many purchases, re-structuring of households to single family units are the recent changes in Real Estate industry that has been creating the sector more profitable.

Barua, Mridha and Khan (2010) conducted a study on “Housing Real Estate sector in

Bangladesh present status and policies implications". In the paper they tried to depict the current picture and economic contribution of Real Estate sector, growth rate, market structure, financing condition and future potentiality of the Real Estate sector in Bangladesh.

Rise in house rent, increasing demand for housing, getting easy financing facility, rapid urbanization (The rate of urbanization is estimated to be 5-6% annually for Bangladesh (REHAB, 2004), About 25% of the people of Bangladesh is now living in urban areas and 34% will be living by 2015 (REHAB, 2004) and 50% by 2025 (Singha, 2001), inadequacy of land, hazards in purchasing land, huge time and energy are required for maintenance and construction of buildings, western culture and many other factors leads the people to buy an apartment rather than building houses on their own. They also showed that customers are expecting diversified products that indicate project facilities, standardized services and security are preferred by customers to purchase an apartment. These current trends are creating huge scope for the sector to group.

2.4 Price

The price dimension according to Kotler and Armstrong, translated by Bob Sabran (2012: 52), explains that these are four measures that characterize prices, these are price affordability, price match with product quality, price match with benefits, and price match with competitiveness.

The four price measures are as follows:

1) **Price Affordability**, consumers can reach the price set by the company.
2) **Price match with product quality**, Price is often use as an indicator of quality for consumers.

3) **Price match with benefits,** Consumers decide to buy a product if the perceived benefits are greater or equal to what has been issued to get it.

4) **Price match with competitiveness**, consumers often compare the price of a product with other products.

Price is a fundamental phenomenon for purchasing an apartment. From the view point of customer price is the cost of customer that customers give up to get a certain benefits or products. The factor price consists of Comparison of prices with competitors (PR_1); Installment and credit system (PR_2); Availability of bank loans (PR_3); Reasonable prices (PR_4). The above mentioned items of the factor have been showed as imperative for purchasing an apartment (Labib, et al., 2013; Khaled, et al., 2012; Dewri, et al., 2012; Zadkarim & Emari, 2011; Barua, et al., 2010; Islam, 2008).

2.5 Physical Quality (PQ)

Buyers' preferences for apartment depend on product and service quality. What exactly is quality? Various experts have defined it as "fitness for use," "conformance to requirements," "freedom from variation," and so on. Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs (Kotler & Keller, 2006). Based on the studies (Labib, et al., 2013; Zadkarim & Emari, 2011) a list of apartment factors that fit the institutional and cultural settings of apartment were identified for the development of the apartment Physical Quality Index (PQI).

These factors are Size and type of apartment

(PQ_1); Quality of basin, commode and tiles

(PQ_2); Interior and exterior design

(PQ_3); Standard color and electronic lightening

(PQ_4); Sufficient ventilations and windows

(PQ_5); Water facilities

(PQ_6); Drainage system

(PQ_7). Physical quality of apartment is significant predictors of buying attitude in purchasing an apartment (Khaled, et al., 2012; Islam, 2012, Zadkarim & Emari, 2011).

2.6 Location

The choice of location for residence explains an effort by each individual to balance two conflicting choices, including ease of access to the city center and the size of land that can be obtained. These are criteria that must be considered in choosing the location of residence (Catanese and Synder, (1989) in Purbosari, (2012: 2)). Location dimensions and indicators can be divided into several factors. It is as follows:

1) Location is free of air pollution, noise pollution, and water pollution.

2) Location is flood free area.

3) Location close to public transportation.

4) Location close to shopping center.

5) Location close to the workplace.

Location and communication facilities act as the most significant predictors of buying attitude in case of purchasing an apartment (Labib, et al., 2013; Khaled, et al., 2012; Zadkarim & Emari, 2011; Leiser & Ghor, 2011). Residential living environment (LOC_1);

Better communication with workplace (LOC_2); Availability of transportation system/ Transportation hub (LOC_3); Near to educational facilities (LOC_4); Near to main road (LOC_5); Quality and cost of municipal services (LOC_6) [Friedman 1981; Reshovsky, 1979]; Near to park and entertainment facilities (LOC_7); Living for long time in an area (LOC_8) are the variables that constitute the factor location and communication. In case of purchasing apartment buyers prefer residential living environment and better communication with work place and availability of transportation system (Labib, et al., 2013; Khaled, et al.,

2012; Zadkarim & Emari, 2011; Leiser & Ghor, 2011; Shahin, et al., 2010; Khan & Barua, 2009; Islam, 2008.

CHAPTER THREE
COMPANY PROFILE

3.1 Hertorical Background of Silver Developers Ltd

"Since 2009, Silver Developers Ltd. has become a trusted name in the real estate sector in Bangladesh. Within a short span of time, Silver Developers Ltd. has grown into a renowned and dependable organization, building elegant, aesthetically pleasing structures that grace Cumilla’s finest neighborhoods. Silver Developers Ltd. uses high-quality building materials and finishing products to ensure durability and customer satisfaction It’s main concentration has been in the prime, attractive locations of Cumilla city, the emphasis being on sound construction and aesthetic design. Additionally the Company has tried to provide accommodations suitable for small families while creating scope for the development of residential lands in the vicinity of the city. Efforts are underway to cater to the needs of clients in every market segment. The success of such a large construction company requires specialized labor and highly qualified professional backup and it has developed a strong experienced competent team of such highly-skilled professionals to work under its management.

At present, Silver Developers Ltd. has forty-five (45) apartment building projects at hand in the most prestigious areas of Cumilla city such as Kandirpar, Jawthala, Talpakurpar, Thakurpara, Police Line, DC Road, Tomsom Bridge and Laksham Road. Twenty (20) completed apartment buildings have already been handed over to its clients. Another Twenty-one (21) apartment buildings will be handed over very soon. Last month Silver Developers Ltd start their project at Dhaka Bashundhara.

3.2 Vision & Mission of Silver Developers Ltd.

3.2.1 Vision

- To be a leading company in the country with best practices and highest social Commitment.

3.2.2 Mission

- To contribute to the development sector, socioeconomic, social responsibility Development of the country
- To attain highest level of customer satisfaction through extension of services by Dedicated and motivated team of professional
- To maintain continuous growth of market share ensuring quality
- To maintain the high moral and ethical standards
- To ensure participative management system and empowerment of Human Resources.
- Nurture an enabling environment where innovativeness and performance is rewarded.

3.3 Strategic Objectives

- To achieve positive result every year.

- To be market leader in product innovation.
- To be one of the top three Developer company in Bangladesh.
- To be one of the top five Developer company in Bangladesh in terms of market share in all significant market segments we serve.

3.4 Department of company

Mainly these are 9 Departments such as

1. Reception Desk
2. Marketing & Sales Department
3. Business Development
4. Admin and HR
5. Finance & Accounts Department
6. Admin and HR
7. Procurement Department
8. Documentation
9. IT

3.5 Activities of Marketing Department

Marketing

As a marketer of any shopping complex or any apartment we have to do many kind of activities including financing, administrative and many others supporting activities.

Logistic

When an apartment or complex is ordered to be established then the importance of logistic department has come. The logistic department does when the process began to build anything then at first they need to proper supply of water, gas, labor safety, and shelter and all sorts of the help. For ongoing project logistic department does a great deal where they help to give all types of primary support to labor, engineer, guard and other employees who worked in the project.

Purchase

From top to bottom in every step purchase department has a great importance because of their responsibility by providing time to time delivery and support with the all types of raw material related with the ongoing project.

Procure:

In the department they have justify the efficiency and effectiveness of raw material through ensuring the product quality and their performance. The importance of procurement department cannot be ignored because UDTL are very much careful about their quality product, they try to offer the best things for their valuable customer, and they do not consider about the matter any time, which hold their goodwill through their activities.

3.6 Customer service of Silver Developers Ltd.

Silver Developers Ltd. provides the following services to its customer:

- Road construction inside the project.
- Establishing school, collage, and mosque inside the project.
- Well organize security system throughout the project.
- Shopping centers.
- Health facilities.
- Arrangement of house building lone.
- Construction of security wall at market place.

3.7 Projects Features

- The project of Silver Developers Ltd. is approved by Cumilla City Corporation.
- The locations of Silver developers Ltd. are out of flood free zone.
- The project has natural greeneries.
- The Park & playground in every block separately.
- School, College, & University are included in the project.
- The location have eco-friendly environment.
- The administrative office & CCTV surveillance facility inside the project.
- Police outpost, traffic system & fire service are available inside the location.
- Electricity, gas & water connection are available in site as committed.
- Telephone & internet service are connected in the project.
- Land is delivered according to the promised offered.
- Registration is properly after full payment

3.8 Projects Facilities

- 24-hrs security system.
- Proper sewerage system in every road.
- World standard service offering institutions like world class School, College, University campus etc.
- Standard Hospital, Bank & Insurance Company, Post Office, Community Centre etc.
- Multi-stored Shopping mall complex, Bus terminal, Police station, Fire station, Vegetable and fresh produces corner.
- Electricity power station.
- Playground, Park, Convention center and lake for recreation, Trade center.

3.9 Completed project & uncompleted project

3.9.1 Completed

S. L	Project No	Project Name	Address	Handover Year
1	1 & 2	Silver Afia Garden	Doctor Para, Badur Tola, Sadar, Cumilla.	2012
2	3	Silver Zakir Palace	North Side of Nowab Faizunnesa Govt. Girls High School. Talpakurpar East, Cumilla.	2013
3	4	Silver Park View	West Par of Dharma Shagor, Cumilla.	2013
4	5	Silver Crescent	Madina Masjid Road Thakurpara, Cumilla.	2014
5	7	Silver Talpokur View	North Par, Talpokur Par Cumilla.	2015
6	8	Silver Anawara Palace	West Side of Cumilla City Corporation Office.	2012
7	9	Silver Ali RoshonTower	Fousdary Chowmohoni, Cumilla.	2012
8	10	Silver Amin Corner	Daroga bari, Cumilla	2015
9	11	Silver JashimTower	Race Course, Cumilla.	2016
10	12	Silver Dream	Jhawtala, Cumilla	2016
11	13	Silver Ornet	Bagichagaon, Cumilla.	2017
12	14	Silver S.S Tower	Jhawtala, Cumilla	2018
13	18	Silver Preha	Dharmoshagor West Par, Cumilla.	2019
14	19	Silver Moon	Jhawtala, Cumilla	2018
15	21	Silver Shapla	Race Course,Cumilla.	2019
16	20	Silver Prioprangon	Talpokurpar, Cumilla.	2021
17	27	Silver Dew Drop	Behind the City Corporation, Cumilla.	2021
18	16	Silver Janani	West Side of Cumilla City Corporation Office	2022
19	17	Silver Gomoti	West Side of Cumila City Corporation Office.	2022
20	26	Silver Shapnachura	EPZ Road, Cumilla.	2022

21	33	Silver Machranga	Old Chowdhury para, Cumilla.	2022
22	22	Silver Rezia Gurden	South Chortha, Cumilla.	2022
23	24	Silver Holy Palace	Laksham Road, Tomsombridge, Cumilla.	2022

3.9.2 Running project

S.L	Project No	Project Name	Address	Completion Year
1	15	Silver Ali Mantion	South Side of Cumilla Townhal Gate, Kandirpar, Cumilla.	2026
2	23	Silver White House	Laksham Road, Ashararpur, Cumilla.	2024
3	25	Silver Fatema Palace	Thakurpara, Cumilla.	2023
4	28	Silver Karim Palace	Talpukurpar, Cumilla.	2024
5	29	Silver Mozumder Market	Kandirpar, Cumilla.	2024
6	30	Silver Fatema Nir	Behind the City Corporation, Cumilla.	2022
7	31	Silver Mazumder Palace	DC Road, Cumilla.	2024
8	34	Silver Rahman Villa	Beside Modern High School, Cumilla.	2025
9	35	Silver Angel Park	Rammala Thaqurpara, Cumilla	2025
10	36	Silver Panthanibash	Thakurpara, Cumilla.	2025
11	37	Silver Rafiq Tower	Bashundhara, Dhaka.	2026
12	38	Silver Hoque Tower	Race Corse,Cumilla.	2025
13	39	Silver Khan Palace	Talpukurpar, Cumilla.	2024
14	40	Silver Parents Dram	Doctor Para, Badurtala, Cumilla	2026
15	41	Silver Anower Lordge	Deshwali Potti, Rajgonj, Cumilla.	2026

3.10 Competitors of Silver Developers Ltd.

Now a day every business sector faces hard competitions. Specially, in case of the Real Estate Business, these are many competitors and the competition of this business is increasing day by day. Some Name of the competitors of Silver Developer Ltd has given below:

- MRC Builders Ltd
- SEL (PVT) Ltd
- RUPAYAN HOUSING Estate Ltd
- Sarna Kutir Properties (Pvt) Ltd

3.11 Location of Silver Developers Ltd

Ground Silver Dream, 208 Shahid Shamsul Haq Sharak, Cumilla 3500,

Contract number: 01713026500

3.12 Opening Hour

Saturday - 10 am to 8 pm

Sunday - 10 am to 8 pm

Monday - 10 am to 8 pm

Tuesday - 10 am to 8 pm

Wednesday - 10 am to 8 pm

Thursday - 10 am to 8 pm

3.13 Chapter summery

The chapter present is short history of Silver Developers Ltd. I have also mentioned the services which they provide. Hopefully these will helpful to their target customer to take their decision.

CHAPTER FOUR
INTERNSHIP EXPERIENCE

4.1 Introduction:

In the period of my three months internship program, I have got some positions and duties in the Silver Developers Ltd. In the branch they are given me a rotation of positions and duties which was duration of 15 working days for a department. My main responsibilities and duties are as follows: I have learned many things about Marketing Activities and customer satisfaction. Working in Silver Developers Ltd. I feel as a part of their & every employee on their helped me so much to understand the works easily.

4.2 Job Description:

As an intern I engaged myself in different types of works which are given bellow:

- *Potential client search*:

My main duty is client search, so at first, I'm searching the clients who are interested to buying the land.

- *Making calls to customers & introducing them about our products*:

After searching the client, I'm calling my customers & introducing them about our project &also invite to come our office.

- *Ensure the visit of project's location*:

I convince the customer to visit the project location.

- *Discuss with clients about the advantages & disadvantages of buying the land*:

Then I discuss with my customers about the advantages & disadvantages of the land. I discuss the main features of Silver Developers Ltd.'s project.

- *Try to convince them to purchase the land:*

I’m trying to convince the customer to purchase the land.

- *Making the agreements & get the booking amount*:

If the customers are convinced, then I’m making the agreement & get the booking amount.

- *Payment collection system*:

Every customer payment system is not same. Some customer directly comes to company for payment & some customer pay their payment by cheque.

- *Making calls to customers for giving the due amount*:

Every customer are not pay full amount of money. Most of the customer use installment. So I’m Calling the customer for giving the due amount.

- *Communicate with customer until the land have transferred:*

I’m communicating with my customers until the land has transferred because of customer satisfaction.

4.3 Daily Routine:

My department of internship program is under marketing & sales department. So I was fully involved in marketing & sales department. Every day, I have to go office at 9.00 a.m. like all other employees & stay up to 6.00 p.m. Some days my work area is in office &some days work was out of office, in the field.

4.4 Learning Points:

During the internship period in Silver Developers Ltd, I have learnt lots of things. These are listed bellows:

- *Communicate with the clients:*

Communicate with the clients over phone & give feedback them.

- *Deal with customer:*

Here I have learnt how to deal with customer.

- *Communicate with general people:*

To complete internship in Silver Developers Ltd, I'm learnt how to communicate with general people.

- *Convincing the clients:*

Here I have learnt how to convincing the clients to buy a plot

- *High range of promotional activities required to make a good consumer Relation:*

Here I have learnt how to make a good relation with customer

CHAPTER FIVE

RESEARCH METHODOLOGY

5.1 Introduction

In the previous chapter the literature review has demonstrated various studies related to consumer demand Of Real Estate Business. The variables that have been identified for investigation are customer satisfaction, customer attitude, environment factor, financial factor etc. This chapter outlines the methodology used for the research. The research framework and hypothesis development from literature review have been discuss to show the relationship between independent variables and dependent variables. The research design, data collection method, procedures and techniques of data analysis have been describing in following sector.

5.2 Research Framework

Drawing from the literature which leaded to the complete developments of this study has created emphasizing on the objective of the research. This framework provides a graphical view of the study highlighting and integrating the factor found to influence consumer demand in real estate housing. It involves two variables- independent variable (customer attitude, price, physical quality, location) and dependent variable (buying intention).

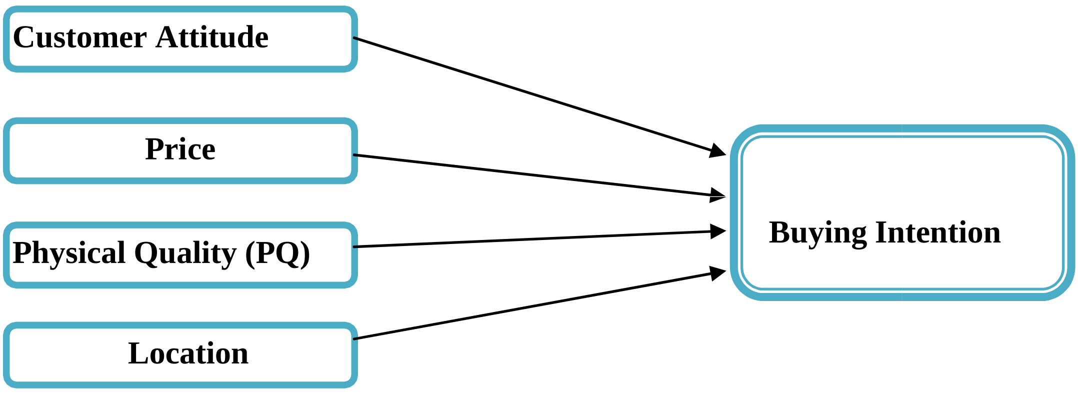


Figure: 01 Research Method

5.3 Hypothesis Formulation

In this section, the relationship among real estate buying intention, customer attitude, price, physical quality, location are discussed. To examine this relationship between dependent and independent variables some research hypotheses are developed as follows:

H1: Customer attitude has positive effect on buying intention. of real estate industry.

H2: Price is positively related to buying intention of real estate industry.

H3: Physical Quality has positive effect on buying intention of real estate industry.

H4: Location is positively related to buying Intention of real estate industry.

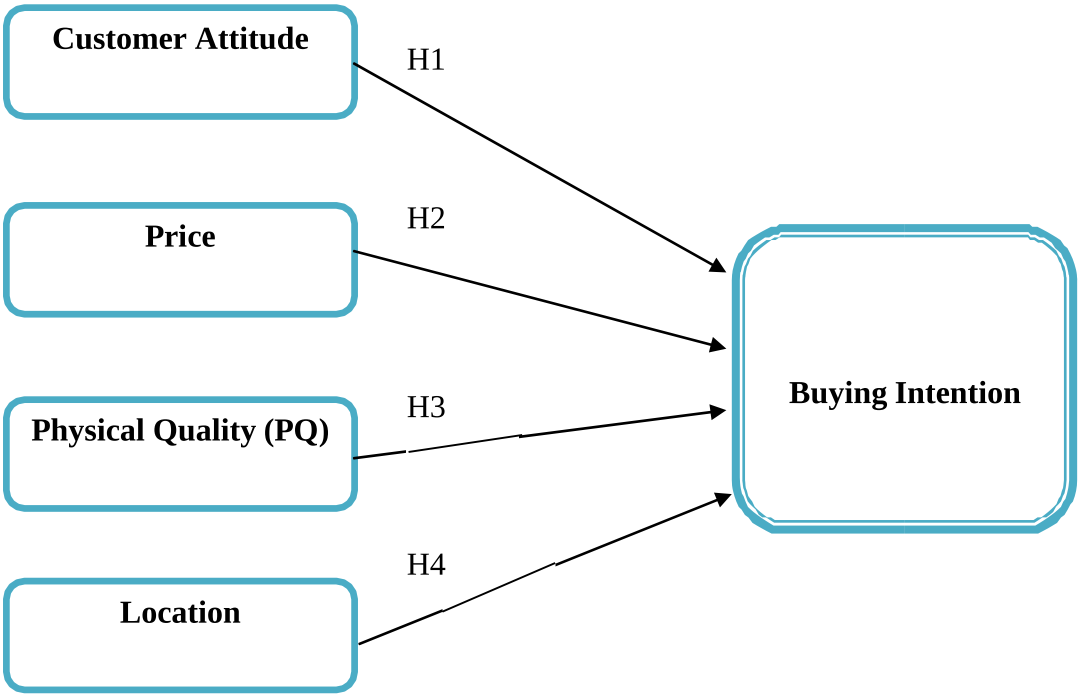


Figure: 02 Proposed Hypothesis Model

5.4 Research design

Research design refers to the blueprint, plan or framework for conducting research (Malhotra and Birks, 2007). Creswell (2003) points to the ability of such framework to put together claims made about what constitutes knowledge, a strategy of inquiry and specific methods. According to McGivem(2006), a research design essentially aims to structure the research to answer research problems as accurately and explicitly as possible. This is buttressed by Kumar(2005) who states it as a plan that is adopted by the researcher to answer the questions validly, objectively, accurately, economically, Guy et al (1987) earlier submitted that the use of research design is to ensure that the objectivity of the research is assured.

Furthermore, Churchill and Iacobucci (2009) assert that in addition to facilitating data collecting and analysis, a study design also aids in defining the specific steps required to obtain the information required to structure or resolve marketing research issues. A research design is a plan and method for gathering data to address a research question (Kothari,2009).

Given the foregoing and preceding debates, it is clear that this research is carried out from a quantitative/positivist perspective because it was founded on Gill and Johnson's (1997) argument and used a structured methodology and quantitative response that resulted in statistical analysis.

Quantitative research aims to "control, predict, explain and interpret the scientific phenomenon" through attention and investigation (Arghode,2012). According to Kmipe and Mackezie(2006), positivism is closely aligned to "quantitative methods of data collection and analysis". Besides, research hypotheses were formulated from existing literature and were empirically tested. This study is purposed on an explanatory basis as it aims at understanding what customers consider the best and most important factor in availing real estate demand and interrelationship among these variables.

5.5 Research Strategy

To enable the study to evaluate the association between several latent variables, a quantitative approach was used. In order to identify and statistically explain the role of specific factors in healthcare branding, the study adopted the survey method, using structured questionnaires designed to elicit information from respondents. This method was also chosen because previous cross-sectional studies (Chahal and Bala, 2012; Wu, 2011) have primarily used it.

5.6 Population, Sample and Sampling Technique

5.6.1 Population of the study

The group of components or things that the researcher is collecting data from and drawing conclusions about are known as the target population (Mal hotra,2007) A prerequisite of sample selection, according to Salant and Dilman (1994), is to define the target Population as narrowly as feasible. The sample population's definition aids in research focus and gives the study's conclusions and suggestions a presentable context for the study's target audience. The clients of Silver Developers Ltd. were thus included in the target populations for this investigation.

5.6.2 Sample Size of the study

Sample size determination involves both qualitative and quantitative factors, according to Malhotra and Birks (2007). From a quantitative standpoint, research scholars such as (Burms, 2000;Gray, 2009; Hair etal, 2009) advise that researchers employ large sample sizes as much as feasible. According to Hair et al. (2006), sample sizes of 100 and higher are suitable for quantitative studies. These researchers contend that larger sample sizes increase the likelihood that the mean, percentages, and other statistics will accurately reflect population estimates. Large sample sizes, according to Malhotra and Birks (2007), allow for the effect of randomness And lower error rates as the sample size grows. 200 participants were selected as the sample size for the current investigation.

5.6.3 Sampling Technique

Probability and non-probability sampling techniques fall under two broad groups. While the latter is more frequently used in case study research and the former is frequently connected with survey and experimental research methodologies, some academics also use them in quantitative studies, particularly when the sample size available looks to be bigger (Saunders et al,2009). Every component of the sample frame has an equal chance of being included in the sample when using probability sampling, which enables researchers to answer research questions and accomplish goals that call for them to statistically estimate the characteristics of the population inferred from the sample (Saundersetal, 2009). Non-probability sampling, in contrast, places restrictions on the capacity to draw reliable conclusions about the population.

As a result, samples obtained using non-probability sampling techniques are not necessarily representative of the overall population, but generalizations about the population can still be formed because all non-probability samples rely on subjective evaluations at some point in the process (Malhotra, 2010).

Non-probability sampling strategies include convenience, snowball, quota, and purposive sampling. In quota sampling, instances within strata are chosen in a completely non-random manner (Saunders et al, 2009). Cases are chosen through purposeful sampling depending on the researcher's judgment. Convenience sampling involves picking selected cases that are the most straightforward to collect for a sample, and snowball sampling involves selecting beginning respondents at random who serve as referrals for later respondents (Malhotra and Birks 2007). (Saunders et al, 2009).

Given the size of the population and the purpose of the current study, which is to collect responses from Silver Developers Ltd clients, non-probability sampling was deemed appropriate. Convenient sampling was used as the sample strategy for this study; this technique is based on a group or subgroup that is easily accessible. Convenient sampling is a sort of non-probability sampling based on people the researcher is familiar with or who are easily accessible.

5.7 Data Collection Technique

This study has used quantitative methods to investigate the factors that may have a strong influence on branding in Real Estate Business. For preparing this study, a combination of primary and secondary sources of data has been used.

5.7.1 Primary Data

Primary data have been collected through a questionnaire survey. Questionnaires were distributed to a convenience sample. Convenience sampling is beneficial where it is otherwise difficult to stimulate a sufficient level of response. To gather the data from the respondents, print questionnaires were distributed among respondents of Silver Developers Ltd. Data were collected for more than two weeks, to survey a chosen sample of consumers.

5.7.2 Secondary Data

Secondary data are the data that have already been collected by someone else for several purposes than the problem at hand. These secondary data have been collected through several journals, different articles, books as well as the internet such as international journal of real estate business, and International journals of real estate service industry management.

Table.1: Measurement Item and Sources.

Constructs	Number of items	Adapted from
Customer Attitude	4	Khaled, Sultana,Biswas and Karan (2012)
Price	4	Labib, et al., 2013; Khaled, et al., 2012; Dewri, et al., 2012; Zadkarim & Emari, 2011;
Physical Quality	4	Labib, et al., 2013; Zadkarim & Emari, 2011)
Location	4	Zadkarim & Emari, 2011; Leiser & Ghor, 2011
Buying Intention	5	Nahdi, Habib & Albodour, 2015, Buying intention
Source: Adapted from Previous Studies		

5.8 Questionnaire development and instrument

Questions were created based on the study's objectives while adhering to the guidelines provided by Malhotra and Birks (2007) for creating survey questionnaires. The pre-test sample was determined using Fink's (Sunders et al., 2007) recommendation that pre-testing should include at least ten (10) participants. In order to determine the practicality, suitability, and reliability of the questions, as well as to remove ambiguity, the pre-test was conducted with a focus on the content, wording, sequence, and question difficulty. Following this, final revisions and discussions with the supervisor regarding the phrasing and clarity of measurement items were made. There were two sections to the questionnaire. General demographic questions about gender, age, education level, occupation, and monthly income etc. are made comprising the entirety of the first segment. The second segment focused on 4 main aspects, including customer satisfaction, customer attitude, environment factors, financial factors, etc., and investigated respondent's perceptions of consumer demand for real estate. There are 21 items for measuring the variables. I visited the premises of Silver Developers Ltd. and after seeking the approval of the appropriate housing authorities (administrators, managing directors and public relations officers). Within the premises, I approached the persons who had experienced me about the housing business and sought their consent to help fill a questionnaire by explaining to them the purpose of the study, which is to ascertain their perception about housing business and help to find out the reasons to increase consumer demand in real estate business in Bangladesh. My working period was March 01, 2025 to May 31 2025.

CHAPTER SIX

DATA ANALYSIS AND FINDINGS

6.1 Analysis and Interpretation

Data analysis is a way to describe the truth with goals, identify patterns, examine assumption and interpret results. Data analysis uses many techniques such as data analysis, theoretical sampling, thematic analysis grounded theory and thematic analysis etc. SPSS 25 version used to analysis the data. In current study Cronbach's Alpha, Descriptive statistics and linear regression statistical techniques applied to analyze the data.

6.2 Frequency Distribution and Analysis

This section represents information about the background characteristics of studied respondents. The first part of the questionnaire has included demographic factors such as gender, age, occupation and monthly income.

Table.2: Respondents Demographic Statistics

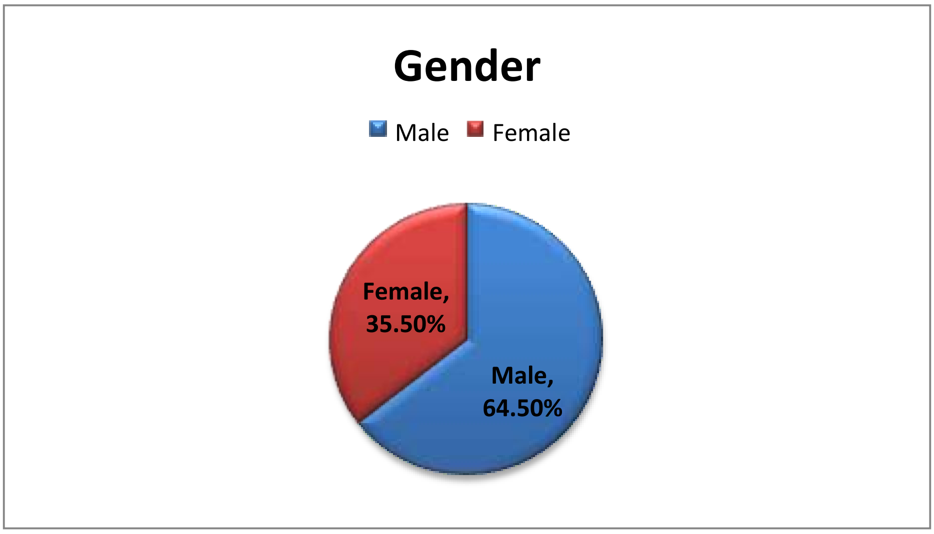
Variables	Category	Frequency	Valid Percent
Gender	Male	129	64.5%
	Female	71	35.5%
Age	Less 30	3	1.5%
	30-35	126	63%
	35-40	57	28.5%
	Above 40	14	7%
Monthly Income	Less than 10000	122	61%
	10001-20000	51	25.5%
	20001-30000	12	6%
	30000 up to	15	7.5%
Occupation	Govt. Employee	15	7.5%
	Private Employee	32	16%

	Others	141	70.5%
	Businessman	12	6%
Source: SPSS outcomes based on primary data			

Of all 200 respondents, 129 respondents are male, and 71 respondents are female. It indicates that 64.5% of respondents are male and 35.5% of respondents are female. 1.5% of respondents were between the ages of 16 and 20, 63% were between the ages of 21 and 25, 28.5% were between the ages of 26 and 30, and 7% were over 30. The table shows that, of all 200 respondents, 141 are students and their percentage is 70.5%; 47 are employees and their percentage is 23.5%; remaining 12 respondents are engaged with business and their percentage is 6%; Moreover, the table also shows that 61% of individuals had income levels below 10000 TK, 25.5% had income levels between 10001-20,000 taka, 6% had income levels between 20,000-30,000 TK, and 6% had income levels above 30000 TK.

6.2.1 Demographic Profile Table 6.2.1: Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	129	64.5%	64.5%	64.5%
	Female	71	35.5%	35.5%	100
	Total	200	100.0	100.0	

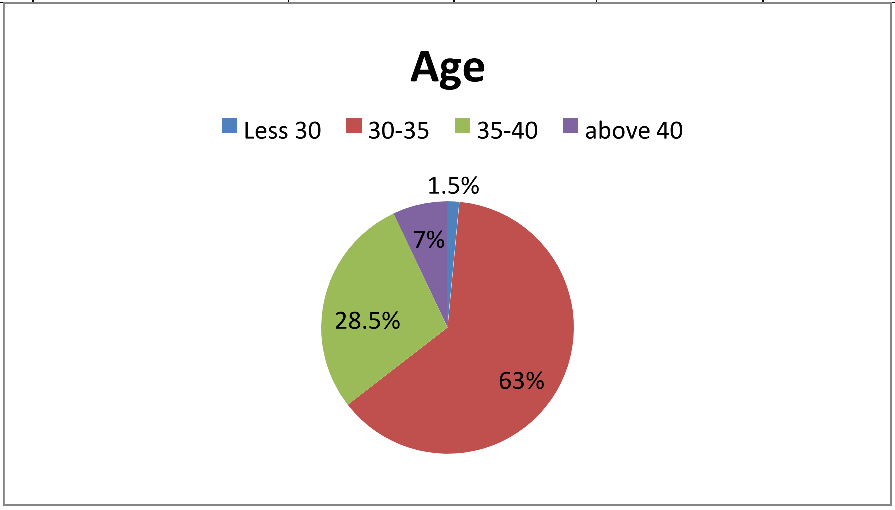


The total number of the participants as presented in Table 6.2.1 shows a total of 121 males in the distribution representing 64.5% and 71 females accounted for 34.5%. The difference between the number of male and female respondents is narrow. This close representation of respondents indicates that the data collected from these two categories will be highly representative of people. A pie chart is used to show a pictorial presentation for better illustration.

Table 6.2.2: Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less 30	3	1.5%	1.5%	1.5
	31-35	126	63%	63%	64.5
	36-40	57	28.5%	28.5%	93
	Above 40	14	7%	7%	100

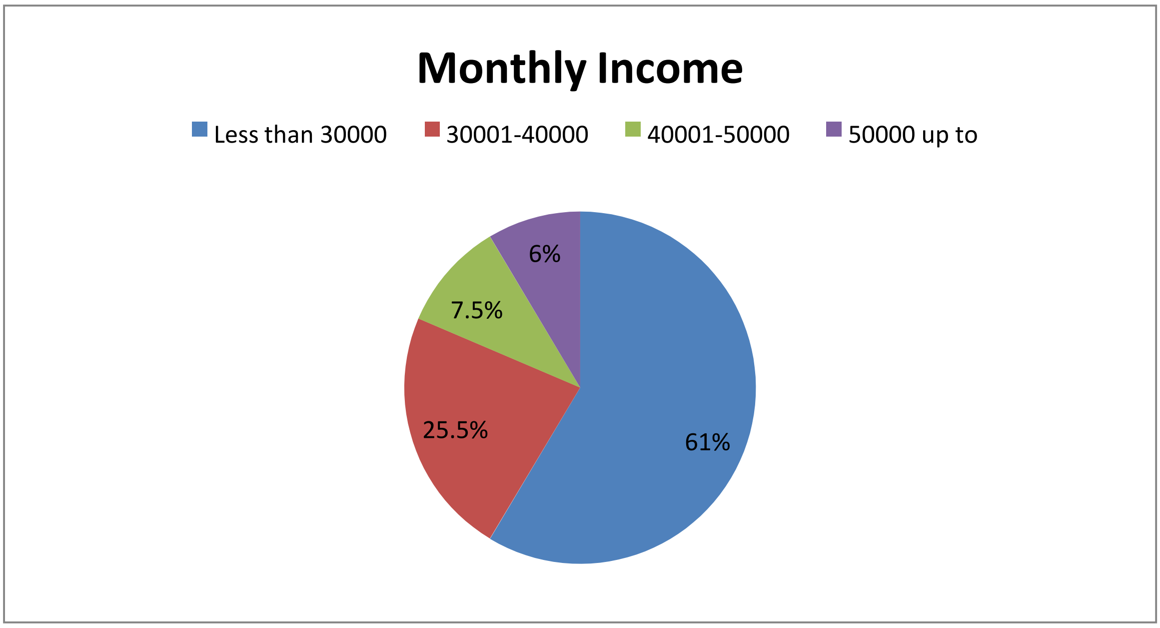
	Total	200	100		



It occurs that most of the respondents are in the age of less-30 years (1.5%). The second highest of the respondents are in the age 31-35 years (63%). The third highest of the respondents are in the age 35-40 years (28.5%), and the respondent of above 40 years is (7%). From the table it is apparent that young adults dominated the participants of this research study and which without a doubt contributed to the quality of opinions collected.

Table 6.2.3: Monthly Income

Monthly Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30000	122	61%	61%	61%
	30001-40000	51	25.5%	25.5%	86.5%
	40001-50000	12	6%	6%	92.5%
	50000 up to	15	7.5%	7.5%	100
	Total	200	100.0	100.0	

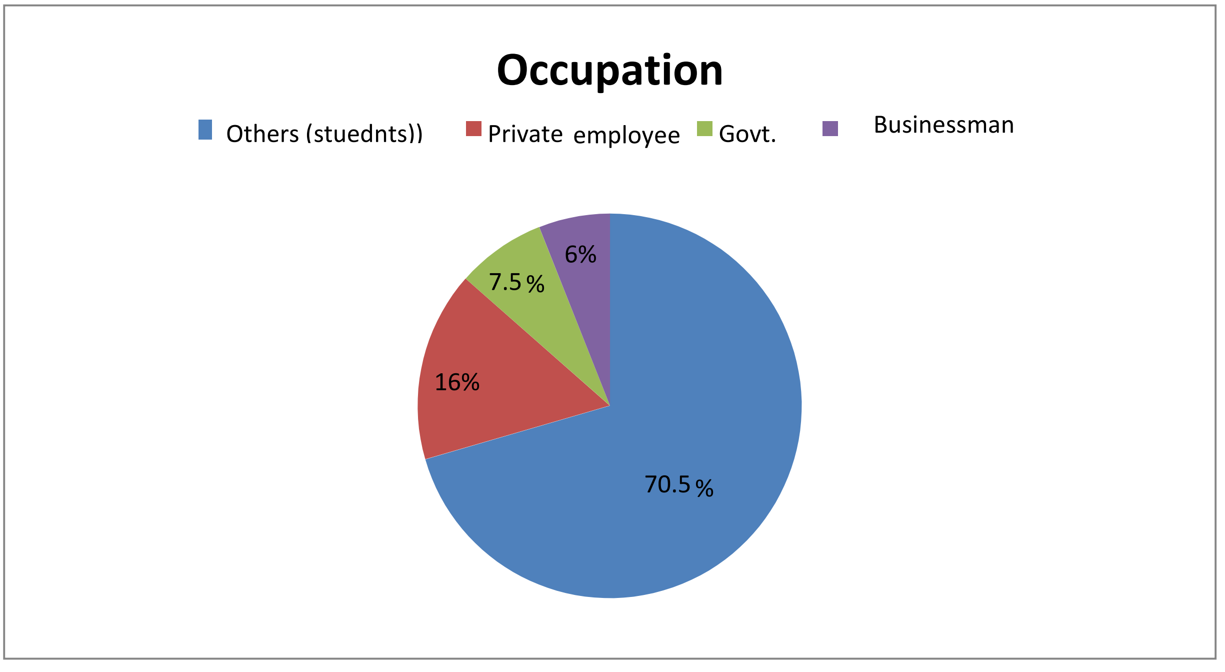


It presents that the majority of the respondents are in the income level Less than 30,000 tk (61%)

The second-highest of the respondents are income level 30001 to 40000 taka (25.5%), the third highest of the respondents are both income level 40001 to 50000 taka (7.5%). The fourth highest of the respondents are income above 50000 taka is (6%). The monthly income of the respondents is hereby presented in a pie chart for greater analysis.

Table 6.2.4: Occupation Level

Occupation Level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Govt. Employee	15	7.5%	7.5%	7.5%
	Private Employee	32	16%	16%	23.5%
	Others(students)	141	70.5%	70.5%	94%
	Businessman	12	6%	6%	100
	Total	200	100.0	100.0	



In The Case of Occupation qualification, (70.5%) of the respondents are graduates and (16%) Private Employee, (7.5%) of the respondents are Govt. Employee. Remaining (6%) of the respondents are Businessman.

6.3 Reliability Test

The first criterion for evaluating the measurements of models is reliability, which traditionally refers to internal continuity reliability and index reliability. Internal community reliability is consistent with ‘Cronbach’s alpha testing, which indicates an estimate of reliability that assumes that all items are equally reliable or composite reliability, where different loading items are considered. According to Malhotra (2014), the reliability of a measure is established by testing for both consistency and stability, ‘that’s means how well the items measuring a concept hang together a set. Reliability means the degree of consistency of the results, when the same test is conducted again (Smelser et al., 2001). The reliabilities of the factors are shown in Table 3.

Table 3: Result of Reliability Test

Factors	Variables	Factor Loading Value	Cronbach’s alpha
Buying Intention	BI1	.766	.876
	BI2	.744	
	BI3	.794	
	BI4	.744	
	BI5	.788	
Customer Attitude	CA1	.711	.884
	CA2	.798	
	CA3	.720	
	CA4	.823	
Price	P1	.730	.827
	P2	.856	
	P3	.741	
	P4	.709	
Physical Quality	PQ1	.814	.886
	PQ2	.672	
	PQ3	.749	
	PQ4	.806	
	L1	.720	

Location	L2	.846	.874
	L3	.838	
	L4	.819	

The reliability of the factor was tasted by using the 'cronbach's alpha. Hair J.F etal.(1992) Said that, 'Cronbach's alpha is a commonly used method to measure the reliability for a set of two or more constructs where higher values indicate greater reliability of the indicators.

According to (Nunnally, 1978) A 'Cronbach's alpha of 0.65or higher was used as an acceptable value for internal consistency of the measures. The Cronbach's alpha of the dependent variable (Buying Intention) is 0.876. The Cronbach's alphas for independent variables range from 0.837 to 0.898 which indicated that all the variables for each factor is good except price that value is .827. These values support all the arguments that all the factors had adequate reliability. In this table we can also see that the factor loading value for each dependent and independent variables. The factor loading value of the dependent and independent value is 0.663 to 0.886. It indicates that all the independent variables also obtained well and reliable values.

6.4 Regression Analysis

Regression Analyses were used to test the proposed hypotheses. In this study has one dependent variable and four independent variables. The hypothesis relationships were tested by using the multiple regression analysis of IBM SPSS statistics 25 for Windows. The average scores of the variables representing each factor were used in the data analysis.

6.4.1. Model Summary

The model summary of the regression analysis is shown in the table 3. Here the predictors are: Customer Attitude, Price, Physical Quality, and Location. The dependent variable is Buying Intention.

Table-4: Regression Model Summary

Model Summary		
R	R SQUARE	ADJUSTED R SQUARE
.822	.676	.666
Source: SPSS outcomes based on primary data		

Model summary from table 3 indicates a strong positive correlation (R=.822) between dependent (Buying Intention) and the independent variables that represent each factor. According to Malhotra, Coefficient or R^2 of multiple determination represents the strength of association between dependent variable and independent variables (Malhotra, 2018). The coefficient of R^2 is 0.676 indicates that all the independent variables account for 67.6% of the variance when accepting Buying Intention. Table 2, the result of multiple regression analysis shows that Customer Attitude, Price, Physical Quality, Location are significant predictors of buying Intention. These findings support all the hypotheses (H1, H2, H3, H4) Here adjusted R square is .666 which is closer to R square (.676) which suggests that the addition of independent variables after the inclusion of the independent variable plays a vital role in explaining the variation in dependent variable.

6.5 Coefficient Analysis

The coefficients table will help us determine the necessary information to predict online buying behavior based on our dependent variables and also how well our dependent variables are contributing statistically into our independent variable by looking at our “Significant column”. This part of the analysis looks at the relationship between dependent and independent variables, positive or negative and also examines specific partial regression coefficients for accepting and rejecting hypotheses.

Table-5: Co-efficient

Coefficients			
Variables	Beta	t-values	Significance
Customer Attitude	.250	2.821	.005
Price	-.191	-2.583	.006
Physical Quality	.180	2.190	.030
Location	.155	2.013	.046
Source: SPSS outcomes based on primary data			

From the coefficient table (4), it can be observed that all the factor of buying intention has significant impact on customer buying intention. Customer Attitude factor (β1 = 0.250, t = 2.821), Physical Quality factor (β3 = 0.180, t = 2.190), Location (β4= 0.155, t = 2.013), had a significant positive effect on consumers buying intention at $p < 0.05$. On the other hand, Price factor (β5 = -.196, t = -2.583) had a significant negative effect on consumers buying intention at $p < 0.05$.

Table-6: Significance Testing for Overall Regression Model

ANOVA					
Model	Sum of squares	df	Mean Square	F	Sig.
Regression	207.021	6	34.503	67.139	.000b
Residual	99.184	193	.514		
Total	306.205	199			
Source : SPSS outcomes based on primary data					

In this ANOVA table it indicates that the relationship between dependent variable and independent variables was statistically significant which was bellow (.05) at 5%significant level (.000<0.05). So showing this result, it is clear that all the factors strongly influence consumers to buy real estate products. The F-statistics produced (F = 67.139) is significant at 1% (Sig. P < 0.01) with 6 and 193 degree of freedom, therefore confirming the fitness for the model.

6.6 Correlation

Table-7 shows the inter-variable correlations and it has been revealed that all the variables in respective measures are positively correlated except price.

Table 7: Correlation between Dependent and Independent Variables

Factor	Customer Attitude	Price	Physical Quality	Location
Buying Intention	.750	.598	.736	.678
Source: SPSS outcomes based on primary data				

From the table 7, it has been found that all the variables are positively correlated except price. The correlation table 7, it has been revealed that these are strong positive relationship between the customer attitude and buying intention (.750). This has a strong positive relationship between Physical Quality and dependent variable (.736), Location and dependent variable (.678). On the contrary, Price and buying intention comparatively less relationship than others which value is (.598).

Table 8: Decision on Hypothesis

Independent Variables	Hypothesis	Beta	T-value	Discussion
Customer Attitude	H1	.250	2.821	Accepted
Price	H2	-.191	-2.583	Rejected
Physical Quality	H3	.180	2.190	Accepted
Location	H4	.155	2.013	Accepted
Source: SPSS outcomes based on primary data				

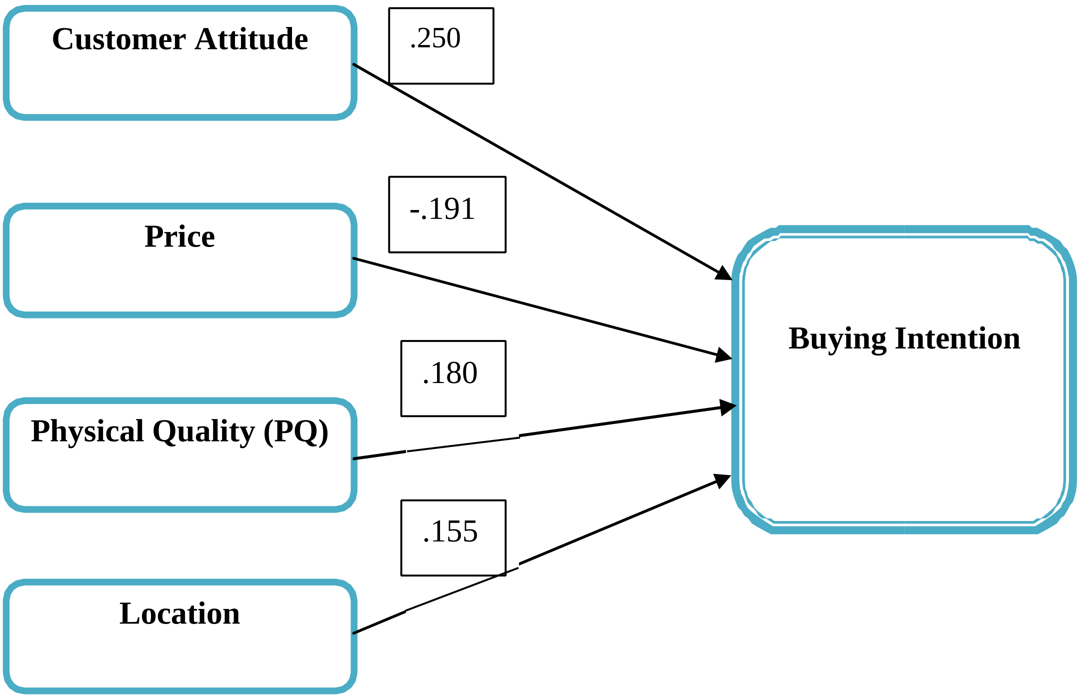


Figure-3: Verified Model for Current Study

Source: Author Developed Based on SPSS Output

CHAPTER SEVEN

DISCUSSION AND CONCLUSION

7.1 Managerial Implication

Managerial implications refer to the practical applications of research findings for decision-making and problem-solving in a particular industry or field. In the real estate industry, some of the managerial implications of research findings could include:

- *Improved Customer brand choice*: Research findings on customer brand choice can help real estate businesses identify areas for improvement and develop strategies to enhance customer experience.

- *Better Marketing Strategies*: Research on marketing strategies can help real estate businesses identify the most effective methods for attracting and retaining customers.

- *Increased Sales*: Research on sales techniques can help real estate businesses improve Their sales processes and increase their revenue.
- *Better Resource Allocation*: Research on resource allocation can help real estate businesses make more informed decisions about how to allocate their resources, such as marketing budgets and staffing, to achieve their goals.

- *Enhanced Industry Knowledge*: Research can contribute to the body of knowledge in the real estate industry, providing a deeper understanding of key trends and issues that can inform decision-making considering the managerial implications of research findings, real estate businesses can make data-driven decisions that can improve their operations and enhance their overall

- Competitiveness in the industry.

7.2 Recommendations

This study finds out a broad range of related factors, which are the impact of buying intentions to buy an apartment. After getting the findings of the study I have some recommendations for the study. So, I may suggest the following recommendations for increasing buying intentions of the company: Firstly, it is found that most of the customers are first time buyers of apartments. They have less knowledge on companies. Although, promotional activities have less impact on buying decision, extensive digital marketing activities can be undertaken by real estate companies to create brand awareness among customers and to generate lead. As most of the prospective, customers are found to be small families. Moreover, most of the middle-income customers want medium (2-3 bedrooms) apartments. Developers should focus on building low-cost medium size apartments to attract these customers. Customers mostly emphasized on project facilities. If satellites cities can be built in the suburbs of Comilla having all modern facilities such as school, colleges, shopping centers, hospitals within the project, customers would be attracted. But the apartments must be affordable.

For growing buying intention, the company executives should be more caring to the customer's opinions. It is observed that most of the customers emphasized on financing facilities. Since, these customers have limited resources for buying an apartment Real estate companies can arrange finance facilities on easier terms and formalities from different banks and financial institutions. If access to housing finance is easier to middle-income people, they will be more attracted to buy apartments. As most of the respondents never heard about Company name. So, The Silver Developers Ltd. should give more advertisement in different media like Radio, TV, Newspaper and Magazine. The company should use all promotional tools to Increase the sales and brand image. Most of the Respondents emphasized on location and communication. The company should build their apartment near to Health center, Work places, educational institutions and ensure public transportation system. Silver Developers Ltd. should concentrate on fast handover of their report. Warranty and after sales Services should be improved for increasing buying intention of the consumer Silver Developers Ltd. should provide the information about their service to the client is important. So, they should provide update information about any service or changing policy. They should collect information from customers by market research where they need to improve.

7.3 Limitation of the study

Although, I have worked at Sales & Marketing, I obtained whole-hearted co-operation from employees of Silver Developer Ltd. All the day, they were so busy, but they gave me much time to make this report properly. But they were not able to give me many documents that I would require, on the way of my study; I have faced the following problems that may be terms as the limitation of the study.

In the study, our main objective is to investigate the cause of consumer buying intention for real estate housing in Bangladesh. Our research paper has several limitations. For instance, in the literature, these are several antecedents of the impact on online shopping behavior, but in this study, the researchers only used 4 antecedents like customer attitude, price, physical quality, location.

Future research should add more antecedents in their research paper with our 4 antecedents. Secondly, this study used a convenience sampling technique to identify the factors that affect buying intention of real estate products. We recommend that for future research, they should use experimental methods to measure customers' buying intention to purchase luxurious/regular products. Third, data were collected from respondents via an online survey using a self-administered questionnaire, so it was not possible to learn more about them in some cases. Field-level surveys and face-to- face interview methods should be used to collect data for furthers research to address the problem of false information and data. Fourth, current research is based on quantitative information but may differ in results when applying qualitative information. Future research should apply a combination of quantitative and qualitative data analysis. Finally, another limitation of this research paper is that, due to the limited budget, the research failed to encompass a wider locality. As per earnest observation some suggestion for the improvement of the situation are given below:

- To attract more customers Silver Developers Ltd. has to create a new marketing strategy which will be able to increase their business as it could improve revenue.
- The officers of Silver Developers Ltd. Corporate Branch think that long term training is required for company officers for the betterment of the service.
- Computer training is must today to improve the individual as well as company Performance.

- Maximum customers are expecting the responsible price, so carefully the price should be established in per plot. All modern facilities are equal distribution in all class of people.
- Improve office atmosphere to give customers friendly feeling.
- Provide intimate attention to customer needs.
- Customer convenience will receive priority.
- Customer database should be more organized.

7.4 Conclusion

The aim of this report was to explore the impact of customer attitude, price, physical quality, and location on customer buying intention of real estate industry. The purpose of this report is to further expand the existing theoretical efforts carried out to understand customer buying intention of the real estate company and the diverse economically biased theoretical discussions in the housing market arena. It attempts specifically to understand the customers' buying intention of the market. The Real Estate sector of Bangladesh is a rising sector. The sector is growing very rapidly and increase competition day by day. In our country this is a not adequate land for people's livings. Peoples are very interested to get a piece of land that meets their housing problem. Silver developers Ltd is one of the renowned housing companies in Bangladesh. The company provides complete housing solution to the people. Silver developer Ltd also contributes in our national economy. Main goal of Silver developer Ltd is to provide better services to the customers. Though it's the rapid growing sector, still its activities are limited to the higher-class people. A few numbers of middle-class people who get a healthy amount of pension fund after retirement or can manage bank loan, may buy apartment; but the price of the apartments is excessive for them. If it's possible to decrease apartment's price it may helpful both for customers and firm. In this way firm can able to enhance their sales volume by decreasing the price of apartments respectively. Though some problems and weakness are found in Real Estate sector can stand in a strong position by creating trustworthy, decrease price, regulation of collecting installment, developing product etc. The Government should give all kinds of support.

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Appendix

Appendix 1: Questionnaire

Section 1

Dear Respondent,

I am Mohammad Azizul Hoque , a student, Department of Marketing, Comilla University. I am conducting a survey as a partial fulfillment of my course (Internship). I would be grateful if you could spare a few minutes to complete this Questionnaire to help me to prepare my research about "Analyzing the drivers of rising consumer purchase intentions for real estate housing in Bangladesh: A study on Silver Developers Ltd" I appreciate your participation.

Section 2: Demographic information

Gender:

- Male
- Female

Age:

- Less 30
- 31-35
- 36-40
- Above 40

Monthly Income:

- ☐ Less than 30000
- ☐ 30001-40000
- ☐ 40001-50000
- ☐ 50000 up to

Occupation:

- ☐ Govt. Employee
- ☐ Private Employee
- ☐ Businessman
- ☐ Others

Section 3

Evaluate in terms of the following statement: Strongly agree (1), Agree (2), Neutral (3), Disagree (4), Strongly Disagree (5)

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	2	3	4	5

Customer Attitude	1	2	3	4	5
I have a positive attitude toward owning a home.					
I believe owning real estate is a good investment.					
I feel confident in making real estate purchase decisions.					
Buying an apartment enhances my social status.					
Price					
I find the price of properties offered by Silver Developers Ltd. to be reasonable.					
I consider the property price before making a purchase decision.					
Affordable pricing increases my intention to buy a property.					
Pricing transparency affects my trust in a developer.					
Physical Quality					

The quality of construction is important in my decision to buy a home.					
I am likely to buy a property that uses durable and premium materials.					
I consider the design and architecture of the property.					
Properties by Silver Developers Ltd. meet my expectations in terms of quality.					
Location					
The property's location is a key factor in my decision-making.					
I prefer properties located near essential services (e.g., schools, hospitals, shopping centers).					
I value safety and security in the location of the property.					
Good transportation and road connectivity increase my buying intention.					
Buying intention					
I am likely to buy a property in the near future.					
I intend to purchase a property from Silver Developers Ltd.					
I would recommend properties from Silver Developers Ltd.					
I frequently search for real estate listings.					
I am actively saving money to buy a home.					