



**Daffodil**  
*International*  
**University**

# **An Analysis of the Buying Behaviour of the Real Estate Customer: A Study of ABC Real Estate Ltd.**

**Submitted to:**

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# **ABC REAL ESTATES LIMITED**

## **An Analysis of the Buying Behaviour of the Real Estate Customer: A Study of ABC Real Estate Ltd.**

# Letter of Transmittal

**Date**

**To**

Mr Md Rayhanul Islam  
Assistant Professor  
Department of Accounting  
Faculty of Business and Entrepreneurship  
Daffodil International University

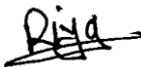
**Subject:** Letter of Transmittal.

Dear Sir,

With due respect, I want to state that I am submitting the attached report entitled “An Analysis of the Buying Behaviour of the Real Estate Customer: A Study of ABC Real Estate Ltd.” as a partial requirement of the Bachelor of Real Estate degree.

This report is on the business operations and challenges of ABC Real Estate Ltd. In this report, the company’s background, operational structure, business strategies, and major challenges are discussed.

I pray and hope that you will kindly accept the report. I also hope that you will find this report informative and useful.



**Jannatun Nayem**

ID: 221-27-007

Department of Real Estate (Major In Marketing)

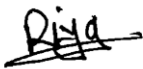
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# Declaration

I, Jannatun Nayem, a student of Bachelor of Real Estate Program, ID: 221-27-007, at the Department of Real Estate, Faculty of Business and Entrepreneurship, Daffodil International University, do hereby declare that the internship report on “An Analysis of the Buying Behaviour of the Real Estate Customer: A Study of ABC Real Estate Ltd.” is a work prepared under the supervision of Mr. Md. Rayhanul Islam, Assistant Professor, Department of Real Estate, Faculty of Business and Entrepreneurship, Daffodil International University.

I also declare that this report is an original work and no part of this report has been copied from elsewhere. Furthermore, this report has not been published or submitted for being awarded any degree, diploma, or recognition earlier.



**Jannatun Nayem**

ID: 221-27-007

Department of Real Estate (Major in Marketing)

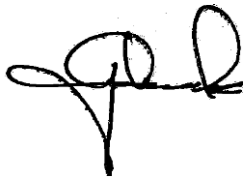
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# Letter of Approval

This is to certify that Jannatun Nayem, Program: ID: 221-27-007, has completed his internship report on “An Analysis of the Buying Behaviour of the Real Estate Customer: A Study of ABC Real Estate Ltd.” under my supervision as a part of partial fulfilment of the requirements for the Degree of Bachelor of Real Estate in the Department of Real Estate, Faculty of Business and Entrepreneurship, Daffodil International University.

This Report is original work carried out under my supervision and is hereby recommend for submission.



Md Rayhanul Islam  
Assistant Professor  
Department of Accounting  
Faculty of Business and Entrepreneurship  
Daffodil International University

# Acknowledgment

First and foremost, I express my heartfelt gratitude to Almighty Allah for granting me the strength, patience, and opportunity to complete my internship successfully.

I would like to extend my sincere appreciation to my academic supervisor, Mr Md Rayhanul Islam, Assistant Professor, Department of Real Estate, Daffodil International University, for his/her continuous guidance, valuable feedback, and kind encouragement throughout the internship period and during the preparation of this report.

My deepest thanks and appreciation go to ABC Real Estate Ltd. for giving me the opportunity to work as an intern in the Sales and Marketing Department. I am especially grateful to all the officials and employees of ABC Real Estate Ltd. for their support, cooperation, and for sharing their professional knowledge and experience with me during my internship.

Finally, I would like to thank my family, classmates, and friends for their continuous inspiration, motivation, and moral support throughout my internship journey. Without their guidance and encouragement, the successful completion of this report would not have been possible.

# EXECUTIVE SUMMARY

The report is entitled An Analysis of the Buying Behaviour of the Real Estate Customer: A Study of ABC Real Estate Ltd. and explores the most important variables in customer purchasing behaviour of the real estate industry in Bangladesh. The research is expected to learn about purchaser behaviour, find out the difficulties in the choice-making stage, and suggest the strategic adjustments to make clients happier.

ABC Real Estate Ltd. is a relatively old real estate developer in Bangladesh and is in business since 1972, a good reputation of quality construction, ethical business practices and delivery of projects on time. Although it has a good market standing, shifting customer demands, pricing issues and growing online competition pose new challenges.

The results indicate that the most significant issues in the impact on buying behaviour are location, brand trust, documentation clarity and transparency. Nevertheless, constructs like low price flexibility, low responsiveness to after sales services, and low digital responsiveness are problems that affect customer satisfaction and postpones decisions on purchasing products.

The study suggests based on these findings that flexible pricing, better after sales support, enhanced digital marketing, easy documentation, and CRM based customer management be adopted to improve the buyer experience and retention with the company.

In general, the research findings point to the conclusion that though the level of customer trust and brand value is high in the case of ABC Real Estate Ltd. the company needs to make a series of strategic changes in line with modern buyer behaviour to remain competitive in the changing real estate market.

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# **CHAPTER 1: INTRODUCTION**

## **1.1 Introduction**

Real estate business is among the rapidly growing business in Bangladesh and plays an important role towards economic growth and social development of Bangladesh. With the ever-growing population, urbanization and income levels, the real estate industry has become critical in ensuring that people have a place to live, hence raising their living standards.

Under this competitive market, it has become necessary that every real estate developer grasp the buying habits of the customers. The decision in which consumers recognize their needs, seek information, and evaluate available options as well as finally make purchases is known as purchasing behavior. The process is more complicated in the context of the real estate sphere since buying a house means investing a lot of money in it, and a long-term commitment is the main character of such purchase.

ABC real estate Ltd. is a pioneer of real estate in Bangladesh and it has been building since 1972. Having developed a reputation of quality, transparency and ethical business operation in its more than fifty years of operation, ABC has been a trusted brand. It has undertaken some of the historic projects in Dhaka city and has gained a good reputation as far as clients are concerned. Nonetheless, with the changing customer expectations and the increasing competition, it has been more critical that ABC Real Estate is getting to know more on how the current buyers reason, what drives their buying decisions and how the firm can align its strategies to meet their expectations.

The purpose of the research is to examine the buying behavior of real estate customers including the analysis of ABC Real Estate Ltd. in order to determine the most important factors in the decision making and to offer a realistic suggestion on how the customer service and performance of the business can be enhanced.

## **1.2 Background of the Study**

The property market of Bangladesh has experienced the remarkable change during the past few decades. People used to construct their own homes; however, due to the growing shortage of land, the increase of construction expenditures and hectic city life, the tendency has changed to buying the ready-made apartments and business premises of the trusted developers.

As the middle and upper middle income population has increased, the residential apartments and the office space in the urban areas especially in Dhaka, the demand has grown significantly.

Consequently, numerous real estate companies have sprung up making the place very competitive. In this type of market, the aspect of consumer behavior has become instrumental in ensuring that the developers retain a good position in the market.

ABC Real Estate Ltd. has over half a century history of being one of the key players in the sector. The company lays emphasis on quality houses, contemporary designs and delivery of projects on time. Trust, reliability, and customer relationship over time are the attributes, which accompany your brand. Nevertheless, the factors that shape the purchasing decisions of the new generation of buyers have evolved as the new generation is more informed and technologically active. Customers are no longer interested in location and pricing only, but also brand reputation, the sustainability of the environment, and financing facilities and after sales service.

Thus to retain its leadership and ensure its marketing and service delivery approaches suit the demands of the contemporary customers, it is crucial that ABC Real Estate learns and understands these shifting trends of purchasing behavior.

### **1.3 Statement of the Problem**

Bangladesh has a lot of competition in the real estate market with a variety of options available to the customers. Various developers are cautiously considered, projects are judged on the basis of cost, location, structure, provisions and fame, and then decided upon. This poses a tremendous problem to businesses in terms of making the right forecasts regarding customer needs and securing the attention of potential customers.

Despite the good reputation gained due to the quality and integrity offered by ABC Real Estate Ltd., the company is experiencing rising competition by the new and aggressive developers. In addition, there are changes in customer expectations as a result of shifts in lifestyle, availability of digital information and the changing social values.

So, the major issue is the absence of current information about the factors that drive the purchasing behavior of real estate customers including psychological, social, personal and economic. Knowledge of these factors will assist the ABC Real Estate in formulating a superior marketing strategy, increase customer satisfaction and remain among the most successful real estate firms in Bangladesh.

## **1.4 Objectives of the Study**

### **Broad Objective**

To examine the purchasing behaviour of the real estate customers of ABC Real Estate Ltd., the main concentration will be on the aspects that determine their purchasing decisions and levels of satisfaction.

### **Specific Objectives**

- 1. To examine the key factors influencing real estate customers' buying behaviour at ABC Real Estate Ltd.** This objective focuses on identifying the major determinants such as location, price, brand reputation, documentation clarity, and after-sales service that shape customers' property purchase decisions.
- 2. To analyse customer problems and concerns during the property purchase decision-making process at ABC Real Estate Ltd.** This objective focuses on identifying key challenges faced by buyers, such as price rigidity, limited digital information, delayed after-sales support, and lack of flexible payment options.
- 3. To assess how ABC Real Estate Ltd. can improve customer satisfaction and the buying experience.** This objective focuses on evaluating improvements in marketing strategies, service quality, communication, and technological support to better meet customer expectations.

## **1.5 Methodology of the Study**

This research is founded on primary and secondary data so that there is accuracy and reliability of the findings.

### **Primary Data:**

The main data were gathered in the form of a structured survey in form of questionnaires to 50 customers and potential buyers of ABC Real Estate Ltd. Demographic details, decision-making process, level of satisfaction as well as the major buying criteria, including; location, price, quality, and reputation were questioned. Also, the interviews with marketing and sales officials of ABC Real Estate were performed briefly to have professional revelations.

**Secondary Data:**

Some sources used to collect the secondary data were the official site of ABC Real estate ([www.abcreal.com.bd](http://www.abcreal.com.bd)), company brochures, research articles, journals and newspapers concerning the real estate industry in Bangladesh.

# **CHAPTER 2: COMPANY OVERVIEW**

## **2.1 Company Profile**

ABC Real Estate Ltd. is a top and ancient real estate developer in Bangladesh that conducts its activities in the country with the slogan of Constructing since 1972. In the last 50 years, it has grown to be a well-established and respected brand, with a reputation of using quality constructs, ethical standards, and customer relationships.

The company is also an arm of the larger ABC Group which is among the most diversified Bangladesh based business conglomerates. ABC Real Estate has achieved a good reputation in coming up with residential, commercial and rental developments in strategic locations of the Dhaka city like Banani, Dhanmondi, Gulshan, Mohakhali DOHS, Uttara and Ispahani Colony.

As it is stated on the official site of the company, the ABC Real Estate tries to build in a respectful and responsible manner and concentrate on the proper values (ABC Real Estate Ltd., 2025). It has landmark projects such as The Oasis in Ispahani Colony, ABC Windchime in Gulshan, ABC Eastwinds in Uttara, The Orchard and ABC Heritage in Uttara.

Having a decades-long track record of successful experience, the ABC Real Estate has established itself as the leader of the housing and commercial property market in Bangladesh. Its greatest asset is its professionalism, transparency, and capability to deliver quality projects on time hence it is one of the best brands to be trusted in the real estate sector.

## **2.2 Mission**

The mission, of ABC Real Estate Ltd is to provide respectful and responsible business practices and also to have a unswerving commitment to the right values and customer trust. The business has a vision of offering high quality construction services by being innovative and excellent in architecture and adhering to ethical standards.

It is also determined to deliver its products in good time and customer satisfaction through continuous development of its design, engineering and service processes. The mission statement demonstrates the interest of the company to establish long-term relations founded on reliability, transparency and professionalism (ABC Real Estate Ltd., 2025).

## **2.3 Vision**

The vision of the ABC Real Estate Ltd. is:

The vision is to become the top in the country in terms of construction services, the best example of ethical business, and a brand name that people can trust and that the employees love (ABC Real Estate Ltd., 2025).

This vision indicates the desire by ABC to go beyond being a developer- it seeks to be the representation of integrity and excellence. Catering to people, values and quality, the company has a vision of sustaining its leadership and becoming an icon of other real estate companies in Bangladesh.

## **2.4 Core Values of ABC Real Estate**

ABC Real Estate has a number of guiding principles under which it conducts business and these are the principles that shape its corporate culture and relationship with its stakeholders. These core values include:

1. **Integrity:** This is about carrying out all operations honestly, fairly and transparently.
2. **Quality:** upholding the high standards of construction and customer satisfaction and safety.
3. **Customer Satisfaction:** Establishing long-term relationships through knowing and satisfying customer expectations.
4. **Innovation:** Stimulating creativity, sustainable design and utilization of modern technologies.
5. **Accountability:** Will assume complete responsibility of obligations towards clients and partners.
6. **Teamwork:** Advocating teamwork and respect among all the levels in the organization.
7. **Sustainability:** Focusing on environmentally-friendly designs and efficient utilization of resources in order to lessen environmental footprint.

All of these principles form the identity of the company as responsible, customer-oriented, and progressive organization (Rahman and Uddin, 2022).

## **2.5 Services Offered by ABC Real Estate**

ABC Real Estate Limited offers a range of real estate/construction services to meet the various housing and investment demands by the Bangladeshi customers. Its work experience embodies more than 50 years of experience relating to residential, commercial, and rental, joint venture and

project-management services. The cases below demonstrate the role of the company in the development and excellence in housing in the cities.

## **1. Residential Project Development.**

ABC Real Estate has presented some of the iconic residential projects in the prime areas of Dhaka. In fact one of its exclusive residential communities is, The Oasis at Ispahani Colony, which has a total of nine towers and 457 flats consisting of underground parking and lifestyle facilities. The project illustrates the focusing of ABC on contemporary style, green landscaping and environment-friendly living (The Business Standard, 2024).



The other example is the ABC Windchime at Gulshan, which is the high-rise apartment complex providing modern design, safety, and social amenities designed to suit the families of the upper-income bracket (ABC Real Estate Ltd., 2025).

## **2. Commercial Project Development**

Besides residential projects, ABC Real Estate also takes up large scale commercial and infrastructure projects. The company has been involved in projects including Hazrat Shahjalal International Airport Terminal 3 (construction of over 700,000 sq. ft.), and this shows that the company is able to build on large scale engineering and projects (ABC Real Estate Ltd., 2025). It has commercial properties in Banani and Dhanmondi, which offer corporate clients high quality business environment in its offices.

### **3. Land Development and Joint-Venture Projects**

ABC Real Estate also ventures in joint-venture projects with the landowners in order to maximize land use in high-demand areas of Dhaka. The company welcomes the collaboration of plots of five kathas and above in the major parts of the city, and will be able to work out fair deals and manage the development process professionally (ABC Real Estate Ltd., 2025).

### **4. Rental Property and Facility Management**

The company is also engaged in leasing of properties and managing of facilities that it has completed with its own maintenance staff. Rental is applied to residential and commercial property and provides tenants with quality management, security, and maintenance (ABC Group Real Estate Division, 2024).

### **5. Construction Management and Quality Assurance**

ABC Real Estate takes quality construction materials and construction methods seriously. One of its quality assurance undertakings is its contract agreement with the GPH Ispat Ltd. to conduct building projects using high-strength re-bars and superior steel technologies (GPH Ispat Ltd., 2023). This partnership underscores the fact that ABC is compliant with international engineering regulations as well as safety requirements.

### **6. Customer Care and After-Sales Services**

The satisfaction of customers does not stop with handover of the property. ABC Real Estate offers one-year warranty and after sales maintenance in order to guarantee long term customer loyalty. ABC Group Real Estate Division, the company, has an efficient after-sales department that addresses the repair requests, warranty problems, and customer feedback, which is a measure of

their service-oriented philosophy (ABC Group Real Estate Division, 2024; Rahman and Uddin, 2022).

With the diversified services, ABC Real Estate Ltd. has established itself as a one-stop solution provider of real-estate services- design, development, delivery and after-care through a single reliable brand. This has enhanced its image as a real-estate industry leader in Bangladesh because of its innovation, ethics, and customer satisfaction.

## **2.6 History and Current Operations**

ABC Real Estate Ltd. is a small construction firm that started in 1972 with the foresight of the founder who noticed that there was increasing need regarding the organised urban housing in the post-independent Bangladesh. The company grew over time into a large scale developer having undertaken hundreds of residential and commercial development projects.

It is during such initial years, that ABC concentrated on small housing and community developments. It had expanded into multi-story apartment buildings and commercial space in the 1980s and 1990s. ABC was among the top developers in the beginning of 2000s; it had a reputation of keeping its quality and deadlines in Dhaka.

At the moment, ABC Real Estate is a flagship company of the ABC Group and has a team of skilled architects, engineers and management specialists. Its present and upcoming projects indicate the ability of the corporation to stay innovative, be sustainable and improve lifestyle. The ongoing projects include some of the following:

- **The Oasis at Ispahani Colony** - This is a residential complex with state of the art design and community facilities.
- **ABC Windchime at Gulshan** - ABC Windchime is a luxury high-rise apartment complex which provides modern urban lifestyle.
- **The Orchard at Ispahani Colony** - Clean style and environmentally-friendly design.
- **ABC Eastwinds at Uttara** - Intended to be a place of safety and comfort within the upper-middle-income family.



ABC Real estate maintains a lead in the property sector of Bangladesh due to the good brand image, good character, and commitment to innovations. It does not just construct buildings and hopes that the communities; it constructs what the company has a motto of Constructing with care, quality and integrity.

## **CHAPTER 3: INTERNSHIP ROLE AND RESPONSIBILITIES**

### **3.1 Role and Responsibilities**

In my case of the internship at ABC Real Estate Ltd., My department was Sales and Marketing where I was an intern. This was the primary goal of my position to learn about the marketing approaches of the company, customer relationship management process and the application of real estate sales operations in the competitive real estate market environment in Bangladesh.

I was involved in different organizational processes connected to customers communication, project promotion, sales documentation and market observation, under the supervision of the Sales Executive. During my primary duties, my primary responsibilities were:

#### **1. Customer Communication:**

- Making phone calls with potential customers, sending emails, and visiting them.
- Clarifying the project information, apartment characteristics, price systems, and methods of payment to the customers.
- Helping the sales team in meeting clients and also in field visits.

#### **2. Sales Support and Documentation:**

- The customer information sheets, the booking forms, and sales agreements.
- Enhancing client databases and monitoring the project inquiries using Excel and CRM software.
- Keeping the right records of the current and completed sales transactions.

#### **3. Marketing and Promotional Activities:**

- Assisting the marketing organization to prepare brochures, flyers, and online marketing materials to continue with the current marketing projects like The Oasis and ABC Windchime.
- Helping me in the social media marketing and surveys in the market to learn customer tastes.
- Getting feedback of the potential customers to enhance marketing policies.

#### **4. Competitor Analysis and Market Research:**

- Real estate competitor survey in Dhaka.
- Examinations of customer trends and favorite project locations and existing prices in the market.
- Drawing up of summary reports to be discussed at departments.

## **5. Administrative Assistance:**

- Assistance with office communications, scheduling of meetings and documenting significant records.
- Attending team meetings and making weekly reports to the supervisor.

These tasks provided me with the practical experience in real estate marketing, communication, and client relationship management, which are the main elements of researching the customer buying behaviour.

### **3.2 Rationale of the Roles and Responsibilities**

The business internship roles and responsibilities were directly correlated with my academic background in business administration and the goals of the current research, which dwells upon the purchasing behavior of real estate clients.

Sales and marketing department is the primary connection between the company and its customers. Hence, working in this department enabled me to study customer behavior and decision-making processes at any given time. I could observe that the ABC Real Estate establishes trust, gives information about the projects and receives customer inquiries which is important in the psychology of consumers when buying property.

Also, the experience of work in project marketing and customer interaction enabled me to implement the classroom knowledge regarding the marketing management, consumer behavior and quality of services in the practical environment. It also enabled me to learn how significant communication, negotiation and ethical selling are in real estate.

The reason of such responsibilities was to:

- Close the gap between theory and practical business activities.
- Get first hand experience in dealing with customers and property marketing techniques.
- Know the variables affecting the real estate purchases using professional practice.
- Learn the ability to communicate, document, collaborate and handle data.

These assignments helped me gain not only technical skills (sales documentation, data analysis) but also soft skills (communication with customers, cooperation, flexibility), which will be instrumental to my future employer in the real estate and service sectors.

### **3.3 Examples of Tasks Completed**

During my internship, I have performed an assortment of practical assignments that led to the work of the business and personal growth. The examples of my key tasks are:

#### **1. Customer Database Development:**

- I gathered and tabulated information of a sample of over 50 prospective clients in regard to the current projects like ABC Heritage, The Orchard.
- Through Excel and CRM software, I categorized customers in terms of their location, income bracket, and the type of project they would like to be involved in.
- This assisted the marketing staff in determining the groups of target customers and creating specific communication strategies.

#### **2. Market Observation Report:**

- I made a report comparing prices, location and amenities of the competitors in the developers Gulshan and Uttara.
- The report assisted the marketing team to assess the competitive advantages of ABC in such areas.

#### **3. Sales and Booking Assistance:**

- I helped in preparing client booking forms, quotation sheets and payment schedules.
- I also went with senior sales executives on site visits and observed how they presented features and addressed customer enquiries in a professional manner.

#### **4. Promotional Material Preparation:**

- I helped in the production of promotional material at ABC Eastwinds such as the writing of the content of digital advertisements and the revision of project flyers to be distributed.

#### **5. Client Feedback Collection:**

- I assisted in the design and distribution of a brief customer feedback form to the recent purchases to evaluate their satisfaction with the quality of construction, communication, and delivery of service.
- The answers were also summarized and reviewed in the marketing meeting to make better actions.

#### **6. Event Participation:**

- I helped in the planning of a small client appreciation event held in the Banani office of the company, which was attended by the existing clients as well as potential buyers.
- This gave first hand experience to the client relationship-building practice and brand communication.

The experiences have helped me to relate theoretical aspects of consumer decision-making process and management of service quality to the real world at ABC Real Estate Ltd. The internship enabled me to develop a further insight into how customers assess the investments in the property, communicate with the developers, and develop the brand attachment.

## **CHAPTER 4: KEY FINDINGS**

#### **4.1 Important Learnings**

My career experience in ABC Real Estate Ltd. was a priceless experience as I got to learn the reality about real estate marketing, customer service and the buying pattern of real estate buyers in Bangladesh. The experience gave practical exposure of how the theoretic concepts are implemented in a competitive industry such as the real estate.

Among the most important lessons was the role of trust and relationship development with clients during property sales. Clients investing in a home on a long-term basis require transparency and permanent communication. I could observe the way in which the marketing team of ABC Real Estate was able to build relationships, by providing constant updates, proper documentation and being responsive. This made me realize that trust and reliability are key elements in the decision making of clients in the real estate field.

The other strong lesson has been the importance of marketing communication in shaping the buying behavior. I had been engaged in the designing of promotional works on such projects like ABC Windchime and The Orchard, where the focus was on modern lifestyle, the benefits of location and the quality of constructions. These experiences made me understand how brand and value communication have a direct impact on customer perception and preference.

Moreover, I also acquired skills on how to work as a team and manage time so as to achieve the goals of an organization. The use of interdepartment coordination (sales, design and customer service) indicated how cooperation is a smooth way to deliver a project. Organizational culture, professional discipline and ethical business conduct were other areas that I enhanced in the structured workflow of ABC Real estate.

In analytical terms, my analytical and research capabilities were enhanced through carrying out of customer surveys, and monitoring market data. I was taught how to figure out the target markets, assess consumer preference and read.

#### **4.2 Rationale of the Roles and Responsibilities**

The reasoning behind the positions and tasks, which I was tasked with, was to give me a practical experience into the processes of marketing, communication and management of clients in the real estate sector.

My experience under the Sales and Marketing Department gave me a chance to meet actual clients and this provided an insight into how individuals consider property options depending on prices, location, features and brand name. Preparation of sales documents, customer databases and promotional material helped me gain a better idea of the consumer decision-making process and how the awareness is transformed into the actual purchase.

Also, my assignments were in line with the goals of my academic program, which focuses on applied education and acquisition of management skills. Preparation of booking forms, helping with marketing campaigns and customer feedback analysis are some of the activities that enabled me to relate theory to practice.

Another pillar that was provided was the chance to acquire soft skills, including communication, negotiation and teamwork. Such interpersonal abilities are essential to the establishment of a trust in clients and upholding of professional relationships in real estate sales and marketing.

On the whole, my roles were aimed at improving my knowledge of client-facing business practices and operations of a large real estate company.

#### **4.3 Connection with Academia**

The internship experience with the ABC Real Estate Ltd. has assisted me in closing the gap between the theoretical knowledge acquired in the academic learning stage and its practical application in the corporate environment. There are a few academic concepts and models that were directly related to my internship activities:

##### **1. Marketing and Consumer Behaviour Theory (Kotler & Keller, 2016):**

My internship opportunity gave me the chance to see how the customers pass through the need recognition, information search, evaluation, and purchase decision stages. Personalised communication, promotional offers and branding are some of the marketing strategies that were used to influence these stages.

##### **2. Maslow's Hierarchy of Needs (Maslow, 1943):**

A significant number of clients showed the need to have safety, comfort and status in buying property. This is in line with Maslow theory of housing, which satisfies the safety

needs as well as esteem needs. It demonstrated how feelings and psychological influences influence the purchasing behaviour in real estate.

### **3. Kolb's Experiential Learning Cycle (Kolb, 1984):**

Concrete experience, reflective observation, abstract conceptualization, and active experimentation are four stages of the model of Kolb that my internship experienced. As an example, the communication between customers (experience), analysis of feedback (reflection), understanding psychology of clients (conceptualization) and bettering ways of interaction (experimentation) were in a continuous learning loop.

### **4. Communication and Relationship Management (Gronroos, 1994):**

I also learned how the relationship marketing approach, which includes the consistent follow-ups and ethical communication, helps to keep the customers loyal and promote positive word-of-mouth, which is consistent with the relationship marketing strategy of academic literature.

### **5. Organizational Behaviour and Teamwork (Robbins & Judge, 2019):**

My experience in the collaboration with employees belonging to other departments enhanced my knowledge of group diversity, leadership, and coordination, which are important elements of organizational behaviour I learned within the academic courses.

Through practical experiences with the application of these theories, I was in a position to acquire a critical line of thinking and gain confidence in my profession. The internship therefore acted as an important platform to put the knowledge learned in the classroom into a business setting.

## **4.4 Examples of Experience and Personal Growth**

During my internship experience in ABC Real Estate Ltd., I also had personal and professional development. The experience of corporate activities and the interaction with customers helped me to become more confident, flexible and able to make decisions. There are certain examples of:

### **1. Improved Communication Skills:**

In the beginning, I was not good in clarifying the projects to the clients. Nonetheless, through the experience of senior marketing officers I got to know how to communicate

property information in a clear and convincing manner. This enhanced my negotiation and communication skills.

## **2. Understanding Professional Ethics:**

Having been employed in a decent organization such as ABC Real Estate taught me the essence of honesty and transparency when doing business with customers. All sales procedures had their ethical standards, and it has taught me to be truthful in doing business.

## **3. Time and Task Management:**

The necessity to combine several tasks, i.e., to prepare the documents, gather the information and participate in meetings, made me more disciplined and organized. I acquired skills on prioritization and available time management.

## **4. Teamwork and Adaptability:**

Working with various teams provided me with knowledge about coordination and solutions in the corporation. I was able to adjust to various ways of working and play a role towards group goals.

## **5. Career Development:**

The internship has helped in making my career interests and objectives clear. It made me realize that I would like to become a marketer, real estate manager with an orientation towards customer satisfaction, branding, and sustainable housing development.

All in all, this internship was a life-changing learning experience, which contributed to my academic knowledge and employability. I gained more confidence in my skills to operate in a professional setting, communicate with clients, and use business knowledge in practice.

## **CHAPTER 5: CRITIQUE AND REFLECTIONS**

## **5.1 Critical Evaluation of the Internship Experience**

My internship experience at the ABC Real Estate Ltd. was a comprehensive and realistic experience to learning since I was able to apply the theoretical concepts of marketing and consumer behavior to a real business setting. Working in the Sales and Marketing department as one of the interns, I was able to see and be involved in the day-to-day activities of the company, including communicating with the clients, promoting the projects and data registration.

It provided me with direct exposure that enabled me to learn the practical part of client relation management and sale of property. In my study, a survey of 50 customers and interviewing 10 workers were categorized as the primary data collection techniques that would help to investigate the determinant of buying actions. Besides this, I also used secondary data of credible sources to learn the performance of ABC Real Estate and the overall scenario of the market.

ABC Real Estate Ltd. is an immensely active company in the real estate business since 1972 in Bangladesh that has built more than 1880 apartments in 70 projects within prime areas like Gulshan, Banani and Uttara (Ceramic Bangladesh, 2024). The Oasis at Ispahani Colony, which consists of 457 apartments and more than 600 parking spaces in 9 towers, is its main project, which also reflects its capabilities in creating massive development projects effectively (The Business Standard, 2024).

Analytically, the company can be considered strong due to its brand name, customer oriented service, and record of project execution. You can however enhance your digital marketing infrastructure as I was able to figure as an intern to capture younger and tech-savvy customers.

In general, the internship experience was a major blend of learning and experience in the role of professional exposure that enriched my knowledge, skills and understanding in the real estate industry.

## **5.2 Major Findings and Observations (Primary and Secondary Data)**

The primary and secondary data combination has a holistic conception of the customer behaviour, as well as the industry dynamics.

### **A. Findings from Primary Data**

#### **Summary of Customer Survey Responses (n = 50)**

<b>Category</b>	<b>Response Options</b>	<b>Frequency (n)</b>	<b>Percentage (%)</b>	<b>Mean Satisfaction (1–5)</b>
<b>1. Gender</b>	Male	33	66.0	—
	Female	17	34.0	—
<b>2. Age Group</b>	25–34 years	18	36.0	—
	35–44 years	16	32.0	—
	45–54 years	10	20.0	—
	Above 55 years	6	12.0	—
<b>3. Occupation</b>	Service Holder	22	44.0	—
	Businessperson	16	32.0	—
	Homemaker	7	14.0	—
	Others	5	10.0	—
<b>4. Main Buying Factor</b>	Location	30	60.0	4.6
	Brand Reputation	11	22.0	4.4
	Price/Installment	9	18.0	4.1
<b>5. Source of Information</b>	Word of Mouth	23	46.0	—
	Digital Media (Facebook, YouTube)	17	34.0	—

	<b>Property Fair/Direct Visit</b>	<b>10</b>	<b>20.0</b>	<b>—</b>
<b>6. Average Satisfaction Score (1–5)</b>	<b>Project Location</b>	<b>—</b>	<b>—</b>	<b>4.4</b>
	<b>Construction Quality</b>	<b>—</b>	<b>—</b>	<b>4.0</b>
	<b>Price Flexibility</b>	<b>—</b>	<b>—</b>	<b>3.8</b>
	<b>Documentation Clarity</b>	<b>—</b>	<b>—</b>	<b>4.6</b>
	<b>After-Sales Service</b>	<b>—</b>	<b>—</b>	<b>3.6</b>
<b>7. Recommendation to Others</b>	<b>Yes</b>	<b>39</b>	<b>78.0</b>	<b>—</b>
	<b>No</b>	<b>4</b>	<b>8.0</b>	<b>—</b>
	<b>Maybe</b>	<b>7</b>	<b>14.0</b>	<b>—</b>

*Table 1: Customer Response*

Most customers of ABC Real Estate are men (66%), and aged between 25 and 44 (68%), which shows that the company has working professionals and middle executives as the largest group of clients. The majority of the respondents (76) are either service holders or businesspersons and this is in line with the fact that ABC targets the middle to upper-middle-class urban customers.

*Figure 1: Buying Factors*

Main Buying Factors (Pie Chart)

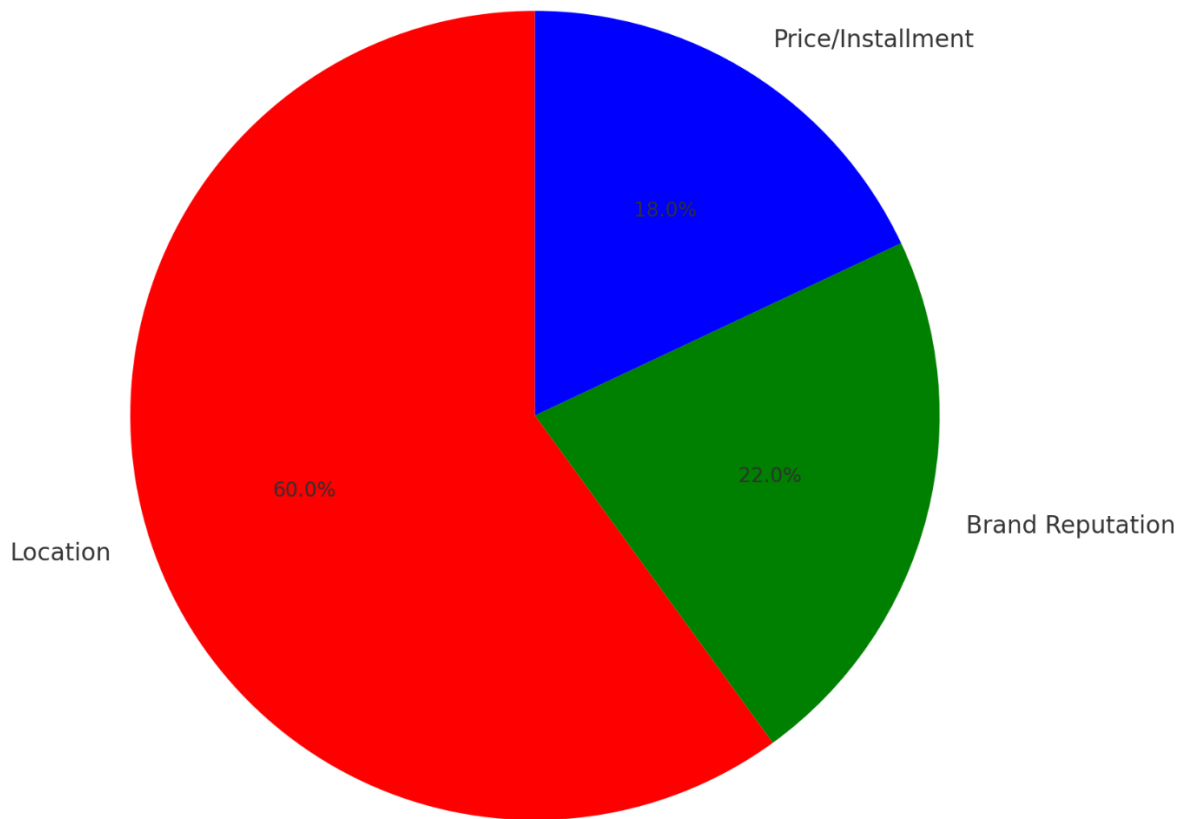


Figure 2: Buying factors for the client

The survey and pie chart indicate that the most significant buying factor is location (60%), then the brand reputation (22%), and then the price flexibility (18%). The survey indicates that a good place gives a maximum ROI to the client and a prime site gives maximum value increment within a few years. This indicates that the good brand reputation and the high quality site used by ABC has considerable influence on decision making by the customers.

Regarding the information sources, 46% of purchasers heard about projects via the word-of-mouth, and 34% used digital media, which is indicative of the traditional company image as well as the development of the online presence.



Figure 3: Which Support gives client more satisfaction

Customers were most satisfied with documentation clarity (4.6) and project location (4.4), which means that customers believe that ABC is transparent enough in legal aspects and appreciates where it places its facilities. Nonetheless, the score of after-sales service (3.6) and price flexibility (3.8) was lower indicating possible improvement of service.

Lastly, 78 percent of the people interviewed indicated that they would recommend ABC Real Estate to other people, which is good brand loyalty.

### Summary of Employee Insights (n = 10)

Aspect	Response Options	Frequency (n)	Percentage (%)	Mean Agreement (1-5)
1. Department/Role	Sales & Marketing	5	50.0	—
	Customer Relations	3	30.0	—

	Engineering/Project	2	20.0	—
<b>2. Experience at ABC</b>	Less than 5 year	2	10.0	—
	5–10 years	4	15.0	—
	11–55 years	3	25.0	—
	Above 15 years	1	50.0	—
<b>3. Key Customer Satisfaction Drivers</b>	Trust & Transparency	10	100.0	4.8
	Documentation Clarity	9	90.0	4.7
	Timely Handover	8	80.0	4.5
	After-Sales Service	7	70.0	4.2
	Pricing Strategy	5	50.0	3.8
<b>4. Work Environment Rating</b>	Excellent	4	40.0	—
	Good	5	50.0	—
	Average	1	10.0	—
<b>5. Suggested Improvements</b>	Digital Marketing & CRM	7	70.0	—
	More Staff Training	5	50.0	—
	Flexible Pricing Policy	4	40.0	—

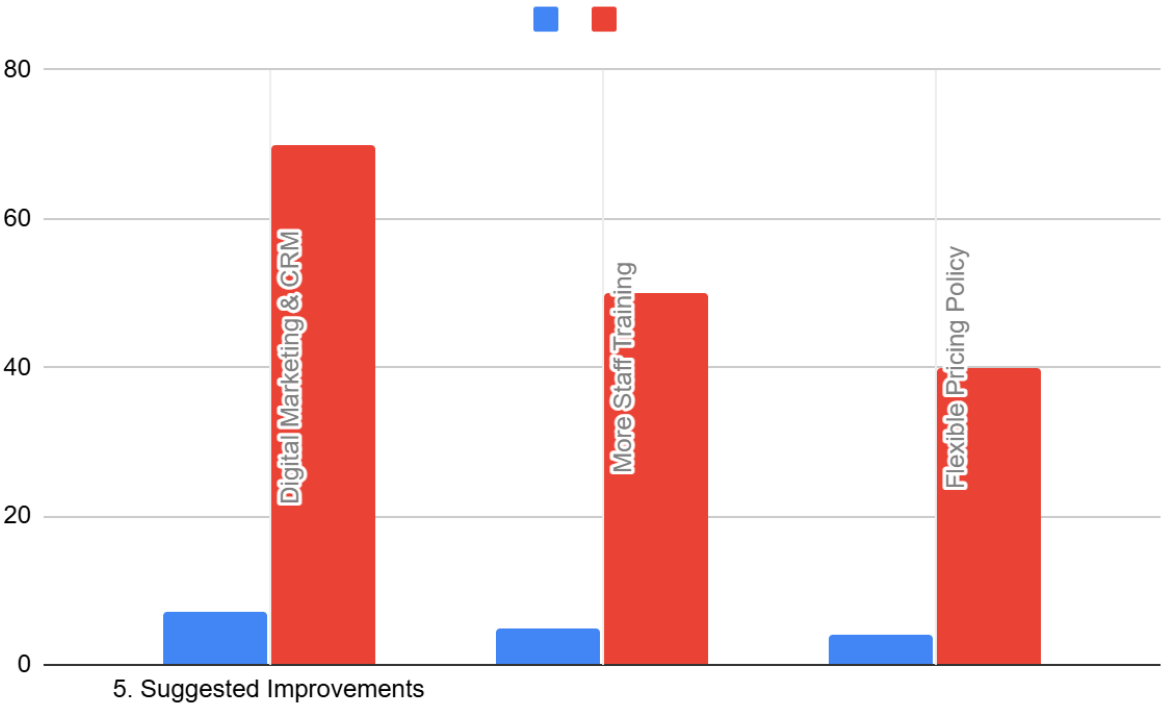
*Table 2: Employee Insight*

The results of the customer findings were reinforced by employee feedback and a valuable insight into the organization. Respondents were also divided equally between sales and marketing (50%

to 50%), with the other half being concentrated in customer relations as per the customer-oriented structure of ABC Real Estate.

The number of employees who had over 15 years of experience (50 percent) indicated that there was a moderately and fairly stable workforce. A higher agreement (4.8/5) was noted and trust and transparency were ranked by the employees (100 percent) as the top contributors to customer satisfaction. Other attributes such as documentation clarity (4.7) and timely handover (4.5) were also rated as high, which means that ABC is strong in the process of operational reliability.

Nonetheless, other areas of improvement identified by the employees include digital marketing (70%), employee training (50%), and pricing flexibility (40%), which reflect customer concerns relating to price competitiveness and responsiveness to service.



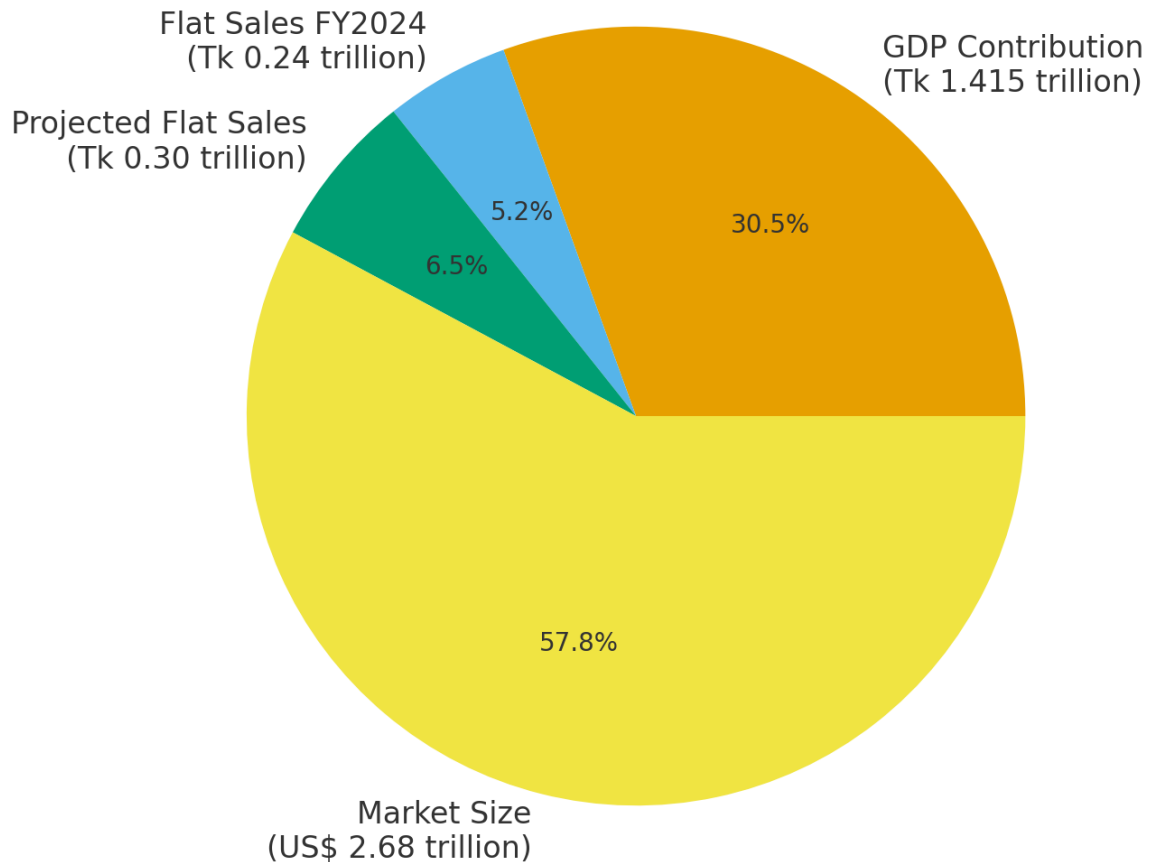
On the whole, the customers and the employees agree that trust, ethical behavior, and timely delivery are the merits of ABC Real Estate, and the digital transformation and price flexibility are the developmental priorities.

**B. Findings from Secondary Data**

These primary findings have a wider economic and organizational context that is presented in secondary sources.

### 1. Industry Performance and Growth

#### Real Estate & Housing Sector Indicators (Bangladesh)



*Figure 4: Industry Growth*

As shown in the graph the real estate and housing industry has a contribution to the GDP of Bangladesh of around 7.8 percent with an estimate of Tk 1.415 trillion by the real estate and housing association of Bangladesh (REHAB) (The Financial Express, 2019). Flats worth approximately Tk 24,000 crore (=US 2.7 billion) have been sold in FY2024, and it is expected to be sold at over Tk 30,000 crore by the end of the year (The Business Standard, 2024). The

overall size of the market was estimated to grow to US\$2.68 trillion, with the residential market taking the biggest portion (The Business Standard, 2024).

## **2. ABC Real Estate's Market Position**

ABC Real Estate, which is a part of ABC Group, has already completed 70 projects and established a reputation of ethical building and delivery in time (Ceramic Bangladesh, 2024). Its current and completed projects, including ABC Windchime, The Orchard, The Oasis, and ABC Eastwinds, are a clear demonstration of diversification of the company in both the premium and mid-range market segments.

## **3. Consumer Trends**

Hossain and Chowdhury (2021) state that the brand trust and the location of the project are the most important criteria used by Bangladeshi real estate buyers, which is consistent with my primary data. Likewise, to the city residents, Alam and Hasan (2023) noted that modern design, environmentally-friendly construction, and after-sales service are the key attributes that are gaining leverage among the consumers of the ABC.

## **4. Digitalization and Future Directions**

Although the sector has expanded, only 40 percent of the real estate firms in Bangladesh have shifted to full digital marketing or CRM applications (Alam and Hasan, 2023). This demonstrates an area that ABC Real Estate can also increase its online customer engagement plans.

All these results indicate that the ABC Real Estate is well adjusted to the market needs but needs more technological adjustment and online images to be more competitive.

### **5.3 Key Challenges Faced During the Internship**

Although the internship proved to be a career gratifying experience, there were a number of challenges that defined my learning process:

#### **1. Communication Difficulties:**

In the beginning, I had problems communicating with clients confidently because I had no industry terminologies and experience.

## 2. **Survey Response Limitations:**

There were some customers who were not cooperative in providing personal opinions, and this aspect restricted the completeness of my primary data.

## 3. **Technical Limitations:**

Initial client tracking through excel and CRM software has been quite a challenge since my previous experiences with the tools are not training based.

## 4. **Balancing Multiple Tasks:**

Working on a survey, on documentation, and contact with the client at the same time tested my time management skills.

## 5. **Corporate Adjustment:**

It took professional discipline and maturity to adjust to formal business communication, meeting schedules and hierarchies.

Nonetheless, this did not stop me because the feedback provided by supervisors and my colleagues assisted me to overcome most of these problems by the end of my internship.

## **5.4 Learning from Challenges**

The obstacles that I encountered turned into enormous learning experiences.

- **Improved Communication and Confidence:**

Frequent interactions with clients enhanced my verbal communication and confidence in clarifying project-related information.

- **Enhanced Analytical and Technical Skills:**

By working on data entry and analysis, I was able to have practical experience with digital tools and research methodologies.

- **Time and Task Management:**

Writing daily schedules and progress reports assisted me in working more effectively and achieve the deadlines.

- **Adaptability and Team Collaboration:**

The professional environment where I worked with experienced employees gave me flexibility, team behavior and patience.

- **Market Awareness:**

The primary and secondary data helped me to gain more knowledge of how the macroeconomic trends, including the cost of construction, inflation, and consumer income, influence the behaviour of people in buying real estate.

All the challenges were the chances to make my employability stronger and be ready to be hired to work in the professional future in marketing and management.

### **5.5 Overall Reflection**

Summarizing the whole experience in terms of the internship, I would agree that the experience at ABC Real Estate Ltd. was a transformative one. Through the fusion of primary research carried out in the field and secondary research on an industry-wide level, I was able to gain a complete picture of the business of real estate in Bangladesh.

The internship enabled me to:

- Put the consumer behaviour theories to practice (Kotler & Keller, 2016) on actual interactions with the customers.
- Reflect and practice in line with the principles of experiential learning (Kolb, 1984).
- Know the market realities by taking into consideration the organizational and macroeconomic perspectives.

On the personal development perspective, I acquired better communication, critical thinking and moral awareness. At the workplace, I was taught the role of brand reputation, transparency and after sales service in the development of customer trust in the real estate market.

In a nutshell, this internship was not only a scholarly obligation- but also a stepping stone in my career path as it provided me with a sense of confidence, knowledge and orientation towards a successful career in the real estate and marketing profession.

## **CHAPTER 6: CONCLUSION**

## 6.1 Summary of the Internship Experience

My internship experience at ABC Real Estate Ltd. has proved to be a revolution in which I was able to combine both the academic and the practical business activities. Working as an intern in the Sales and Marketing Department, I received personal experience of how real-estate organizations work: how they market their projects, deal with customers, and uphold their brand image on the competitive market.

Some of the roles that I undertook during the internship included customer communication functions, sales documentation functions, market observation and survey data collection functions. The work done assisted me in putting into practice theoretical knowledge regarding marketing, consumer behavior and business ethics.

My direct involvement helped to understand the way ABC Real Estate ensures a good reputation, as it is founded on trust, transparency and on-time delivery, and since 1972, the company has completed more than 70 projects and 1,880 apartments (Ceramic Bangladesh, 2024). I also discovered that customer satisfaction and ethical practices is the largest competitive advantage of the company in the fast-growing real estate market of Bangladesh.

## 6.2 Summary of Key Findings

According to the analysis of the primary survey data gathered with 50 customers with the assistance of secondary sources, the main findings were as follows in terms of customers buying behaviour in the ABC Real Estate Ltd.:

1. **Location is the most influential factor of the buying behaviour** with 60 percent of the interviewees indicating location as their main factor when buying property with a high mean rating of 4.4. The scarcity of projects in strategic sites however limits customer choice and postpones decision on purchases by many customers.
2. **Brand reputation has a greater influence on customer trust and purchase confidence** and 22% of customers consider this as the most important buying factor. The fact that the recommendation is high (78%) is a further evidence of a strong degree of brand loyalty implying that customers use the long-established reputation of ABC Real Estate to minimize the risk of perception of purchase.

3. **The issue of price flexibility is one of the most prominent areas** since the percentage of customers choosing price as the primary factor in making their purchases was only 18, and the average level of satisfaction with price and installment facilities was comparatively low (3.8). This implies that price inflexibility and insufficient installment choices would put off middle-income consumers and make their decision-making more difficult.
4. **The performance of after sales services is relatively poor** as the mean satisfaction score (3.6) is the lowest among any other service attribute. This implies that the delays in maintenance and insufficient after sales services have a negative impact on the overall customer satisfaction and intention of purchasing the product again.
5. **Word-of-mouth is important to customers**, 46% of customers learn about the existence of ABC Real Estate via their friends and family compared to 34% via the digital media. This brings out a gap in behaviour in which potential buyers rely more on personal references than online, which implies that there is a lack of exploiting digital channels of influence.
6. **A high level of documentation clarity is a strong positive influence on purchasing confidence** as it has the greatest mean score (4.6). Customers feel that the ABC Real Estate is transparent in the legal front, but first time buyers find it hard to comprehend complex documentation without further instructions.
7. **The buyer segment is dominated by younger professionals** who are working since 68% of the respondents are aged between 25 and 44 and 76% are service holders or businesspersons. Convenience, accessing the digital world and flexible payment systems are the values of this population that is not yet optimized by the company.
8. **The insights of the employees validate the similarity of the customer concerns** with the recommendations as 70 percent of employees indicated that digital marketing and CRM improvement is a required action, whereas 40 percent of employees stated that flexible pricing is a necessity. Such consistency between employee and customer data help to reinforce the validity of the specified buying behaviour issues.
9. **Real Estate Industry Growth:**

The real estate market in Bangladesh is currently experiencing growth because of the rapid urbanization, income rise, and housing demand because of its valuation of about

Tk 1.415 trillion (7.8% of GDP) (The Financial Express, 2019; The Business Standard, 2024). These market dynamics fit perfectly well with the operations of ABC Real Estate.

### 6.3 Learning Outcomes

The internship also helped expand my knowledge on how business theories can be implemented in real life activities. It has assisted me in acquisition of critical employability skills such as:

Professional Communication: I became more confident in the presentation of projects and negotiation with customers.

- **Analytical Skill:** Survey and qualitative and quantitative data analysis helped me become a better analytical thinker.
- **Teamwork and Adaptability:** Working with different teams helped me to realize the role of coordination and support in the team in improving productivity.
- **Ethical Insight:** The transparency and honesty across the company as I observed supported my idea about ethical business practices.

The experience showed also the topicality of such academic theories as the Consumer Decision-Making Model by Kotler and Keller (2016), the Hierarchy of Needs made by Maslow (1943), and the Experiential Learning Theory by Kolb (1984). These models were used as guideline to understand customer behaviour and my learning during the internship.

### 6.4 Conclusion

To sum up, my internship experience at ABC Real Estate Ltd. was a fulfilling academic and career experience that assisted me in closing the divide between the theoretical knowledge and the practical application. I also got to know that the success of any real estate organization is not only related to quality construction, but also with good communication, customer satisfaction and ethical management.

My research results imply that the most prominent variables that determine the real estate purchasing behavior in Bangladesh are brand reputation, location and customer trust. The high

market share, qualified employees and unattached quality of service has enabled ABC Real Estate to become a trustworthy and reputable firm in the national real estate market.

Both primary (surveys and interviews) and secondary data (industry reports, company information and academic literature) helped in offering a holistic view of the business environment. Another concept that he emphasized was the constant innovation particularly in digital marketing and customer interaction to support growth in a market that was highly dynamic.

Altogether, this internship made a great contribution to enhancing my professional competence, critical thinking, and future professional challenges preparation. It enhanced my desire to get into the field of marketing and managing real estate so that I can help the country of Bangladesh in building customer-oriented and sustainable housing.

## **CHAPTER 7: IMPLICATIONS**

### **7.1 The Effect of the Internship at ABC Real Estate Ltd.**

The internship experience in the ABC real estate Ltd. influenced a lot in shaping my career and personal growth. It offered the chance to put the theoretical knowledge gained in marketing, management and organizational behavior courses in the context of the real-life business. My job experience in the sales and customer relation department enhanced my view on the role of marketing strategies, communication and ethical practices in helping buyers make decisions when buying real estate.

This practical experience allowed me to gain self-confidence in working with clients, better my critical thinking and enhance my skills in making decisions within a company. Another lesson that I have acquired is the importance of teamwork, organizational discipline, and customer centricity in enabling business to grow sustainably.

### **7.2 Relevance to Academic Learning**

The internship served as an effective way of connecting the academic theory with the practice. I could directly learn the concepts of customer behavior, service marketing, and relationship management (Kotler and Keller, 2016) when I participated in customer interactions and the promotion of projects.

Also, other models like Experiential Learning Theory (1984) by Kolb and Hierarchy of needs (1943) by Maslow were not only identified in customer motivation and satisfaction. This practical experience has further enriched my learning of the principles of classroom, especially on issues of communication, price perception and service delivery in high involvement purchases like real estate.

### **7.3 Organizational Impact**

My internship input was in positive contribution to the daily running of ABC Real Estate Ltd. I had attended client meetings, assisted in client records keeping and assisted the marketing team to draft promotional materials on projects that were underway. These activities helped me to enhance the communication process and data structure.

Furthermore, my customer survey feedback was given to the management team to aid in understanding the buyer preferences that can assist the company in refining its marketing strategy,

as well as customer relationship management (CRM). This experience revealed the value of interns becoming useful in terms of research, data gathering and customer interactions projects.

#### **7.4 Industry Relevance**

Real estate business in Bangladesh is among the rapidly expanding sectors contributing approximately 7.8 per cent of the national GDP (The Financial Express, 2019). My internship gave me an insight into how real estate businesses such as ABC Real Estate have adjusted to the shifting consumer preferences and the digital marketing trends as well as the sustainability trends.

The internship has given me firsthand experience on how the location, affordability, the quality of designs, and brand trust influence the competitive world of the housing market. It further demonstrated that professional ethics, transparency and punctuality of project delivery is very important to long term success in this industry.

#### **7.5 Lessons Learned**

During the internship, I learned some of the key lessons that went beyond the academic knowledge. I also got to know how to treat clients in a professional manner, communicate effectively and the psychology of customers. The experience helped me realize that I should be persistent in sales and have the ability to stay calm whenever faced with pressure and also work as a team under deadlines.

The other important thing that was learned was the importance of ethical accountability in every part of real estate activities, such as marketing and documentations, and project handover. These teachings will be used in my future business and management career.

#### **7.6 Skill Development**

The technical, interpersonal, and analytical skills enhanced greatly during the period of the internship.

- It was also through customers and sales meetings that I boosted my communication and presentation skills.
- Several work practices such as working on survey results and market research enhanced my data handling and analysis skills.
- I also learned to be more time-consuming and flexible, shaping up with numerous things in a busy office.

These competencies have made me more resolute and ready to work professionally in marketing, customer relationship management and corporate strategy.

### **7.7 Networking and Professional Relationships**

My internship gave me the chance to network with other professionals in different departments such as the marketing executives, engineers and sales officers. These experiences have increased my network and offered me with great mentorship.

Working with the senior officers helped me to understand better the organizational culture and its decision-making process. The development of such relationships made me understand that teamwork, respect and proper communication are crucial in the accomplishment of corporate objectives.

### **7.8 Recommendations and Next Steps**

The analysis and my experience as an intern in the ABC Real Estate Ltd. revealed that the company could use the following recommendations to increase its performance and competitiveness in the market:

- **Allow the middle-income consumers to be interested in the offer of flexible prices and tailored installment payments** to decrease the levels of hesitation due to affordability, which are observable in the results.
- **Enhance after-sales services activities** by establishing standards of response time and attaching customer service officers to enhance the satisfaction of the customers after the delivery of the handover.
- **Enhance digital marketing and online interaction** with customers, such as social media campaigns, virtual site tour and site upgrades, in order to impact buyer decision making at an early stage.
- **Make documentation processes easier** through customer friendly manuals and legal interpretation, particularly to first time property purchasers.
- **Impede the communication system** with customers, making frequent updates on the project via SMS, email or CRM to create transparency and trust.
- **CRM-based customer relationship management systems Investment** in more efficient systems to track buyer preferences, feedback, and service issues.

- **Conduct frequent sales and services training to employees** to enhance behavioural interaction, professionalism and ethical message to customers.
- **Increase referral and loyalty programs** to gain great influence through word of mouth and prompt repeat purchases.

In my personal career, I will keep on honing technical and analytical skills by undertaking special positions and advanced education in the fields of marketing analytics and sustainable business management.

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## Appendix–1: Survey Questionnaire

**Title:** *Customer Perception and Buying Behaviour towards ABC Real Estate Ltd.*

### Section A: General Information

1. **Gender:**

Male     Female     Prefer not to say

2. **Age**

Below 25     25–34     35–44     45–54     55 and above

**Group:**

3. **Occupation:**

Service     Business     Retired     Homemaker     Others

4. **Monthly**

**Family**

**Income:**

Below Tk 50,000     Tk 50,000–1,00,000     Tk 1,00,001–2,00,000     Above Tk 2,00,000

5. **Do you currently own or plan to purchase a property through ABC Real Estate Ltd.?**

Yes     No     Planning to

## Section B: Buying Behaviour and Preferences

6. Which factor influences you most when selecting a property?

- Location  Brand Reputation  Price/Installment  Design & Layout  Quality of Construction  After-Sales Service

7. What type of property do you prefer most?

- Apartment  Commercial Space  Land  Duplex/Condo

8. Which area of Dhaka do you consider most desirable for housing?

- Gulshan  Banani  Dhanmondi  Uttara  Mirpur  Others

9. How did you first learn about ABC Real Estate projects?

- Friends/Family  Facebook/YouTube  Website  Newspaper  Property Fair  Billboard/Brochure

10. Before making a purchase, how many projects did you visit?

- One  Two  Three or more  None

11. Rate your satisfaction with the following (1 = Very Dissatisfied, 5 = Very Satisfied):

Criteria	1	2	3	4	5
Project Location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Construction Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price and Installment Facility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales Team Behaviour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Documentation and Legal Clarity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After-Sales Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Would you recommend ABC Real Estate to others?

- Yes  No  Maybe

13. What improvements would you suggest for ABC Real Estate?

## Section C: Employee Insights

*(For ABC Real Estate employees only)*

14. How long have you been working at ABC Real Estate?

- Less than 1 year    1–3 years    3–5 years    More than 5 years

15. In your opinion, what factors most influence customer satisfaction?

- Timely Handover    Transparent Documentation    After-Sales Service    Pricing  
 Communication

16. What marketing channel attracts the most customers?

- Word of Mouth    Digital Media    Fairs & Events    Brokers    Corporate  
Networking

17. How would you rate the company's internal work environment?

- Excellent    Good    Average    Needs Improvement

18. What do you think ABC Real Estate should improve to stay competitive?

## Section D: Open-Ended Question (Optional)

19. *In your own words, what do you believe makes ABC Real Estate a trusted brand in the real estate market?*

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