Identifying the Ideal Features of An Integrated Township: A Customers’ Perspective

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ABSTRACT
In recent times, the concept of “Integrated Townships” has been becoming increasingly popular. Integrated Townships are a composition of residential, commercial, institutional, shopping and, sometimes, industrial areas. The amenities which come with these integrated townships are highly useful for the residents, and a major reason for their value; hence there is an increased interest in integrated townships, both from the side of developers as well as the customers. In such a scenario, it is highly imperative for a developer to be able to assess the customer expectations, in order to incorporate the most desirable features in his integrated township plan. This paper aims to study the customers’ perception as to what are the essential features they want in an “ideal” integrated township. This includes both the internal aspects of an integrated township, like the facilities and amenities provided, as well as the external factors like location, connectivity and brand value etc. The study is based on the surveys conducted on three different integrated townships in Pune city. Around sixty residents spread across different income groups across the chosen townships have been surveyed for the study. The results show a distinct variation between the ideal features in the transient state of the market and those in mature state of the market.

KEYWORDS: Integrated townships, Customer perspective, Effective marketing media; Ideal features.

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