

# A Study of Consumer Behavior towards Real Estate w.r.t Goel Ganga Group Nagpur

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**Abstract:** *Marketing occupies an important position in any business unit. The traditional view of marketing is that the customer accepts whatever the seller presents to them. The thing without considering the needs and wants of the customer. Now this concept is changed and the full attention is given on the customer's wants and satisfaction. The barter system existed in the initial stage of marketing. The caveman, with his surplus products, approached and tried to exchange his products by accepting the products he needed-exchange of product for products. At that time, human beings were in a nomadic hunter stage. In this primitive period, the human beings were nothing more than hunters or food gatherers. Then the New Stone Age followed. In the stage of backward economy human beings were self-sufficient. In such a backward economy or agrarian period, family units were self-sufficient-making needed food, clothes, shelter, tools, etc. As time passed, the division of labour began to play its role and man started producing more than he needed. The surplus was exchanged in terms of commodities needed. They, in possession of surplus goods, searched for those who had a surplus to be exchanged. Searching for others who needed the surplus products became a tedious job as time and energy had to be wasted. Therefore the people assembled in places called local markets where goods were disposed of. And later, it developed into shops, bazaars etc. The people, according to their interest specialised in productions. Specialists like carpenters, weavers etc., developed at this stage. The appearance of specialization developed the idea of marketing.*

**Keywords:** Marketing

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