Technology Awareness and Motivation to Invest In Land -Evidence From Individual Investors

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ABSTRACT

In India, with the technology development in all spheres of the economy, the land industry has grown in prominence. As a result of the increasing business possibilities and labour migration, demand for commercial land property for both housing and industrial building has grown. The individual, hotel, and entertainment industries all have an impact on land developments. The goal of this research is to look at the motivation, awareness and profitability of individualland investors. The study design comprises of descriptive research, in which various elements of land investments are studied. The demographic profile of land investors, awareness motivation, and profitability in land investments were investigated in this study. A total of 100 samples were used in this investigation, and data was obtained using a questionnaire. Simple percentage analysis, descriptive statistics, chi-square, factor analysis, and regression coefficient were utilised as statistical techniques. It was concluded that individual investors have adequate awareness, motivation, and profitability in land investing.

Key Words: Technology, Awareness, Motivation, Profitability in Investments, Individual Investors, Land.

I. INTRODUCTION

The development of real estate market, as well as the selling and acquisition of residential and commercial properties, are all examples of land. Landowners, land developers, builders, land agents, and homebuyers are all part of the land industry. Residential homes, commercial properties, individual malls, theatres, hotels, and even government structures are all part of the land industry. Infrastructure is also a part of the land industry. The land industry is one of the most well-known in the world. The land business in India is the second largest employment after agriculture, and it is anticipated to increase by 30% over the next ten years. Housing, individual, hotel, and commercial land are the four subsectors of the land industry. The expansion of this industry is aided by the expansion of the corporate environment and the need for offices, as well as urban and semi-urban homes. Since then, the land region has had numerous ups and downs.

When it comes to purchasing land, technology is main aspect to search necessary documents, completion of registration process and settlement of proceeds. Now, technology decreases the cost and time involved searching documents and registration. Therefore, technology awareness of individual investor is also a main reason for growth in real estate market. Furthermore, investor motivation is relied on several aspects of land. However, size, location, specifications, supply, interest rate, and availability of utilities are all variables that influence investor motivation. Many variables influence land pricing, including location, neighbourhood, size, specifications, services supplied, market scenario, and so on. People nowadays require residential houses and land in order to secure their future as a long-term investment for their own usage and capital in the globe. The Indian government's upbeat outlook is a major element driving the country's land market to new heights. The Indian economy's growth curve is at its greatest point, and the landindustry, is helping the country to recover. For both domestic and foreign investors, land investments in India have taken a clear choice on alternative possibilities.

STATEMENT OF THE PROBLEM
In India, the land business is continually growing, and it is currently a very secretive and disorganised industry. It is rife with violence and instability, but it is now attracting a rising number of corporations, resulting in a rise in professionalism and, as a result, a rise in consumer satisfaction. The expansion of the economy increased demand for property in the form of offices, warehouses, godowns, individual space, and shopping malls, among other things. The expansion of the economy had a beneficial impact on the residential sector, as the richer portion of the population, who already owned homes, sought to enhance their living quarters, while the rest of the population, who were renting, sought to find more inexpensive housing. The change in government laws aided the general public in purchasing a home by making home loans more accessible and allowing consumers to claim the loan interest as a tax deduction when submitting their income tax returns.

By removing entry barriers, adopting global land standards, and creating the legal and professional infrastructure needed to attract business and investment capital, land markets are slowly but steadily advancing towards globalisation. Investors, owners, and users from all over the globe contribute to the growth of this process by taking a consistent approach and investing in or acquiring assets using the same methodologies, valuation techniques, tax analyses, limited liability structures, indicators, and models. Or you might get into business. It is important to create suitable relationships with local partners and suppliers of accounting, tax, legal, and other services, as well as to carefully construct the most effective structures to limit investors and reduce taxes and taxes, in order to make a successful investment overseas.

II.   LITERATURE REVIEW
According to Al-Nahdi et al. (2015), recent changes in the land industry that have made the sector more profitable include high land prices, risks associated with land purchases, profit motives of land owners, increased remittance inflows to finance many purchases, and re-structuring of households to single family units. According to Sakunthala (2018), market forces have a major role in determining land values. According to Mohiuddi (2014), land trends such as population growth and urbanisation, as well as an increase in the number of city inhabitants, have been impacting the land sector's rapid expansion. Bhakar et al. (2015)

demonstrated contemporary land trends. People are no longer interested in purchasing property to build their own home because of the high cost, scarcity of land, high cost of land registration, and high cost of construction materials. Bony and Rahman (2014) conducted research on the practise of land industry, as well as the potential and challenges of high-rise construction. According to Kurowska and Kryszk (2015), the land market is influenced by a variety of factors connected to land, including land scarcity, risks in land acquisition, high land registration costs, and high land prices.

Gitau (2014) showed that land investors should consider latest price performance of land property before making investment decisions. Fenghua et al. (2014) showed that investors are risk averse during the presence of profit-making opportunity but risk seeker when they lost money in investments. Oyewole (2013) revealed that individual segment in land industry performed well than residential land investments with the perspectives of risk adjusted return, income and capital growth and overall return. Klimczak (2010) showed that price, raise in market value, expected return on investment and tax rate are the main determinants of land investments. Anupama (2017) disclosed that reference group, ability to make investment, performance and agents are the main factor have influence on purchase of land. Sarva et al. (2019) revealed that price, regulation and preference of buyer have influence the purchase of land or buildings. Manivanna& Joseph (2017) disclosed that buyer and developers should develop their residential houses in healthy atmosphere at reasonable price.

III.   OBJECTIVES OF THE STUDY
The present study has been initiated with the objectives presented below:
1. To examine the demographic profile of individual investors making investments in land.
2. To measure the awareness of individual investors on technology usage in land investments.
3. To investigate the motivating factors in land investments.
4. To analyse the impact of investment decisions of individual investors on profitability in land investments.

IV.   RESEARCH METHODOLOGY
The goal of the research is to look at the causes and effects of land investments among individual investors. This research is being carried out in Namakkaldistrict of Tamil Nadu. Individual

investors looking to buy land make up most of the population. As a result, 100 individual investors from various sections of the district were gathered for this study. To collect data, a field survey using a questionnaire is conducted. The basis for this research is a descriptive research design. For data gathering, probability sampling techniques, particularly simple random sampling, are used. The survey instrument is divided into four sections: the first part focuses on demographics, the second part gathers awareness of individual investors with various types of technology usage, the third part discusses motivating factors in land, and the fourth part focuses on investment decisions and profitability of land investments. A pilot test was done before data collection to ensure that the

questionnaire was thorough, clear, and reliable. To conduct pilot research, the study used 20 individual investors. Statistical methods such as simple percentages, chi-square test, descriptive analysis, factor analysis, and regression were used to summarise the data obtained. The questionnaire uses a scale of 1 to 5, with 1 denoting strong agreement and 5 denoting strong disagreement.

V. RESULTS &DISCUSSIONS
5.1. Analysis of Demographic Profile
Demographic profile of land investors ispresented in table 1.

Table – 1: Analysis of Demographic Profile

Characteristics	Distribution	Frequency	Percentage
Gender	Male	79	79%
	Female	21	21%
Age	Less than30years	13	13%
	31–40years	36	36%
	41– 55years	39	39%
	56 years &above	12	12%
Educational Qualification	Illiterate	11	11%
	Up to HSC	35	35%
	Degree/Diploma	33	33%
	PG/Professional	21	21%
Monthly Income	Less than Rs.50,000	18	18%
	Rs.50,000 - 100,000	22	22%
	Rs.100,001 - 200,000	23	23%
	More than Rs.200,000	37	37%
Occupation	Government service	39	39%
	Private employee	15	15%
	Business	22	22%
	Others	24	24%
Residential Area	Rural	58	58%
	Urban	42	42%
Family type	Nuclear family	64	64%
	Joint family	36	36%
Awareness on Land	Low	23	23%
	Medium	48	48%
	High	29	29%

Source: Survey Data

Table1 reveals the outcome of demographic profile of land investors. Gender of rural entrepreneurs found that 79% are male and 21% are female. Age of the land investors consists of 13% are in less than 30 years, 36% are in 31 – 40 years, 39% are in 41 – 55 years and 12% are in 56 years and above. Educational qualification shows 11% are illiterate, 35% are completed school

education, 33% are completed undergraduate or diploma and 21% are completed post-graduation or professional degree. Monthly income of rural entrepreneurs shows that 18% are in less than Rs.50,000, 27% are in Rs.50,000 – 100,000, 23% are in Rs.100,000 – 200,000, and 16% are in more than Rs.200,000. Occupation of land investors includes 39% are in government service, 15% are

employed in private sector, 22% are in business, and 24% are in other type of business. Residential status reveals that 58% are in rural and 42% are in urban. Type of family reveals that 64% of them are in nuclear family and 36% of them are in joint family. 23% of investors have low awareness, 48% of investors have medium awareness and 29% of investors have high awareness on land investments.

5.2. Awareness on Technology Accessible for Land Investments

The degree to which land investors are aware of various types of technology is assessed. As a result, the link between land investor awareness and type of technology is investigated using a chi-square test with the hypothesis proposed below.

H_0: There is no relationship between awareness of individual investors and type of technology.

H_1: There is relationship between awareness of individual investors and type of technology.

Table 2 summarises the findings.

Table-2: Awareness onTechnology

Awareness on Technology	Chi-Square	
	χ^2 Value	Sig.
Land surveying technology	16.281	0.001
Online land extracts (patta, chitta and adangal)	15.563	0.001
Use of google map to check land layout	17.347	0.001
Technology used for testing of soil	16.225	0.001
Online verification of encumbrance certificate	14.912	0.001
Checking guideline value in online	12.534	0.001
Registration formalities in online	14.256	0.001
Use of google map to check neighbourhood areas	15.478	0.001
Use of machinery for land levelling	13.692	0.001
Settlement using online banking services	17.306	0.001

Source: Survey Data

Table 2 displays the chi-square results, which demonstrate that there is a strong link between land investor awareness and different types of technology accessible while making land investments. The computed values are significant at 1% level of significance. As a result, null hypothesis is not validated. Hence, there is relationship between awareness of individual investors and type of technology. It has been found that land investors' awareness has influence on land investments.

5.3. Motivating Factors in Land

Several elements drive land investing decisions. Motivating elements in land investments are therefore investigated. The goal of this study was to determine the characteristics that encourage people to invest in land. The computed mean value based on the viewpoint on land investors was evaluated using the t-test in this study. To calculate the significance value, the calculated mean value of land investors is compared to the predicted mean value 3 in this t-test. Consequently, the findings are shown in table 3.

Table-3: Motivating Factors in Land

Variables	Mean	Std. Deviation	Std. Error Mean	t-value	Sig (2 tailed)
Prime locations	4.12	1.22	0.53	15.63	.000
Pollution free environment	3.55	1.41	0.27	14.81	.000
Sufficient road facility	3.62	1.85	0.43	16.75	.000
Availability of water facility	4.05	1.51	0.35	19.72	.000
Soil conditions	2.42	1.62	0.27	17.37	.000
Rental motive	3.56	1.74	0.18	10.84	.000
Capital appreciation	4.18	1.81	0.33	24.75	.000
Safety of investment	3.85	1.62	0.24	31.51	.000
Hedge against inflation	2.96	0.98	0.57	-15.73	.000
Regular income	2.91	0.96	0.48	-13.81	.000

| Fulfilment of Vaasthu	3.11	1.55	0.45	18.54	.000
Low price	3.76	1.48	0.23	14.35	.000
Proximity to residence	2.85	1.36	0.17	18.32	.000
Easy availability of loan	2.92	1.08	0.38	17.36	.000
Agriculture motivations	2.81	1.56	0.29	-13.34	.000

Source: Survey Data

Table 3 indicates that the mean value of landmotivating factors ranges from 2.45 to 4.34. It is discovered that variables such as excellent locations, pollution-free environments, enough road infrastructure, water availability, rental motivation, capital appreciation, investment safety, vaasthu fulfilment, and inexpensive price have mean values that are strictly larger than 3. The land investors are unanimous that the t-values are larger than three, i.e., 15.63, 14.81, 16.75, 19.72, 10.84, 24.75, 31.51, 18.54, and 14.35, all of which are statistically significant at the 5% level. The t-values for hedge against inflation, regular income, and agriculture motives are -15.73, -13.81, and -13.34, respectively, among land investors. As a result, it is

possible to conclude that land investors are motivated by a variety of variables.

5.4. Impact of Investment Decisions on Profitability in Land

It is commonly held that sensible investing decisions can result in higher investment returns. This scenario may be applied to land investments as well. Land features, investment environment, risk and return, and individual investor investment capabilities are all factors that influence land investment decisions. Therefore, the profitability of individualland investments is evaluated. The following conceptual framework, as shown in figure 1, was used to start this research.

Figure-1: Conceptual Framework
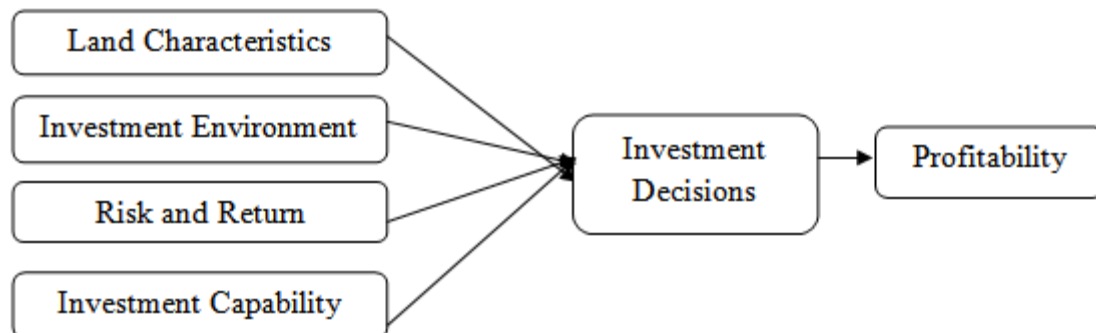
The following hypotheses are presented to investigate the significant difference between individual investor investment decisions and land investment profitability.

H_0: There is no substantial relationship between individual investors' investment decisions and land investment profitability.

H_1: There is substantial relationship between individual investors' investment decisions and land investment profitability.

The influence of individual investors' investment decisions and profitability in land investments has been measured using factor analysis and regression co-efficient. Consequently, the results of KMO and Bartlett's tests are displayed in table 4.

Table-4: Kaiser-Meyer-Olkin and Bartlett's Test

KMO Measure of Sampling Adequacy		.821
Bartlett's Test of Sphericity	Approx. Chi-Square	639.93
	Df	91
	Sig.	.000

Source: Survey Data

Table4 depicts the KMO sample adequacy metric. The data is adequate, according to the analysis,

with a value of 0.821, which is suitable for factor analysis. The Bartlett's test was run, and the

findings show an extraordinarily significant result of p=0.000 (p<0.001), indicating that the factor

analysis results are flawless.

Table-5: Rotated Component Matrix

Factors	Variables	Component			
		1	2	3	4
Land Characteristics	Resource in the land	**.832**	.174	.216	.181
	Road facility to land	**.811**	.098	.192	.137
	Legally free from encumbrance	**.796**	.129	.175	.206
	Growth prospects of land	**.734**	.128	.137	.155
	Location of the land	**.688**	.201	.076	.163
Investment Environment	Market environment	.089	**.813**	.168	.192
	Government policy on land	.156	**.765**	.134	.138
	Tendency of investors	.256	**.687**	.128	.151
	Economic performance	.231	**.649**	.118	.163
Risk and Return	Low risk	.185	.095	**.793**	.133
	High return potential	.153	.123	**.759**	.149
	Easy marketability	.192	.167	**.647**	.126
Investment Capability	Willing to make civil work	.161	.182	.123	**.782**
	Risk taking capability	.148	.211	.158	**.755**
	Focussing long-term perspective	.202	.219	.162	**.677**

Source: Survey Data

Table-5 discloses the outcomes of rotatedmatrix; it presents that all antecedentsof investment decisions, such as land characteristics, investment environment, risk and return, and investment capability can be accepted with features essential for restructure. The first factor, land characteristics is loaded with five factors; it discusses resource in the land, road facility to land, legally free from encumbrance, growth prospects of land, and location of the land. The second factor, investment environment deals with market environment, government policy on land, tendency of investors and economic performance. The third factor, risk and return deals with three factors, like low risk, high return potential and easy marketability. The fourth factor, investment capability consists of willing to make civil work, risk taking capability, focussing long-terms perspective. Because the features are linked, this condensation is feasible. The influence of other attributes is partially responsible for the score given to any one attribute.

Table-6: R-Square and Durbin-Watson Test

Model	R Square	Dutbin-Watson
1	0.701	1.788

Source: Survey Data

Table6 reveals that the R-Square and Durbin-Watson test results. Consequently, the R-Square test result of 0.701 may be computed and accepted for regression analysis. The 1.788 Durbin-Watson test resultsindicate that the autocorrelation is approaching zero or that there is substantial variance between the two variables.

Table-7: Results of Anova Test

Model	F	Sig.
1	78.568	0.000

Source: Survey Data

Table 7 shows the Anova results, which show that the four antecedents of investment decisions are not all equal to each other and may be utilised to estimate the dependent variable, land profitability, as indicated by the F value of 78.568 (p<0.000) high significant level (less than 1%).

Table-8: Results of Regression Coefficient

Variables	Standardized Beta Coefficient	T	Sig.	Collinearity Statistics	
				Tolerance	VIF
1 (Constant)	.402	0.726	.631	.471	2.133
Land Characteristics	.351	5.684	.000	.685	1.546
Investment Environment	.292	5.842	.000	.622	1.454
Risk and Return	.363	4.345	.000	.721	1.382
Investment Capability	.259	4.965	.000	.583	1.696

Source: Survey Data

Table8 shows that all variables are statistically significant (p<0.000) and have high beta (0.351, 0.292, 0.363, and 0.259) and t-values (5.684, 5.842, 4.345 and 4.965). For all variables, a VIF value of less than 10 is discovered. It explicitly shown that the multi-collinearity problem has not persisted, and that all data are mutually exclusive. Land features, investment environment, risk and return, and investment competence all have a major influence on profitability, according to the findings. It is validated by looking at the t-statistic for all of the independent variables, including land features, investment environment, risk and return, and investment capability, and it has a significant association (p<0.000) with land profitability. It means the null hypothesis is false and should be rejected. As a result, there is a substantial variation in land investment decisions and profitability.

VI. FINDINGS AND CONCLUSION

The development of land is related to activities related to the purchase and sale of commercial or residential property. The land business includes land, shopping malls, apartments, business premises and other tangible assets on the land. The land industry includes landowners, property developers, builders, agents, buyers, sellers and many more. Now, Indian people are moving towards small and unique family in need of separate house. Due to the increase in the number of small families and the growing business economy there is a high demand for residential and commercial properties, which has attracted manyland developers to start their projects. Individual investors investments in land are relied on various aspects connected with their awareness, motivation and profitability. Demographic profile shows that 79% are male, 39% are in 41 – 55 years of age, 35% are completed school education, 27% are in the monthly income of Rs.50,000 – 100,000. Occupation shows that 39% of them in government service, 58% are in rural areas, and 64% of them belonging to nuclear family. Land investors have sufficient awareness on different types of land. The main motivation of land investments includes prime locations, pollution free environment, sufficient road facility, availability of water facility, rental motive, capital appreciation, safety of investment, fulfilment of vaasthu, and low price. This study concluded that individual investors have sufficient awareness, motivation and better profitability in land investments.

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