

# International Journal of Advance Research in Computer Science and Management Studies

Research Article / Survey Paper / Case Study

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## *The Future of UAE Real Estate Market with Special Emphasis on Dubai*

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*Abstract: Whether it's visa reforms, legislative initiatives or safety and quality of life, Dubai has been attracting a slew of investors and expatriates who prefer to live and work there thereby steadily boosting the demand for commercial and residential real estate. Dubai is famed for many reasons. It's culturally diverse, future forward, technologically and infrastructurally advanced, puts the comfort and happiness of its residents at the forefront, fosters growth and investments by way of pro-business policies, and is driven to creating a better world and future by focussing on sustainability, clean energy and various other environment-centric initiatives.*

*In 2019, a joint ownership law and five-year visas for those that invested a certain sum in the city's real estate were introduced. The Remote Work Visa and Dubai's virtual working programme are other initiatives that allow individuals to work remotely from the UAE whilst utilising all the benefits and services that the country offers. The Dubai 2040 Urban Master Plan is another initiative that lays out a plan for sustainable development in the city to promote quality of life and happiness. This has been aided by the launch of the Dubai RE-Tech platform that aims to strengthen this sector and make it one of the best in the world.*

*All of these structural, regulatory and legislative measures have impacted and enhanced the desire among individuals and companies to set up their base. All of these structural, regulatory and legislative measures have impacted and enhanced the desire among individuals and companies to set up their base here. As per reports, September this year saw 5,762 transactions worth AED 16.2 billion, the highest for this month in the last eight years. About 43,299 property sales transactions worth AED 104.3 billion were recorded in the first nine months in Dubai. While the pandemic has impacted most sectors across the world, Dubai's real estate sector has seen encouraging numbers despite it all. This is what continues to make real estate a key vehicle for Dubai's economic growth. Its geographical location and proximity to other countries is also making it a popular choice, especially among Indians.*

### I. INTRODUCTION

#### 1.1: UAE Real Estate Market with special emphasis on Dubai:

Seven city-states compose the United Arab Emirate and have been established on 2 December 1971. UAE has the second largest economy in the GCC (after Saudi Arabia). The demography of the UAE is extremely diverse. The constituent emirates are Abu Dhabi (which serves as the capital of the UAE), Dubai, Sharjah, Ajman, Ummal – Khaimah and Fujairah. The United Arab Emirates real estate market has a pictorial history there is few significant drops but remained an important pillar of the UAE's economy.

Real estate, along with tourism and trade, is one of the country's main sources of economic diversification. As per the UAE's ministry of economy's Annual Economic Report 2015, contribution to country's GDP:

- Real estate sector: 10.3%
- Construction sector: 9%

There is heavy demand from locals and business people (residing in the city) for residential sector. Although, shifting towards Dubai and Abu Dhabi which places more emphasis on the general attractiveness of the country, due to work opportunities increases buyers comes to the emirates.

There are many varieties of products offers by the residential market in the country, though much, like a lot in Dubai, is aiming towards the upper-income class. It mainly of master planned communities and towers, residential offers in Dubai either boast with proximity to the city Centre or with large areas of greenery a bit outside the finance and trade Centre of the city. However, even those areas are not distant as the UAE, according to a Global Competitiveness Report, ranks fourth worldwide in terms of infrastructure.

According to consultancy Cluttons, In 2015 and 2016 residential transaction remained stable and it is slight drop in the number of transactions. If we talked about the history of UAE sector it has noticed a remarkable rise, followed by a not less considerable crash in 2008 and 2009. This country became a trade hub and it attracts the investment in real estate especially in Dubai and Abu Dhabi which increases house prices by between 20% to 40% annually between 2002 and 2005 and increases of between 40 % and 80% until the beginning of 2008.

In 2013, decided by the DLD to increase property registration fees to as much as 4% and it is being equally split between buyer and seller. This aimed at reducing the quick transactions that are traditionally a hallmark of speculative investments, making this kind of investments a lot less attractive. Prior to this, more than 100 countries in the world had higher registration fees than Dubai which was already one of the largest real estate hubs in the world back then.

If we talk about **Ras Al Khaimah** as one of the emirates, then it is well known their better life style and environment wherein traffic jam etc. are not the issues due to its very wider roads and less population. The population living in this emirate is the mix of Emiratis and Expats however the Emiratis originated or shifted are very friendly in nature when it comes to talk and share with them nevertheless, they are quite traditional with the cultural attributes in order to follow the Arabic culture in a quite good.

**Abu Dhabi** has affordable housing for low income earners. It's a capital and all the decisions about the housing development are being taken and finalized from the Government of Abu Dhabi. Planning and policy making for all the emirates specifically when it comes to make housing decisions and real estate projects in the UAE. They come with very affordable housing time to time in the year.

As per Abdulla Al Sahi who is an Executive Director of Planning and Infrastructure Sector in the Abu Dhabi Urban Planning Council (UPC) said, "The affordable housing policy is in the finalization stage and is expected to be approved before end of 2016".

Abu Dhabi is very calm and quite Emirate and has the environment which brings the feel of goodness and more cherished life style if you compare with the Dubai. Having gained its status as a capital of the UAE, it has many world class facilities such as a world class resort with huge hotel complex and shopping mall and therefore it promotes the tourism in the emirate too. To fulfill the needs of the tourist in Abu Dhabi, the emirate has well equipped with highly graded international and local retail shops, commercial souks, banks and private companies.

UAE emerge as a great place for the real estate investment and world over investors are on the lookout for the properties in Abu Dhabi primarily and Dubai as well. Nevertheless, the Dubai is the most recognized emirates when it comes to know from global point of view however identified as a second largest emirate. When you look at the UAE, you will find the Dubai as most active and economically sound emirates out of the seven Emirates of the UAE wherein it holds the prima-facie to be a growing investment and trade Centre in the Middle East.

***Some important features of Dubai real estate market which makes Dubai best emirates for the real estate investment:***

- Rental Income has 5% tax whether it's a residential lease.
- Capital Gains has no tax.
- Inheritance has issues and let's wait for the new Land Law is enacted.
- Visa renewal fee for residents is much affordable.

**In the Dubai**, the transaction cost is very low which attracts buyer. Registration fee of the property has calculated i.e., 2% of the property value. The registration fee is always paid by both the seller and the buyer. For Real estate agents, the fee ranges from 1% to 5% of the property value. Dubai is most vibrant developing city in the world. In Dubai, zero percent income tax as well as there is no tax on capital gains which influence most the buying behavior. Also, there is no barriers or quotas system for trade. According to the Reidin.com published report, the prices of the properties continuous falling in Dubai.

UAE's style of thinking exhibits the scenario which is falling apart to other countries. 80%+ business leaders in the UAE thinks and hope that strategically affordable residential and commercial property would add a lot of value to the country's economy.

Regardless of all, those buyers who thinks to buy the properties with budget-conscious attitude always look out for the much lower cost of housing but there is other category where the buyers do not even think about the budget and only need the best strategic locations to live so far. Henceforth, the customer mindset is so far very appropriate and does make a lot of sense when it comes to buy property and agents must deal with this approach which could be very formidable for building much growth into the sector.

As per the current scenario of Real Estate Market in the Emirates, it seems that gap in terms of supply is fairly large for very affordable flats or villas and it indicates that the most tenant budgets are indicating that most tenants' budgets are squashed. Published statistical data shows that the majority of Dubai's population i.e. 2.6 million are willing to spend on rent properties wherein on an average cost is Dh100,000 a year or less, although, the biggest inside story is that the only 25% residential units are available within the price range which indicates that 75% residential properties are left behind because of higher pricing.

For Urban cities', the fundamental issue in the housing is the affordable price and the same is the problem with other global cities. As we can figure out that the growth, scalability and sustainability of the cities basically depend upon the quantity and quality of residential strata.

If we talk about Dubai residential market, there were two key segments:

1. luxury and
2. ultra-luxury segment

There is a paradigm shift in the Real Estate market of Dubai wherein the private and public sectors are involved, and affordable housing is the key for both the sectors here. Much evident is from the recent years statistics that the affordable housing is really giving hard time to the buyers and therefore sellers are struggling to make a sale.

The market structure is in much segmented form where the income wise groups have their own demands of affordable housing in the Dubai and their segments are:

- i) Lower Income Group
- ii) Middle Income Group
- iii) Higher Income Group

## 1.2 Global Real Estate Market & Dubai Real Estate:

If we talk about the Global scenario of real estate market, off course the European are on the top and therefore the policies crafted by their government along with the central bank were great for economic growth and monetary policies which had huge impact on the global real estate market. We must think of a year 2016, which states how huge impact the European market has had. Due to this, in last three years globally all the investors benefited from 12%- 13% real estate return which makes Dubai city the most attractive place for the investment. Just taking further the same analysis, if you look at the investor's attention then in the beginning of the year 2016, investors were much into the mindset to invest in Europe and US respectively in the ratio of percentage of their capital as 42%:35% has been ranked 4th in the list 29 global cities. If we see the year 2012, there was a rise in prices by 18.3% between March 2012 and March 2013 in which the prices gone quite higher as 5.4% in the last three months nevertheless the overall result showed a great remarkable image on the global performance index.

### Global Real House Price Index:

According to the IMF, quarterly published statistical data which is collected from the below stated sources which shows that there is continuous slow recovery in the global housing market because from 2000 to 2007 it increases with very slow rate then it showed down fall during the period of 2008 to 2014 and again it starts to rise.

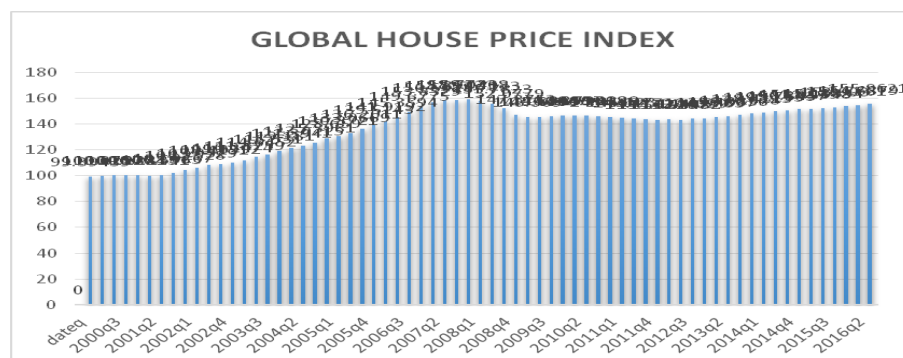


Figure 1.1- Global Real House Price Index

### Price around the World:

Real Estate house prices over the last five years show that there is increased over the past years in most of the countries the below figure (2016: Q4, latest, annual percentage change in different countries. It seems that in Switzerland, Australia, Japan, Sweden, United State, there is positive growth in real house price. However, in some country like UAE, South Africa, Singapore, Italy negative change in annual growth rate.

### Credit growth around the world:

According to the Haver Analytics and IMF, the real credit growth, often associated with houseprice changes, was strong in many countries. The figure given below (2016: Q4, annualpercentage change) shows increase in credit growth in countries like, Germany, Switzerland,United States, Sweden, Canada.

**China:**

China is reducing margin requirement on loans for second home buyers. Residential investment is revitalizing again in several parts of the china.

**UAE (United Arab Emirates):**

Residential market prices have been impacted negatively and the decline can be seen in the Dubai Real estate market due to the financial measures taken by the European monetary authority. This decision has given hard time to be successful doing into the real estate industry as it has become harder in terms of self-regulation, fees etc. nevertheless the Dubai has always the strict quality measures in real estate industry when you talk about the loan portfolio however, no positive impact rather seen.

**Australia:**

In Sydney and Melbourne, the price increases continue to be recorded, although the demand for residential market remains strong. The indicator used to calculate the price index of the residential properties in Austria for single family accommodation is controlled and regulated by OeNB.

**UAE:**

The UAE is a tax-free country where people do not pay any income tax whereas the other countries are not free of income tax so the emirates people have more opportunity for investments therefore, they can save larger portion of their income for the future big investments. The UAE is less expensive in terms of health care, schooling and housing as compare to New York. Other things which make the UAE best investment place because it has also various cities with full of facilities to enjoy a luxury lifestyle.

*Amongst various cities, Dubai is well-known location because of many benefits for buying house in Dubai are follow as:*

**1. Growth of economy:**

Dubai economy is growing consistently which gives best reason to invest in Dubai properties. Having gained this tag among the world, for sure most of the investors would love to invest in the economically growing country as its recent past is evident of it and makes the Dubai a winner among other competing countries.

**2. Consistently Growing Population:**

Yes, that's no wonder the Dubai population is highly mix of various countries as it is the most attractive place where people are coming from different parts of the world. Approximately the population has been estimated is from 200 and more different countries and it promises further to grow up as lots of facilities in terms of safety and security has been added .

**4. People government:**

We can say that in Dubai there is amazing government, so we call it people government. I always work for betterment of household's life and working towards making their lives better and keep them happy. It is one of the most influential factors. Now, the addition of a Ministry to take care of level of happiness and to take care of lifestyle of people living in the UAE and therefore will create more demand for real estate investment.

**5. Security of Residents:**

As every person wants safe and happy life. For this it is required to have strong security system. Dubai is the most reliable place and people love to start their new life here. Theft or robbery and other cases are very less which make this city biggest benefit of buying property.

**6. Resident Visa:**

The major factor which affects the intention of the buyer is resident visa. In the Dubai, the benefit of investing in real estate is to get an easy access of resident visa.

**7. Low cost of acquisition:**

In the Dubai there is low cost of acquisition if we compare to other countries. Fee to register land with the land department is the 1% of the purchase price generally. For household, it is another benefit of buying property.

**8. Higher Rental yield:**

Most of the people purchase or invest in real estate for the purpose of generating income from them as it is best source of income. For those buyers, Dubai real estate market is a great place around the globe for investment.

**9. No property tax:**

Tax benefits make this country unique in the world whether you buy residential or commercial property.

*Following are the benefits:*

- i) **No income tax,**
- ii) **No capital gains tax,**
- iii) **No corporate tax,**
- iv) **Nothing to worry about foreign exchange,**
- v) **No barriers in trade**
- vi) **No quotas or reservations**
- vii) **No property tax which is the most significant factor which influence the buying behavior of the consumer because once you bought the property, you just need to pay only the fee for registering the property and that's it.**

**1.4 Recovery remains on Track, but now Global Concerns Emerge:**

During 2003 to 2008 Dubai had been doing great and was on top in real estate industry and therefore it's been called the most massive real estate bubbles. It is a type of economic bubble which also known as household's bubble for residential market which occurs in local and global real estate market periodically. The market prices of real estate increase rapidly (land boom) till it reach to the unsustainable levels and after, starts declining. Generally, we have seen four types of financial crises:

- i) **Stock market crashes (least harmful to long-term GDP growth),**
- ii) **Currency crises (structural imbalances in the domestic economy and they make everything worse for an economy),**
- iii) **Property and banking crises costly and their negative impacts last longer.**

In Dubai, government related entities came out with leveraged property development projects.

**The UAE: A two track recovery**

The UAE has Dubai world and maintains its two subsidiaries:

- i) **Nakheel Properties and**
- ii) **Limited World**

According to Reidin, the May2016 data showed fall of 5.53% in price index of the Dubai real estate in residential properties. This is just the fall we can figure out without looking at inflation but when adjusted to inflation, prices fell by 6.86%. Let's look at the prices of sale of Apartment and Villas as follows:

Type of Real estate property	Sales price in Dubai
Apartment	Fell by 5.15% and in real terms it's 6.67%
Villa	Fell by 6.05% and in real terms it's 7.55%

Table1.1 -Sales Price in the Dubai

If we have studied residential market in Abu Dhabi (2016) it shows the rise of 1.34% in price index of Abudhabi real estate in residential properties. This is just the rise we can figure out without looking at inflation but when adjusted to inflation, prices fell by 0.27%. Let's look at the prices of sale of Apartment and Villas as follows:

Type of Real estate property	Sales price in Abudhabi
Apartment	Fell by 0.61% and in real terms it's 2.2%
Villa	Rose by 3.15% and in real terms it's 1.5%

Table1.2 - Sales Price in the Abu Dhabi

In 2008, when the Fed successively cut key rates, the UAE's central bank was forced to track US monetary policy, causing inflation to hit a record high of 12.9%. Later going forward in the last quarter of the year 2010, "fee free" scheme has been promoted to facilitate the borrowers for easy switching to a new lender at very less cost.

### Attractive yields in Dubai:

As per the Global property guide (2014),

*In a gross term, the rental profits were Moderate to good which is why the range was from 5.40% to 7.39%.*

Apartment type	Area allocated	Revenue scenario
Smaller apartments	(50 – 85 sq. m.)	Have higher profits averaging around 7.29%.
Larger apartments	(120 – 175 sq. m.)	Have profits averaging around 5.71%.

Table1.3 -Attractive yields in Dubai

### Rents still falling:

Major Emirates	Apartment rents
Dubai	About 3% dropped in Q4 2010 (compared to the previous quarter)
AbuDhabi	7% dropped quarter-on-quarter in Q4 2010

Table 1.4 – Rents dropped

### Positive Economic Growth:

As per the Cluttons annual report 2016 released, it showed past 12 months highlights the challenging regional and global headwinds that have buffeted the three largest emirates. In Abu Dhabi all important oil sector remains in consolidation mode which affecting the demand of residential housing market. Whereas in Dubai residential market softening continuously. In Sharjah, there is dependency on Dubai means so the vendors forced to lower prices to compete with Dubai.

**Consumer:** Consumer is a person who consumes goods and avail services in economic terms consumers are utilities which expressed in the decision of buying and selling of goods. A consumer refers to the person whose decision of buying something prejudiced by the marketing and advertisements.

**Behavior of a consumer:** To understand the market it is necessary to study the behavior of a consumer because consumers are the king or actor of the marketplace as they play various roles. It helps in decision making in respect of what to produce or which products are needed in the market place. For survival, it is significant to study the consumer taste and preference with the help of understanding consumer behavior.

**The factors matter for behavior of a consumer has discussed below:**

<b>Marketing</b>	<ul style="list-style-type: none"> <li>i) Design of a Product,</li> <li>ii) The way it is Priced,</li> <li>iii) Ways and means of Promotion,</li> <li>iv) Availability at certain Place,</li> <li>v) Beautification of how it has been packaged,</li> <li>vi) How does its positioning do and?</li> <li>vii) Finally, a lot of matters on how does its distribution set out to be.</li> </ul>
<b>Personal</b>	<ul style="list-style-type: none"> <li>i) Age of the one who is intended to buy,</li> <li>ii) Type of gender,</li> <li>iii) Individual's level of education and</li> <li>iv) The Income levels of their own</li> </ul>
<b>Psychological</b>	<ul style="list-style-type: none"> <li>i) Intentions,</li> <li>ii) Projections,</li> <li>iii) Perceptions and</li> <li>iv) Attitude</li> </ul>
<b>Situation</b>	<ul style="list-style-type: none"> <li>i) Physical surroundings,</li> <li>ii) Social surroundings and</li> <li>iii) Time factor</li> </ul>
<b>Social</b>	<ul style="list-style-type: none"> <li>i) Social status,</li> <li>ii) Reference groups and</li> <li>iii) Family</li> </ul>
<b>Cultural</b>	<ul style="list-style-type: none"> <li>i) Religion,</li> <li>ii) Social class caste and</li> <li>iii) Sub-castes</li> </ul>

Table1.5 – Consumer Behavior

**1.6 Research Aim, Objective and Hypothesis**

**Research Aim:** The research problem has been identified as to find out the upcoming market of real estates in Dubai for the years 2018 to 2019 and to find out the factors associated with the behavior and preferences for the consumers to buy for the real estate market & the challenges for the same.

**Objectives:**

1. To understand the factors that push consumers to buy the properties in the Dubai
2. To assess the features that attract consumers to buy the properties in the Dubai
3. To learn about size of the market for the horizontal and vertical developments.
4. To explore the favorites and likings of the population types to buy the property types.
5. To find out the challenges faced by the sellers & buyers in the Dubai Real Estate market.

**Research hypothesis:**

1. Hypothesis about Vertical development:
  - 1.1. There is no significant increase in the market size for vertical development (Ho1.1)
  - 1.2. The factors such as proximity, basic amenities, finance have no significant influence on the buying behavior of consumer. (Ho1.2)
2. Hypothesis about Horizontal development:
  - 2.1. There is no significant increase in the market size for Horizontal development (Ho2.1).
  - 2.2. The factors such as proximity, basic amenities, finance have no significant influence on the buying behavior of consumer. (Ho2.2)



2.3. The features such as lakes, sports facilities, community hall has no significance on the buying behavior of consumer.(Ho2.3)

## II. LITERATURE REVIEW

### 2.1 OVERVIEW:

The chapter presents the overview of previous literatures relating to housing purchase decision making of customers. Here, I have tried to put my thorough review of literature in order to find out the issues discussed by various researchers. I have tried to analyze the findings and recommendations as well as conclusions and at the same time, i have identified the variables and factors also.

At the foremost, I would like to discuss the researches and analyze them systematically. The review of literature would provide me the correct way of conducting my research in order to understand the variables and factors to be considered. At the same time, understanding research design would provide me the clear and transparent pathway for my research. The systematic literature review is given as follows:

### 2.2 ANALYSIS OF PREVIOUS RESEARCHES:

As per the research conducted in Mumbai by the company Oasis which is from Chemical industry mentions As per Qiuxue Luo & Paul TJ James, Bangkok University, Thailand (Quigley, as cited in Haddad, 2011, p. 234), as cited in Haddad, 2011, p. 234 published in Journal of Management & Marketing research, it has been discussed that the structure of a building must have features in order to attract the consumers to buy as it holds the key to their choice of what type of residence they want so far. The researcher has selected 11 independent variables and 1 dependent variable as given below:

<sup>1</sup> Independent Variable (IV)	Dependent Variable (DV)
Culture, Government, Marketing Activities, Reference Groups, Perception, Attitudes, Learning, Motivation, Emotion, Self-Concept, Lifestyle	Consumer buying behavior

Table 2.1 –Independent & Dependent Variables

At last after analyzing the variables, it has been identified that all eleven variables chosen by the researcher, are significant under dependent variable therefore it indicates that all variables are important to consider in my research<sup>1</sup>. At the same time, all 11 variables are significantly positively showing the relationship and successfully achieves the objectives. Eventually this research has clearly stated the variance among the independent variables over dependent variables therefore extremely useful for my research and I have considered almost all the variables in order to testify the result. This research is quite relevant for my research and I have considered these variables in my research based on my understanding with them.

As per Phan Thanh Si (2012), University of Economics Ho Chi Minh City (International School of Business), the study has sampled 263 samples to investigate that how the customers make the purchase decision to buy a house in the country like Vietnam. The factors have been identified to understand better the role playing in the decision making to buy house. The three factors “living space”, “distance” and “customers” have shown the greater positive side of correlation therefore seen as highly correlated in the positive direction.

<sup>7</sup>As per Kim et. al. (2005), the amenities have higher impact on the decision making of an individual for the moving their residence or selecting the residence. The variables for amenities identified are:

- i. Availability of Transportation,
- ii. Their home where they're living,
- iii. The way household being organized so characteristics,

Location of the new property they're buying

## III. RESEARCH METHODOLOGY

## 3.1 INTRODUCTION TO RESEARCH:

**Research Design:**

The Research design depicts how the research has been carried out and shows the steps adopted by the researcher. The research design chosen is Quantitative and institutes the variables to arrive at the proper analysis.

**Research Population:**

I have conducted the survey to collect the data about the Prospects and Challenges in Real Estates Market in the UAE from the sample drawn out of the population assessed. The population is categorized in 3 types however the second type has been divided into three sub types which can be seen in the specified head named population.

**Research Sample:**

The number of samples for each stratum from the planned sample size is as per figure listed in Table 1. The sample is drawn out of each segment using simple random sampling however the total sample size is 300 which is distributed among three segments as given below:

Population	% (Rounded to next whole number) (From DLD)	Number of Prospects to be Interviewed from Target Populations (Sample Size 300)
Population 1 (Locals)	21 %	63
Population 1- Group 1 (Arabs)	23 %	69
Population 2 Group 2 (Europeans)	18 %	54
Population 3 Group 3 (Asians)	38 %	114

Table2.0 – Population Analysis

**Research Strategy:**

Research Strategy shows out the way of how the objectives of the research are being set to achieve. Therefore, I have adopted the strategies against each objective and set it out to achieve.

**Strategy 1:** I have conducted the research using the literature search by exploring the various research content/studies over the Internet on Google Scholar & Online databases and Research Journals etc. and found out all the factors affecting the Prospects and Challenges of Real Estates Market in the UAE. It will be almost secondary data.

**Strategy 2:** I have collected the data and analyzed systematically using the questionnaire to understand the factors affecting the Prospects and Challenges of Real Estates Market in UAE which is detailed below:

**Calculations of Populations are carried out as below:**

**For Population 1:** I have calculated the disposal income as a difference of figures for income and expenditure of nationals which has been obtained from regulatory authorities and financial institutions data and resources.

**For Population 2:** I have calculated the disposal income as a difference of figures for income and expenditure of nationals which has been obtained from regulatory authorities and financial institutions data and resources.

**For Population 3:** I have obtained the data from UAE regulatory authorities.

**Strategy 3:** I have also accustomed two models and used them to analyse and measure the net effect of external factors operating on the real estate in the UAE.

**Strategy 4:** I have cited the collective findings and conclusions in order to provide clear picture of what is happening in the current scenario of real estate market in the UAE.

**Strategy of achieving the objectives:**

1. I have achieved the objective 1 by conducting the review of literature on research online portals and questionnaire survey among 300 respondents wherein number of factors has found that influence consumer to buy real estates in Dubai.

2. I have achieved the objective 2 by conducting the review of literature on research online portals and questionnaire survey among 300 respondents wherein number of factors has found to study main features that influence consumer while buying real estates in Dubai.

3. I have achieved the objective 3 by conducting the review of literature on research online portals and questionnaire survey among 300 respondents in order to find out the market size for the horizontal and vertical developments.

4. I have achieved the objective 4 by conducting the review of literature on research online portals and questionnaire survey among 300 respondents wherein number of factors has found about the buying preferences of population types for various property types.

5. I have achieved the objective 5 by conducting the review of literature on research online portals and questionnaire survey among 300 respondents wherein number of challenges faced by the sellers & buyers in the Dubai Real Estate market has found.

**3.2 QUESTIONNAIRE:**

Having considered the guidance & literature by Saunders et. al., **2009**, I have adopted the interpretive, positivism, realism & objectivism research philosophy, deductive research approach, survey & archival research strategy, Mono research method & time horizons as a cross sectional research. Since the research design is quantitative .

**Data Collection:**

I have collected the data from 300 participants from the Dubai. The data collected through the questionnaire from the sample of 300 respondents has been managed using the Microsoft Excel Program (.xls) & SPSS (.spv). I have recorded the 300 sampled responses against 24 questions formulated based on the variables & imported systematically on the SPSS software for the analysis purpose however Q12 & 13 are open ended.

**Form & Process of the interview:**

Having based in Dubai, I have conducted semi-structured e-interview using the email interaction, telephonic interaction, face to face interaction through one-on-one method over the skype.

The secondary data was obtained during the literature review and some additional reading in the form of journals, periodicals, magazines, newspapers, the Internet and books.

**IV. DATA ANALYSIS AND INTERPRETATIONS****4.1 DATA ANALYSIS:****Cross tabulations between Buying behavior and Social and political factors:**

Buying Behavior * Social and Political Crosstabulation								
			Social and Political					Total
			Extremely important	Slightly Important	Neutral	Slightly unimportant	Extremely unimportant	
Buying Behavior	Extremely likely	Count	36	19	3	0	0	58
		% within Buying Behavior	62.1%	32.8%	5.2%	0.0%	0	100.0%
	Very likely	% within Social and Political	42.9%	19.8%	2.9%	0.0%	0	20.4%
		Count	33	29	63	2	0	127
		% within Buying Behavior	26.0%	22.8%	49.6%	1.6%	0	100.0%

		% within Social and Political	39.3%	30.2%	61.2%	100.0%	0	44.6%
Moderately likely		Count	4	26	27	0	0	57
		% within Buying Behavior	7.0%	45.6%	47.4%	0.0%	0	100.0%
		% within Social and Political	4.8%	27.1%	26.2%	0.0%	0	20.0%
Slightly likely		Count	10	15	8	0	0	33
		% within Buying Behavior	30.3%	45.5%	24.2%	0.0%	0	100.0%
		% within Social and Political	11.9%	15.6%	7.8%	0.0%	0	11.6%
Not at all likely		Count	1	7	2	0	0	10
		% within Buying Behavior	10.0%	70.0%	20.0%	0.0%	0	100.0%
		% within Social and Political	1.2%	7.3%	1.9%	0.0%	0	3.5%
Total		Count	84	96	103	2	0	285
		% within Buying Behavior	29.5%	33.7%	36.1%	0.7%	0	100.0%
		% within Social and Political	100.0%	100.0%	100.0%	100.0%	0	100.0%
Chi square value 72.866, Sig. 0.000								

Out of total 285 respondents, 58 respondents are extremely likely to buy, 127 respondents are very likely to buy, 57 respondents are moderately likely to buy, 33 respondents are slightly likely & 10 respondents are not at all likely.

On the other hand, 62.1% respondents talk about Extreme importance of socio-political factors, 32.8% mention about slightly importance of socio-political factors, 5.2% mentions about neutrality of socio-political importance and no respondents talk about slightly unimportant or extremely unimportant.

On the other hand, 10.0% respondents talk about extreme importance of socio-political factors, 70.0% mention about slightly importance of socio-political factors, 20.0% mentions about neutrality of socio-political factor, no respondents talk about slightly unimportance & extremely unimportance of socio-political factors.

As far as Chi Square test is concerned, it is significant with the value 72.866. Chi Square Test has been deployed for 285 numbers of respondents and found significant for buying behavior with respect to socio-political factors.

#### Cross tabulations between Buying behavior and Socio economic environment

Buying Behavior * SocioEconomic Crosstabulation								
			SocioEconomic				Total	
			Extremely important	Slightly Important	Neutral	Slightly unimportant		Extremely unimportant
Buying Behavior	Extremely likely	Count	0	4	25	26	3	58
		% within Buying Behavior	0	6.9%	43.1%	44.8%	5.2%	100.0%
		% within SocioEconomic	0	28.6%	15.8%	30.6%	10.7%	20.4%
	Very likely	Count	0	8	71	30	18	127
		% within Buying Behavior	0	6.3%	55.9%	23.6%	14.2%	100.0%
		% within SocioEconomic	0	57.1%	44.9%	35.3%	64.3%	44.6%
	Moderately likely	Count	0	2	33	16	6	57
		% within Buying Behavior	0	3.5%	57.9%	28.1%	10.5%	100.0%
		% within SocioEconomic	0	14.3%	20.9%	18.8%	21.4%	20.0%
	Slightly likely	Count	0	0	25	7	1	33
		% within Buying Behavior	0	0.0%	75.8%	21.2%	3.0%	100.0%
		% within SocioEconomic	0	0.0%	15.8%	8.2%	3.6%	11.6%
	Not at all likely	Count	0	0	4	6	0	10
		% within Buying Behavior	0	0.0%	40.0%	60.0%	0.0%	100.0%
		% within SocioEconomic	0	0.0%	2.5%	7.1%	0.0%	3.5%
Total	Count	0	14	158	85	28	285	
	% within Buying Behavior	0	4.9%	55.4%	29.8%	9.8%	100.0%	
	% within SocioEconomic	0	100.0%	100.0%	100.0%	100.0%	100.0%	
Chi square value 24.081, Sig. 0.020								

Out of total 285 respondents, 58 respondents are extremely likely to buy, 127 respondents are very likely to buy, 57 respondents are moderately likely to buy, 33 respondents are slightly likely & 10 respondents are not at all likely.

Out of 10 respondents with not at all likely buying behavior, No respondents say socio-economic factors are extremely important, slightly important & extremely unimportant, 04 respondents say socio-economic factors are neutral, 06 respondents say socio-economic factors are slightly unimportant.

On the other hand, No respondents talk about extreme importance, slight importance and extremely unimportance of socio-economic factors, 40.0% mention about neutrality of socio-economic factors & 60.0% say about slightly unimportance of socio-economic factors.

As far as Chi Square test is concerned, it is significant with the value 24.081. Chi Square Test has been deployed for 285 numbers of respondents and found significant for buying behavior with respect to socio-economic factors.

#### Buying behavior versus Socio political factors

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.108 <sup>a</sup>	.012	.008	.92405	.012	3.316	1	283	.070
a. Predictors: (Constant), Socio-.Political factors									

In this buying behavior versus socio political factors table, we can interpret the result which is insignificant and yields no significant result. Having considered the same observation forward, we do not need to analyse the beta values as it is meaningless when  $p > .05$

Henceforth, buying behavior among the various nationalities like Americans, Asians, Europeans & Locals has found totally insignificant and does not fit good with socio-political factors.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.774	.147		12.034	.000
	Soci.Political factors	.140	.077	.108	1.821	.070
a. Dependent Variable: Buying behavior						

As previously, the buying behavior which is dependent variable is insignificant and yields no significant result as the value .070 > p. Henceforth, buying behavior among the various nationalities like Americans, Asians, Europeans & Locals has found totally insignificant.

#### Buying behavior versus Socio-Economic

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.053 <sup>a</sup>	.003	-.001	.92817	.003	.783	1	283	.377
a. Predictors: (Constant), Socio Economic facility									

In this buying behavior versus socio-economic factors table, we can interpret the result which is totally insignificant and yields no significant result. Having considered the same observation forward, we do not need to analyse the beta values as it is meaningless when  $p > .05$

Henceforth, buying behavior among the various nationalities like Americans, Asians, Europeans & Locals has found totally insignificant and does not fit good with socio-economic factors.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.257	.271		8.340	.000
	Socio Economic facility	-.075	.085	-.053	-.885	.377

a. Dependent Variable: Buying behavior

As previously, the buying behavior which is dependent variable on socio-economic factors is totally insignificant and yields no significant result as the value  $.070 > p$ . Henceforth, buying behavior among the various nationalities like Americans, Asians, Europeans & Locals has found totally insignificant.

## V. CONCLUSIONS AND RECOMMENDATIONS

As far as conclusion out of whole large set of tables and charts accompanied with precise interpretation has concerned, it is really positive outcomes which have been observed during the data analysis. At the very onset, I have conducted the literature review critically and lock on with the prospects and challenges of the real estate in the Dubai not so satisfactorily nevertheless the Dubai has always been seen as an attraction for the people however in our findings and interpretation we have found much significant factors those stamps out that the Dubai property stands out among all the countries wherein highest participation has seen from the Asians so far.

Perhaps, being cosmopolitan country, the Dubai has seamless opportunities as far as business-driven economy has concerned. Much vibrant growth has been observed yet recent oil crisis has brought so much changes which really impacted heavily the growth even hampered yet coming up due to its own tourism driven infrastructure and that has put the Dubai on the list top tier country of the world.

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