



FACTORS INFLUENCING CUSTOMER SATISFACTION ON RESIDENTIAL PROPERTIES AT CHENNAI CITY - AN EMPIRICAL STUDY

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Abstract

The Construction business of India is a crucial indicator of the event because it creates investment opportunities across varied connected sectors. The business is fragmented, with one or two of major companies concerned within the construction activities across all segments; medium-sized corporations specializing in niche activities; and little and medium contractors who work on the contractor basis and do the add the sphere. The development sector is envisioned to play a strong role in economic process, additionally to manufacturing structures that raise productivity and quality of life. Economic development deals with modernization Westernization and specially manufacture of the business. It's necessary to grasp the wants and expectations of potential customers. Primary knowledge was collected from the shopper's exploitation direct survey across customers of city town. The study adopted Descriptive sort of analysis and used convenience sampling technique.

The findings of the study unconcealed that happy with the standard of labor done by the builders. The study additionally indicated that the shoppers hearth and safety coming up with, amenities and basic facilities.

Keywords: *Construction industry, customer satisfaction, westernization, amenities.*

1. Introduction

Customer Satisfaction

Customer satisfaction indicates the accomplishment that customers derive from doing business with a firm. In alternative words, it's however happy the shoppers are with their group action and overall expertise with the corporate. Philip Kotler defines client satisfaction as a 'person's feeling of delight or disappointment that resulted from comparison a product's perceived performance or outcome against his/her expectations'. Though Kotler uses abstract terms like pleasure and disappointment, the definition is by no means that ambiguous.

Customer relationships aren't any totally different. whether or not you're in a very B2B or B2C marketplace, at the tip of the day, you're living in Associate in Nursing H2H world.... human to human. And that's wherever the importance of client satisfaction comes in. Customer satisfaction is vital in making a semi permanent relationship along with your customers. If you're thinking that back to the qualitative analysis analogy, inquiring the sales method is simply like entreaty your prospect to show them into a client. Construction trade.

Construction Industry

The construction trade is that the second largest trade of the country when agriculture. It makes a big contribution to the financial set-up and provides employment to sizable amount of individuals. Construction activity is Associate in Nursing integral a part of country's infrastructure and industrial development and is poised for any growth on account of industrialization, urbanization, economic development and people's rising expectations for improved quality of living. It includes hospitals, schools, townships, offices, homes and alternative buildings; urban infrastructure (including installation, sewerage, drainage); highways, roads, ports, railways, airports, power systems; irrigation and agriculture systems, telecommunications, etc. Covering because it will, such a large spectrum, construction becomes the fundamental input for socio-economic development. the development trade is that the infrastructure of the infrastructure trade. the development trade generates substantial employment and provides a growth impetus to alternative sectors through backward and forward linkages. it's essential, therefore, that, this important activity is nurtured for the healthy growth of the economy.



The construction sector has seen implausible activity over the last few years. thought-about because the building blocks of development, construction has via a significant role within the transformation of Asian nation, business to its infrastructural desires, housing needs and transportation solutions. Government stress on infrastructure has been crucial in fuelling construction activity. the arena has additionally created inroads in engineering and style, building materials and instrumentality to stay pace with the growing demands of the country.

2.Statement of the Problem

Customer satisfaction is one, amongst the essential success factors for construction, and every one firms. Rising quality and client satisfaction has received in depth attention. Customers wish all utility and repair and quality from the start until the tip of the project. It ought to gift an honest look. Client would like sensible climate, and its impact, client desires their needs conjointly mirrored on price. The study aims is to spot the factors of client satisfaction in construction and judge the degree of client satisfaction of the company's shoppers to impact positive client perceptions through product and method enhancements and a resultant improvement achieves a competitive advantage for business growth.

3.Objectives of the Study

- To analyze the factors that influence customers to choose a residential property.
- To identify the overall satisfaction of customers toward the property purchased.
- To understand the quality of amenities and infrastructure delivered by construction firms.

4.Review of Literature

Jam Shahzaib Khan and Sanchez Khoso (2014) unconcealed that however, the client satisfaction is practiced within the West Pakistan region and developed the model with the project management tools. The appliance of the strategic management is meted out there in region and analyzing the defined incentives and barriers in implementing and delivering company social responsibility in within construction comes.

Sami Kärnä (2015) evaluated the dynamics of client satisfaction, and quality. Associate degree empirical analysis is conducted to explore client satisfaction in construction as a perceived by 2 client groups: public and personal customers. Results indicate that the requirement for contractors to boost performance relates principally to quality assurance, relinquishing procedures and material. Public customers were found to be less glad about the contractor's performance than personal customers. For a contractor, the most advantage of high client satisfaction is the chance to stay a customer's potential partner within the future.

Tunde Akinola Folorunso and Oluwaseyi Alabi Awodele (2015) analysed that the client's desires and satisfaction supported the connected level of importance and therefore the perceived level of satisfaction from the native building contractors were mentioned. A structured form was used for the study and acquire the info were statistically analysed to seek out mean importance indices, and mean satisfaction indices, the mean indices variations and therefore, the significance of the variations' exploitation t-test.

Rathod Piyush (2016) determined that client satisfaction is extremely essential for housing industry for Residential comes. In India, assets sector is passing through powerful amount. Housing industry has to perceive the requirements of residents to unceasingly improve their product. The analysis targeted on analysis of satisfaction factors of consumers of Residential flats in cities like Surat and Ahmedabad Gujarat region of Asian country. Varied factors moving client service satisfaction, it had been found that flat house owners in these unhappy with the facilities

Mohammed Roshan (2017) examined client behaviour towards residential comes employing a survey has undertaken with shut terminated queries. Associate degree opinion square measure taken on Liker scale and mail survey with face to face interview was control with 104 sample customers concerning the house variables provided in home by the developers. Mean indicated that the majority of consumers weren't properly glad with



house service and maintenance of home from developers. The most advantage of this work is to realize high client satisfaction with stay a customer's potential partner within the future.

Shruthi Sivaprakasam (2017) determined that client satisfaction is decisive for construction field and company wishing on customer's relationship. The client satisfaction has many advantages like for up communication between parties, analysis of progress towards goals of mutual agreement and observance results. This paper focuses on analysing the satisfaction factors of consumers as well as all aspects of product and a service within the construction.

5. Research Methodology

5.1. Research and Sampling Methods

In the study, convenience sampling technique was adopted. The research methodology adopted was Descriptive research.

5.2. Sampling Size

Sample size used for the study is 110. The study was limited to Chennai city. A structured questionnaire was designed and field survey was carried out. The study was conducted among people who have recently owned a residence in and around Chennai city.

5.3. Statistical Tools Used

The primary data collected was analysed by Friedman test, One way ANOVA and Chi-square test of independence.

The Friedman test is a non-parametric statistical test which is used to detect differences in treatments across multiple test attempts. The procedure involves ranking each row (or block) together, then considering the values of ranks by columns.. This nonparametric test is used to compare three or more matched groups.

The one-way analysis of variance (ANOVA) is a technique used to compare means of three or more samples The ANOVA tests the null hypothesis that samples in two or more categories are drawn from populations with the similar mean values

The chi-square independence test is a procedure for testing if two categorical / nominal variables are related in some population. It is the predominantly used non-parametric test in statistical work. The quality 2 describes the magnitude of discrepancy between theory and observation. The greater value of Chi square the greater would be the discrepancy between observed and expected frequencies.

6. Data Analysis and Interpretation

6.1 Descriptive Statistics

Table 6.1 Gender

Gender	Frequency	Percent
Male	94	85.5%
Female	16	14.5%
Total	110	100%



Table 6.2 Age group

Age group	Frequency	Percent
25 – 30	49	44.5
31 – 35	19	17.3
36 – 40	26	23.6
Above 40	16	14.5
Total	110	100

Table 6.3 Occupation

Occupation	Frequency	Percent
Self Employed	38	34.5
Professional	34	30.9
Salaried	38	34.5
Total	110	100

Table 6.4 Type of residential property

Type of residential property	Frequency	Percent
1BHK	20	18.2
2BHK	50	45.5
3BHK	31	28.2
VILLA	9	8.2
Total	110	100

Table 6.5 Mode of purchase

Mode of purchase	Frequency	Percent
Home loans	81	73.6
Lum sum	29	26.4
Total	110	100

6.2 Inferential Statistics

6.2.1 Friedman Test

Null hypothesis (H_0): There is no significant difference between the various factors for choosing the builder.

Alternatives hypothesis (H_1): There is significant difference between the various factors for choosing the builder.

Ranks	
Factors	Mean rank
Brand	3.40
Accessibility to market	3.26
Price	2.26
Transportation facility	3.76
Location	2.31



TEST STATISTICS	
N	110
Chi-Square	80.953
Df	4
Asymp. Sig.	.000

P value = 0.000

Since p value is < 0.05

Since Reject null hypothesis

Inference: There is a significant difference between the various factors for choosing the builder

Interpretation: Price is ranked has the most important factor which as (mean rank of 2.26) and transportation facility is ranked has the least factor which as (mean rank as 3.76) while choosing the builder.

6.2.2 One Way Anova

Null hypothesis (H₀): There is no significant difference between occupation and levels of satisfaction on the property purchased.

Alternatives hypothesis (H₁): There is significant difference between occupation and levels of satisfaction on the property purchased.

ANOVA					
Level of satisfaction					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	159.036	2	79.518	3.503	.034
Within Groups	2429.183	107	22.703		
Total	2588.218	109			

P value = 0.034

Since P value < 0.05

Null hypothesis is rejected.

Inference

There is significant difference between occupation and levels of satisfaction on the property purchased.

Interpretation:

Respondents of various occupation groups have different in opinion on level of satisfaction on the property purchased.

6.2.3 Chi Square Test of Independence

Occupation v/s Mode of purchase

Null hypothesis (H₀): There is no significant association between occupation and mode of purchase.

Alternatives hypothesis (H₁): There is significant association between occupation and mode of purchase.

Occupation * What is your mode of purchase? Cross tabulation				
		What is your mode of purchase?		Total
		Home Loans	Lum sum	
Occupation	Self Employed	13	25	38
	Professional	31	3	34
	Salaried	37	1	38
Total		81	29	110



Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	46.839 ^a	2	.000
Likelihood Ratio	48.535	2	.000
Linear-by-Linear Association	38.685	1	.000
N of Valid Cases	110		

Symmetric measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.653	.000
	Cramer's V	.653	.000
	Contingency Coefficient	.546	.000
N of Valid Cases		110	

P value =.000

Since p value is <0.05

Null hypothesis is rejected.

Cramer's V = 0.653

Inference

There is a significant association between occupation and mode of purchase.

Interpretation

The respondents who are in different categories of occupation have difference in opinion in mode of purchase and there is a moderate association between occupation and mode of purchase.

7. Discussions

7.1 Findings

- Majority (45.5%) of the respondents are residing at 2 BHK property.
- It is found that (26.4%) of the respondents are sourcing knowledge from agent.
- It is observed that (73.6%) of the respondents purchase the property from home loans
- From the analysis it observed that (27.3%) are satisfied with delivery time of property.
- It is found that (27.3%) of the respondents are neutral with the amenities which provided by Majestic builders
- It is inferred that (34.5%) of the respondents are satisfied with the quality of construction.
- Majority (32.7%) of the respondents are satisfied with the undivided share (UDS) of the property.
- It is observed that (37.3%) of the respondents are satisfied with the documentation process of the property.
- Nearly (29%) of the respondents are satisfied with construction work is completed within specific budget
- It is inferred that (29.5%) of the respondents are satisfied with the quality of work done by the builders.
- Majority (30%) of the respondents are neutral with the design of amenities.
- It is found that (31.8%) of the respondents are neutral with interior design.
- It is inferred that (35.5%) of the respondents are satisfied with fire and safety planning.

7.2 Suggestions

The construction firms should concentrate more on amenities design, brightness and lighting in the properties. They should concentrate on quality of construction to create strong good will and gain new customer. They shall



take visual media such as television more precisely cable media to target local customers. The firms should also concentrate more on interior design to have a competitive edge over competitor. The firms should ensure to have effective communications system to inform customers on the construction status periodically.

7.3 Conclusion

The research managed to determine the relationship between customers and the builders and considered the attributes like customer relation management, design and house quality which primarily determined the satisfaction level of customers effectively. To conclude the study, future research is still needed to justify and strengthen the outcomes of this research. There may have been research similar to this topic, but the situation in all the researches may be different, including this research.

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