

Vol 4 Issue 8 May 2015

ISSN No : 2249-894X

*Monthly Multidisciplinary
Research Journal*

*Review Of
Research Journal*

Chief Editors

Ashok Yakkaldevi
A R Burla College, India

Flávio de São Pedro Filho
Federal University of Rondonia, Brazil

Ecaterina Patrascu
Spiru Haret University, Bucharest

Kamani Perera
Regional Centre For Strategic Studies,
Sri Lanka

Welcome to Review Of Research

RNI MAHMUL/2011/38595

ISSN No.2249-894X

Review Of Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial Board readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

Advisory Board

Flávio de São Pedro Filho Federal University of Rondonia, Brazil	Delia Serbescu Spiru Haret University, Bucharest, Romania	Mabel Miao Center for China and Globalization, China
Kamani Perera Regional Centre For Strategic Studies, Sri Lanka	Xiaohua Yang University of San Francisco, San Francisco	Ruth Wolf University Walla, Israel
Ecaterina Patrascu Spiru Haret University, Bucharest	Karina Xavier Massachusetts Institute of Technology (MIT), USA	Jie Hao University of Sydney, Australia
Fabricio Moraes de Almeida Federal University of Rondonia, Brazil	May Hongmei Gao Kennesaw State University, USA	Pei-Shan Kao Andrea University of Essex, United Kingdom
Anna Maria Constantinovici AL. I. Cuza University, Romania	Marc Fetscherin Rollins College, USA	Loredana Bosca Spiru Haret University, Romania
Romona Mihaila Spiru Haret University, Romania	Liu Chen Beijing Foreign Studies University, China	Ilie Pinte Spiru Haret University, Romania
Mahdi Moharrampour Islamic Azad University buinzahra Branch, Qazvin, Iran	Nimita Khanna Director, Isara Institute of Management, New Delhi	Govind P. Shinde Bharati Vidyapeeth School of Distance Education Center, Navi Mumbai
Titus Pop PhD, Partium Christian University, Oradea, Romania	Salve R. N. Department of Sociology, Shivaji University, Kolhapur	Sonal Singh Vikram University, Ujjain
J. K. VIJAYAKUMAR King Abdullah University of Science & Technology,Saudi Arabia.	P. Malyadri Government Degree College, Tandur, A.P.	Jayashree Patil-Dake MBA Department of Badruka College Commerce and Arts Post Graduate Centre (BCCAPGC),Kachiguda, Hyderabad
George - Calin SERITAN Postdoctoral Researcher Faculty of Philosophy and Socio-Political Sciences Al. I. Cuza University, Iasi	S. D. Sindkhedkar PSGVP Mandal's Arts, Science and Commerce College, Shahada [M.S.]	Maj. Dr. S. Bakhtiar Choudhary Director,Hyderabad AP India.
REZA KAFIPOUR Shiraz University of Medical Sciences Shiraz, Iran	Anurag Misra DBS College, Kanpur	AR. SARAVANAKUMARALAGAPPA UNIVERSITY, KARAIKUDI,TN
Rajendra Shendge Director, B.C.U.D. Solapur University, Solapur	C. D. Balaji Panimalar Engineering College, Chennai	V.MAHALAKSHMI Dean, Panimalar Engineering College
	Bhavana vivek patole PhD, Elphinstone college mumbai-32	S.KANNAN Ph.D , Annamalai University
	Awadhesh Kumar Shirotriya Secretary, Play India Play (Trust),Meerut (U.P.)	Kanwar Dinesh Singh Dept.English, Government Postgraduate College , solan
		More.....

Address:-Ashok Yakkaldevi 258/34, Raviwar Peth, Solapur - 413 005 Maharashtra, India
Cell : 9595 359 435, Ph No: 02172372010 Email: ayisrj@yahoo.in Website: www.ror.isrj.org

International Recognized Double-Blind Peer Reviewed Multidisciplinary Research Journal

Review Of Research

ISSN 2249-894X

Volume - 4 | Issue - 8 | May - 2015

Impact Factor :3.1402(UIF)

Available online at www.ror.isrj.org

A STUDY OF CUSTOMER SATISFACTION TOWARDS COMMERCIAL COMPLEX



Anand Chavan

Student of M.B.A., Karmaveer Bhaurao Patil Institute of Management Studies and Research, Varye, Satara.

Short Profile

Anand Chavan is Student of MBA, Karmaveer Bhaurao Patil Institute of Management Studies and Research in Satara. He Has Completed B.E. Civil , M.Tech Civil , M.B.A. He Has professional experience of 5 Years and research experience of 1 Years.

Co-Author Details :

Sarang Bhola

Karmaveer Bhaurao Patil Institute of Management Studies and Research, Varye, Satara.



ABSTRACT:

Understanding and satisfying a customer is pivotal. To understand customer behavior towards commercial complex a survey has undertaken with schedule housed close and open ended questions. The opinion were sought on Likert scale and direct discussion was held with 108 sample customers about amenities provided in shop of

commercial complex by builder. It has found from study is that majority of customers having higher level of difficulty in time required for shop registration process. Sample customers found to be highly satisfied towards facilities like bank loan, proximity to market place and location of site. Customers are highly dissatisfied with the parameters like security, parking for vehicle, customization of shop, after sales service and common toilet and bathroom facility in commercial complex. Customers are ready to compromise with service provided by builder due to budget constrain like bank loan facility, lift in commercial complex, and agreement process. Majority sample customers does not compromise with service provided by builder due to budget constrain like plumbing & drainage system, timely possession of shop and quality of construction work.

KEYWORDS

Customer satisfaction, Commercial Complex, Construction Industry.

Article Indexed in :

DOAJ
BASE

Google Scholar
EBSCO

DRJI
Open J-Gate

1.INTRODUCTION:

Every marketing activity starts with the consumer and end with the consumer. It is very necessary to know the consumers changing wants and to know whether consumer is satisfied or not. It is very much necessary to know who are the people that consumer products or services or play a role in buying decision. A human being by nature is very complex. It is very difficult to understand the human behavior. Marketing concept starts with consumer needs and in behavior in meeting these needs. Consumer behavior is dynamic. It is this marketing manager to study, analyze and interpret the ever changing consumer behavior. The study of buyer has positive or negative predisposition. Every management face various problems in different area of operation, in this paper analysis of Customer satisfaction survey have been done with reference to Buildex Builders and Developers and its partner firms in Satara, Maharashtra, India.

2. RESEARCH PROBLEM

A customer satisfaction is important parameter for every organization. The customers of Buildex Builders and Developers Satara, and their partner firms want to know satisfaction level of the customers against facilities provided by Buildex and their partner firms and the extent customer compromise facilities owing to budget constrain. The scenario of construction industry, especially housing construction becoming pathetic day by day. The industry has slowdown in growth and various apartments are unsold. Industry has held big inventories. On the backdrop of this scenario the study of variables prominent from the purview of customers is important. Since it is buyers market and in construction industry also customization is warranted.

3. RESEARCH METHODOLOGY

Researcher has used descriptive inferential type research design for the study. The data required has collected using primary and secondary sources. Researcher has taken 108 samples for the study using convenience sampling method. Sample were executed with structure schedule consists of open ended, close ended questions. Satisfaction has rated on 28 variables using five point likert scale questions. The opinion on companies of facilities has rated using three point scales and 30 variables bring in use. The reliability of scale has measured using cronbach’s Alpha. For scale of satisfaction consists of 28 variables reliability measured to be 0.760 and for compromise of facilities scale carrying 30 variables reliability measured to be 0.844. Primary data is analyzed using mean, standard deviation, rank and percentage.

4 DATA ANALYSIS AND INTERPRETATION

Table 4.1
Demographical profile of sample

Sr.	Parameters	Respondents	Percentage
1	Sample distribution as per age		
a)	>29-35	28	25.93
b)	>35-41	26	24.07
c)	>23-29	20	18.52
2	Sample distribution as per qualification		
a)	UG	48	44.44
b)	SSC/HSC	42	38.89
c)	Some College but not graduate	5	04.63
c)	PG	5	04.63
3	Sample distribution as per Occupation		
a)	Shop Owners	85	78.70
b)	Self Employed Professional	12	11.11
c)	Petty Traders	11	10.19
4	Sample distribution as per Gender		
a)	Male	95	87.96
b)	Female	13	12.03
5	Sample distribution as per marital status		
a)	Married	98	90.74
b)	Single	10	09.26
c)	Divorced	0	00.00
6	Sample distribution as per Monthly Income		
a)	Up to- Rs 10,000	32	29.63
b)	Rs 10,000 – Rs14,999	25	23.15
c)	Rs15,000- Rs19,999	20	18.52

Above table elaborate Demographic profile of sample. Distribution of demographical parameters is shown as below.

SAMPLE DISTRIBUTION AS PER AGE

It reviews that maximum samples (i.e. 25.93%) are found in between age group of >29-35 years. Some other samples (i.e. 24.07%) are in-between age-group of >35-41 years. Few samples (i.e. 18.52%) are from age group >23-29 years. While remaining samples are from age group >41-47 years (i.e. 15.74%), >47-53 years (i.e. 06.48%), >53-59 years (i.e. 04.63%) and >59-65 years (i.e. 04.63%) respectively. Whereas, none of the samples belong from age group of 18 years & below.

From above analysis it has been concluded that, the majority of the samples are from adults group fall in between age group 29-35 years are 25.93%. The younger age group below 35 years of age found to be around 24.07% whereas, senior citizens are found to be 04.63%. The segment is large as far as adult group is concern.

Sample distribution as per qualification

It has been found that maximum samples (i.e. 44.44%) have obtained under graduate

Article Indexed in :

DOAJ Google Scholar DRJI
BASE EBSCO Open J-Gate

qualification. Among rest, some samples (i.e. 38.89%) are SSC/HSC, some samples (i.e. 04.63%) have completed their education up to 4 years. Few of the samples (i.e. 04.63%) have attained the college but not completed their graduation. On the other hand, very few samples (i.e. 04.63%) have completed their Post graduation education.

From above description, it has been seen that maximum samples, around 44.44% are under graduate or graduate. Around 38.89 % are under or Secondary and Higher Secondary educated. While only 04.63% are qualified with Post graduation. The segment is large for Under graduation qualification is concern.

Sample distribution as per Occupation

It exhibits that majority sample (i.e.78.70%) are shop owners, and followed by self employed professional (i.e.11.11%) and petty traders (i.e.10.19%).

From above description it has been found that majority of the samples i.e. 78.70% are engaged as shop owner. The self employed professionals are around 11.11% of the total samples size. The petty traders are 10.19%.

Sample distribution as per Gender

It reveals that maximum samples (i.e. 87.96%) are male while remaining (i.e.12.03%) are female. From above description it has been concluded that, the segment of male group of society is large as far gender category is concern.

Sample distribution as per marital status

It shows that maximum samples (i.e.90.74%) are married, while, remaining (i.e.9.26%) are single. From above description it has been interoperated that, the majority of samples (i.e.90.74%) are married. Few samples (i.e.9.26%) of the remaining are bachelors. The married segment is large as far as marital status concern.

Sample distribution as per Monthly Income

Above table that 29.63% sample customers monthly income is up to 10,000/-. 23.15% sample customers monthly income is in between 10,000-14,999/-, 18.52% sample customers monthly income is in between 15,000-19,999/-, 06.48% sample customers monthly income is in between 25,000-29,999/-, 05.56% sample customers monthly income is in between 20,000-24,999/- and 30,000-39,999/-. 03.70% sample customers monthly income is in between 40,000-49,999/- and 90,000/- and above. 01.85% sample customers monthly income is in between 50,000-59,999/- and 60,000-69,999/- Around 29.63% of total sample belonging to 1st income group and 23.15% sample belonging to 2nd income group i.e. up to 10,000/- and 10,000-14,999/-. Only 01.85% sample are belonging to 50,000-59,999/- & 60,000-69,999/-.

Article Indexed in :

DOAJ	Google Scholar	DRJI
BASE	EBSCO	Open J-Gate

Table 4.2
Difficulty in formalities of documentation

Following table shows level of difficulty of documentation process for shop purchase by sample customers. Five parameters have facilitated to mark with five point scale ranging 1-least difficulty to 5 most difficulty. The mean, standard deviation has been calculated and rank on mean was also calculated.

Sr.	Parameters	Mean	SD	Mean Rank
1	Registration fee	1.10	0.56	5
2	Awareness about document required for Shop purchase.	1.87	0.46	3
3	Registration process for shop purchase	1.94	0.94	2
4	Time required for registration process	3.37	1.02	1
5	Hidden Charges	1.49	0.72	4

Above table shows that customers are having higher level of difficulty in time required for shop registration process since mean is above 3. Customer having difficulty in registration process and awareness about documents for shop purchase.

Table 4.3
Satisfaction level towards facilities provided in commercial complex by builder

Following table shows level of satisfaction for facilities provided in commercial complex by builder. Twenty eight parameters have facilitated to mark with five point scale ranging 1-strongly dissatisfied to 5 strongly satisfied. The mean, standard deviation has been calculated and rank on mean was also calculated.

Sr.	Parameters	Mean	SD	Mean Rank
1	Electrical Work	3.65	0.88	8
2	Plumbing & Drainage System	2.99	1.17	19
3	Security	2.31	0.91	24
4	Color	3.55	0.95	10
5	24 Hour Water	2.64	1.17	23
6	Aluminum Sliding Window	3.19	0.77	16
7	Parking	2.30	1.10	25
8	Electricity Backup	3.08	0.71	18
9	Proximity to Market Place	3.87	0.48	2
10	Flooring Tiles inside Shop	3.65	0.77	8
11	Street Lights	2.95	0.98	20
12	Rolling Shutter	3.81	0.54	5

Article Indexed in :

DOAJ Google Scholar DRJI
BASE EBSCO Open J-Gate

A STUDY OF CUSTOMER SATISFACTION TOWARDS COMMERCIAL COMPLEX

13	Lift in Commercial Complex	2.91	0.48	21
14	Common Toilet and Bathroom	1.84	0.96	28
15	Flooring Front of Shop	3.53	0.89	11
16	Internal Mezzanine Floor i.e. Double height Gala	2.81	0.97	22
17	Earthquake Resistance Structure	3.16	0.71	17
18	Location of Site	3.85	0.53	3
19	Quality of Construction Work	3.74	0.62	7
20	Per Square Feet Rate	3.81	0.55	5
21	Position of Shop (Along Road / Basement)	3.50	1.04	14
22	Water Proofing	3.51	0.87	12
23	Bank Loan Facility	3.94	0.31	1
24	Agreement Process	3.83	0.52	4
25	Customization	2.25	0.81	26
26	After Sales Service	1.96	0.71	27
27	Attention from construction companies representative while customer visit to Site	3.33	0.94	15
28	Timely Possession of Shop	3.51	1.01	12

Above table shows the mean score ranging from 1.84 to 3.94 and standard deviation ranges from 0.31 to 1.17. Not a single variable receives mean score more than four reveals that sample customers are not highly satisfied with any of these variables depict satisfaction level in commercial complex by builder is concern.

From the data it has seen that bank loan facility with mean 3.94 and SD 0.31 preferred at 1st rank by sample on satisfaction followed by proximity to market place (3.87), location of site (3.83), agreement process (3.03) and rate per square feet (3.81) are highly rated variables. These variables could also be the selling point to any builder organization.

It has concluded that sample are satisfied with bank loan facility, proximity to market place, location of site, agreement process, rate per square feet, rolling shutter and sample are dissatisfied with common toilet and bathroom, after sales service, customization, parking, security. 24 hour water, internal mezzanine floor, Lift in commercial complex etc.

Table 4.4

Customer compromise the facility provided by builder due to budget constrain

Following table shows level of compromise for facilities provided in commercial complex by builder. Twenty eight parameters have facilitated to mark to sample with three point scale ranging 1- Full compromise to 3- no compromise. The mean, standard deviation has been calculated and rank on mean was also calculated.

Article Indexed in :

DOAJ	Google Scholar	DRJI
BASE	EBSCO	Open J-Gate

A STUDY OF CUSTOMER SATISFACTION TOWARDS COMMERCIAL COMPLEX

Sr.	Parameters	Mean	SD	Mean Rank
1	Electrical Work (Concealed Wiring)	2.90	0.39	10
2	Plumbing & Drainage System (Branded Plumbing Material)	2.96	0.19	3
3	Security	2.82	0.41	14
4	Color (Luster)	2.54	0.69	19
5	24 Hour Water	2.95	0.25	4
6	Aluminum Sliding Window (Anodized)	1.75	0.86	26
7	Parking	2.95	0.25	4
8	Electricity Backup	1.86	0.65	24
9	Proximity to Market Place	2.64	0.59	18
10	Flooring Tiles inside Shop (Marbonite)	2.76	0.61	16
11	Street Lights	1.72	0.80	27
12	Rolling Shutter	2.36	0.55	21
13	Lift in Commercial Complex	1.68	0.73	29
14	Common Toilet and Bathroom	2.94	0.31	7
15	Flooring Front of Shop	2.16	0.55	23
16	Internal Mezzanine Floor i.e. Double height Gala	2.52	0.65	20
17	Earthquake Resistance Structure	2.91	0.29	9
18	Location of Site	2.86	0.35	12
19	Quality of Construction Work	2.99	0.10	1
20	Per Square Feet Rate	2.23	0.83	22
21	Position of Shop (Along Road / Basement)	2.76	0.47	16
22	Water Proofing	2.88	0.40	11
23	Bank Loan Facility	1.70	0.81	28
24	Agreement Process	1.65	0.78	30
25	Customization	2.77	0.47	15
26	After Sales Service	2.93	0.30	8
27	Attention from construction companies representative while customer visit to Site	1.86	0.73	24
28	Timely Possession of Shop	2.97	0.17	2
29	Cross Ventilation in Gala	2.85	0.36	13
30	Society Formation Process by Builder	2.95	0.21	4

Above table shows the mean score ranging from 1.65 to 2.99 and standard deviation ranges from 0.10 to 0.86. Not a single variable receives mean score more than four reveals that sample customers are not compromise with any of these variables depict compromise level in commercial complex by builder is concern.

From the data it has seen that quality of construction work with mean 2.99 and SD 0.10 preferred at 1st rank by sample on not compromise followed by timely possession of shop (2.97), plumbing and drainage system (2.96), parking (2.95) and 24 hour water (2.95) are highly rated variables. These variables could not compromise the facility provided by builder due to budget constrain.

It has concluded that sample are not compromise with quality of construction work, timely possession of shop, plumbing and drainage system, parking and 24 hour water.

Article Indexed in :

DOAJ
BASE

Google Scholar
EBSCO

DRJI
Open J-Gate

Table 4.5
Opinions as per life cycle

Satisfaction level as per life cycle towards facilities provide in commercial complex by builder. The satisfaction of samples are classified as per life cycle stage on the basis of age i.e. below 35 years of age, age between 41-47 years and above 47 years of age. This is just to check the possible differences in satisfaction level if any. Following table shows Satisfaction level of customers whose . below 35 years of age, age between 41-47 years and above 47 years of age.. The mean has been calculated and rank on mean was also calculated.

Sr.	Parameters	Mean for age Below 35	Rank	Mean for age between 35 - 47	Rank	Mean for age Above 47	Rank
1	Electrical Work	3.71	11	3.60	8	3.59	9
2	Plumbing & Drainage System	3.02	19	3.19	18	2.41	22
3	Security	2.27	25	2.40	24	2.18	25
4	Color	3.65	12	3.53	9	3.29	12
5	24 Hour Water	2.75	23	2.65	23	2.29	23
6	Aluminum Sliding Window	3.23	17	3.21	17	3.06	17
7	Parking	2.40	24	2.28	26	2.06	26
8	Electricity Backup	3.27	16	3.00	19	2.76	21
9	Proximity to Market Place	3.83	5	3.86	2	4.00	1
10	Flooring Tiles inside Shop	3.73	10	3.53	10	3.71	5
11	Street Lights	3.00	20	2.88	20	3.00	18
12	Rolling Shutter	3.81	7	3.79	5	3.82	3
13	Lift in Commercial Complex	3.00	21	2.81	21	2.88	19
14	Common Toilet and Bathroom	1.98	27	1.74	28	1.71	28
15	Flooring Front of Shop	3.77	9	3.40	13	3.18	14
16	Internal Mezzanine Floor i.e. Double height Gala	2.79	22	2.67	22	3.18	15
17	Earthquake Resistance Structure	3.17	18	3.26	16	2.88	20
18	Location of Site	3.83	6	3.86	3	3.88	2
19	Quality of Construction Work	3.85	4	3.65	7	3.65	6
20	Per Square Feet Rate	3.88	3	3.79	6	3.65	7
21	Position of Shop (Along Road / Basement)	3.79	8	3.33	15	3.12	16
22	Water Proofing	3.60	13	3.51	11	3.24	13
23	Bank Loan Facility	3.98	1	3.93	1	3.82	4
24	Agreement Process	3.92	2	3.81	4	3.65	8
25	Customization	2.21	26	2.30	25	2.24	24
26	After Sales Service	1.98	28	2.00	27	1.82	27
27	Attention from construction companies representative while customer visit to Site	3.31	15	3.35	14	3.35	11
28	Timely Possession of Shop	3.54	14	3.47	12	3.53	10

From the above table it finds that,

For age group – Age below 35 years

The mean score for 28 parameters ranges from 1.98 to 3.98.
The mean score below 3 shows dissatisfaction about the parameters and above 3 shows satisfaction about the parameters.
The parameter bank loan facility found to be highly satisfied. Because their mean score is above the parameters agreement process, per square feet rate, quality of construction is found to be Satisfactory.
The parameters like after sales service, common toilet and bathroom, customization of shop found to be less satisfied because their mean score in between 1.98 to 2.28.

For age group – Age between 35 to 45 years

The mean score for 28 parameters ranges from 1.74 to 3.93.
The mean score below 3 shows dissatisfaction about the parameters and above 3 shows satisfaction about the parameters.
The parameter bank loan facility found to be highly satisfied. Because their mean score is above the parameters proximity to market place, location of site, agreement process is found to be Satisfactory.
The parameters like common toilet and bathroom, after sales service, parking, and customization of shop found to be less satisfied because their mean score is found to be in between 1.74 to 2.30.

For age group – Age above 47 years

The mean score for 28 parameters ranges from 1.71 to 4.00.
The mean score below 3 shows dissatisfaction about the parameters and above 3 shows satisfaction about the parameters.
The parameter proximity to market place be highly satisfied. Because their mean score is above The parameters location of site, rolling shutter, bank loan facility is found to be Satisfactory.
The parameters like common toilet and bathroom, after sales service, parking is found to be less satisfied because their mean score in between 1.71 to 2.06.

Table 4.6
Compromise towards facilities provided by builder as per life cycle

Level of compromise due to budget constrain as per life cycle towards facilities provide in commercial complex by builder. The compromise level of samples are classified as per life cycle stage on the basis of age i.e. below 35 years of age, age between 41-47 years and above 47 years of age. This is just to check the possible differences in compromise due to budget if any. Following table shows Satisfaction level of customers whose below 35 years of age, age between 41-47 years and above 47 years of age.. The mean has been calculated and rank on mean was also calculated.

A STUDY OF CUSTOMER SATISFACTION TOWARDS COMMERCIAL COMPLEX

Sr.	Parameters	Mean for age Below 35	Rank	Mean for age between 35 - 47	Rank	Mean for age Above 47	Rank
1	Electrical Work (Concealed Wiring)	2.90	10	2.95	4	2.76	15
2	Plumbing & Drainage System (Branded Plumbing Material)	2.96	4	2.98	2	2.94	4
3	Security	2.88	12	2.77	16	2.82	10
4	Color (Luster)	2.67	18	2.51	19	2.24	20
5	24 Hour Water	2.98	2	2.95	5	2.88	6
6	Aluminum Sliding Window (Anodized)	1.83	26	1.79	25	1.41	30
7	Parking	2.94	7	2.95	6	3.00	1
8	Electricity Backup	1.83	27	1.88	24	1.88	24
9	Proximity to Market Place	2.54	19	2.67	18	2.82	11
10	Flooring Tiles inside Shop (Marbonite)	2.73	17	2.91	11	2.47	18
11	Street Lights	1.79	29	1.70	28	1.59	26
12	Rolling Shutter	2.48	21	2.28	22	2.24	21
13	Lift in Commercial Complex	1.67	30	1.72	27	1.59	27
14	Common Toilet and Bathroom	2.96	5	2.93	8	2.88	7
15	Flooring Front of Shop	2.19	22	2.16	23	2.06	22
16	Internal Mezzanine Floor i.e. Double height Gala	2.54	20	2.49	20	2.53	17
17	Earthquake Resistance Structure	2.94	8	2.86	12	2.94	5
18	Location of Site	2.90	11	2.84	14	2.82	12
19	Quality of Construction Work	2.98	3	3.00	1	3.00	2
20	Per Square Feet Rate	2.19	23	2.40	21	1.94	23
21	Position of Shop (Along Road / Basement)	2.81	16	2.81	15	2.47	19
22	Water Proofing	2.85	13	2.93	9	2.82	13
23	Bank Loan Facility	1.88	25	1.60	29	1.47	29
24	Agreement Process	1.81	28	1.51	30	1.53	28
25	Customization	2.83	15	2.72	17	2.71	16
26	After Sales Service	2.92	9	2.95	7	2.88	8
27	Attention from construction companies representative while customer visit to Site	1.92	24	1.79	26	1.88	25
28	Timely Possession of Shop	2.96	6	2.98	3	3.00	3
29	Cross Ventilation in Gala	2.85	14	2.86	13	2.82	14
30	Society Formation Process by Builder	3.00	1	2.93	10	2.88	9

From the above table it finds that,

Article Indexed in :

DOAJ
BASE

Google Scholar
EBSCO

DRJI
Open J-Gate

For age group – Age below 35 years

The mean score for 30 parameters ranges from 1.67 to 3.00.

The mean score below 3 shows compromise about the parameters and above or equal to 3 shows no compromise about the parameters.

The parameter like society formation process by builder found to be highly not compromised, because their mean score is above the parameters like 24 hour water, quality of construction work, plumbing and drainage system (branded plumbing material) is found to be not compromised.

The parameters like lift in commercial complex, street light, agreement process, electricity backup and aluminum sliding window found to be highly compromised because their mean score in between 1.67 to 1.88.

For age group – Age between 35 to 45 years

The mean score for 30 parameters ranges from 1.51 to 3.00.

The mean score below 3 shows compromise about the parameters and above or equal to 3 shows no compromise about the parameters.

The parameter like quality of construction work found to be highly not compromised, because their mean score is above the parameters like plumbing and drainage system (branded plumbing material), timely possession of shop, electrical work (concealed wiring) and 24 hour water is found to be not compromised.

The parameters like agreement process, bank loan facility, street light, lift in commercial complex, attention from construction companies representative while customer visit to site and aluminum sliding window found to be highly compromised because their mean score in between 1.51 to 1.79.

For age group – Age above 47 years

The mean score for 30 parameters ranges from 1.41 to 3.00.

The mean score below 3 shows compromise about the parameters and above or equal to 3 shows no compromise about the parameters.

The parameter like parking to be highly not compromised, because their mean score is above the parameters like quality of construction work, timely possession of shop, plumbing & drainage system (branded plumbing material) and earthquake resistance structure is found to be not compromised.

The parameters like aluminum sliding window, bank loan facility, agreement process, lift in commercial complex, street light and attention from construction companies representative while customer visit to site found to be highly compromised because their mean score in between 1.41 to 1.88.

Table 4.7

Spearman's rank correlation

To check the variability in the opinion amongst samples as per age the opinions of samples as per age were classified and rank correlation has been calculated.

Following table shows spearman's rank correlation towards satisfaction of samples as per age on 28 variables provided to samples to rate.

Article Indexed in :

DOAJ	Google Scholar	DRJI
BASE	EBSCO	Open J-Gate

A STUDY OF CUSTOMER SATISFACTION TOWARDS COMMERCIAL COMPLEX

		Mean for age Below 35	Mean for age between 35 - 47	Mean for age Above 47
Mean for age Below 35	Correlation Coefficient	1.000	.957**	.899**
	Sig. (2-tailed)	.	.000	.000
	N	28	28	28
Mean for age between 35 - 47	Correlation Coefficient	.957**	1.000	.950**
	Sig. (2-tailed)	.000	.	.000
	N	28	28	28
Mean for age Above 47	Correlation Coefficient	.899**	.950**	1.000
	Sig. (2-tailed)	.000	.000	.
	N	28	28	28

** . Correlation is significant at the 0.01 level (2-tailed).

Above table shows the spearman's rank correlation amongst samples of three age groups on the variables provided to rate the extent of satisfaction.

Above table reveals the correlation between samples belongs to below 35 years of age to samples between age group of 35 years to 47 years is 0.957. The correlation between samples belongs to below 35 years of age to samples between age group above 47 years is 0.0.899, and the correlation between samples between age of 35 to 47 years to above 47 years is 0.950.

All these correlations are significant at 0.001 level signifies that the extent of satisfaction marked by samples in different age groups are almost same.

Hence it can be concluded that the importance of variables provided to rate to samples have almost equal importance. The contractors should consider the fact to provide the extent of variables to samples irrespective of the age group.

5 FINDINGS

5.1 General Findings

- 1) Majority samples are adults between age group of 29-35years are 25.93 %. (table 4.1)
- 2) Educational qualification of maximum samples i.e. (44.44%) is under graduate or graduate. (table 4.1)
- 3) Majority of the samples (i.e.78.70%) engaged as shop owner. (table 4.1)
- 4) Majority samples (i.e.87.96%) are male. (table 4.1)
- 5) Majority of the samples (i.e.90.74%) are married. (table 4.1)
- 6) Monthly income of majority samples (i.e. 29.63%) is up to 10,000/- per month belongs to the middle class. (table 4.1)

5.2 Specific Findings

- 1) Majority Samples are having higher level of difficulty in time required for shop registration process.

Article Indexed in :

DOAJ	Google Scholar	DRJI
BASE	EBSCO	Open J-Gate

Samples are also having difficulty in registration process and awareness about document required for shop purchase. (table 4.2)

2) Majority samples are highly satisfied towards service provided by organization like bank loan facility, proximity to market place and location of site. (table 4.3)

3) Majority samples are highly dissatisfied with the parameters like security, parking for vehicle, customization of flats/shop, after sales service and common toilet and bathroom. (table 4.3)

4) Majority samples are highly compromise towards service provided by an organization due to budget constrain like bank loan facility, lift in commercial complex, and agreement process. (table 4.4)

5) Majority samples are not compromise towards service provided by an organization due to budget constrain like plumbing & drainage system, timely possession of shop and quality of construction work. (table 4.4)

6 SUGGESTIONS

6.1 Suggestion as per analysis of Data

- 1) Company should mostly target the customer whose age is in between 25-35 years.
- 2) Company should improve the timely registration process of shop purchase by implementation of online property registration system. In this system customers are able to register their flats as per their convenience on holidays or on auspicious days. Customers can register their property by simply visiting the builder’s office at a time convenient to them. In line with the process currently followed by the state governments stamp duty and registration department, all the relevant documents will be scanned by the developer in his office. Once registered, the records are maintained online, increasing their traceability, visibility and maintenance. It ensures transparency in the functioning of the system. The verification of documents will take a couple of days and the customer will be provided with a soft copy of the registration paper.
Ex. Ekta World has set up the online property registration system with the latest technology to offer the facility to their 2,917 customers in Ekta Parksville, a township project having a built up area of 22 million sqft in Virar, Mumbai.
- 3) Company should improve the parameters like security, parking for shop owners, Customization of flats/shops, after sales service for maintenance of shop and common toilet facility for shop owner. Company can improve the above parameters by adopting following policies these are as follows,
 - a) Security problem can be solved by hiring security service.
 - b) Parking facility can be provided to shop owners by converting basement shops in to parking area. For this facility builder should apply extra charges.
 - c) Provision of customization of flats/shop service can be given to shop owners. Extra charges can be charged for structural changes within or outside the shop.
 - d) After sales service facility for electrical work, plumbing work or other work should be provided free of cost for first year from date of registration of property, After that period apply service charges for service.
 - e) Provide common toilet and bathroom facility to shop owners.
- 4) Company should focus on plumbing & drainage system. Water blockage problem is basically happen in rainy season. So provide rain water removal system in specific area.

- 5) Timely possession of shop and flat can be possible by following strictly time schedule by using scheduling software's like primavera and Microsoft office project.
- 6) Quality of construction work can be achieved by adopting total quality management system in every step of construction process.

6.2 Suggestion by Shop Owners

An open end question was asked to know the improvement. The suggestions of samples are listed below.

- 1) Company should provide special water proofing treatment to walls of south west side of shop and to basement shop walls.
- 2) Company should provide more attention towards drainage system in basement shop by providing rain water removal system.
- 3) If possible company should provide cross ventilation facility in shop.
- 4) Company should provide more attention towards light and ventilation of shop.
- 6) Company should provide society formation facility.
- 7) Company should provide special kind of drainage system in rainy season for basement shop.
- 8) Company should provide one common single tap water point to all shop owners.
- 9) Company should provide effective building maintenance system include cleanliness, proportionate building maintenance charges, routine checkup of building.
- 10) Position of basement shop should not be more or less than road level.
- 11) Shop owner should have facility of parking.
- 12) Company should provide after sales service facility in electrical work, plumbing work, water leakage, and any specific according to customers requirements and it is totally free for first year. After this period standard charges should be applicable.

7 CONCLUSIONS

The research was conducted to know the satisfaction of sample shop owners on different decision making variables generally people take into consideration while purchasing the property like shop. From the findings and observation it has revealed that people purchasing a shop in commercial complex are majority belongs to the age group in between 29-35 years. Therefore 29-35 age groups are target customer for shop selling in commercial complex. Most of customer gets difficulty in time required in shop registration process and awareness about documents. Majority of sample are highly satisfied toward bank loan facility, proximity to market place and location of commercial complex. But at a same time sample are highly dissatisfied with the security, parking for vehicle, customization of flat/shop, after sales service and common toilet and bathroom. Samples are highly compromise towards bank loan facility, lift in commercial complex and agreement process. Majority of sample are not compromise towards service provided by an organization due to budget constrain like plumbing and drainage system, timely possession of shop and quality of construction work.

8 BIBLIOGRAPHY

Books

- 1.Kotler, P. (2009). Marketing Management (13 ed.). New Jersey: Prentice Hall.
- 2.Loudon, D. (2002). Consumer Behavior (4 ed.). New Delhi: Tata McGraw-Hill Publishing.

Websites

- 1.http://en.wikipedia.org/wiki/Customer_satisfaction

Article Indexed in :

DOAJ	Google Scholar	DRJI
BASE	EBSCO	Open J-Gate

Publish Research Article International Level Multidisciplinary Research Journal For All Subjects

Dear Sir/Mam,

We invite unpublished Research Paper, Summary of Research Project, Theses, Books and Books Review for publication, you will be pleased to know that our journals are

Associated and Indexed, India

- ★ Directory Of Research Journal Indexing
- ★ International Scientific Journal Consortium Scientific
- ★ OPEN J-GATE

Associated and Indexed, USA

- DOAJ
- EBSCO
- Crossref DOI
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Database
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database

Review Of Research Journal
258/34 Raviwar Peth Solapur-413005, Maharashtra
Contact-9595359435
E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com
Website : www.ror.isrj.org