

A Study on Customers Inclination Towards Apartment Culture Instead of Single Unit Houses

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Abstract—Customer satisfaction is the most important factor behind the success of any business and because of this satisfaction, inclination of customer towards that particular business is generated. Improving quality and customer satisfaction has received extensive attention in recent years in case for purchasing a house. Product and service quality, price, location, delivery time and buyer's characteristics are the key factors that influence the buyer's decision and inclination towards apartment culture instead of single unit houses. The aim of this paper is to observe the customer's inclination towards apartment culture. The inclination is calculated according to the degree of customer satisfaction as told by customers themselves. A self structured questionnaire is used to analyze the inclination level of the customers and the study was made during the period of 2015-2016. The total size was of 150 respondents; the inferences were observed and calculated using percentage analysis, chi-square analysis and frequency analysis. As a result of this study, it was found that, the location, flexible policies, facilities and before and after sales services provided by the construction companies plays a major role in deciding customer's inclination. In addition to this the results had also shown that the companies should improve their services in quality assurance, customization, possession procedures and its related areas.

Keywords: Customer Satisfaction, Inclination.

1. INTRODUCTION

Self home is considered as the basic necessity for a happy living. In India housing is a source of self satisfaction and superiority in the society. In last two decades factors such as growing economy, high salary, and easy bank loans along with government policies had encourage housing. These factors also had given a considerable boost to the housing sector. This boost not only increasing the housing sector but also persuade the home buyer's priority towards home ownership. One of the important characteristics which influence the priority is age at which one owns a house and the attitude towards it. In current study it was revealed that the age of home ownership transform from fifties to thirties. Associated Chambers of Commerce and Industry of India (ASSOCHAM 2007) says that in India the standard age of home buyer's have come

down by twenty years and more. In buying a residence people are preferring apartment these days. In order to know the customer's inclination and satisfaction level towards the apartment culture, we conducted a research on EARTHCON INFRA which acquire the support from many customers. The data used for this research is naturally collected from the customers of EARTHCON INFRA and is available for the first time.

2. REVIEW OF LITERATURE:

- 1. Customer Satisfaction** Oliver (1981) finds that customer expectation is directly proportional to customer satisfaction. Customers build their expectations on the basis of buyers past buying experience, words of mouth and statement made the competitors and marketer and their promises. A customer satisfaction is mainly depends on cleanliness and maintenance of the flat. Apartment size is one of the important factors to evaluate the customer satisfaction. Parker and Mathews (2001) states that satisfaction can be measured by determine the relationship between the customer expectations and what they received. Dekker (2011) found that satisfaction level is high for elder customers and customers with high income because customers can customize their apartment based on their income level and experience.
- 2. Customer Inclination** Bruin and cook (1997) explored that behavioral characteristic like residential characteristics, safety and security and friendly relationship with their neighborhood pose are the powerful factors of housing satisfaction. Ukoha, O.M (1997) found that the inclination is based on the services provided by the construction company. The inclination level also depends on some economic factors like economy benefit, improvement in quality of life, planning and environmental issues. Liu (1999) found that both physical and social factors influence the inclination towards apartments. A customer satisfaction is mainly

depends on cleanliness and maintenance of the flat. Apartment size is one of the important factors to evaluate the customer satisfaction. Soetanto (2001) suggest that performance of a construction company should be improved to increase the customer satisfaction level. Novak, Jeffery Michael (2008) indicates that customer inclination is measured by comparing buyer's satisfaction and perception based on their location. Isabelina Nahmens (2009) in the article named "Discovering the variables that influences new home buyer service satisfaction" found that higher income, price and larger house size are the factors that influence customer inclination.

2.1 Statement of the problem:

The concept of home buyer inclination is an important evaluative measure for judging the success of housing development or construction companies in an economy. Most of the researches on home buyer satisfaction are related to the construction process like customization. The aim of this study is to evaluate the apartment buyer's inclination and satisfaction using the factors like price, location, product and service quality, handover time and apartment buyer characteristics among the customer's of EARTHCON INFRA, NOIDA.

2.2 Objectives of the study:

Objectives of the study are following:

- To analyze the factors that lead to customer's inclination.
- To find out the current issues faced by the apartment buyers.
- To evaluate the buyer's satisfaction in buying apartments.
- To study the apartment buyer's characteristic.

2.3 Research methodology:

The area of study covers NOIDA and MORADABAD cities. A standard questionnaire was prepared to look for the observation of customers on location, price and product and service quality, customers buying characteristics and hand over time of the apartment in EARTHCON INFRA. A total of 150 questionnaires were collected and evaluated. The customers were selected based on random sampling method. The tools used to evaluate the data were:

- Percentage analysis
- Frequency Analysis
- Chi-square Analysis

3. ANALYSIS AND INTERPRETATION:

The data collected from the customers are scientifically presented under different headings. They are:

- Section A: It deals with data analyzed using percentage analysis.
- Section B: It deals with data evaluated using statistical analysis such as Chisquare analysis and Frequency analysis.

3.1 Application of Statistical Tools:

3.1.1. Section A:

Table 1: Demographic characteristics of apartment buyers

Factors	In percentage	
Age	Under 25	9.3
	25-35	33.33
	36-45	36
	Above 45	21.33
Qualification	High school	18.67
	Diploma	14
	UG	20.67
	PG	34
Income	below 25,000	12
	25,000-50,000	38.67
	50,000-75,000	24.67
	Above 75,000	24.67
Occupation	Government employee	8.67
	Business	36.67
	Private employee	25.33
	Professionals	29.33
Location	Rural	14.67
	Semi rural	20
	Semi urban	27.33
	Urban	38
Length of residency	0-5 years	32
	6-10 years	42.67
	Above 10 years	25.33

Source: Primary data

The data collected from the respondents were scientifically evaluated. Based on the percentage analysis, the interpretations are given below:

- Majority of the customers are male gender (59.79%). As a head of the family male gender are more concentrated in apartment buying to improve their societal status in the economy.
- Most of the respondents are between 25-35 age groups (33.33%). In this age group people wants to settle in their life. To fulfill this, owning a house is an important factor.
- Most of the respondents are PG graduates (34%).
- Most of the respondents are under the income group of 25,000-50,000(38.67%)
- Most of the respondents are under the occupation group of business (36.67%).
- Majority of the respondent are in urban area (38%).

- Most of the respondents (42.67%) are lived in their apartment for about 6-10 years.

3.1.2 Section B:

Frequency Analysis:

Frequency analysis is used for looking at detailed information on nominal data and describing the results.

Table 2: Quality of the apartment

Quality	Frequency	Percent
Strongly disagree	10	6.67
Some what disagree	30	20
Neutral	28	18.67
Some what agree	24	16
Strongly agree	58	38.67

The above table 2 shows most of the respondents (58) agree quality also one important factors to increase the satisfaction level of the customers.

Table 3: Location of the apartment

Location	Frequency	Percent
Strongly disagree	8	5.33
Some what disagree	31	20.67
Neutral	43	28.67
Some what agree	43	28.67
Strongly agree	25	16.67

From the above table 3, most of the respondents (43) somewhat agree that location is an important factor to increase the satisfaction level of the customers.

Table 4: Service Quality

Service quality	Frequency	Percent
Strongly disagree	1	0.67
Some what disagree	16	10.67
Neutral	37	24.67
Some what agree	58	38.67
Strongly agree	38	25.33

Table 4 shows that most of the respondent (58) somewhat agrees service quality as one of the factors to increase the satisfaction level of the customers.

Table 5: Handover time

Hand over time	Frequency	Percent
Dissatisfied	6	4
Strongly dissatisfied	27	18
Neutral	45	30
Some what satisfied	48	32
Strongly satisfied	24	16

From the above table 6 it is found that majority of the respondents (48) somewhat satisfied with the handover time of their flat.

4. FINDINGS AND SUGGESTIONS.

4.1 Findings:

Following are the research findings

- Most of the respondents feel price is not an important factor to increase in inclination level.
- Most of the respondents agree that before and after sales service are important factors which increase the inclination level of the customers.
- Most of the respondents inclined due to the location where they live.
- Most of the respondent's satisfaction level is increased by improving the product and service quality
- Most of the respondent's satisfaction level is low because of late handover time of their flat by the construction company.

4.2 Suggestions:

Following are the suggestions given based on the findings.

- The construction company should take care of their customer needs and must provide customization to increase the satisfaction level of the customers.
- It is also suggested to hand over the flats to the customers as soon as possible. This made the customers to feel happy and can increase the company's reputation
- The company can improve their performance in handling customer objections and solve their problems. This can be done by improving the quality performance of the company.
- Current issues faced by the apartment buyers are lack of customization and poor quality. Construction company should take care of that and provide the necessities to their customers.

5. CONCLUSION

This paper tries to know the factors that increase the buyers' satisfaction level in buying an apartment in NOIDA and MORADABAD. This helps the construction companies to understand the minds of their customers to improve their satisfaction level. The important factor to improve the customer satisfaction is customer loyalty. Dissatisfied customers' will not work with that construction company in the future and there are some possibilities to create negative word of mouth. This paper would provide better platform in defining and discovering future possible research.

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