CUSTOMER SATISFACTION IN SAKET GROUP : A CASE STUDY

Md. Anjum Pasha*   T.D. Jayasree**
*Faculty in Management Studies, JNTU – College of Engineering, Hyderabad.
** Student, pursuing Integrated Dual Degree Program (MBA), JNTUH College of Engineering, Hyderabad.

Abstract
Customer satisfaction is a very important and significant component of any marketing function and it could be defined as "the total number or percentage of total customers, whose experience with the products (services, goods etc) of a company/organization exceeds or meets specified satisfaction goals". With most of the companies today turning into customer focused, measurements and plans for meeting and improving customer satisfaction levels are done by almost all the businesses existing today. The current study is undertaken to find the satisfaction levels of customers with Saket Group, an esteemed real estate company. The main aim of the study is to gain a clear understanding about different factors influencing the consumers to prefer Saket Group over other real estate companies and also to gain knowledge about the problems faced by them with the services of the company. For the purpose of obtaining the data, questionnaire method is used. Suitable tools have been used to obtain scientific data and evidence.

Key Words:Customer Satisfaction, Saket Group, Quality, Real Estate.

Introduction
Customer satisfaction is one of the measures of how the needs, wants and responses are combined and delivered to meet or exceed the expectations of the target customers. Customer satisfaction can be achieved only when the customer has a overall good relationship with the company. In today's highly competitive and unstable business environment, customer satisfaction is a very significant measure and helps the company to differentiate itself from the competitors. Hence, customer satisfaction is directly proportional to the growth of the business and the bonding with target customer. The perception of customers on suppliers helps them presents them with various alternatives of suppliers, depending on the value for money and the extent to which the products delivered meet their specifications and requirements.

The role of the supplier or the company does not end after delivering the products or services to the customer, instead post marketing services like installation, setup, repair, maintenance etc helps the customer to achieve higher levels of satisfaction. If the supplier has succeeded in meeting or exceeding the expectations of the customer, then the probability of retaining the customers and frequent purchases from them increases.

Customer's expectations about a product/service gives a overview to the company about his/her desired performance for the delivered product/service. From several studies conducted earlier on customer satisfaction, there could be various kinds of expectations that a customer can have while creating opinions about the product's or service's anticipated performance. For example, four distinct types of expectations have been identified by Miller: (1) ideal (2) expected (3) minimum tolerable (4) desirable. While, Day (1977) identified that among all kinds of expectations, those expectations that are concerned with costs, the nature of the product, the efforts spent to obtain the benefits and finally expectations that are concerned with social values. Perceived product/service performance is a very significant factor since it facilitates comparisons with the actual and expected performance.

Objectives of the Study
To know about the demographic and socio-economic characteristics of the customers.
To find out the level of satisfaction of customers towards Saket Group.
To analyze the opinions of customers and find potential shortages in the services of the company.
To suggest different measures that would lead to higher customer satisfaction.

Review of literature
Customer satisfaction deals with measuring how products and services produced by a firm or company or organization exceed of meet the expectations of the customers.

While researching the behavior of the customers, an individual is used as a basis for making plans and strategies for marketing and also to adapt the marketing mix tools concerned with product, price, place, promotion to their wants and needs. This is one of the ways to measure the satisfaction levels of the customers. In the present highly competitive and unstable conditions of marketing orientation knowing the customers desired and expected performance is very critical to obtain ideal combination of various factors of production and marketing strategies. In order to accomplish the economic, financial aims of the company, high satisfaction levels of customers is very crucial. Customers mainly purchase or buy goods and services to satisfy their needs and wants.

The consumer mainly make their decisions based on what they want, when they want, where they want to buy and how to purchase goods and services. Therefore, marketing is primarily concerned in the customers behavior. These days, it has become common that marketing always keeps track of the consumer's needs in developing a fundamental assumption while developing a appropriate strategy which ensures the satisfaction of customers. It should be considered that needs of a customer is always changing and never be fully satisfied. By creating a good marketing strategy based upon the high quality data the marketers can develop a loyal consumer category which will leading to the

survival and development of the company. It is not only important to gain knowledge about the factors that lead to satisfaction but also, the factors which lead to dissatisfaction. Most of the times, dissatisfaction with one feature of a service or product e.g. the unfriendliness of staff, causes dissatisfaction about the whole service or product, although they are highly satisfied with other features.

Research Methodology
Research design and Data Collection
The target customers of the present study were Saket Group customers in Hyderabad and other cities. The sample for this survey comprises of one hundred (100) respondents who are the Saket Group customers who were randomly chosen. A structured questionnaire was used in gathering relevant data from the company. Chi-square test is used to test the goodness of fit for the verification of the distribution of collected data.

Analysis

Table 1: Quality of products (Flats, Villas etc.)

Rating	No. of customers	Percentage
Very Dissatisfied	0	0
Dissatisfied	10	10
Neutral	26	26
Satisfied	33	33
Very Satisfied	31	31
Total	100	100

Null Hypothesis (H0) There is no significant relationship between the quality of products and satisfaction.
Alternative Hypothesis (H1) There is a significant relationship between the quality of products and satisfaction.
Degree of freedom
V = 16
Calculation chi-square value is 20.00.
Table value@5% significant level is 7.962.

Research Paper
Impact Factor: 5.471
Peer Reviewed & Indexed Journal

IJBARR
E- ISSN -2347-856X
ISSN -2348-0653

Interpretation

Since the calculated chi-square value is greater than the table value, null hypothesis is rejected. Hence, it is concluded that there is a significant relationship between the quality of products and satisfaction.

Table 2: Value for money

Rating	Number of customers	Percentage
Very Dissatisfied	1	1
Dissatisfied	9	9
Neutral	23	23
Satisfied	37	37
Very Satisfied	30	30
Total	100	100

Null Hypothesis (H0) There is no significant relationship between the money paid and satisfaction.
Alternative Hypothesis (H1) There is a significant relationship between the money paid and satisfaction.
Degree of freedom
V = 16
Calculation chi-square value is 20.00.
Table value@5% significant level is 7.962.

Interpretation

Since the calculated chi-square value is greater than the table value, null hypothesis is rejected. Hence, it is concluded that there is a significant relationship between the money paid and satisfaction.

Table 3: Communication

Rating	No. of customers	Percentage
Very Dissatisfied	3	3
Dissatisfied	10	10
Neutral	27	27
Satisfied	34	34
Very Satisfied	26	26
Total	100	100

Null Hypothesis (H0) There is no significant relationship between the communication of employees and satisfaction.
Alternative Hypothesis (H1) There is a significant relationship between the communication of employees and satisfaction.
Degree of freedom
V = 16
Calculation chi-square value is 20.00.
Table value@5% significant level is 7.962.

Interpretation

Since the calculated chi-square value is greater than the table value, null hypothesis is rejected. Hence, it is concluded that there is a significant relationship between the communication of employees and satisfaction.

Table 4: Planning and Scheduling of the company

Rating	Number of customers	Percentage
Very Dissatisfied	7	7
Dissatisfied	7	7
Neutral	31	31
Satisfied	26	26
Very Satisfied	29	29
Total	100	100

Null Hypothesis (H0) There is no significant relationship between the planning, scheduling of company and satisfaction.

Alternative Hypothesis (H1) There is a significant relationship between the planning, scheduling of company and satisfaction.

Degree of freedom

$V = 12$

Calculation chi-square value is 15.00.

Table value@5% significant level is 5.226.

Interpretation

Since the calculated chi-square value is greater than the table value, null hypothesis is rejected. Hence, it is concluded that there is a significant relationship between the planning, scheduling of company and satisfaction.

Findings

Of the 100 responses regarding the overall satisfaction/impression with services received from Saket Group, over 26% of the customers reported that they are completely satisfied with the company and 41% of the customers reported that they are satisfies with the services of the company. Remaining 67% of respondents feel very satisfied or satisfied with the services provided by Saket Group.

Category	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Planning and Scheduling	29	31	24	11	5
Communication	26	34	27	10	3
Value for money	30	37	23	9	1
Quality	31	36	26	10	0

Quality provided by the company gives the utmost satisfaction to majority of the customers. There is not even a single customer who has reported complete dissatisfaction with the quality.

The factor which causes dissatisfaction among most of the customers is that the company did not schedule the activities as per the planned agenda.

The planning and scheduling activities, communication, value for money and quality have a direct impact on the customer satisfaction. The high satisfaction levels with these factors, leads to a high satisfaction of the customers with the overall company.

Conclusion

Customer satisfaction is the key to both customer retention and customer acquisition. Satisfied customers are not only likely to purchase products or services again; they also have the potential to become brand advocates and share their great experiences with others, both online and offline. On the other hand, unsatisfied customers are unlikely to return to a business without additional support, and often spread negative word-of-mouth, deterring more potential customers from your business. Therefore, it is imperative for businesses to monitor customer

satisfaction levels. This is often done with customer satisfaction surveys. Customer satisfaction surveys are invaluable resources for many reasons. They help companies measure satisfaction, find unhappy customers, and identify potential brand advocates. Good ratings keep employees focused and motivated on exceeding customer expectations. Low ratings provide warnings of potential pain points that may affect revenue in the future.

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