

A STUDY OF INDIVIDUAL HOUSE OWNER'S LEVEL OF SATISFACTION ON SERVICES RENDERED BY PROMOTERS IN COIMBATORE CITY

DR.N.KATHIRVEL*, P.VIMALAGRACY**

*DEPARTMENT OF COMMERCE, GOVERNMENT ARTS COLLEGE,
UDUMALPET, TIRUPUR DISTRICT.

**DEPARTMENT OF COMMERCE, KARPAGAM UNIVERSITY,
COIMBATORE – 641 021.

ABSTRACT

Customer satisfaction is one of the critical success factors for all companies. Improving quality and customer satisfaction have received extensive attention in recent years. Product and service quality, price, location, delivery time and individual house owner's characteristics are the key factors that influence individual house owners satisfaction. This paper deals with how individual house owners observe the performance of the construction company and its customer satisfaction. The performance is calculated according to the degree of customer satisfaction as professed by customers themselves. Interview schedule is used to evaluate the satisfaction level of the customers and the study was made in the period of 2012-2013. With the sample of 400 respondents, the result was evaluated using percentage analysis and chi-square test. Result of the study, Age and Occupation variables are not significant. Marital Status, Education, Monthly income and Size of the family members are significant.

KEY WORDS: House owner, House promoter, Satisfaction.

REFERENCES

1. Associated chamber of commerce and industry in India (ASSOCHAM 2007) Annual report Pg 14.
2. Galster, G. C. 1987. Homeowners and Neighborhood Reinvestment. Durham, NC: Duke University Press.
3. Rohe, W. M. and L. S. Stewart. 1996. Home Ownership and Neighborhood Stability. Housing Policy Debate 7(1): 37-81.
4. Parker, C. and Mathews, B.P (2001), "Customer satisfaction: Contrasting academic and consumers' interpretations", *Marketing Intelligence & Planning*, 19(1), pages 38- 46.