

A STUDY ON DETERMINANTS OF CONSTRUCTION SERVICE QUALITY AND RESIDENT SATISFACTION FOR GATED COMMUNITY

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Abstract: The study endeavors to ascertain the impact of consumer buying characteristics and the factors that influence them to purchase house in gated community. The primary data were collected through a questionnaire. This survey was carried out inside the gated community around different areas in Tamil Nadu. The research design used for this study is Convenient sampling. The source of secondary data was collected from articles and journals. A sample of 115 consumers helped to analyzed the factors influencing the buying decision of residential building and provided valuable suggestions. The collected data were analyzed by Percentage analysis, Chi-square test, and weighted average method. One way ANOVA analysis, Rank method and Regression analysis to know the factors that are affecting the construction service quality and satisfaction of residential building. Findings of the study were drawn by analyzing the data, conclusion and suggestions have been made based on the findings.

Index Terms - Consumer buying factors, Preference, Gated Community, Service Quality, Satisfaction

1. INTRODUCTION

Shelter is considered as one of the basic important thing for well and happy living. In India housing is not purely a shelter but also a stuff of self satisfaction and superiority in the society. In last two decades factors like growing economy, high salary, and easy bank loans along with government policies encourage housing. These factors also had given a considerable boost to the housing sector. This boosts not only increasing the housing sector but also persuade the home buyers' 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 scenario 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 buyers' have come down by twenty years. In buying a residential apartment, not all apartment buyers' had a good experience still some of them were suffered quietly. Dissatisfaction was due to the rejection of the project by the irresponsible construction companies, poor quality and services provided by the company and delay in handover the flat to the customers.

In its modern form, a **gated community** (or **walled community**) is a form of residential community or housing estate containing strictly controlled entrances for pedestrians, bicycles and automobiles and often characterized by a closed perimeter of walls and fences. Gated communities usually consist of small residential streets and include various shared amenities. For smaller communities, this may be only a park or other common area. For larger communities, it may be possible for residents to stay within the community for most daily activities.

The construction industry is the second largest industry in India after agriculture. It accounts for about 11% of India as GDP. It is an important indicator of the development as it creates investment opportunities across various related sectors. There are mainly three segments like real estate which includes residential and commercial construction, infrastructure building which includes roads, railways, power etc and industrial construction that consists if oil and gas refineries, pipelines, textiles etc. Construction activity being labor intensive has generated employment for about 33 million people in the country. The construction industry is fragmented with a handful of major companies involved in the construction activities across all segments. There are number of unorganized players in the industry which work on the subcontracting basis.

1.1. CHALLENGES FACED BY THE INDUSTRY

1. Price factor
2. Security features
3. Financing institutions

1.2. FEATURES

Amenities available in a gated community depend on a number of factors including geographical location, demographic composition, community structure, and community fees collected. When there are sub-associations that belong to master associations, the master association may provide many of the amenities. Amenities also depend on the type of housing. For example, single-family-home communities may not have a common-area swimming pool, since individual home-owners have the ability to construct their own private pools. A condominium, on the other hand, may offer a community pool, since the individual units do not have the option of a private pool installation. All around compound wall, Single gate entry with Elegant Arch, Security cabin, Children play Area, Party Lawn, Baby, sand pit, Community Hall-Multi utility, Long jogging/Walking track, Open-Play court, Adequate water source, Black top Roads, Street Light.

2. REVIEW OF LITERATURE

Mariana Mohammed Osman (2011) examines neighbour-relationship within the gated neighbourhood and to recommend improvements on gated and guarded community concept in order to create better living environment for the whole community. Overall, the goal of the research is investigate and analyze the factors influencing the development of gated and guarded communities in Malaysia. **Siti Rasidah Md Sakip, Noraini Johari, Mohd Najib MohdSalleh (2012)** Therefore, a study on sense of community was conducted in two neighbourhood areas: Putrajaya (non-gated) and Bandar Baru Bangi (gated) using face to face interview method. This study found that residents of non-gated residential areas demonstrated higher sense of community than residents of gated residential areas. **Samira Taeab Rashid (2013)** suggests that quality of physical and social environment to a certain level fulfill the intentions of residents in choosing to live in the neighborhoods, but the new neighborhoods tended to perform better.

Vaseem Anjum sheriff (2015) studies the development and maintenance of green infrastructure in the privately developed gated communities and to assess the development of selected gated communities for promoting green infrastructure through contemporary design elements. **Thuraiya Mohd, Noraini Johari, Rohaya Abdul Ghani (2015)** Emphasis of this study is assessing the satisfaction level of residents in Gated and Guarded Community (GACOS) housing on four main characteristics: security and safety; social and the environment; status; and exclusivity; and recommending ways of improving them. **Dwira Nirfalini Aulia, Abdul Majid Ismail (2016)** this study found that the perception of the occupants of the residence environment influenced by socio-economic background, duration of occupation, the type and location of residence.

3. STATEMENT OF THE PROBLEM

3.1 PROBLEM IDENTIFICATION

At present customer prefer for gated community as it has many facilities inside a gate. It is necessary for the marketers to know about the customer's satisfaction and preference towards construction. Here the primary problem of the organization is to provide loan to all the customers simultaneously. The problem is finalizing the house to the respective customers within the given time period.

3.2 OBJECTIVES OF THE STUDY

- To examine the customer preference attributes in the purchase of residential building.
- To identify consumer experience this would help the marketers to improve their sales volume.
- To find out customer satisfaction level towards the gated community.
- To access the socio economic profile of the respondents.
- To examine relationship between association people and the respondents.

3.3 SCOPE OF THE STUDY

The scope of the study is to identify the consumer buying behaviour towards the gated community houses. It is aimed at enlightening the researcher about the factors determining the consumer satisfaction about the residential building and also the services provided by the representatives.

3.4 LIMITATION OF THE STUDY

- The survey was restricted to only customer inside the gated community. So the data collected may not be useful in projecting on India as a whole.
- The sample sizes are restricted to 115 customers, due to concentration of only one gated community.
- The information given by the respondents are tentative, which may changes from time to time.

4. RESEARCH METHODOLOGY

4.1 RESEARCH DESIGN

The design adopted for this is descriptive research design. The design was chosen as it describes accurately the characteristics of a particular system as well as the views held by individuals about this system. The views and opinions of employees about the system helped to study the suitability of the system as well as constraints that might restrict effectiveness. The convenience non-probability sampling is used to select 115 samples for the study. The samples used for this study are the customers inside the gated community who had already bought houses in Chennai and Coimbatore. A well structured questionnaire was used for the collection of the data. The questionnaire consists of two types: 1. First part of questionnaire covers demographic profile of the respondent. 2. Second part of questionnaire covers statements of impact under the following methods.

- Likert questions under five-point scale
- Rating scale questions
- Buying propensity questions

The respondents were asked to express their views against each statement in all type of questions.

4.2 STATISTICAL TOOLS WITH JUSTIFICATION

The collected data was edited and then consolidated by using simple statistical tools. Then it was presented in the form of tables and figures. The simplest statistical tools employed for the analysis of data are:

- Chi square test
- Weighted average method
- ANOVA analysis
- Ranking method
- Regression analysis

5. ANALYSIS AND INTERPRETATION

5.1WEIGHTED AVERAGE METHOD OF SERVICE REPRESENTATIVES

TABLE 5.1.Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Service representatives are well trained.	115	1	3	1.45	.639
Service representatives are well supervised.	115	1	5	3.90	1.441
Service representatives adhere to professional code of conduct.	115	1	5	3.44	1.422
Service representatives act in my best interest.	115	1	5	1.82	.864
I am satisfied with the Company service representatives	115	1	5	2.76	1.484
Valid N (list wise)	115				

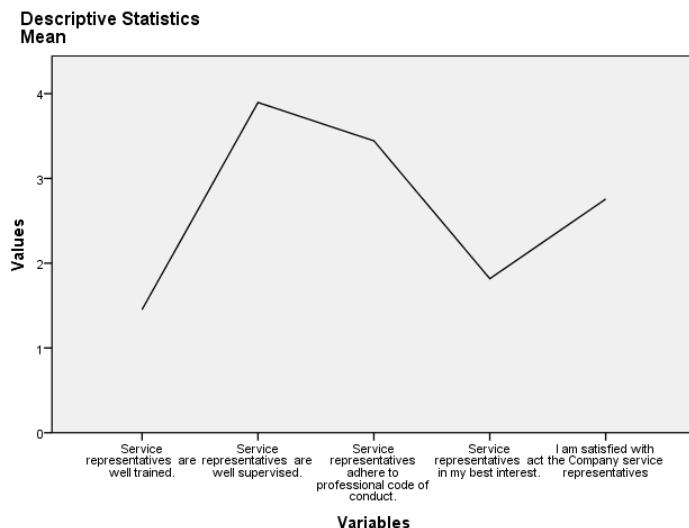


FIGURE 5.1 Descriptive Statistics

If the value is less than or equal to 3 then there is no recommendations needed and if the value is more than 3 then they need some recommendations. Hence, from the above table it is found that Improvements like service representatives should be better supervised and service representatives should adhere more to professional code of conduct are needed. Hence, from the above table it is found that no Improvements like service representatives are well trained, service representatives act in my best interest and i am satisfied with the company service representatives are needed.

5.2 ANOVA ANALYSIS

One- way Anova

Ho : There is no significant difference between age with respect to performance of account manager.

Ha : There is significant difference between age with respect to performance of account manager.

Table 5.2.ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.519	3	.173	1.024	.385
Within Groups	18.755	111	.169		
Total	19.274	114			

The above table shows the One-way ANOVA between the age with performance of Account manager. From the table it is inferred that the p-value ($p=0.385$) is greater than the significant level 0.05. It states that there is no significant difference between the age with performance of Account manager. Therefore accept Ho.

5.3 RANK ANALYSIS OF FEATURES

Table 5.3 RANK ANALYSIS OF FEATURES

S.NO	FEATURES	MEAN	RANK
1	Location	2.469	6
2	Appearance	3.313	5
3	Size of units	3.452	3
4	Price	3.321	4
5	Amenities	4.278	1
6	Floor plan	4.278	1

From the above table, it is found that Amenities and Floor plan reveals RANK 1, Size of units reveals RANK 3, Price reveals RANK 4, Appearance reveals RANK 5, location reveals RANK 6.

5.4 REGRESSION ANALYSIS

Table 5.4 REGRESSION ANALYSIS

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	21.665	2	5.833	22.247	.000
	Residual	16.961	112	.226		
	Total	43.626	114			

a. Dependent Variable: gated facility

b. Predictors: (Constant), extra facility, entertainment

From the ANOVA table, it can be seen that the significance for the statistics is 0.000 which is less than the critical value for this study ($p=0.05$). Hence the ANOVA table reports a significant F statistic, including that using the model is better than guessing the mean.

Table 5.4.4

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.243	.160		7.788	.000
	Entertainment	.044	.074	.060	.594	.553
	Extra facility	.177	.076	.235	2.346	.021

a. Dependent Variable: gated facility

Equation for Regression:

Model – This model column shows the predictor variables (Entertainment and Extra facility).

B – These are the values for the regression equation for predicting the dependent variable from the independent variable. The Regression equation is

Gated facility = $a + b_1 * x_1 + b_2 * x_2$.

The column of estimates provides the values for b_0 , b_1 and b_2 . For this equation

Where,

a = Constant.

b_1 = Entertainment.

b_2 = Extra facility.

So the final Regression equation will be

Gated facility = $1.243 + (.044) * \text{Entertainment} + (.177) * \text{Extra Facility}$.

6. SUGGESTIONS OF THE STUDY

- The appearance of the house can be changed according to the customer taste and preferences.
- The company should hire more employees so that the house can be finalized within the given time period.
- Suggested that the company should have tie up with more banks so that the loan can be provided easily.
- The account manager should convince the people more to buy the house. For that the account manager should convince people according to their age.
- The service representatives should adhere more to the code of conduct by introducing various policies.
- The service representatives are to be more supervised. They should conduct various training session.

7. CONCLUSION OF THE STUDY

The study reflects that many demographic factors and other satisfaction level of consumer towards gated community. The perception and opinion of consumer may vary while buying house. This study emphasized on understanding the factors influencing the consumer buying behavior. The result of the study will help the service representatives to streamline the consumer thought to the factor affecting the residential building before marketing the houses. In the analysis, it is found that satisfaction of the consumer depends upon their age, appearance and all extra facilities in a gated community. It may be concluded that service representatives should know what consumer needs, want, taste and preference of the consumer in order to require new customer and retain the existing customer. Thus customer's preference over gated community have been drastically increasing and so the organization have the opportunity to increase its market share by improving the overall facilities, loan and good marketing team.

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