

# A Study of Customer Satisfaction with Respect to Commercial Property and its Impact on Real Estate Business of Goel Ganga Group, Nagpur

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**Abstract:** *Marketing occupies an important position in any business unit. The traditional view of marketing is that the customer accepts whatever the seller presents to them. The thing without considering the needs and wants of the customer. Now this concept is changed and the full attention is given on the customer's wants and satisfaction. The barter system existed in the initial stage of marketing. The caveman, with his surplus products, approached and tried to exchange his products by accepting the products he needed-exchange of product for products. At that time, human beings were in a nomadic hunter stage. In this primitive period, the human beings were nothing more than hunters or food gatherers. Then the New Stone Age followed. In the stage of backward economy human beings were self-sufficient. In such a backward economy or agrarian period, family units were self-sufficient-making needed food, clothes, shelter, tools, etc. As time passed, the division of labour began to play its role and man started producing more than he needed. The surplus was exchanged in terms of commodities needed. They, in possession of surplus goods, searched for those who had a surplus to be exchanged. Searching for others who needed the surplus products became a tedious job as time and energy had to be wasted. Therefore the people assembled in places called local markets where goods were disposed of. And later, it developed into shops, bazaars etc. The people, according to their interest specialised in productions. Specialists like carpenters, weavers etc., developed at this stage. The appearance of specialization developed the idea of marketing.*

**Keywords:** Advertising, Public relations, Sales promotion, Personal selling, Direct Mail

## I. INTRODUCTION

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and values with others. It is an integrated process through which companies create value for customers and build strong customer relationships in order to capture value from customer in return. Marketing is used to create the customer, to keep the customer and to satisfy the customer. With the customer as the focus of its activities, it can be concluded that marketing management is one of the major components of business management. The evolution of marketing was caused due to mature markets and overcapacities in the last decades. Companies then shifted the focus from production to customers in order to stay profitable. The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions. It proposes that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors.

### 1.1 MEANING OF MARKETING

Marketing occupies an important position in any business unit. The traditional view of marketing is that the customer accepts whatever the seller presents to them. The thing without considering the needs and wants of the customer. Now this concept is changed and the full attention is given on the customer's wants and satisfaction.

**1.2 OBJECTIVE OF THE STUDY**

**Primary Objective:**

1. To identify the real estate business activities in special reference with in Nagpur city.

**Secondary Objective:**

1. To understand the advertisement of Goel Ganga Group in the Print and Electronic Media. Goel Ganga Group
2. To know the product positioning strategies of Goel Ganga Group.
3. To know the customer satisfaction towards Goel Ganga Group.

**1.3 HYPOTHESIS**

The Current Study Says that:

H1 : Real estate business activities carried out by Goel Ganga Group are effective.

H0 : Real estate business activities carried out by Goel Ganga Group are not effective

**II. RESEARCH METHODOLOGY**

The purpose of the methodology is to design the research procedure. This includes the overall design, the sampling procedure, the data collection method and analysis procedure. Marketing research is the systematic gathering recoding and analyzing of data about problem retaining to the marketing of goods and services. The essential purpose of marketing research is to provide information, which will facilitate the identification of an opportunity of problem situation and to assist manager in arriving at the best possible decisions when such situations are encountered.

Method is Used Basically there are two types of researches, which according to their applicability, strength, weaknesses, and requirements used before selecting proper type of research, their suitability must be seen with respect to a specific problem two general types of researches are exploratory and conclusive.

- Exploratory Research Design
- Conclusive Research

**Data Analysis :-**

Data analysis was done mainly from the data collected through the customers. The data Collected from secondary sources is also used to analyse on one particular parameter. Qualitative analysis was done on the data collected from the primary as well as secondary Sources.

**Data collection tool**

Primary Source: Primary data was collected directly from the customers through a questionnaire.

Secondary Source: The secondary source was the company website and my colleague

Sample Size Sample size refers to the numbers of respondents researcher have selected for the survey. I have selected 100 sample units from, sites, and individual customers. Sampling Technique The sample design provides information on the target information and final sample sizes. I used conveyed convenient sampling surveyed in research.

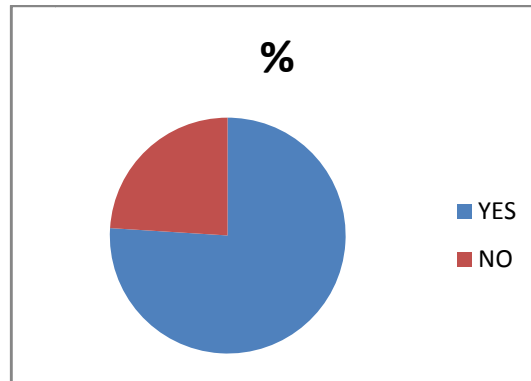
**III. LIMITATIONS**

1. The first problem which I faced is unable to getting the co-operation of the customers. many of the respondents I approached did not agree to the need and utility of the project and hence not agreed to provide me the information.
2. The behavior of the customer is unpredictable which may result in the lacking of accuracy in the data.
3. My survey consisted of 90% male and 10% of female, which led to gender biasness.

**IV. ANALYSIS AND INTERPRETATION**

Q.1 –Are you interested in Real estate?

yes	No
76	24



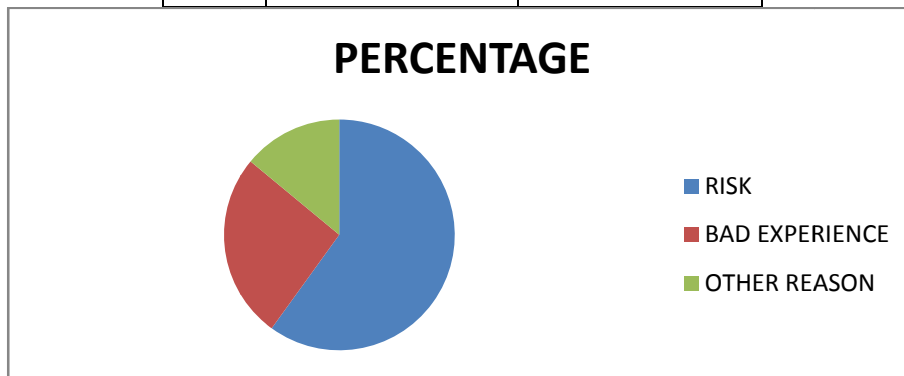
**INTERPRETATION**

from this question, it seems that most of the people are interested for buying property through real estate still there are few people who are not interested in real estate.

Q.2 if not, what are the reason?

- Risk
- Bad experience
- Other reason

RISK	BAD EXPRIENCE	OTHER REASON
60%	26%	14%

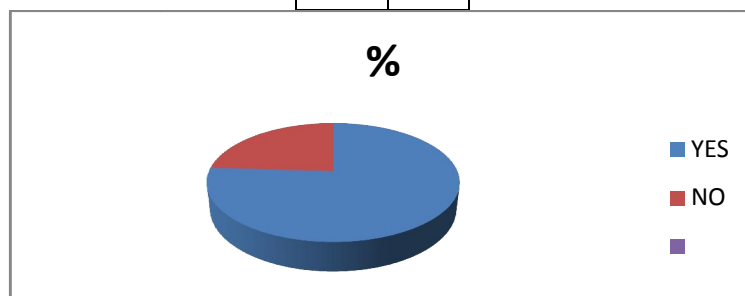


**INTERPRITATION**

this question showing the reason for not interested in real estate, most of the people considered the lot of risk, few of them had bad experience and rest of the has other reason.

Q.3 Do you prefer real estate agency for buying the property in GOEL GANGA GROUP Nagpur City?

YES	NO
76	24



Interpretation – with 100 respondents, 76 people prefer to buying the property through real estate agency and rest of that not interested.

#### **V. CONCLUSION**

Finally, it can be concluded that in real estate sector, customer preferences affected by many factor but time is a very important which affect the decision making process of consumer. It is most fast growing & profitable sector in area of investment. The land is limited so it will always be appreciated.

On the basis of study of consumer behavior, it can be said that in near future, there will be a lot of demand for real estate. But there is a risk factor that obstruct people to invest in real estate sector, so if the organization, which is selling the real estate should always be ready to clear all the doubts & queries which are in the mind of customer.

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