



# A Study on Customer Satisfaction Towards Residential Projects with Special Reference to Vaman Civil Constructions and Homes Pvt Ltd

**Mr. Bharath B**

Department of Management Studies

Saveetha Engineering College (Autonomous), Chennai, India

bharathbalamurugan6160@gmail.com

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**ABSTRACT** Customer satisfaction in the residential real estate sector is a multidimensional construct encompassing the perceived quality of location, construction, amenities, pricing, sales service, and timely delivery. This study investigates customer satisfaction towards residential projects with special reference to Vaman Civil Constructions and Homes Pvt Ltd, a residential property developer. A structured questionnaire survey was administered to 100 customers who have purchased residential properties from the developer. The study evaluates satisfaction across six critical dimensions — location and connectivity, construction quality, amenities, pricing and value, sales and service quality, and delivery performance — using a five-point Likert scale, supplemented by categorical analysis of possession timelines, complaint resolution, Net Promoter Score (NPS), and repurchase and referral intentions. Key findings reveal that construction quality achieved the highest mean satisfaction score (M=4.12), while pricing transparency (M=3.58) and documentation clarity (M=3.61) represent the most significant improvement opportunities. The overall mean satisfaction score stands at 3.88 out of 5, and the NPS of 7.83 reflects a generally positive customer sentiment. However, 57% of customers experienced possession delays, and 51% raised complaints of which 16% remain unresolved — indicating critical service delivery gaps requiring urgent organizational attention. Evidence-based recommendations

are provided to enhance customer satisfaction and builder credibility.

**INDEX TERMS** Customer Satisfaction, Residential Real Estate, Vaman Civil Constructions, Construction Quality, Possession Delay, Net Promoter Score, Home Buyers, Property Developer.



## 1. INTRODUCTION

The residential real estate sector occupies a uniquely significant position in the Indian economy, representing not merely an investment asset class but a deeply personal, often lifelong aspiration for millions of home buyers. For the majority of Indian households, the purchase of a residential property constitutes the single largest financial commitment of their lifetime, and the decision is informed by a complex interplay of functional considerations — location, construction quality, amenities, pricing, and legal clarity — alongside powerful emotional dimensions related to security, identity, family well-being, and social standing. In this context, customer satisfaction with residential projects extends far beyond transactional contentment and encompasses the holistic assessment of whether the builder has delivered on a promise that is profoundly personal to the buyer.

The Indian residential real estate market has undergone significant regulatory transformation in recent years, most notably through the enactment of the Real Estate (Regulation and Development) Act of 2016 (RERA), which established statutory obligations for builders regarding project timelines, quality standards, disclosure of information, and dispute resolution. Despite these regulatory advances, customer dissatisfaction with residential projects remains a pervasive concern, driven by persistent issues of possession delays, construction quality deficiencies, undisclosed charges, inadequate post-possession service, and incomplete amenity delivery. The prevalence of these concerns has elevated customer satisfaction measurement from a voluntary builder practice to a strategic competitive imperative in an increasingly informed and litigious home buyer market.

Vaman Civil Constructions and Homes Pvt Ltd is a residential property developer engaged in the development and delivery of apartment complexes, villas, and residential communities. As the organization seeks to strengthen its market positioning and build long-term customer relationships in a competitive real estate landscape, a systematic empirical assessment of customer satisfaction across its residential portfolio provides the foundational evidence required for targeted service quality improvements, reputation enhancement, and strategic differentiation.

This study investigates customer satisfaction towards Vaman Civil Constructions' residential projects through a structured survey of 100 customers, evaluating six key satisfaction dimensions, possession delivery performance, complaint handling effectiveness, Net Promoter Score, and referral and repurchase intentions. The findings are

intended to provide actionable insights for the developer's leadership in prioritizing customer experience investments and closing the gap between customer expectations and delivered outcomes.

## 2. LITERATURE SURVEY

The academic literature on customer satisfaction in real estate has drawn extensively from the foundational frameworks of service quality and consumer behavior research. Oliver [1] developed the Expectancy- Disconfirmation Theory, which remains the most widely applied framework for understanding customer satisfaction in product and service contexts. According to this theory, satisfaction is determined by the comparison between pre-purchase expectations and post-purchase perceived performance — a dynamic particularly pertinent in residential real estate, where the time gap between purchase commitment and possession can span multiple years, creating substantial opportunities for expectation-performance divergence.

Zeithaml, Parasuraman, and Berry [2] developed the SERVQUAL model, identifying reliability, responsiveness, assurance, empathy, and tangibles as the five core dimensions of service quality that determine customer satisfaction. While originally developed for service industries, subsequent researchers have adapted this framework for real estate contexts. Ali, Oli, and Razak [3] applied a modified SERVQUAL framework to residential property satisfaction, finding that physical tangibles — including construction quality, finishing, and amenity provision — are the strongest predictors of overall satisfaction in the residential real estate context, consistent with the highest- scoring dimension in the present study.

In the Indian real estate context, Gupta and Dev [4] investigated customer satisfaction among home buyers in urban markets, identifying possession delay as the single most significant driver of customer dissatisfaction. Their study found that builders who consistently delivered possession within committed timelines enjoyed Net Promoter Scores significantly higher than those with delay records, underscoring the critical strategic importance of the delivery performance dimension analyzed in



the present study. The RERA framework has since institutionalized possession timeline commitments, making delay management a legal as well as reputational imperative.

Nair [5] examined the role of pricing transparency in real estate customer satisfaction, demonstrating that hidden charges, ambiguous payment schedules, and unclear escalation clauses were among the most frequently cited sources of customer grievances in the residential sector. This finding is directly reflected in the present study's identification of pricing transparency ( $M=3.58$ ) as one of the lowest-rated satisfaction dimensions, suggesting that Vaman Civil Constructions shares an industry-wide challenge in this area that requires targeted remediation.

Reichheld [6] introduced the Net Promoter Score (NPS) as a simplified measure of customer loyalty and satisfaction, arguing that a single question — the likelihood of recommending a product or service to others — is the most powerful predictor of sustainable business growth. The NPS framework has been adopted across real estate organizations globally as a leading indicator of customer satisfaction quality and referral potential, both of which are of acute strategic importance in a sector where word-of-mouth referrals constitute a primary acquisition channel. The present study incorporates NPS analysis alongside the multi-dimensional Likert evaluation to provide a comprehensive and practically actionable satisfaction assessment.

Lovelock and Wirtz [7] established that post-purchase service quality — including complaint handling, maintenance responsiveness, and ongoing customer communication — is a critical determinant of customer loyalty and repeat purchase intention in high-involvement purchase categories. Their findings are particularly relevant to the present study's analysis of complaint resolution outcomes and post-purchase support ratings, which emerge as significant improvement areas in the Vaman Civil Constructions customer experience.

### **3. PROBLEM STATEMENT**

The residential real estate sector in India is characterized by persistent structural tensions between builder commercial imperatives and buyer expectations, manifesting as recurring challenges in possession timeliness, construction quality consistency, pricing transparency, and post-possession service quality. For a developer such as Vaman Civil Constructions, which operates in a competitive market where customer trust and word-of-mouth reputation are primary business development drivers, an unaddressed gap between customer expectations and delivered outcomes poses significant risks to long-term business sustainability.

Despite the strategic importance of customer satisfaction, many residential developers lack systematic, empirically grounded insight into the specific dimensions of the customer experience that drive satisfaction and dissatisfaction across their project portfolio. Without such insight, resource allocation for quality improvement is driven by intuition rather than evidence, and the most impactful improvement opportunities may be systematically overlooked. This study addresses this gap by providing a rigorous, multi-dimensional empirical assessment of customer satisfaction with Vaman Civil Constructions' residential projects, identifying the dimensions of strongest performance and most urgent improvement, and providing a data-driven foundation for customer experience strategy.

### **4. RESEARCH METHODOLOGY**

#### **4.1 Research Design**

This study adopts a descriptive quantitative research design. A structured questionnaire comprising 39 items was developed to capture customer demographic profiles, purchase characteristics, satisfaction ratings across six dimensions using a five-point Likert scale (1 = Very Dissatisfied to 5 = Very Satisfied), possession delivery status, complaint resolution experience, Net Promoter Score (0–10), and referral and repurchase intentions. The instrument was pre-tested with ten respondents and refined for clarity prior to full deployment.

#### **4.2 Sample and Data Collection**

A total of 100 valid responses were collected from customers who have purchased residential properties from Vaman Civil Constructions and Homes Pvt Ltd. Purposive sampling was employed to ensure all respondents had completed the purchase process and had experience with possession or ongoing construction. The demographic and purchase profile of respondents



is presented in Table 4.1.

Variable	Category	Frequency (%)
Age Group	Below 25	7 (7.0%)
	25 – 35	33 (33.0%)
	36 – 45	32 (32.0%)
	46 – 55	17 (17.0%)
	Above 55	11 (11.0%)
Gender	Male	65 (65.0%)
	Female	35 (35.0%)
Occupation	Salaried (Private)	37 (37.0%)
	Business / Self-Employed	28 (28.0%)
	Salaried (Government)	17 (17.0%)
	Professional	11 (11.0%)
	Retired	7 (7.0%)
Annual Income	Below 3 LPA	8 (8.0%)
	3 – 6 LPA	24 (24.0%)
	6 – 10 LPA	40 (40.0%)
	10 – 15 LPA	18 (18.0%)
	Above 15 LPA	10 (10.0%)
Property Type	2 BHK Apartment	32 (32.0%)
	3 BHK Apartment	35 (35.0%)
	Villa	17 (17.0%)
	Plot / Land	6 (6.0%)
	4 BHK / Penthouse	10 (10.0%)
Purpose of Purchase	Self-occupancy	53 (53.0%)
	Investment	25 (25.0%)
	Rental income	22 (22.0%)

**Table 4.1. Demographic and Purchase Profile of Respondents (N=100)**

## 5. RESULTS AND DISCUSSION

### 5.1 Source of Awareness and Budget Profile

Survey findings reveal that word-of-mouth and personal referrals constitute the primary awareness channel for Vaman Civil Constructions, accounting for 32.0% of respondents — a finding with significant strategic implications given the strong relationship between customer satisfaction and referral behaviour. Online advertisements (25.0%) and real estate agents (20.0%) constituted the next most important channels, while the builder's website (13.0%) and traditional media (10.0%) played supplementary roles. The budget profile of respondents reflects a predominantly mid-market buyer base, with 32.0%



purchasing in the 50–75 Lakh range, 28.0% in the 30–50 Lakh range, and 20.0% in the 75 Lakh to 1 Crore range.

## 5.2 Six-Dimensional Satisfaction Analysis

Customer satisfaction was evaluated across six dimensions comprising 18 specific attributes. Table 5.1 presents the mean satisfaction scores for each dimension and individual attribute.

Satisfaction Dimension / Attribute	Mean Score (/5)	Interpretation
<b>A. Location and Connectivity</b>		
Satisfaction with project location	3.83	Good
Proximity to schools, hospitals, markets	3.68	Good
Connectivity and transport access	3.58	Satisfactory
Dimension Average	3.70	Good
<b>B. Construction Quality</b>		
Overall construction quality	4.12	Very Good
Quality of materials used	3.86	Good
Finishing and interior quality	3.72	Good
Dimension Average	3.90	Good
<b>C. Amenities</b>		
Satisfaction with amenities provided	3.99	Good
Maintenance of common areas	3.66	Good
Security arrangements	3.81	Good
Dimension Average	3.82	Good
<b>D. Pricing and Value</b>		
Value for money	3.62	Satisfactory
Transparency in pricing and charges	3.58	Satisfactory
Flexibility in payment plans	3.75	Good
Dimension Average	3.65	Satisfactory
<b>E. Sales and Service Quality</b>		
Professionalism of sales team	3.87	Good
Responsiveness to queries	3.68	Good
Post-purchase support	3.65	Satisfactory
Dimension Average	3.73	Good
<b>F. Delivery Performance</b>		
On-time possession	3.77	Good
Adherence to specifications	3.73	Good
Clarity in documentation / legal process	3.61	Satisfactory



Dimension Average	3.70	Good
<b>Overall Satisfaction (Mean)</b>	<b>3.88</b>	<b>Good</b>

**Table 5.1. Six-Dimensional Customer Satisfaction Analysis (N=100)**

Construction quality (Dimension Average: 3.90) emerges as the strongest satisfaction dimension, with overall construction quality achieving the highest individual attribute score of 4.12 across the entire survey — a finding that reflects positively on Vaman Civil Constructions' core technical competency and represents a significant brand asset. Amenities satisfaction (3.82) and sales team performance (3.73) also received good ratings, affirming the developer's strength in physical asset provision and customer-facing relationship management.

Pricing and value (Dimension Average: 3.65) is the lowest-scoring dimension, with pricing transparency (M=3.58) registering as the single lowest-rated attribute in the study. This finding is consistent with broader industry research identifying hidden charges and ambiguous pricing communication as the most prevalent sources of residential real estate grievances. Documentation clarity (M=3.61) also scored comparatively low, suggesting that the legal and administrative dimensions of the home buying process require structural improvement in communication quality and customer guidance. The overall mean satisfaction score of 3.88 reflects a broadly positive customer experience, with meaningful opportunities for targeted improvement in specific domains.

### 5.3 Possession Delivery Analysis

Table 5.2 presents the distribution of actual possession outcomes reported by survey respondents.

Possession Status	Frequency	Percentage (%)
On time	43	43.0%
Delayed by 1 – 3 months	30	30.0%
Delayed by 3 – 6 months	21	21.0%
Delayed by more than 6 months	6	6.0%
Total	100	100%

**Table 5.2. Actual Possession Status Distribution (N=100)**

A critical finding of this study is that 57.0% of respondents experienced possession delays of varying durations. While 43.0% received possession on time — a positive outcome that reflects the developer's capacity for timely delivery under optimal conditions — the majority of customers experienced delays, with 6.0% facing delays exceeding six months. Given that possession delay is consistently identified in the literature as the primary driver of residential real estate customer dissatisfaction and legal disputes, this finding represents a significant strategic vulnerability for Vaman Civil Constructions. Delayed possession not only directly impairs customer satisfaction ratings but also generates financial harm for buyers through continued rental expenditure, delayed loan EMI adjustments, and disruption of personal and family planning — consequences that intensify negative sentiment and reduce the likelihood of referral and repurchase.



## 5.4 Complaint Handling and Resolution Analysis

Table 5.3 presents the distribution of complaint raising and resolution outcomes reported by respondents.

Complaint Status	Frequency	Percentage (%)
No complaint raised	27	27.0%
Yes, resolved satisfactorily	22	22.0%
Yes, partially resolved	35	35.0%
Yes, unresolved	16	16.0%
Total	100	100%

**Table 5.3. Complaint Status and Resolution Distribution (N=100)**

A substantial 73.0% of respondents raised complaints at some point in their customer journey, indicating widespread service delivery issues across the developer's project portfolio. Of these, only 22.0% reported satisfactory resolution — representing a complaint resolution effectiveness rate of approximately 30.1% among complainants. The 35.0% who experienced only partial resolution and the 16.0% with unresolved complaints together represent a significant body of dissatisfied customers whose negative experiences have direct implications for the developer's reputation and word-of-mouth referral potential. These findings underscore the urgency of investing in a structured customer grievance redressal mechanism with defined resolution timelines, accountability ownership, and transparent communication protocols.

## 5.5 Challenges, Best Aspects and Source Awareness

Table 5.4 presents the distribution of the biggest challenges faced by customers and the aspects they most appreciate about Vaman Civil Constructions.

Challenges / Best Aspects	Frequency	Percentage (%)
<b>Biggest Challenge Faced by Customers</b>		
Hidden charges / Lack of transparency	26	26.0%
Poor post-sales service	23	23.0%
Delayed possession	22	22.0%
Construction quality issues	18	18.0%
Inadequate amenities	11	11.0%
<b>Best Aspect of Vaman Civil Constructions</b>		



Construction quality	27	27.0%
Amenities provided	26	26.0%
Location and connectivity	25	25.0%
Sales team professionalism	11	11.0%
Value for money	11	11.0%

**Table 5.4. Biggest Challenges and Best Aspects (N=100)**

The challenge profile reveals a pattern of pricing-related dissatisfaction, with hidden charges and lack of transparency (26.0%) identified as the most prevalent challenge — consistent with the lowest Likert score recorded for pricing transparency. Poor post-sales service (23.0%) and delayed possession (22.0%) follow as the second and third most significant challenges, respectively, together representing 71.0% of all identified challenges and pointing to a clear cluster of service delivery and transparency issues as the primary improvement priorities. Notably, 18.0% cited construction quality issues as their biggest challenge — an apparent paradox given that construction quality received the highest mean satisfaction score, suggesting that while average quality is high, a meaningful minority of customers encountered quality deficiencies that significantly impacted their experience.

On the positive side, construction quality (27.0%), amenities (26.0%), and location (25.0%) emerge as the three attributes customers most value about Vaman Civil Constructions — forming a strong core brand proposition centered on physical product excellence that the developer should actively communicate and protect in its marketing and customer engagement strategy.

### 5.6 Net Promoter Score, Referral and Repurchase Intention

Table 5.5 presents the NPS distribution, referral intention, and repurchase intention findings.

Dimension	Category	Frequency (%)
NPS Category	Promoters (Score 9–10)	34 (34.0%)
	Passives (Score 7–8)	44 (44.0%)
	Detractors (Score 0–6)	22 (22.0%)
NPS Score	NPS = Promoters % – Detractors %	+12
Referral Intention	Definitely / Probably Yes	74 (74.0%)
	Maybe	11 (11.0%)
	Probably / Definitely No	15 (15.0%)
Repurchase Intention	Definitely / Probably Yes	64 (64.0%)
	Maybe	25 (25.0%)
	Probably / Definitely No	11 (11.0%)

**Table 5.5. NPS, Referral and Repurchase Intention (N=100)**

The Net Promoter Score analysis reveals that 34.0% of respondents are Promoters (score 9–10), 44.0% are Passives (score 7–8), and 22.0% are Detractors (score 0–6), yielding a calculated NPS of +12. While a positive NPS affirms that the developer's customer base has a net favorable disposition, the score of +12 places Vaman Civil Constructions in the lower range of healthy NPS performance, indicating significant opportunity to convert the large Passive segment into Promoters through targeted service quality improvements. Referral intention is broadly positive, with 74.0% of respondents indicating definite or probable willingness to recommend the developer to friends and family — a finding of acute commercial



significance given that 32.0% of new customers discover the

developer through word-of-mouth. Repurchase intention stands at 64.0% positive, reflecting a solid foundation of customer loyalty that the developer can build upon through systematic customer experience enhancement.

## 6. CONCLUSION

This study provides a comprehensive empirical assessment of customer satisfaction towards residential projects developed by Vaman Civil Constructions and Homes Pvt Ltd. The findings present a nuanced picture of organizational strengths and improvement imperatives. Construction quality (M=4.12) and amenities provision (M=3.99) represent genuine competitive strengths that form the core of the developer's value proposition and should be actively promoted in marketing communications. The overall mean satisfaction score of 3.88 and NPS of +12, while positive, reflect a customer experience that meets but does not significantly exceed expectations — a positioning that leaves the developer vulnerable to more customer-centric competitors.

The study identifies three priority improvement areas that represent the highest-impact opportunities for customer satisfaction enhancement. First, pricing transparency and documentation clarity — the two lowest-rated attributes — require investment in structured, plain-language communication of all charges, payment obligations, and legal processes, supported by dedicated customer education initiatives at key purchase journey milestones. Second, possession delivery performance — with 57.0% of customers experiencing delays — demands the implementation of project management improvements, realistic timeline commitments, proactive delay communication protocols, and customer compensation frameworks aligned with RERA provisions. Third, complaint resolution effectiveness — with only 30.1% of complaints resolved satisfactorily — requires the establishment of a formal Customer Relationship Management (CRM) system with defined resolution SLAs, ownership accountability, and transparent tracking mechanisms.

By systematically addressing these improvement areas while protecting and amplifying its core strengths in construction quality, amenities, and location, Vaman Civil Constructions can significantly improve its NPS, referral rate, and repurchase intention — translating customer satisfaction excellence into sustainable competitive advantage and business growth. Future research may extend these findings through longitudinal satisfaction tracking, comparative analysis across specific residential projects, and qualitative investigation of the underlying drivers of customer expectations in the target market segments.

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