

An Empirical Study on Consumer Satisfaction Towards Residential Property in Coimbatore

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Abstract—Residential property refers to real estate designed for people to live in, such as houses, apartments, and villas. It serves as both a living space and a long-term investment that contributes to personal security and financial stability. Consumer satisfaction refers to the degree to which a product or service meets or exceeds the expectations of consumers. High satisfaction indicates positive experiences, trust, and a greater likelihood of repeat purchases or recommendations. The rapid expansion of residential property in Coimbatore has created diverse housing options, yet consumer satisfaction levels remain uncertain. Despite increased investments, many buyers face challenges related to quality, pricing, location, and post-purchase services. Hence, this study aims to identify the key determinants influencing consumer satisfaction towards residential property in Coimbatore. This study follows an empirical research approach, with a sample of 145 consumers who have purchased residential property in Coimbatore. The sample was selected using a random sampling method. A self-designed questionnaire was administered to collect primary data on the respondents' personal profiles and buying behavior. Consumer satisfaction toward residential property was measured using a five-point Likert scale, while secondary data were sourced from published articles, books, journals, and reliable online resources. For analytical purposes, the collected data were entered into MS Excel and processed using statistical tools such as percentage analysis, mean score, standard deviation and the Chi-square test. Additionally, relevant null hypotheses were formulated to examine the significant relationships between consumer satisfaction and selected independent variables. This study mentioned that high level of satisfaction towards residential property is perceived by the consumers who belong to the age group of 31-40 years, business people, purchased residence with 3 BHK houses, spending Rs.70 lakhs–1 crore for buying residence and purchased individual site houses in Coimbatore.

Index Terms—Consumer Satisfaction, Residential Property, Buying Behaviour, Expectation, Apartment Area, Individual Site, Real Estate Market, Investment, etc.

I. INTRODUCTION

Residential property refers to real estate designed for people to live in, including individual houses, apartments, villas, and gated community homes. It represents one of the most important asset categories, as it fulfills the basic human need for shelter while also serving as a long-term financial investment. The demand for residential property is influenced by factors such as location, affordability, amenities, infrastructure, and overall quality of life. Buyers also consider safety, accessibility to schools, hospitals, and workplaces, and future appreciation potential. In the modern real estate market, changing lifestyles, rising incomes, and urban development continue to shape consumer preferences in residential property. Consumer satisfaction refers to the degree to which a product or service meets or exceeds the expectations of customers. It reflects the overall experience a consumer has after purchasing or using a product, influenced by quality, price, features, reliability, and service delivery. High consumer satisfaction indicates that the product aligns well with customer needs, encourages repeat purchases, strengthens brand loyalty, and enhances positive word-of-mouth. In contrast, low satisfaction signals gaps in performance, service, or value, prompting businesses to make improvements. Consumer satisfaction towards residential property reflects how well a home meets the expectations and needs of buyers or residents. It is influenced by factors such as location, pricing,

amenities, construction quality, safety, neighbourhood environment, and after-sales service. A high level of satisfaction indicates that the property delivers value for money and aligns with the lifestyle preferences of consumers. Developers who ensure transparency, timely delivery, and quality maintenance services can significantly enhance consumer satisfaction and build long-term trust in the housing market.

II. REVIEW OF LITERATURE

The researchers Salunkhe et al. (2025) revealed that consumer purchasing intention towards residential properties in Pune is significantly influenced by pricing trends, loan accessibility and perceived long-term value. Also, location attractiveness, availability of amenities and developer reputation perform a major role in shaping buyer preference. In addition, emotional factors such as lifestyle aspirations and a sense of security strongly motivate residential property purchase decisions. In case of Goel (2024) mentioned that customers express high satisfaction with basic product attributes such as design and essential features, though response variability indicates differing individual perceptions. Additionally, significant dissatisfaction is observed in locality and price attractiveness, where many respondents remain neutral, reflecting uncertainty and unmet expectations. Further, surroundings and augmented facilities also show lower satisfaction, indicating the need for improved amenities and value-added services in residential projects. According to Agarwal et al. (2024) illustrated that satisfaction levels towards real estate products vary significantly across gender, indicating that male and female buyers evaluate housing attributes differently. Further, the analysis identified that considerable gap between buyer expectations and seller offerings, especially regarding service-related attributes which strongly influence post-purchase satisfaction. It is confirmed that demographic and regional diversity proved a major role in shaping consumer decision-making patterns within the real estate sector. Regarding the study of Tutar and Azmy (2022) observed that the significant positive correlations between satisfaction levels and the three factors. Thus, effective warranties reduced post-purchase maintenance costs, suitable locations enhanced accessibility and convenience, and robust

security measures ensured resident safety, all contributing to buyer satisfaction.

In view of Mohindru and Kaur (2023) mentioned that the factors such as amenities offered, discounts, quality of construction materials, payment flexibility, and documentation clarity were prioritized as key contributors to customer satisfaction. Also, these factors significantly influenced buyer satisfaction, with affordability being the most critical determinant, while security services were the least impactful. Further, high correlation between the independent variables and customer satisfaction, underscoring their predictive value. The authors Arunkumar and Gunal (2022) noticed that most of the respondents leased residential, satisfied with the apartment lifestyle living and highly satisfied with the park facility in the Apartment. Further, current issues faced by the apartment buyers are lack of customization and poor quality. The study of Rakhmadi and Wardhana (2021) assumed that most of respondents were dissatisfied with structural elements, including columns, beams, ceilings, walls, and paint conditions, while minimum reported moderate satisfaction. The researcher had noticed that the primary causes of dissatisfaction were poor material quality, inadequate supervision during construction, and errors in material selection. The research from Lavanya and Vani (2020) displayed that quality of construction was the most important factor influencing customer perception towards private flats, followed by cost per square foot, reputation of the promoter, interior design, building elevation, building plan, amenities offered, offers and discounts, location of the flat, and loan facilities.

III. STATEMENT OF THE PROBLEM

The rapid urban expansion and growing population in Coimbatore have significantly increased the demand for residential properties, leading to the development of various housing projects across the city. However, despite the wide range of options available, consumer satisfaction towards residential properties remains a critical issue influenced by factors such as pricing, location, amenities, quality of construction, accessibility, and after-sales service. Many buyers experience a mismatch between their expectations and the actual value delivered, resulting in concerns related to transparency, maintenance, legal clarity, and long-term reliability. With rising investment in real estate

and increasing consumer awareness, understanding the level of satisfaction has become essential for developers, policymakers, and stakeholders. The problem arises from insufficient insights into the determinants of consumer satisfaction and the extent to which current residential offerings meet the needs of diverse buyers in Coimbatore. Therefore, this study aimed to examine the consumer satisfaction towards residential property in Coimbatore.

IV. OBJECTIVES OF THE STUDY

- To present the personal profile of the selected consumers who buy residential property in Coimbatore.
- To examine the consumer satisfaction towards residential property in the study area.

V. HYPOTHESIS OF THE STUDY

- There is no significant relationship between nature of house and consumer satisfaction towards residential property.

- There is no significant relationship between buying amount for residence and consumer satisfaction towards residential property.
- There is no significant relationship between type of house and consumer satisfaction towards residential property.

VI. RESEARCH METHODS

This study adopted a descriptive research design and relies on both primary and secondary data sources. The primary data were collected from consumers who purchased residential property in Coimbatore, Tamil Nadu, using a structured questionnaire designed to gather information on their personal profile and satisfaction levels. The secondary data were sourced from published books, journals, articles, reports and credible online resources. A sample of 145 consumers were selected as the sample using a random sampling method. The collected responses were initially compiled in MS Excel and subsequently analyzed using various statistical tools such as percentage analysis, mean score, standard deviation and the Chi-square test with the help of SPSS 22.0 software.

VII. RESULT AND DISCUSSION

7.1 Personal Profile of the borrowers

The compiled information regarding the respondents' personal profile and their satisfaction towards residential property is presented in the table below.

Table 1: Personal Profile and Consumer Satisfaction towards Residential Property

No.	Variables Name	Number of Respondents	%	Mean	SD
1	Age				
	• Upto 30 years	23	15.9	3.75	0.56
	• 31 - 40 years	63	43.4	3.87	0.37
	• 41 - 50 years	41	28.3	3.58	0.62
	• Above 50 years	18	12.4	3.78	0.64
	Total	145	100.0		
2	Occupation				
	• Government employee	34	23.4	3.85	0.55
	• Private employee	19	13.1	3.36	0.56
	• Business	50	34.5	3.68	0.60
	• Professional	42	29.0	3.86	0.47
	Total	145	100.0		
3	Nature of House				

No.	Variables Name	Number of Respondents	%	Mean	SD
	• 1 BHK	28	19.3	3.60	0.56
	• 2 BHK	42	29.0	3.85	0.52
	• 3 BHK	56	38.6	3.69	0.60
	• Above 3 BHK	19	13.1	3.72	0.58
	Total	145	100.0		
4	Buying Amount for Residence				
	• Upto Rs.70 lakhs	51	35.2	3.72	0.54
	• Rs.70 lakhs – 1 Crore	69	47.6	3.84	0.51
	• Above Rs.1 Crore	25	17.2	3.48	0.69
	Total	145	100.0		
5	Type of House				
	• Individual Site Area	89	61.4	3.84	0.50
	• Apartment Area	56	38.6	3.65	0.60
	Total	145	100.0		

- It is displayed from the above table that 15.9% of the consumers belong to the age group of upto 30 years, 43.4% of the consumers belong to 31–40 years, 28.3% of the consumers fall under 41–50 years and 12.4% of the consumers belong to the age category of above 50 years.
- Regarding occupation, 23.4% of the respondents are government employees, 13.1% of the respondents are private employees, 34.5% of the respondents are business people and 29.0% of the respondents are professionals.
- In terms of nature of house, 19.3% of the respondents have been purchased 1 BHK residence, 29.0% of the respondents have been bought residence with 2 BHK, 38.6% of the respondents have been purchased 3 BHK residence and 13.1% of the respondents have been bought residence with above 3 BHK houses.
- With regard to buying amount, 35.2% of the respondents purchased residences upto Rs.70 lakhs, 47.6% of the respondents purchased residences between Rs.70 lakhs and Rs.1 crore and 17.2% of the respondents purchased residences above Rs.1 crore.
- Concerning the type of house, 61.4% of the respondents have bought individual site houses and 38.6% of the respondents have purchased apartments.

7.2 Consumer satisfaction towards residential property

Consumer satisfaction towards residential property reflects how well the purchased home meets buyers' expectations in terms of quality, comfort, price, location and overall living experience. For this study, the researchers have framed eight statements with regard to consumer satisfaction towards residential property.

It is mentioned from the analysis that the Cronbach Alpha value for the statements of consumer satisfaction towards residential property is 0.975. This study shows that the reliability of the consumer satisfaction towards residential property is good and fit for analysis. It is indicated that majority of the consumers are satisfied towards residential property as 'Designs in accordance with Vaastu Shastra' with the mean score and standard deviation of 3.94 and 1.28 respectively followed by 'Layout of the house' with the mean score and standard deviation of 3.88 and 1.05 respectively.

7.3 Socio-economic Profile of the Consumers and Satisfaction towards Residential Property

With a view to find the degree of association between personal profile of the selected consumers and their satisfaction towards residential property, a cross-tabulation has been proposed. In order to find the relationship between selected independent variables and satisfaction towards residential property, hypotheses were developed and analyzed through applying Chi-square test.

Nature of House and Consumer Satisfaction towards Residential Property

H_0 : There is no significant relationship between nature of house and consumer satisfaction towards residential property.

Table 2: Nature of House and Consumer Satisfaction towards Residential Property

S. No	Nature of House	Level of Satisfaction			Total	Chi-Square Value
		Low	Medium	High		
1	1 BHK	5 (17.9%)	4 (14.3%)	19 (67.9%)	28 (100.0%)	27.238 (0.000*)
2	2 BHK	17 (40.5%)	15 (35.7%)	10 (23.8%)	42 (100.0%)	
3	3 BHK	9 (16.1%)	25 (44.6%)	22 (39.3%)	56 (100.0%)	
4	Above 3 BHK	3 (15.8%)	2 (10.5%)	14 (73.7%)	19 (100.0%)	
	Total	34	46	65	145	

Note: Parenthesis indicates 'p' value; * – Significant at 1% level

It is assumed from the above table that the 'p' value is lesser than 0.05 and the null hypothesis is rejected. Therefore, there is a close significant relationship between nature of house and consumer satisfaction towards residential property.

Buying Amount for Residence and Consumer Satisfaction towards Residential Property

H_0 : There is no significant relationship between buying amount for residence and consumer satisfaction towards residential property.

Table 3: Buying Amount for Residence and Consumer Satisfaction towards Residential Property

S. No	Nature of House	Level of Satisfaction			Total	Chi-Square Value
		Low	Medium	High		
1	Upto Rs.70 lakhs	7 (13.7%)	27 (52.9%)	17 (33.3%)	51 (100.0%)	20.025 (0.000*)
2	Rs.70 lakhs – 1 Crore	19 (27.5%)	11 (15.9%)	39 (56.5%)	69 (100.0%)	
3	Above Rs.1 Crore	8 (32.0%)	8 (32.0%)	9 (36.0%)	25 (100.0%)	
	Total	34	46	65	145	

Note: Parenthesis indicates 'p' value; * – Significant at 1% level

It is pointed out from the above table that the 'p' value is lesser than 0.05 and the null hypothesis is rejected. Hence, there is a close significant relationship between buying amount for residence and consumer satisfaction towards residential property.

Type of House and Consumer Satisfaction towards Residential Property

H_0 : There is no significant relationship between type of house and consumer satisfaction towards residential property.

Table 4: Type of House and Consumer Satisfaction towards Residential Property

S. No	Nature of House	Level of Satisfaction			Total	Chi-Square Value
		Low	Medium	High		
1	Individual Site Area	16 (18.0%)	29 (32.6%)	44 (49.4%)	89 (100.0%)	4.088 (0.130 ^{NS})
2	Apartment Area	18 (32.1%)	17 (30.4%)	21 (37.5%)	56 (100.0%)	
	Total	34	46	65	145	

Note: Parenthesis indicates 'p' value; NS – Not Significant

It is depicted from the above table that the 'p' value is greater than 0.05 and the null hypothesis is accepted. So, there is no significant relationship between type of house and consumer satisfaction towards residential property.

VIII. FINDINGS

- It is justified from the analysis that most of the selected consumers belong to the age category of 31–40 years. Also, high level of satisfaction towards residential property is perceived by the consumers who belong to the age group of 31–40 years (Mean = 3.87).
- It is inferred that most of the respondents are business people. Further, high level of satisfaction is reported by professional respondents (Mean = 3.86).
- It is observed that most of the respondents of the respondents have been purchased residence with 3 BHK houses. Also, higher satisfaction is perceived among respondents who have been purchased 2 BHK houses (Mean = 3.85).
- It is mentioned that majority of the respondents fall under the spending category of Rs.70 lakhs–1 crore for buying residence. However, higher satisfaction is perceived by respondents who purchased houses for Rs.70 lakhs – 1 Crore (Mean = 3.84).
- It is noticed that most of the respondents have purchased individual site houses. Moreover, higher level of satisfaction is also observed among respondents purchased individual site houses (Mean = 3.84).
- It is justified from the mean score test that majority of the consumers are satisfied towards residential property as 'Designs in accordance with Vaastu Shastra' followed by 'Layout of the

house' with the mean score of 3.94 and 3.88 respectively.

- The Chi-square test confirmed that there is a close significant relationship between nature of house and consumer satisfaction towards residential property.
- From the Chi-square analysis, it is depicted that there is a close significant relationship between buying amount for residence and consumer satisfaction towards residential property.
- It is proved from the Chi-square test that there is no significant relationship between type of house and consumer satisfaction towards residential property.

IX. SUGGESTIONS

- The findings observed that high level of satisfaction towards residential property is perceived by the consumers who belong to the age group of 31–40 years. Hence, it is suggested that real estate developers may enhance senior-friendly and accessible home features also to improve satisfaction among all age categories of consumers.
- From the study, it is indicated that high level of satisfaction is reported by professional respondents. So, this study suggested that builders may introduce more affordable pricing options, flexible payment schemes and transparent service communication to uplift the satisfaction of employed consumers.
- It is assumed from the study that higher satisfaction is perceived among respondents who have been purchased 2 BHK houses. Thus, it is advised that promoters may offer interior optimization support, renovation assistance and upgrade options to all the consumers purchased

different nature of houses to improve their satisfaction on houses.

- It could be revealed that higher satisfaction is perceived by respondents who purchased houses for Rs.70 lakhs-1 Crore. Hence, this study suggested that developers may strengthen premium amenities, ensure superior construction quality and provide better post-purchase services to enhance satisfaction among consumers who purchased houses.
- It is noticed that high level of satisfaction is observed among respondents purchased individual site houses. Therefore, it is suggested that consumers bought apartments to be provided with improved maintenance services, enhanced security features and upgraded common facilities to increase their satisfaction levels.

X. CONCLUSION

This study aimed to examine the consumer satisfaction towards residential property in Coimbatore. Consumer satisfaction towards residential property is influenced by factors such as construction quality, better amenities, value for money and aligns with the consumer's lifestyle needs. This study mentioned that there is a close significant relationship between consumer satisfaction towards residential property and selected variables like nature of house and buying amount for residence. This study revealed that real estate developers should enhance housing features, affordability options and post-purchase services to improve satisfaction among consumers in Coimbatore.

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