

Consumer Satisfaction with VGN Projects

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Abstract— *The VGN group has 70000 customer bases and it has the capability of modifying the customer approach in the real estate industry of Chennai. The objective of this study is to evaluate customer satisfaction in VGN projects. VGN is a reputed real estate company established in 1942 and has been into developing residential townships & plotted developments in Chennai. This company's dedication, sheer focus on quality constructions, and professional leadership have resulted in substantial growth in the happy customer list over a period of time. The constant online presence allows this company to expand its business to reach its potential customers and paves the way to gain new customers/investors in its real estate projects.*

Keywords: *Consumer, Satisfaction, Chennai, VGN groups, Real estate.*

I. INTRODUCTION

VGN is a multi-Million-dollar real estate company that develops residences, commercial, retail, and plots in Chennai, Tamil Nadu, India. Starting with affordable housing the luxury/ultra-luxury segment VGN caters to all sections of society.

This company's efforts to provide quality, timely delivery, and expertise has created a great impact in customers' mind including repeated customers in various projects. Almost 95% of their customers are immensely happy and keep investing in VGN projects since they are managing the brand name "VGN" effectively.

The VGN has been founded in the year of 1942 and constructed the dynamic real estate industry that had its headquarters in Chennai and provides beautiful and world-class homes through best practices in the industry. This company had certification on ISO 9001:2008 and was also certified by the Integrated Management System (IMS) that was registered by the Lloyd's Register (VGN, 2022). This real estate company had developed over 30 million square feet of residential projects that had provided thousands of families with their dream houses in Chennai. All these residential projects have appreciated many folds over a period of time and customers have gained exponential returns on their investments.

Mr. Pratish Vedhappudi entered the real estate business at a very young age from the year 2004. He wanted to implement his dream by venturing into property development and construction of large residential projects in and around Chennai. Since 2008, He has embarked on large residential townships in various parts of Chennai. His motto is to help thousands of families to realize their dream of owning a 'Home' and also provide exponential returns on their investments in VGN properties in Chennai. Under his leadership, the VGN group has completed over 600 acres of plotted development, consisting of 20,000 residential plots. The group has also constructed 10500 apartments and delivered them to customers under his leadership and another

10,000 homes are in the pipeline. His leadership assists to provide creative and innovative ideas in the project development and motivated the construction team to build a residential project that assists to developed townships in Chennai.

The VGN had completed over 600 acres of plotted development and established large residential townships in the various part of Chennai. This company had 20,000 residential plots with the motto of providing a thousand houses to needy people and fulfilling their dream of owning their own homes in Chennai. This factor assists to provide customer satisfaction with the help of developing the residential project in expanding the real estate industry (Uzir *et al.* 2021). The aim of this study is "to measure the customer satisfaction provided by VGN company in expanding the real estate industry in Chennai". The main objective of this study is to identify the ways to the success of the completed real estate project work and promoted customer satisfaction in VGN. On the other hand, the impact of managing directors in enhancing customer satisfaction is also a part of the objective of this study.

II. LITERATURE REVIEW

Introduction

Customer service is an important factor in managing the services in the real estate industry by providing high-quality hospitality to the consumer in delivering constructed residential buildings effectively. The development of customer services assists to develop the marketing effort in expanding the real estate businesses and guides the investors in building trust and brand loyalty in producing effective referrals.

Identify the ways to provide customer services in the real estate business

The real estate business assists in building houses, selling, renovating, constructing, and managing the property handling the challenges in the working process, and managing the expectations of the customers. These factor

guides the operating managers to provide the residential buildings with quality construction. The construction of the residential property processes helps expand communication among the employees and establish strong relationships with the clients. A good relationship with the clients provides an opportunity in resolving their issues amicably (Jiménez-Pulido *et al.* 2022). This factor allows for providing empathy for understanding the client's emotional needs that assist to improve the perspective about the residential townships in property development. The VGN group applied this process for the residential building construction by promoting emotional attachment toward the work.

The high level of transparency provides the details about the construction project in executing the building residences by providing knowledge and improving the relationship with their clients in the long term. The practice of active listening guides for improving the environment in the customer service of residential services in developing the practices to provide the attention of the customers (Zhao *et al.* 2021). The VGN groups develop transparency in the operating process through planning and scheduling for the clients that help to predict the renovation plans in avoiding burnout in project development. The rotation of schedules assists to maintain the workload pressure of renovation of the buildings and also develops the real estate transactions with the help of constructors and buildings.

Evaluate the landmark project of VGN in customer service

The landmark project assists to develop the quality for facilitating the transactions and purchasing the property and maintaining the services with the help of reputed construction and builder. This factor helps to construct the business model for buying and selling residential property in developing the relationship with the consumers by representing the building plan effectively. The real estate service industry utilizes technology for providing customer services in improving trust among other members of the construction community (Sanny *et al.* 2020). The VGN groups guide to adopt the new technology for providing the services in communicating to boost the business service efficiently.

Sl. No	Project Completed	No of units	Completed Year	Project Size (in Sq.Ft.)
1	Minerva	581	2011	7,30,979
2	Ferndale	160	2013	1,37,576
3	Krona – I	359	2015	4,09,490
4	Krona – II	82	2017	1,10,540
5	Platina	682	2014	6,53,276
6	Brixton	818	2016	7,04,074
7	Cosmopolis	221	2017	2,79,315
8	Trinity Garden	39	2017	48,826
9	Brent Park	231	2018	2,58,809
10	Crofton Garden	561	2019	5,72,278
11	Victoria Park	231	2019	2,59,181

Figure 1: A completed project in 2011-2019

This above figure reflects that the Minerva project was completed in the year 2011 with a unit of 581 in the 7,30, 979 Sq. Ft and guides the constructor and builder through the renovation process of buildings. Moreover, Krona-I and Krona-II project guides to develop the quality with the units of 359 and 82 in the year 2015-2017 in the square feet of 4,09,490 and 1,10,540. However, the Victoria Park and Crofton Garden had completed in the year 2019 with units of 231 and 561 in the square feet of 5, 72,278, and 2,59,181 which indicates the progress of VGN in the project development.

12	Oval Garden	164	2020	1,46,120
13	Stafford	1302	2016	14,29,664
14	Coasta	117	2015	2,76,150
15	Notting Hill	166	2020	2,43,390
16	Fairmont Phase I	681	2022	7,90,795
17	Temple Town	524	2018	6,00,728
18	May field Park	342	2020	3,35,454
19	Melrose Garden	208	2019	2,17,395
	Total	7469		82,04,040

Figure 2: A completed project in 2019 - 2020

The above figure showcased that Stafford had 1302 units in 2016 in the 14,29, 664 and this project has the biggest unit in constructing buildings in the real estate industry in Chennai. This factor assists to fulfill the motto of providing shelter to thousands of people by maintaining the shelter service and construction of residential townships in various areas in Chennai (Lin, 2018). In the year of 2022, the Fairmont Phase I guides to maintain the 681 units in square feet of 7,90,795 that assists to develop customer satisfaction in operating service of the landmark project.

Strategies to improve the approach in the real estate business

The real estate business of VGN groups can improve their strategies in developing the approach to expand the building of residential shelters for needy people in Chennai. The managing process of this company applies the strategy in expanding the real estate business mentioned below:

- The identification of the target market allows for understanding the perspective of the clients in construction and renovating the building services in the expanding real estate business services in Chennai (Sáez-de-Guinoa *et al.* 2022). The development of the marketing budget assists to expand the real estate business through email marketing, social media, and postal marketing to promote the services and improve online appearance effectively.
- The creation of the official website guides to establish a presence such as Facebook, Twitter, and LinkedIn in improving the reach out for attracting potential customers. This factor assists to provide success in the real estate businesses by getting better referrals from previous customers and word-of-mouth advertisement for boosting the approach to attract new customers (Munaro *et al.* 2020).

- On the other hand, the construction of the real estate newsletter assists to provide knowledge about the current mortgage rates, advantages of homeownership, and changes in the laws of real estate. This factor assists to improve the quality of the customer approach by providing proper knowledge and develop insights into constructing the mindset of the customers.
- The building and planning of the real estate plan assist to construct the team with experience builders and constructors for improving the designing process that helps identify the risk in the project development (Evjen *et al.* 2020). This factor guides to develop the brand awareness to improve the real estate sales strategy for maintaining sales in Chennai.
- The real estate process of VGN groups guides to expand of the number of units in completing the services to the customers by evaluating landmark services in the area of Chennai. The new project, Fairmont Phase I assists to get a happy customer base of 70,000 people in improving the planning and designing process of the residential township in Chennai.

III. METHODS

After-sales service quality

After-sales service assists to provide the customer after delivering the product and support the customer to use that assures in offering benefits to the customers for expanding the business opportunity. The real estate business had focused to meet the customers' needs with the help of construction design, better residential offerings, consumer support, and after the sales of property services. The landmark project had given in the form of maintenance, alteration, and adding new services in rearranging the internal space in managing the compatibility of new usage and improving the facilities effectively (Shokouhyar *et al.* 2020). The application of the five dimensions for service quality implies the operating process of the construction project with the help of tangible, reliable, assurance, empathy, and responsiveness. The tangibility in the working process guides the improvement of the physical facilities, equipment, staff, and communication materials for identifying the resources used in the real estate business.

Reliability and responsiveness assist to determine the capacity to fulfill the real estate services for developing the reliability of services and maintaining communication with the clients (Ullah *et al.* 2018). Assurance helps to measure the completeness and politeness of the real estate firms' staff in maintaining the capacity for establishing trust and confidence with the clients and empathy assists to customize the services effectively.

Customer satisfaction

The existing studies help to focus on the concepts of customer satisfaction such as transaction-specific customer satisfaction and cumulative customer satisfaction for

evaluating the landmark project in project development. The transactional process assists to measure property purchase transactions and the cumulative process presents the evaluation-based service and total purchase over time. In this study, the cumulative process allows for measuring the overall satisfaction of customers through the analysis of a certain period in understanding customer services in real estate services. This factor helps to evaluate behavior and emotion through the feedback process of clients about the real estate business and develop the customer base efficiently (Rani *et al.* 2021). The development of customer base guides to build suitable residential buildings with the help of improving the facilities in project development that assists to understand the client's perspective in personalizing the services. This factor helps in improving the customer support services to promote the quality of facilities among the clients in maintaining the real estate services.

Customer loyalty

Customer loyalty assists to determine the proper resources for developing competitive advantages and provide better services to the customers for developing loyalty to the business services. Behavioral loyalty helps to develop customer referrals through the improved application of customer satisfaction and improves the emotional attachment with the customer in maintaining the real estate business. This factor allows for considering the alternative in developing the decisions making process through the provision of positive word of mouth for recommending the usage of property development. The maintenance of customer loyalty guides to provide behavioral and attitudinal loyalty for supporting the decisions of the customers in personalizing services in the project development (Ramamoorthy *et al.* 2018). This factor assists to build a long-term relationship with customers in the VGN groups in expanding the services of real estate business in Chennai. This company assists to develop clubhouses, and retail blocks in launching residential apartments in the area of Chennai

Sample and procedure

The target population of this research assists in the analysis of the feedback of clients of housing complexes and residential townships in the area of Chennai and providing shelters with the help of housing design (Wahjudi *et al.* 2018). The construction of houses guides to build the residents in developing a plot of land with over 30 million sq. ft of residential projects and a total completed 19 projects between 2011 and 2022. This factor highlights the total of 7469 units in the 19 projects for developing the residential design and unit division in the property development process.

IV. RESULT AND DISCUSSION

Result

12	Oval Garden	164	2020	1,46,120
13	Stafford	1302	2016	14,29,664
14	Coasta	117	2015	2,76,150
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16	Fairmont Phase I	681	2022	7,90,795
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19	Melrose Garden	208	2019	2,17,395

Figure 3: Analysis of the past project of VGN groups

The above figure represents that the Stafford landmark project has 1302 units due to the requirement of the clients from providing shelter services to common people in Chennai. This factor assists to improve customer satisfaction by understanding customer preferences effectively and maintain customer services in the real estate business (Baber *et al.* 2020). On the other hand, the recent project Fairmont Phase I assists to continue the services in the year 2022 with the units of 681 in the area of Chennai for constructing the township effectively. This factor also indicates the launches of the new project in the further phase of this landmark project that had over 918 residential units, clubhouses, and retail blocks in the project development process. The introduction of the further phases causes the VGN groups to provide their customer with better services and prompts a positive relationship with the consumer in developing apartments, villas, and plots.

This factor assists to maintain the brand reputation in the real estate industry of Chennai and promoting VGN groups services through the application of newsletter, and social media in managing the online presence.

Discussion

The analysis of the result in observing the services of VGN groups assists to highlight that the VGN groups have expanded the services of providing shelters and maintaining communication with customers. This factor helps the operating staff of this company to understand the clients' performances in designing housing facilities and develop the phases of landmark projects in the project development process (Alzoub *et al.* 2022). The Stafford landmark project assists to develop the number of units for fulfilling the requirements to provide better facilities in managing the construction process. These projects had been constructed on 14, 29,664 square feet in enhancing the design of the residential project in supporting customer services. This factor helps to maintain communication with the consumers in launching new plans in the residential project under the guidance of the owner of VGN groups. The project of Fairmont Phase I was completed in the year 2022 for developing the 681 units in the area of 7,90,795 square feet in maintaining the reputation in the Chennai real estate industry.

This project helps to provide satisfaction to the consumers

through the quality of services and developing construction designs of apartments, villas, and plots in managing the phase plan of 2023. This factor sheds light on the planning of the future phases in the project development through analysis of the customer trends in modifying the designing process in Chennai (Bhaduri *et al.* 2019). The improvement of the designing process helps to communicate with clients for implementing the personalized features before handing over the apartments, and plots in Chennai. This factor assists to improve the online presence with the application of new shelter for providing knowledge about the current situation of the real estate business and developing the brand impression effectively.

V. CONCLUSION

The VGN groups had developed their communication services for understanding the requirement of the consumer in providing apartments and plots according to their preferences. This factor helps the company to get drastic growth in landmark projects through development in the short period of 2011-2022 with 19 projects in various locations of Chennai. This company also noticed the development of proper managerial system construction by the MD of VGN groups and develop many projects under his guidance for modifying the designing process effectively. The analysis of the customer satisfaction of VGN groups shows that 95 percent customer are satisfied with their service in the real estate business in Chennai. This factor highlights the root cause of expanding the residential apartment, and plots selling process and providing customer support, and resolving their issues related to real estate services. The personalization process helps to provide satisfaction to the clients by introducing new phases of landmark projects and measuring the number of plots in managing the real estate business in Chennai.

In the future, the VGN will develop its marketing approach through the utilization of positive promotion in delivering the apartment, and plots that enhance customer engagement in the various locations of Chennai. This factor guides them to construct their expansion of the project according to the preference of the customer in providing customer support in a better way and providing immense satisfaction to its customers.

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