PREFACE

This research thesis describes about marketing strategy and customer satisfaction scenario in Real Estate sector in Delhi NCR. It has been noted that, Real estate sector holds the determining position in calculation of Gross Domestic Product of India, but still this sector lacks basic structure and regularized policy for operation. In Delhi NCR, there are hundreds of real estate developers are operating and constructing thousands of property. Customers of these real estate developers are showing high level of dissatisfaction and grieved but have no way out to deal with the ongoing issue. The real estate developers are showing alluring and lucrative images of upcoming projects and takes booking from the customers. In fact, the sales person and external sales agents makes true – false statement and mis-lead about various facts of the projects, which ultimately results into delivering of below expectation of property. The activities of real estate developers and their sales persons are making money out of high dissatisfaction of customers and they are not even bothered 1% for the customers.

Next, the real estate developers are focusing more on sales rather than a due marketing process. There are hundreds of real estate developers which come and exit the market in every three to four years, in fact, there are some of the developers which are existing in market since more than ten to fifteen years too, but still they could not make a strong brand of themselves. The real estate developers even advertise themselves on electronic or print media but that belongs only for specific period and also for specific project and these developers are not making any effort for brand building purposes.

In this thesis, the first part of study belongs to customer satisfaction matter in real estate segment and also identified the basic issues of customers, which the developers have to resolve and the second part of the study belongs to marketing strategy to be followed by the real estate developers for their futuristic requirements. The study is based on survey data from the respondents and accordingly the data has been analysed and results have been framed. A strategy model has been formed by combining the customer satisfaction matters and marketing methods to be followed.