
A STUDY ON CUSTOMER PERCEPTION, AWARENESS AND SATISFACTION TOWARDS CONSTRUCTION SERVICES WITH REFERENCE TO ALMANDI CONSTRUCTION, CHENNAI

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ABSTRACT

Customer awareness, perception, and satisfaction are important factors that influence the growth and reputation of construction companies in today's competitive environment. Customers expect quality construction services, timely completion of projects, effective communication, and professional coordination from construction organizations. Understanding customer expectations and satisfaction levels helps organizations improve service quality and maintain customer relationships.

The present study titled "A Study on Customer Awareness, Perception and Satisfaction Towards Construction Services with Reference to Almandi Construction, Chennai" aims to analyse customer opinions regarding construction services and identify the factors influencing customer satisfaction. The study also evaluates service quality and customer experience.

The study adopted a descriptive research design using both primary and secondary data. Primary data was collected through a structured questionnaire from 100 respondents. Percentage analysis was used to interpret data.

The findings of the study indicate that most customers are satisfied with the quality of services, project coordination, and communication provided by the organization. Areas such as response time, project updates, and customer follow-up require improvement. The study concludes that maintaining effective communication, improving service quality, and ensuring

timely project completion can significantly enhance customer satisfaction and organizational performance.

KEYWORDS: Customer Awareness, Customer Perception, Customer Satisfaction, Construction Industry, Service Quality, Project Coordination.

I. INTRODUCTION

Customer awareness, perception, and satisfaction have become important factors influencing the growth and success of organizations in the modern business environment. In the construction industry, customers expect quality services, timely project completion, proper communication, transparency, and professional coordination. Construction companies that understand customer expectations and maintain good service quality are more likely to achieve long-term business success and customer loyalty.

The construction sector in Chennai has experienced significant growth due to increasing urbanization and infrastructure development. As competition among construction companies continues to increase, organizations must focus not only on technical performance but also on customer relationship management and service quality. Positive customer perception and satisfaction help organizations strengthen their reputation and improve customer trust.

The present study titled “A Study on Customer Awareness, Perception and Satisfaction Towards Construction Services with Reference to Almandi Construction, Chennai” focuses on understanding customer opinions regarding construction services and identifying the major factors influencing customer satisfaction levels.

1.1. Customer Awareness

Customer awareness refers to the level of knowledge customers possess regarding the services provided by an organization. Awareness is created through advertisements, customer references, social media, and direct communication. Higher customer awareness helps organizations attract customers and improve their market presence.

1.2. Customer Perception

Customer perception refers to the opinions and impressions formed by customers based on their experience with the organization. Factors such as service quality, communication, professionalism, pricing, and project completion influence customer perception in the construction industry.

1.3. Customer Satisfaction

Customer satisfaction refers to the extent to which customer expectations are fulfilled by the organization. Satisfied customers are more likely to maintain long-term relationships and recommend the organization to others. In the construction sector, customer satisfaction mainly depends on service quality, responsiveness, project coordination, and overall customer experience.

II. INDUSTRY PROFILE

The construction industry plays an important role in economic development and infrastructure growth. Increasing demand for residential and commercial buildings has contributed to the rapid growth of the construction sector in India. The industry provides employment opportunities and supports urban development activities.

In recent years, customer expectations in the construction industry have increased significantly. Customers expect quality construction services, transparency, timely project completion, and effective communication from construction companies. Organizations must focus on customer satisfaction and service quality to maintain competitiveness in the market.

2.1. Growth of Construction Industry

Rapid urbanization and infrastructure development have increased the demand for construction services in major cities such as Chennai. Construction companies continue to adopt improved project management practices to satisfy customer expectations.

2.2. Importance of Customer Satisfaction

Customer satisfaction plays a major role in improving organizational reputation and business growth. Positive customer experience helps organizations maintain customer trust and increase future business opportunities.

2.3. Role of Communication in Construction Services

Effective communication between customers and organizations improves transparency and customer confidence. Proper communication helps customers understand project progress and service-related activities.

III. ORGANIZATIONAL CONTEXT

Organizational context refers to the internal environment, operational practices, and customer service approach followed by an organization. In the construction industry, organizational

performance depends on effective project management, communication practices, customer handling, and service quality. A well-managed organizational environment helps improve customer satisfaction and maintain long-term customer relationships. Construction companies must focus on proper coordination, transparency, timely execution of projects, and customer relationship management to achieve organizational growth and maintain a positive reputation in the competitive market.

3.1. Organizational Structure and Operations

The organizational structure of a construction company plays an important role in managing project activities and daily operations efficiently. Proper coordination between management, employees, and customers helps maintain smooth workflow and improves operational performance.

3.2. Customer Service and Project Management Practices

Customer service and project management practices significantly influence customer perception and satisfaction. Providing timely project updates, maintaining transparency, and responding effectively to customer requirements help organizations improve customer trust and overall customer experience.

IV. RESEARCH APPROACH

Research approach refers to the systematic method adopted for conducting the study and collecting relevant information. The present study adopted a descriptive research design to analyse customer awareness, perception, and satisfaction towards construction services.

Both primary and secondary data were used for the study. Primary data was collected through a structured questionnaire distributed to respondents. Secondary data was collected from journals, websites, company-related information, and reference materials.

4.1. Research Design

The study adopted a descriptive research design to analyse customer opinions and satisfaction levels regarding construction services.

4.2. Data Collection Methods

Primary data was collected using questionnaires, while secondary data was collected from journals, websites, and reference materials.

4.3. Sample Size

The study was conducted among 100 respondents selected for analysing customer awareness, perception, and satisfaction towards construction services.

4.4. Tools Used for Analysis

Percentage analysis and simple statistical interpretation methods were used to analyse the collected data and identify customer satisfaction levels.

V. IMPORTANCE AND NEED FOR THE STUDY

The construction industry has become highly competitive due to increasing customer expectations and market growth. Understanding customer awareness, perception, and satisfaction helps organizations identify service gaps and improve service quality.

The study is important because it helps analyze customer opinions regarding construction services and identify factors influencing customer satisfaction. The findings of the study help organizations improve communication practices, project coordination, customer relationship management, and overall service quality.

5.1. Understanding Customer Expectations

The study helps organizations understand customer opinions and expectations regarding construction services.

5.2. Improving Service Quality

Customer satisfaction analysis helps organizations improve operational performance and service quality.

5.3. Enhancing Customer Relationship

Maintaining positive customer relationships improves customer trust and long-term business growth.

VI. SCOPE OF THE STUDY

The study focuses on analyzing customer awareness, perception, and satisfaction towards construction services. It examines factors such as service quality, communication, project coordination, and customer experience within the selected area.

6.1. Customer Awareness

The study analyses the level of customer awareness regarding construction services and

organizational activities.

6.2. Customer Satisfaction

The study focuses on customer opinions regarding service quality and overall experience.

6.3. Service Improvement

The study helps identify areas requiring improvement in communication and customer relationship management.

VII. LITERATURE REVIEW

Literature review refers to the study of previous research works related to customer awareness, perception, and satisfaction. Earlier studies explain the importance of service quality, communication, and customer relationship management in improving customer satisfaction levels.

Previous researchers have identified that effective communication, transparency, and timely service significantly influence customer perception and organizational reputation in the service sector.

7.1. Customer Satisfaction Studies

Previous studies mainly focused on analyzing customer satisfaction based on service quality and customer experience.

7.2. Service Quality Research

Research studies explain that communication, professionalism, and responsiveness influence customer satisfaction significantly.

7.3. Customer Relationship Management

Earlier studies highlight the importance of maintaining positive customer relationships for organizational growth and customer loyalty.

VIII. FACTORS AFFECTING CUSTOMER SATISFACTION

Customer satisfaction in the construction industry is influenced by several factors such as service quality, communication, pricing, transparency, and project coordination. Positive customer experience improves organizational reputation and customer trust.

8.1. Service Quality

Quality construction services improve customer confidence and satisfaction levels.

8.2. Communication Practices

Proper communication and regular project updates improve customer relationships.

8.3. Project Coordination

Effective coordination helps ensure smooth workflow and timely project completion.

IX. FINDINGS OF THE STUDY

The study indicates that most customers are aware of the construction services provided by the organization. Customers expressed satisfaction regarding service quality, communication practices, and project coordination. The study also identified certain areas requiring improvement, such as customer follow-up and timely project updates.

9.1. Demographic Profile of Respondents

The study shows that most respondents belong to the 25–35 years age group (46%), followed by 36–45 years (32%) and above 45 years (22%), indicating a largely working-age customer base. In terms of gender distribution, 58% were male and 42% were female. The occupational profile reveals that 52% are working professionals or business clients, 28% are contractors or site supervisors, and 20% are individual homeowners.

9.2. Awareness and Customer Profile

The findings indicate that around 70% of respondents are aware of the services provided by Almandi Construction, while 30% have limited awareness. This shows moderate brand visibility and suggests the need for improved outreach and promotional activities.

9.3. Service Quality, Communication, and Satisfaction

About 64% of respondents expressed satisfaction with the services, 24% remained neutral, and 12% were dissatisfied. Communication was rated positively by 61% of respondents, while 21% found it average and 18% experienced gaps in response and updates. Around 30% also highlighted delays in follow-up and project progress communication.

9.4. Customer Loyalty and Overall Insight

Despite minor issues, customer loyalty remains strong, with 72% of respondents stating they would recommend Almandi Construction to others. Overall, the study indicates a satisfactory

level of service quality and customer trust, but highlights the need for improved communication consistency, timely follow-ups, and better customer engagement systems.

9.5. Statistical Analysis of Customer Satisfaction

On a 5-point Likert scale, the overall satisfaction level of customers is found to be above average. The analysis indicates that while most customers are satisfied with the services provided by Almandi Construction, there exists a minor variation in service experience. Approximately 64% of respondents agreed that they were satisfied with the overall service quality, while 24% remained neutral and 12% expressed dissatisfaction, mainly due to delays in communication or execution updates.

9.6. Communication and Service Interaction Gaps

A key finding of the study is that only 61% of respondents felt that communication was timely and effective, while 39% reported partial gaps or delays in responses and updates. This highlights a service gap where inconsistent follow-up and delayed progress updates create reduced customer confidence during project execution.

9.7. Identifying Operational Bottlenecks in Service Delivery

The study identifies certain bottlenecks in the service delivery process of Almandi Construction. These include delays in customer follow-up during ongoing projects, occasional lack of real-time progress updates, and coordination gaps between field execution teams and customer communication channels. Additionally, variations in project timelines sometimes lead to customer dissatisfaction, even when service quality remains acceptable.

9.8. Customer Feedback and Trust Pattern Analysis

Despite operational gaps, customer trust remains relatively strong, with 72% of respondents indicating willingness to recommend the company to others. This shows that positive service experience outweighs minor delays, and word-of-mouth continues to be a major factor influencing customer retention and brand reputation.

X. CHALLENGES FACED BY THE ORGANIZATION

Construction companies face several challenges in maintaining customer satisfaction and service quality due to increasing customer expectations and market competition.

10.1. Communication Delays

Delays in communication and customer response may affect customer satisfaction levels.

10.2. Increasing Customer Expectations

Customers expect timely project completion, transparency, and effective project coordination.

10.3. Project Management Difficulties

Managing multiple project activities and maintaining smooth coordination can be challenging for construction organizations.

XI. SUGGESTIONS

The organization can improve customer satisfaction by strengthening communication practices and maintaining regular customer follow-up during project activities. Providing timely project updates and improving responsiveness to customer queries can enhance customer confidence and trust.

The organization should also focus on improving service quality, transparency, and project coordination to maintain positive customer relationships and organizational reputation.

11.1. Improve Communication Practices

Regular communication and project updates can improve customer satisfaction levels.

11.2. Strengthen Customer Follow-up

Proper customer follow-up helps organizations maintain better customer relationships.

11.3. Enhance Service Quality

Maintaining quality standards and transparency improves organizational reputation and customer confidence.

XII. CONCLUSION

12.1. Customer Satisfaction and Service Quality

Customer awareness, perception, and satisfaction play an important role in determining organizational growth and customer loyalty in the construction industry. The study indicates that customers are generally satisfied with the construction services, communication practices, and project coordination provided by Almandi Construction. Factors such as service quality, transparency, professionalism, and customer handling significantly influence customer perception and overall satisfaction levels. Positive customer experiences help

organizations strengthen their market reputation and maintain long-term customer relationships.

12.2. Need for Continuous Improvement

However, the study also identified certain areas requiring improvement, particularly in customer follow-up, responsiveness, and communication efficiency during project execution. Delays in project updates and inconsistency in customer interaction may affect customer confidence and satisfaction levels. Therefore, maintaining effective communication, timely project coordination, and quality service standards is essential for improving organizational performance and customer trust.

The study concludes that understanding customer expectations and continuously improving service quality can contribute significantly to customer satisfaction and long-term business success in the construction industry. By adopting better customer relationship management practices and strengthening communication systems, construction organizations can improve customer retention, organizational reputation, and overall operational efficiency in a competitive business environment.

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