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A Study On Customer Satisfaction Towards Mohali Royal Residency

Mr. Amrinder Singh[1] , Amandeep Kaur[2]
[1]Assistant Professor in Punjabi, Baba Farid College, Bathinda, Mail-ID: amrinderbrar.bfcmt@gmail.com
[2]Department of Management, Baba Farid College, Bathinda,Mail-ID: amandeep2005Kaur@gmail.Com

*Corresponding Author

Mr. Amrinder Singh
Assistant Professor in Punjabi, Baba Farid College, Bathinda, Mail-ID: amrinderbrar.bfcmt@gmail.com

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Abstract: The study aims to analyze the level of customer satisfaction at Mohali Royal Residency, Mohali. It evaluates various factors influencing customer experience such as facilities, price, area, service quality, and buying experience. Primary data was collected from 100 respondents using a structured questionnaire. The findings indicate that customers are highly satisfied with the service quality, product/material quality, and buying experience. Most customers expressed willingness to recommend Mohali Royal Residency to others, showing a strong brand image. The study suggests maintaining service quality, enhancing customer engagement, and improving additional amenities to strengthen customer loyalty.

Introduction

Customer satisfaction plays a crucial role in determining the success and sustainability of any real estate organization. Mohali Royal Residency, located in Sector 117, Mohali, is known for its luxury builder floor apartments constructed using modern technology and high-quality materials. The organization aims to provide a comfortable, safe, and customer-friendly residential environment. This research study focused on understanding the satisfaction level of customers who purchased residential units from Mohali Royal Residency.

2. Objectives Of The Study

- To measure the level of customer satisfaction towards Mohali Royal Residency.
- To study customer perception toward facilities, pricing, and product quality.
- To understand customer willingness to recommend Mohali Royal Residency.
- To identify key areas of improvement.

3. Research Methodology

The study is descriptive in nature. Both primary and secondary data were used for this research. Primary data was collected from 100 respondents using a structured questionnaire. Convenience sampling technique was used to collect responses. Secondary data was obtained from articles, websites, and company documents. The data was analyzed using percentage method and simple interpretation tools.

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4. Data Analysis And Interpretation (Summary)

• 70% of respondents were male while 30% were female.
• The majority (33%) belonged to the 35–39 age category.
• 50% respondents were married while 50% were unmarried.
• 65% rated Mohali Royal Residency's services as excellent.
• 65% of buyers found their flat-buying experience excellent.
• 50% respondents associate MRR with high product/material quality.
• 70% are willing to recommend MRR to others.
• Price influences the decision-making of 50% respondents.
• Most respondents stated that MRR offers better service quality than competitors.

5. Findings

• Customers are highly satisfied with the product/material quality of Mohali Royal Residency.
• Facilities, location, and overall area planning received positive responses.
• The buying experience is smooth and professionally managed.
• Customers appreciate the security and environment provided by the project.
• The brand image of Mohali Royal Residency is strong, leading to high recommendation rates.
• Service quality is perceived to be better than competitors.
• Price is a factor but not a barrier for most customers.

6. Suggestions

• Introduce more recreational and community-building amenities.
• Enhance post-purchase customer engagement programs.
• Provide customers with regular project updates and communication.
• Offer flexible pricing schemes or promotional benefits for new buyers.
• Strengthen after-sales service to further improve satisfaction.

7. Conclusion

The study concludes that Mohali Royal Residency successfully maintains a high level of customer satisfaction. Most customers rated their experience as excellent and expressed their willingness to recommend the project to others, which reflects trust and reliability in the brand. The study suggests that continuous improvement in services, enhanced amenities, and strong communication can further enhance customer satisfaction and long-term loyalty.

8. References

•https://en.wikipedia.org/wiki/Customer_satisfaction
•https://www.businessdictionary.com
•Company website and brochures
• Data collected through structured questionnaire