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A STUDY TO FIND OUT MARKET POTENTIAL FOR NEXGES SOFTWARE IN GROUP HOUSING SOCIETIES OF EAST DELHI

RACHNA SHARMA

Associate Professor, Jaipuria School of Business, Ghaziabad, Uttar Pradesh, India

ABSTRACT

The Report is all about "A STUDY TO FIND OUT MARKET POTENTIAL FOR NEXGES SOFTWARE IN GROUP HOUSING SOCIETY OF EAST DELHI**"** and also to know about the customer perceptions and attitudes towards the software. Satisfaction level of the customers was also judged. The customer expectations were analyzed thoroughly. Major factors considered in research are: which group housing societies want to become a smart society, how many group housing societies are aware about the Nexges software & how they feel if Nexges provide automation to their society. To find this, descriptive research was conducted by using the procedure survey method. From the population of group housing societies a sample of 28 societies was selected and random sampling method was used to select the sample from all group housing societies. The findings of this research hopefully will demonstrate awareness of smart society concept among the group housing societies and will also create awareness of Nexges software among the group housing societies.

KEYWORDS: The customer expectations were analyzed thoroughly. Major factors

INTRODUCTION

Company Profile

Enugro is an entrepreneurial unique group as a company which started with just an idea and tons of enthusiasm. Enugro provides guidance in terms of idea evaluation and to take the client to a level where he understands his idea can be realized or not. Not only this, but when idea of customer is groomed up Enugro gives him fundamental ingredients of a start up like funds, operational guidance, etc. We are trying to build up a saving which we may put on risk when we retire as we won't have good retirement plans. This company provides a growth path by which clients achieve milestones slowly and steadily to be future ready.

Enugro promoter's Pvt ltd. is founded in 2013 by Arti Gupta with the vision and mission of the company consist to transform services into ideas to generate a service product. The main focus of Enugro is to deliver the best quality of services which make the present of customer easy and a click away for all those daily chores which might leave him with endless nightmares.

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OBJECTIVE OF THE STUDY

- To determine which group housing societies want to become a smart society.

- To discover that how many group housing societies are aware about the Nexges software.
- To discover that Nexges software helps in doing and handling the society work easily or automatically.
- To determine that group housing societies are comfortable in using Nexges software.
- To determine how they feel if Nexges provide automation to their society

RESEARCH METHODOLOGY

- Type-Quantitative Research
- Sample Unit- Group housing societies
- Sample size : 28 societies
- Sampling Method: Simple Random Sampling
- Sample area: East Delhi

SOURCES & METHODS OF DATA COLLECTION

I have used two methods for data collection:-

- Primary Data:- Survey, Questionnaire, Interview
- Secondary Data:- Books, Internet

DATA COLLECTION

Out of whole Delhi 28 respondents from group housing societies have been taken for convenience. The sample procedure chosen for this are convenience sampling method. Here randomly group housing societies are selected. Information, which we collected, was based on the questionnaire filled up by the members/residence or president/secretary of the society.

DATA ANALYSIS

All gathered data analyzed in the form of table and graph and made all percentage, frequencies, mean, and standard deviation by applying statistical formulas.

Table 1: Are You Aware of Smart Society Concept

Statement	Response	Frequency	Percentage (%)
Are you aware of smart society concept	YES	18	64.29%
	NO	10	35.71%
Total		**28**	**100%**

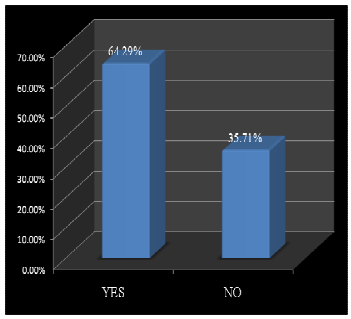

Figure 1

Interpretation

This chart shows that group housing societies were asked about the awareness of smart society concept, where 64.29% respondents were aware of smart society concept and 35.71% were unaware about the smart society concept.

Table 2: Do You Know About the Nexges Software

Statement	Response	Frequency	Percentage (%)
Do you know about the Nexges software	YES	4	14.28%
	NO	24	85.72%
Total		**28**	**100%**

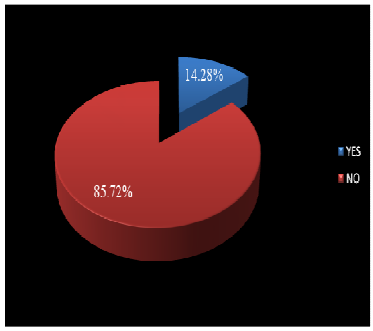

Figure 2

Interpretation

This pie chart shows that group housing societies were asked that- are they aware about the Nexges software? 14.28% respondents said that they were aware about the Nexges software and 85.72% were unaware about the Nexges software.

Table 3: Is Your Society Using Any Software for Visitor/Maid/Staff Entry and Residence Complaints

Statement	Response	Frequency	Percentage (%)
Is your society using any software for visitor/maid/staff entry and residence complaints	YES	2	7.14%
	NO	26	92.86%
Total		**28**	**100%**

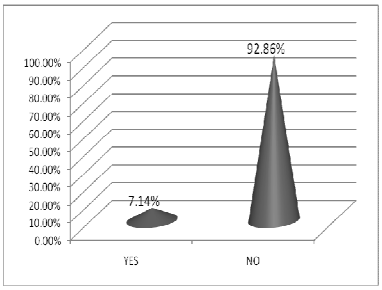

Figure 3

Interpretation

This chart shows that group housing societies were asked that -Are they using any software for visitor/maid/staff entry and residence complains, where 7.14% respondents said that they are using software for visitor/maid/staff entry and residence complains and 92.86% were not using any software.

Table 4: Would you Like if Society is Completely Automated Without any Manual Dependency?

Statement	Response	Frequency	Percentage (%)
would you like if society is completely automated without any manual dependency	YES	22	78.58%
	NO	6	21.42%
Total		**28**	**100%**

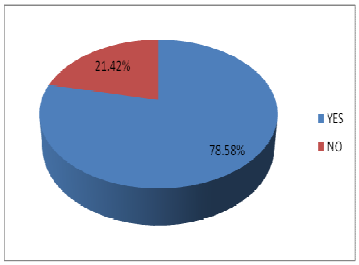

Figure 4

Interpretation

This chart shows that group housing societies were asked that would they like if society works completely automated without any manual dependency, where 78.58% respondent said yes they want work should be done automatically and 21.42% were not in favor of this.

Table 5: Would You Like to Capture Photo and Mobile Number Identification of Visitor with Visitor Pass ID and OTP?

Statement	Response	Frequency	Percentage (%)
Would you like to capture photo and mobile number identification of visitor with visitor pass ID and OTP	YES	25	89.28%
	NO	3	10.72%
Total		**28**	**100%**

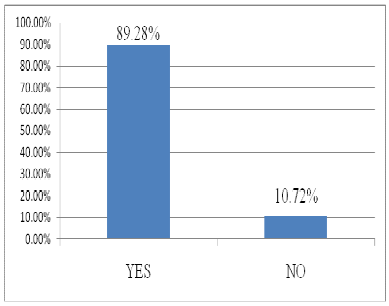

Figure 5

Interpretation

This graph shows that group housing societies were asked that would they like to capture photo and mobile number identification of visitor with visitor pass ID and OTP, where 89.28% respondents said yes and 10.72% were not in favor of this.

Table 6: Would You Like Residents of Your Society to Track Their Visitor from SMS/Notification

Statement	Response	Frequency	Percentage (%)
Would you like residents of your society to track their visitor from SMS/Notification	YES	22	78.57%
	NO	6	21.42%
Total		**28**	**100%**

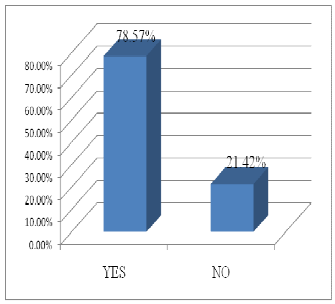

Figure 6

Interpretation

This graph shows that group housing societies were asked that would you like residents of your society to track their visitor from SMS/Notification, 78.57% respondent said yes they want to track their visitor and 21.42% said that they don't want to track their visitor through sms.

Table 7: Would You Like That if you're Maid/Staff /Milkman/Driver Entry would be Done Via RFID Card/ Biometric System

Statement	Response	Frequency	Percentage (%)
Would you like that if your maid/staff /milkman/driver entry would be done via RFID card/ Biometric System	YES	24	85.71%
	NO	4	14.29%
Total		**28**	**100%**

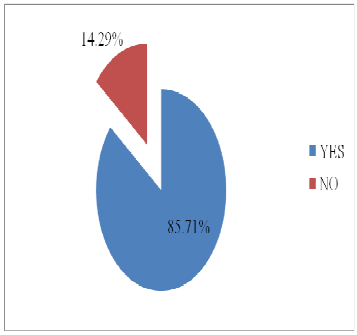

Figure 7

Interpretation

This graph shows that group housing societies were asked that would you like that if your maid/staff /milkman/driver entry would be done via RFID card/ Biometric System, where 85.71% respondent said yes and 14.29% said no.

Table 8: Would You Prefer to Get Completely Automated Work Report of Staff with SMS Notification?

Statement	Response	Frequency	Percentage (%)
Would you prefer to get completely automated work report of Staff with SMS notification?	YES	23	82.14%
	NO	5	17.86%
Total		**28**	**100%**

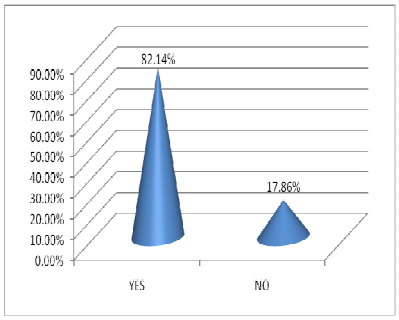

Figure 8

Interpretation

This graph shows that group housing societies were asked that would they prefer to get completely automated work report of Staff with SMS notification, in this 82.14% respondent agreed that they want work report of staff through sms and 17.86% said that they don't want work report through sms.

Table 9: Do you Think it Will Be Helpful if you're Society Management Sends Notice to All Residents of Your Society via a SMS/App Notification?

Statement	Response	X	Frequency	f*X	X-mean	$(X\text{-mean})^2$	Percentage
Do you think it will be helpful if your society Management sends notice to all residents of your society via a sms/app. Notification?	Strongly Agree	1	8	8	-1.1	1.21	28.58
	Agree	2	14	28	-0.1	0.01	50
	Neutral	3	3	9	0.9	0.81	10.70
	Disagree	4	1	4	1.9	3.61	3.58
	Strongly Disagree	5	2	10	2.9	8.41	7.14
Total				**59**		**14.05**	**100**

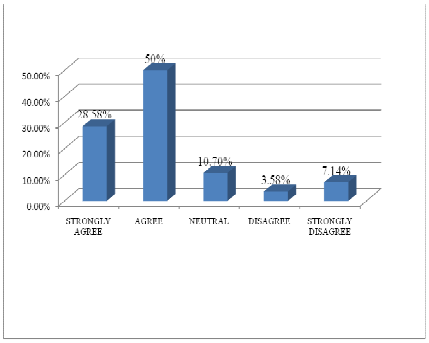

Figure 9

Interpretation

This chart shows that group housing societies were asked Do you think it is helpful for you and your society residence if your society Management can send notice to all residence of your society via a sms/app. Notification, where 28.58% of the respondents were strongly agreed, and 50% of the respondents were agreed. While 10.70% of respondents were uncertain about the statement. 3.5% disagreed and 7.14% were strongly disagreed with the statement.

- Total number = 28
- Mean (X) = 59/28
- = 2.1
- Standard deviation = 0.72

STEP: 1

SET H_0 (NULL HYPOTHESIS) AND H_1 (ALTERNATIVE HYPOTHESIS)

The null hypothesis expressed in the form of equation

$H_0: \mu = \mu_0$

(Where μ is the population mean and μ_0 is the hypothesized value of population mean)

To test whether it is helpful for the residence of the society if society management can send notice via sms or app. Notification, null hypothesis can be set as "it is not helpful for the residence of the society if society management can send notice via sms or app. notification"

Symbolically,

H_0: μ = it is not helpful for the residents of the society if society management can send notice via sms or app. notification.

The alternative hypothesis set as "it is helpful for the residence of the society if society management can send notice via sms or app. notification"

Symbolically,

H_1: $\mu \neq$ it is helpful for the residence of the society if society management can send notice via sms or app.

notification.

(When null hypothesis is found to be true, the alternative hypothesis must be false or when null hypothesis is found to be false, the alternative hypothesis must be true.)

STEP: 2

Determine the Appropriate Statistical Test

The sample size is less than 30 and population standard deviation is unknown. So t-test is an appropriate test. The t-test is given as under

$t= (X-\mu_0 /S)\sqrt{n}$

STEP: 3

Set Level of Significance

- The level of significance means the size of the rejection region or the size of the critical region.
- Level of significance is denoted by alpha (α)
- The level of significance, that is α is set as 5%

STEP: 4

Set the Decision Rule

- We are using two-tailed for testing the hypothesis.
- $t_{\alpha/2}$ is on either side because in two-tailed test rejection risk size is on both the sides.
- Degree of freedom : (n-1)
- (28-1) = 27
- The t distribution value for a two-tailed test is $t_{0.025}$ =2.052 for degree of freedom 27. So, if the computed t value is outside the ± 2.052 range, the null hypothesis will be rejected; otherwise accepted.

STEP: 5

Analyse the Data

Sample mean(X) = 2.1

Sample standard deviation(S) = √ (14.05/28-1)

= 0.72

N= 28

Degree of freedom = 27

The tabular t value is $t_{0.025, 27}$ =2.052

The t formula for testing hypothesis is $t= (X-\mu_0 /S)\sqrt{n}$

= (2.1-0/0.72)√28

=2.91*5.29

= 15.3939

STEP: 6

Statistical Conclusions

- The calculated value of t is 15.3939 which do not falls in the acceptance region. Hence, null hypothesis is rejected.
- $t_{critical}$ =2.052<calculated value 15.3939 (*when the critical value is less than calculated value than we will reject H_0 and accept H_A)*
- It is helpful for the residence of the society if society management can send notice via sms or app. notification.

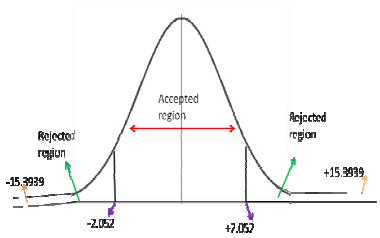

Figure 10

Table 10: How do you Feel if You Get Daily/Monthly Mail Report of Attendance of your Staff/Maid/Driver Etc?

Statement	Response	X	Frequency	f*X	X-mean	$(X\text{-mean})^2$	Percentage (%)
How do you feel if you get daily/monthly mail report of attendance of your staff/maid/driver etc?	Highly Satisfied	1	6	6	-1.28	1.64	21.43
	Satisfied	2	13	26	-0.28	0.07	46.43
	Neutral	3	5	15	0.72	0.51	17.85
	Unsatisfied	4	3	12	1.72	2.95	10.71
	Highly Unsatisfied	5	1	5	2.72	7.39	3.58
Total			**28**	**64**		**12.56**	**100**

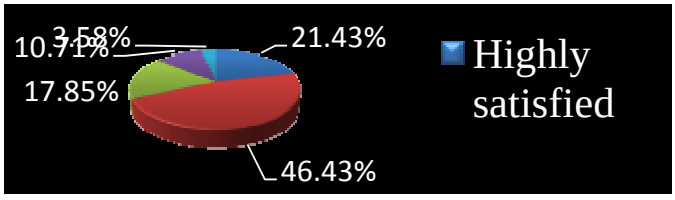

Figure 11

Interpretation

This chart shows that group housing societies were asked how you feel if you get daily/monthly mail report of attendance of your staff/maid/driver etc., where 21.43% of the respondents was highly satisfied, and 46.43% of the respondent was satisfied. While 17.85% of respondents were uncertain about the statement, 10.71% unsatisfied and 7.14% was highly unsatisfied with the statement.

- Mean (X) =64/28
- = 2.28
- Standard deviation = √(12.56/28-1)
- = 0.68

STEP: 1

Set H_0 & H_A

- $H_{0:}$ μ = feel not good if you get daily/monthly mail report of attendance of your staff/maid/driver etc.
- H_1: μ ≠ feel good if you get daily/monthly mail report of attendance of your staff/maid/driver etc.

STEP: 2

Determine the Appropriate Statistical Test

The sample size is less than 30 and population standard deviation is unknown. So t-test is an appropriate test. The t-test is given as under

$$t= (X-\mu_0 /S)\sqrt{n}$$

STEP: 3

Set Level of Significance

Level of significance (α) = 5%

$t_{\alpha/2}$ on either side

STEP: 4

Set the Decision Rule

- We are using two-tailed test for testing the hypothesis.
- $t_{\alpha/2}$ is on either side because in two-tailed test rejection risk size is on both the sides.
- The t distribution value for a two-tailed test is $t_{0.025}$ =2.052 for degree of freedom 27. So, if the computed t value is outside the ± 2.052 range, the null hypothesis is rejected; otherwise accepted.
- Degree of freedom : (n-1)
- (28-1) = 27

STEP: 5

Analyse the Data

Sample mean(X) = 2.2

Sample standard deviation(S) = 0.68

n= 28

Degree of freedom = 27

The tabular t value is $t_{0.025, 27}$ =2.052

The t formula for testing hypothesis is t= $(X-\mu_0 /S)\sqrt{n}$

= $(2.2-0/0.68)\sqrt{28}$

= 3.23*5.29

= 17.08

STEP: 6

Statistical Conclusions

- The calculate t value is 17.08 which does not falls in the acceptance region. Hence, null hypothesis is rejected and H_A is accepted.
- $t_{critical}$ =2.052<calculated value 17.08 (*when the critical value is less than calculated value, H_A : accept and, we will reject H_0*)
- The group housing society feel good if residence of society get daily/monthly mail report of attendance of your staff/maid/driver etc.

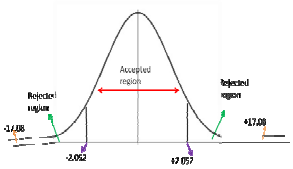

Figure 12

CONCLUSIONS

- The research deals with a survey on the popularity of the Nexges in the domain of group housing societies.
- The questionnaire consists of 11 questions. The survey was being approach to 28 group housing societies.
- The average age groups which are being contacted were between 25-60 years.
- The majority of the respondents were residence of the societies while a smaller proportion was the people belonging to different groups like visitors of the societies.
- This shows that the use of Nexges software is widely used by all the residence of the group housing societies.
- The final results of the survey shows that almost 78.58 percent users think it is helpful for you and your society residence if your society Management can send notice to all residence of your society via a sms/app. Notification, 67.91% users feel satisfied if they get daily/monthly mail report of attendance of your staff/maid/driver etc.
- After testing the hypothesis we find out the that Nexges software is helpful for the residence of the society if society Management can send notice to all residence of your society via a sms/app. Notification, group housing societies feel satisfied if they get daily/monthly mail report of attendance of your staff/maid/driver etc.

- Users are generally like Nexges software because of various features like visitor mobile number verification with photo, entry of maid/driver with biometric card, daily/monthly mail report of attendance of maid/driver etc and many more features.

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