CUSTOMERS INCLINATION TOWARDS APARTMENTS

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ABSTRACT

A home is considered as an essential set of choices for human being, due to which we attempted to find out the customers inclination towards apartments using percentage analysis and rank analysis. Individual houses are generally cheaper compared to Apartments. However individual houses can be customized as per one's desire and its construction can be affordable. Working population finds it difficult to maintain the house and they try to shift to apartment where their burden of maintenance like repair work, plumbing, HVAC, appliance repair, security, cleaning, grounds keeping, and pest control are taken care by the apartment itself and their ultimate goal is to make sure the buildings remain livable, safe, and comfortable for tenants and others on the premises. The research was carried out with a sample of 200 common individuals/households residing in the Coimbatore region.

Keywords: *Apartment, affinity, resident's satisfaction, housing*

APARTMENT

Apartment house, also called apartment block, or block of flats, building containing more than one dwelling unit, most of which are designed for domestic use, but sometimes including shops and other nonresidential features. The modern large apartment building emerged in the early 20th century with the incorporation of elevators, central heating, and other conveniences that could be shared in common by a building's tenants. Apartments for the well-to-do began to offer other amenities such as leisure facilities, delivery and laundry services, and communal dining rooms and gardens. The multistory apartment house continued to grow in importance as crowding and rising land values in cities made one-family homes less and less practicable in parts of many cities. Much government-subsidized, or public, housing has taken the form of apartment buildings, particularly for the urban elderly and working classes or those living in poverty. Apartment-block towers also were erected in large numbers in the many countries where housing construction was the responsibility of the state.

STATEMENT OF THE PROBLEM

Individual houses are generally cheaper compared to Apartments. However individual houses can be customized as per one's desire and its construction can be affordable. Due to lack of safety, security, time constraints, infrastructure, maintenance, hospitals and various

other facilities in the individual house's resident think about the apartments. Providing all maximum facilities under one roof is the motto of the apartment builders.   Working population finds it difficult to maintain the house and they try to shift to apartment where their burden of maintenance like repair work, plumbing, HVAC, appliance repair, security, cleaning, grounds keeping, and pest control are taken care by the apartment itself and their ultimate goal is to make sure the buildings remain livable, safe, and comfortable for tenants and others on the premises. Hence an attempt is made to analyze the various other reasons for customer's inclination to apartments rather than individual house.

OBJECTIVES OF THE STUDY
❖ To analyze the factors influencing resident's inclination.
To know the satisfaction level of residents.
To find out current issues faced by residents.
To offer suggestions based on the study.

LIMITATIONS OF THE STUDY
➕ Most apartments have strict terms and condition and aren't receptive to leave people who do not reside in the apartment. Hence the data collection is quite difficult.
➕ The study is confined to Coimbatore only hence the result may vary in other areas.

METHODOLOGY
Geographical location
➢ Coimbatore city
Source of data
➢ Primary data: Questionnaire
➢ Secondary data: Collected by referring to journal's articles and relevant websites
Sample size
➢ 200 respondents
Sampling Technique
➢ Convenience sampling technique
Tools for analysis
➢ Percentage analysis
➢ Weighted average score analysis

REVIEW OF LITERATURE
Bharat Shankar Pandey and Koustubh Shanker Pandey - Customer satisfaction is the most important factor behind the success of any business and because of this satisfaction, inclination of customer towards that particular business is generated. Improving quality and customer satisfaction has received extensive attention in recent years in case for purchasing a house, Product and service quality, price, location, delivery time and buyer's characteristics are the key factors that influence the buyer's decision and inclination towards apartment culture instead of single unit houses. The aim of this paper is to observe the customer's inclination towards apartment culture. The inclination is calculated according to the degree of

customer satisfaction as told by customers themselves. A self-structured questionnaire is used to analyze the inclination level of the customers and the study was made during the period of 2015- 2016. The total size was of 150 respondents. As a result of this study, it was found that, the location, flexible policies, facilities and before and after sales services provided by the construction companies plays a major role in deciding customer's inclination. In addition to this the results had also shown that the companies should improve their services in quality assurance, customization, possession procedures and its related areas.

P. Manivannan and Dr. M. Somasundaram - The property purchase is a complex decision-making process as evidenced by costly acquisition, infrequent purchase, riskiness, high self-expressiveness, and awareness among buyers of significant differences among product alternatives. Buyers are very particular about the property attributes that they are contemplating, thus, giving rise to differences in attribute preferences among them. The present study is to study the factors that affect purchase decision of residential flat in the study areas. The conclusion is the result of the study reveals that the Basic Amenities is the most important factor while selecting a residential flat followed by Financials, Layout, Proximity, Connectivity, Environmental/Location, Recreational and Leisure and Goodwill.

Ghaleb J. Sweis, Rana M. Imam, Ghaith M. Kassab and Rateb Sweis - Service quality is a critical element of customer loyalty. To ensure customer loyalty, firms must satisfy their customers with the products or services they provide. In recent years, housing industry has witnessed a rapid rise in the number of constructed residential apartment buildings. Hence, this paper focuses on apartments to identify, describe, and measure factors contributing to customer satisfaction with apartment housing. Four zones were chosen to incorporate significant variation in the apartment's materials, finishes, amenities, and budgets into the data. We developed a survey to explore customer satisfaction with apartment housing. Residents in zone A were found to be the most satisfied with their apartments. In addition to identifying the zone which contained the most satisfied inhabitants, we identified variables that significantly affect residents satisfaction with their housing. Apartment building developers can utilize these results to attend to those features that apartment inhabitant's value, thereby increasing their competitive advantage in the marketplace. Future research could replicate the adopted methodology on apartment residents in other countries.

Hazel Easthope & Andrew Tice "Children in Apartments: Implications for the Compact City" Apartments are often portrayed as the domain of young singles, couples and 'empty nesters'. This article focuses on research undertaken in Sydney where a disparity exists between identified planning assumptions regarding apartment residents and the actual apartment population. This article presents an innovative analysis of Australian Census data that identifies lower income households with children as a significant sub-sector of the resident apartment population, geographically concentrated in the lower value middle-ring suburbs of Sydney. An examination of one middle-ring urban renewal site (the Sydney Olympic Park site) provides evidence to suggest that new residential developments adjacent to areas dominated by an apartment market with a significant proportion of lower income families with children are themselves likely to see an influx of these households. The article

concludes with a discussion of the implications of these findings for planners and developers, as well as for service provision at a local council level.

ANALYSIS AND INTERPRETATION

Table No:1 Demographic Profile of the Respondents

Variables		No. of Respondents	%
Gender	Male	117	58.5
	Female	83	41.5
	Total	**200**	**100**
Age	Below 25 years	66	33
	26-35 years	72	36
	36-45 years	32	16
	Above 46 years	30	15
	Total	**200**	**100**
No. of members in the family	2 members	23	11.5
	3 members	47	23.5
	4 members	88	44
	More than 4 members	42	21
	Total	**200**	**100**
Educational level	No formal education	21	10.5
	Diploma	39	19.5
	UG level	89	44.5
	PG level	51	25.5
	Total	**200**	**100**
Marital status	Married	116	58
	Unmarried	84	42
	Total	**200**	**100**

Occupational status	Agriculture	50	25
	Business	58	29
	Employed	55	27
	Housewives	12	6
	Student	13	7
	Retired	2	1
	Total	**200**	**100**
Family monthly income	Less than Rs.50,000	36	18
	Rs.51,000- Rs.1,50,000	79	39.5
	Rs.1,51,000- Rs.2,50,000	45	22.5
	Rs.2,51,000- Rs.3,00,000	29	14.5

	More than Rs.3,00,000	11	5.5
	Total	**200**	**100**
Type of Family	Joint family	75	37.5
	Nuclear family	125	62.5
	Total	**200**	**100**
Type of Apartment	Economic Apartment	83	41.5
	Semi Luxurious Apartment	84	42
	Luxurious Apartment	33	16.5
	Total	**200**	**100**
Direction of the House	South	21	10.5
	East	76	38
	North	55	27.5
	West	48	24
	Total	**200**	**100**
Apartment Location	Rural	20	10
	Semi-Urban	77	38.5
	Urban	103	51.5
	Total	**200**	**100**

Awareness	Family	66	33
	Friends	85	43
	Media	46	23
	Others	3	1
	Total	**200**	**100**
Purpose of Purchase	Residential purpose	127	63.5
	Investment purpose	52	26
	Rental	21	10.5
	Total	**200**	**100**
Period of stay in the Apartment	Less than 5 years	81	40.5
	6-10 years	44	22
	11-15 years	42	21
	16-25 years	18	9
	More than 25 years	15	7.5
	Total	**200**	**100**

Table No: 2 Table Showing Factors Influencing the Respondents to Purchase Apartments

Factors	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Weighted Average
Safety	615	212	60	4	2	4.46
Facility Offered	465	268	105	8	1	4.23
Culture	260	280	174	22	15	3.75
Easy Access	295	300	165	14	4	3.89

Table No: 3 showing Satisfaction Level of the respondents

Factors	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Weighted average
Amenities	415	256	51	2	1	4.36
Security system	350	260	78	8	1	4.19
Maintenance cost	330	236	111	6	2	4.10
Common space	225	296	99	10	3	3.81
Parking	290	300	72	12	2	4.09
Water facility	160	348	87	12	13	3.71
Ventilation	195	372	111	12	2	3.90
Lift	295	268	96	2	6	4.04

Table No: 4 Showing the Problem Faced by the Respondents

Factors	1	2	3	4	5	Rank
Lift	150	420	1450	1482	975	5
Security system	75	540	1700	1521	700	4
Maintenance cost	525	1140	1300	1131	750	1
Parking	300	1020	1200	1287	825	3
Amenities	225	1560	1000	1248	800	2

FINDINGS

- ❖ Majority 58.5% of the respondents are male.
- ❖ Most 36% of the respondents are in between 26-35 years.
- ❖ Most 44% respondents have 4 members in the family.
- ❖ Most 44.5% of the respondents have UG level qualification.
- ❖ Majority 58% of the respondents are married.
- ❖ Most 29% occupational status of the respondents in the apartments is professional.
- ❖ Most 39.5% respondents monthly income is Rs.51,000-Rs.1,50,000.

❖ Majority 62.5% of the respondents live in a nuclear family in apartments.

❖ Most 42% of the respondents live in semi-luxurious apartments.

❖ Most 38% of the respondents prefer east facing houses in apartments.

❖ Majority 51.5% of the respondents live in urban area based apartments.

❖ Most 42.5% of the respondents gained awareness from friends about the apartments.

❖ Majority 63.5% of the respondents choose apartments for residential purpose.

❖ Most 40% of the respondents stay less than 5 years in the apartments.

❖ Maximum (4.46) of the respondents are satisfied with the safety measures provided by the apartments.

❖ Maximum (4.36) of the respondents are satisfied with the amenities provided by the apartment.

❖ Maximum rank assigned to the problem is with regard to maintenance cost.

RECOMMENDATIONS

➢ Maintenance should be proper.

➢ Both technological and manual safety and security is expected.

➢ More amenities are expected by the residents.

➢ Community living is expected so that children and elders will have a better relation and comfortable environment.

➢ Improved customization is expected by the residents.

➢ Residents prefer to stay in the city limits. Hence remote areas can be avoided by the builders and developers.

CONCLUSION

Home is a dream for everyone. Due to rapid growth in population apartment started growing at a faster pace. Due to growth in employment, education facilities in different regions, people got difficult to build the new house in a new place but apartment give a solution to this problem. When deciding where to live we always have a choice between individual houses and an apartment. Maintenance is made easy in apartments compared to individual house. It is very convenient to people without any thinking or toughness they can enter a new resident anywhere in the world. Working population finds it difficult to maintain the house and they try to shift to apartment where their burden of maintenance like repair work, plumbing, Heating, Ventilation, and Air Conditioning (HVAC), appliance repair, security, cleaning, grounds keeping, and pest control are taken care by the apartment itself and their ultimate goal is to make sure the buildings remain livable, safe, and comfortable for tenants and others on the premises.

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