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CUSTOMER PERCEPTIONS AND BEHAVIOURS AT RESIDENTIAL FLATS IN COIMBATORE CITY

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ABSTRACT :

This study aims to analyze customer perceptions and behaviors related to residential flats in Coimbatore City, a rapidly growing urban center in Tamil Nadu. With increasing urbanization and lifestyle changes, the demand for residential flats has significantly risen. The research focuses on key factors influencing customer preferences, such as location, amenities, pricing, safety, builder reputation, and overall satisfaction. Data was collected through structured questionnaires and interviews with residents across various residential complexes in the city. The findings reveal that customers prioritize location and security as top considerations, followed by amenities and affordability. Additionally, the study highlights behavioral trends such as brand loyalty, decision-making influences, and post-purchase satisfaction. The study concludes that understanding customer perceptions and expectations is essential for real estate developers to deliver value and sustain long-term customer relationships in an increasingly competitive market.

INTRODUCTION

One of the most important requirements for a healthy lifestyle is housing. In India, housing is more than just a place to live; it's a source of pride in one's community and self-worth. "More than just a roof over one's head, adequate shelter means adequate privacy, adequate space, physical accessibility, adequate security of tenure, structural stability and durability, adequate lighting, heating, and ventilation, adequate basic infrastructure such as water, sanitation, and waste management facilities, suitable environmental quality and health factors, and adequate and accessible location with regard to work and basic facilities, all of which should be available at an affordable cost," according to the definition of adequate shelter.

OBJECTIVES OF THE STUDY

- To Know about the Socio-Economic factors of the Respondents.
- To identify the key factors influencing customer satisfaction with residential flats in Coimbatore city.
- To analyze the perceptions of residents towards various amenities and services provided in residential flats.

STATEMENT OF THE PROBLEM

The speedy urbanization and climbing demand for dwellings flats in Coimbatore city have led to meaningful development in the land subdivision. However, understanding customer ideas and behaviors debris a challenge on account of different preferences, financial education, and behavior needs. Buyers frequently face issues had connection with affordability, construction value, comforts, and neighborhood.

RESEARCH METHODOLOGY

PRIMARY DATA:

Primary data will be collected directly from respondents through questionnaires, ensuring first-hand insights into buyer preferences and satisfaction levels.

SECONDARY DATA:

Secondary data will be gathered from existing literature, including academic journals, research papers, government reports, and real estate industry databases. These secondary sources will provide background information and support the analysis of trends, challenges, and developments in the residential real estate market in Coimbatore.

SCOPE OF THE STUDY

- Geographic Focus: Residential apartments in Coimbatore City's metropolitan and outlying areas
- Demographic Focus: Present and potential apartment owners and tenants purchasers from a range of financial backgrounds.
- Behavioural Focus: Purchase patterns, experiences after making a purchase, and how amenities are used.

LIMITATIONS OF THE STUDY

Studies on consumer ideas and behaviors at residential flats in Coimbatore city face various disadvantages. Most research focuses only on city areas, confining relevance to almost-city and rural frameworks. Small sample sizes and narrow mathematical focus, to a degree middle -income purchasers, frequently abandon to capture preferences of well-paid groups, senior voters, and financiers. Many studies are cross-divided, offering judgments at a particular opportunity but ignoring changeable flows and advantages.

REVIEW OF LITERATURE

1. Ramachandran and Sudhakar (2003) discuss how economic expansion and the growth of IT industries in Coimbatore started to shape residential preferences.
2. Venkatesan and Krishnan (2004) noted that there was an emerging shift in the type of properties in demand. With increasing industrial growth, especially in the IT sector, the demand for flats near IT hubs and industrial zones such as Peelamedu and Tidel Park began to rise.
3. Madhavan (2005) emphasized that the early demand for residential properties was driven by families seeking larger homes in suburban areas. The research highlighted a preference for independent houses over flats, owing to a traditional preference for larger living spaces and the cultural importance of owning an independent property.

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CONCLUSION

The study on consumer perceptions and behaviours in Coimbatore city's residential apartments offers important new information on the expectations, levels of satisfaction, and factors that influence residents' decisions. Evidently, their perceptions are greatly influenced by elements like cost, location, facilities, security, and maintenance services. Furthermore, social relationships, environmental concerns, and technological improvements are all having an increasingly big impact.