

# A study on target audience and their preference in real estate industry

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**Abstract:** The real estate industry plays a vital role in economic development and urban planning, but its success heavily depends on understanding the target audience and their evolving preferences. As consumer expectations shift due to changes in lifestyle, income levels, technology, and market awareness, real estate developers must adapt their strategies to meet these dynamic demands. This study focuses on identifying and analyzing the preferences of the target audience in the real estate sector, with the goal of offering actionable insights to developers, marketers, and investors. The research is based on a combination of primary data collected through structured surveys and interviews, as well as secondary data from industry reports and real estate databases. Key demographic factors such as age, income, family structure, occupation, and location preferences were considered to segment the target audience. The study further explores how factors like amenities, pricing, connectivity, security, brand reputation, and digital engagement influence purchase decisions. Findings indicate that while affordability and location remain top priorities, there is an increasing demand for smart homes, sustainable features, and community-based living—especially among younger buyers and working professionals. Digital platforms and virtual property tours have also become major decision-making tools, highlighting the growing role of technology in real estate marketing. The study also discusses how developers can tailor their offerings to different audience segments—such as first-time homebuyers, investors, and retirees—by aligning with their specific preferences and concerns. Moreover, it emphasizes the importance of continuous market research and data analytics in understanding customer behavior and staying ahead in a highly competitive market. This research contributes to a deeper understanding of consumer psychology in real estate and underscores the need for customer-centric approaches in property development and marketing strategies.

**Keyword:** Consumer Behavior, Buyer Preferences, Real Estate Marketing, Digital Engagement, Purchase Decision

## I. INTRODUCTION

The real estate industry is a major contributor to economic growth, encompassing residential, commercial, industrial, and investment segments. It is influenced by factors such as urbanization, remote work culture, government policies, and shifting consumer preferences. Recent trends show a surge in demand for suburban housing, flexible office spaces, and smart infrastructure. The industry is also seeing significant investment in large-scale projects like smart cities, logistics hubs, and sustainable developments, supported by public-private partnerships and foreign investments.

Technological advancements and sustainability are key forces driving transformation in the sector. Digital tools like AR/VR for virtual tours, blockchain for secure transactions, and big data for predictive analytics are enhancing efficiency and customer experience. Green building practices, smart homes, and eco-conscious construction materials are gaining momentum, reflecting the growing emphasis on sustainability. Additionally, innovative investment models such as REITs and crowdfunding are making real estate more accessible, while the affordability crisis and regulatory changes continue to shape market strategies.

## II. REVIEW OF LITERATURE

**Black (2003)** highlights a shift in viewing real estate professionals as problem-solvers constrained by cognitive biases. The study contrasts normative and descriptive decision-making, examines the impact of heuristics and feedback, and identifies research opportunities across finance, marketing, spatial analytics, organizational behavior, and legal frameworks within real estate.

**Dua (2008)** analyzed consumer buying attitudes for houses using data from 1984 to 2005. The study found that interest rates—both current and expected—had the strongest impact on purchase perceptions, followed by expected real disposable income. Other factors like wealth, financial expectations, and house prices also significantly influenced buying attitudes, with lasting effects observed through impulse responses and variance decomposition

**Iman, Pieng, and Gan (2012)** used conjoint analysis to evaluate middle-high income buyers preferences for high-cost residential properties. Key decision attributes included property type, design, price, built-up area, location, and developer reputation. These factors explained 74% of the buyers' utility, with regression analysis confirming their strong influence on purchase decisions.

**Kempa (2015)** examined student preferences in the residential real estate market across major Polish cities using computer-assisted surveys at six universities. The study highlights the role of buyer expectations in shaping developer strategies and pricing. It also compares preferences of students with and without real estate specialization, contributing valuable insights for market analysis and future international research.

**Al-Nahdi et al. (2015)** explored behavioral factors influencing real estate purchases among Saudi residents. Surveying 220 respondents in Jeddah, the study found that only attitude significantly impacted the intention to purchase, while factors like location, living space, public services, and reference groups showed no significant effect.

**Karaduman and Kaya (2016)** analyzed the impact of branding on consumer behavior in the real estate sector. The study highlights that brand image significantly influences consumer decisions, serving as a key differentiator and guiding factor in a competitive market. Branding not only distinguishes services but also strengthens the consumer-enterprise relationship in real estate transactions.

**Salzman and Zwinkels (2017)** explored the behavioral aspects of real estate, emphasizing the emotional and social dimensions of property buying, often overlooked in traditional literature. They argue that behavioral studies can deepen understanding of property markets, though many behavioral factors remain underexplored and undefined.

**Kanoria and Muzaffar (2017)** analyzed real estate as an investment class, noting rising institutional allocations due to its high returns, diversification benefits, and inflation-hedging potential. However, challenges like low liquidity, lack of transparency, and undeveloped markets—especially in developing countries—make real estate a perceived high-risk asset compared to equities.

**Gajera and Malek (2018)** examined consumer behavior in the Vadodara real estate market, highlighting emotional and financial factors in home buying. Using median comparisons and statistical tests like the Mann-Whitney and t-test, the study identified key determinants of house selection. It provides valuable insights for developers by outlining buyer patterns and aiding future real estate planning.

### **OBJECTIVES OF THE STUDY**

1. A study on target audience and their preference in real estate industry.
2. To analyse the key factors influencing consumer preferences and digital marketing in real estate purchases in Coimbatore.
3. To study the role of location, pricing, amenities, and infrastructure development in buyer decision-making.
4. To assess the impact of occupation, financial aspects, including home loans, EMI affordability, and investment potential on consumer choices.

### **III. RESEARCH METHODOLOGY**

This study adopts an analytical research design to explore consumer preferences and behavior in the real estate sector, focusing on plot purchases in Coimbatore. Primary data were collected through structured surveys from 185 respondents, while secondary data were gathered from industry reports and literature. Analytical tools like SPSS, Python, Excel, and Tableau were used for statistical tests, data cleaning, trend analysis, and visualization. The study, conducted between December 2024 and May 2025, used convenience sampling due to time and resource constraints, though this may limit generalizability. Data collection included both online and in-person surveys, covering demographics, preferences, decision-making factors, and the influence of digital marketing..



**ANALYSIS**

**Frequency Analysis Interpretation**

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FREQUENCIES VARIABLES=Age_Group Gender Occupation Family_Size
  /STATISTICS=STDDEV MEAN
  /ORDER=ANALYSIS.
```

**Frequencies**

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**Statistics**

		Age_Group	Gender	Occupation	Family_Size
N	Valid	180	180	180	180
	Missing	0	0	0	0
Mean		3.02	1.54	3.06	2.32
Std. Deviation		1.418	.499	1.437	1.151

The frequency analysis helps us understand the basic demographic profile of the respondents in your survey (180 total participants).

**INTERPRETATION:**

This table presents descriptive statistics (mean and standard deviation) for four variables: Age Group, Gender, Occupation, and Family Size, based on a sample of 180 respondents.

**T-Test**

Group Statistics

Occupation		N	Mean	Std. Deviation	Std. Error Mean
Satisfaction_Level	Private Sector Employee	32	2.94	1.390	.246
	Business Owner	44	3.50	1.355	.204

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Satisfaction_Level	Equal variances assumed	.012	.912	-1.767	74	.081
	Equal variances not assumed			-1.760	65.967	.083

Independent Samples Test

		t-test for Equality of Means			
		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
				Lower	Upper
Satisfaction_Level	Equal variances assumed	-.562	.318	-1.197	.072
	Equal variances not assumed	-.562	.320	-1.201	.076

ONEWAY Satisfaction\_Level BY Age\_Group  
 /MISSING ANALYSIS.

**INTERPRETATION:**

We compared satisfaction levels between private sector employees and business owners. On average, business owners reported slightly higher satisfaction (3.50) compared to private employees (2.94).

A statistical test (t-test) was done to see if this difference is meaningful. The result showed  $p = 0.081$ , which is greater than 0.05, so we fail to reject the null hypothesis at the 5% significance level.

This means the difference is not statistically significant, although business owners have a higher average satisfaction level.

Null Hypothesis ( $H_0$ ): No difference in satisfaction level between private employees and business owners.

Alternative Hypothesis ( $H_1$ ): There is a significant difference between the between private employees and business owners.

**CROSSTABS:**

**Occupation \* Property\_Type**

Crosstab

Count		Property_Type					Total
		Apartment	Independent House	Villa	Gated Community	Plot/Land	
Occupation	Private Sector Employee	8	6	8	7	3	32
	Business Owner	6	7	12	10	9	44
	Government Employee	4	6	7	4	5	26
	Self-employed	6	10	9	4	9	38
	Retired	10	12	3	8	7	40
Total		34	41	39	33	33	180

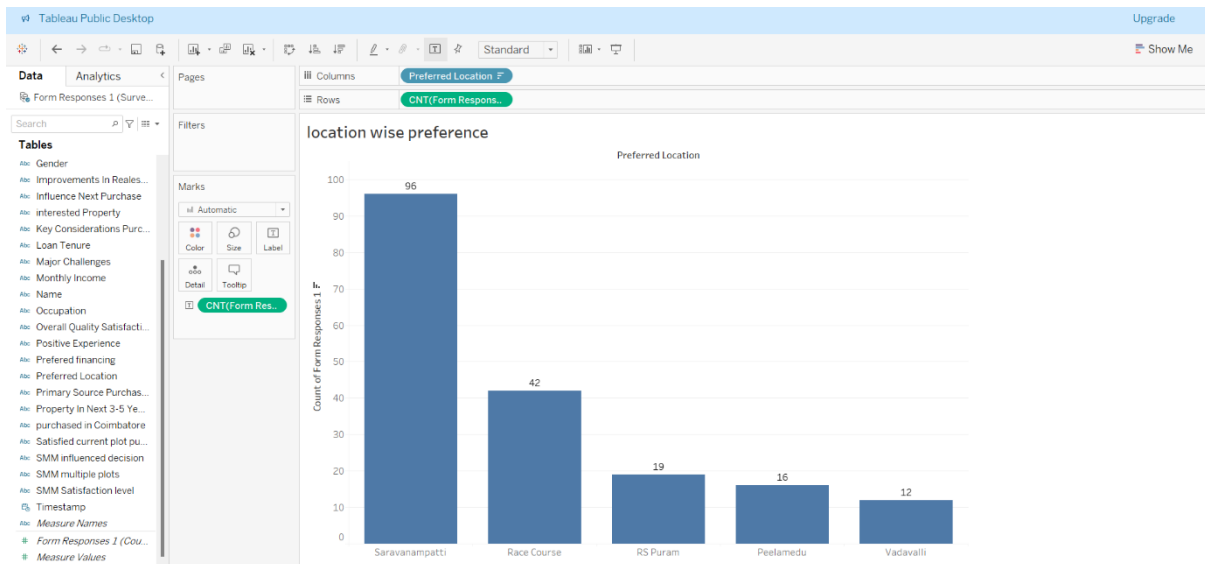
## INTERPRETATION:

This table highlights how different occupations prefer different types of properties. The most popular choices overall are Independent Houses (41) and Villas (39), followed by Gated Communities and Plots/Land (33 each).

- Private sector employees lean more toward Villas and Gated Communities.
- Business owners show a strong interest in Villas and Gated Communities, with very few choosing apartments or plots.
- Government employees have more balanced preferences but show slightly more interest in Villas and Independent Houses.
- Self-employed individuals mostly prefer Independent Houses, Villas, and Plots/Land.
- Retired individuals tend to go for Independent Houses and Apartments, likely due to comfort and convenience.

In summary, occupation clearly influences property preference, with business owners and self-employed individuals leaning toward independent and spacious options, while retired individuals prefer simpler or more manageable homes.

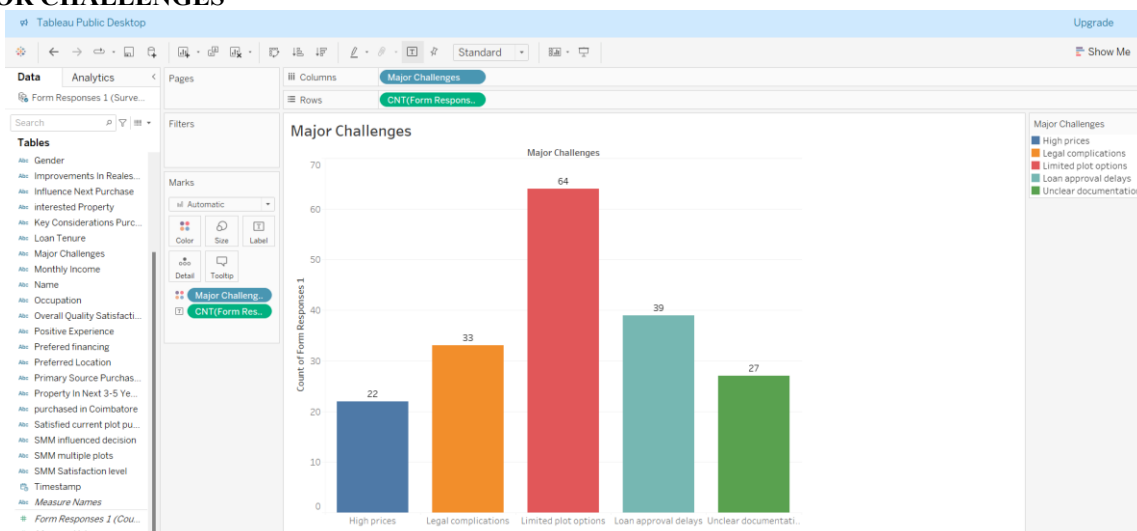
## BAR CHART



## INTERPRETATION:

Saravanampatti stands out as the top preferred location with 96 respondents, far ahead of Race Course (42), RS Puram (19), Peelamedu (16), and Vellakinar (12). This indicates strong demand for Saravanampatti, making it a key area of interest for real estate developers, businesses, and urban planners. Further analysis into its popularity could offer valuable strategic insights.

## MAJOR CHALLENGES



**INTERPRETATION:**

The bar chart highlights the key challenges faced by respondents during the property buying process. "High prices" is the most significant issue, identified by 64 respondents, followed by "Loan approval delays" reported by 39. "Legal complications" and "Uncertain documentation" were major challenges for 33 and 27 respondents, respectively.

The least mentioned issue was "Limited plot options," cited by 22 respondents. Overall, high prices and loan delays are the primary concerns, while legal and documentation issues also pose challenges. This insight can guide developers, lenders, and legal professionals in addressing these pain points to improve the property buying experience.

**FINDINGS AND RECOMMENDATIONS**

- Property preferences vary across different occupations and backgrounds. Business owners showed slightly higher satisfaction with their purchases than private sector employees, but the difference was not statistically significant.
- Independent Houses and Villas were the most preferred property types among all respondents.
- Business owners and private employees leaned toward Villas and Gated Communities, while retired individuals favored simpler options like Apartments and Independent Houses.
- Saravanampatti was the most preferred location, indicating strong buyer interest and potential for development.
- High property prices and delays in loan approvals were the most common challenges faced by buyers. Legal issues and unclear documentation were also concerns, though less frequently cited.
- Developers should align their offerings with the preferences of varied buyer groups. Prioritizing projects in high-demand areas like Saravanampatti could be beneficial.
- Collaborating with financial institutions for quicker loan processing and simplifying legal formalities would improve the overall buying experience.

**IV. CONCLUSION**

Occupation significantly influences consumer preferences in real estate, with business owners and self-employed individuals favoring more spacious and independent housing, while retired individuals opt for simpler, more manageable homes suited to their lifestyle. Although business owners reported slightly higher satisfaction levels compared to private employees, the difference was not statistically significant, suggesting that satisfaction levels across occupational groups are relatively consistent.

Saravanampatti stands out as a prime real estate location due to its high demand. This makes it a strategic area for real estate developers and planners to focus their projects and investments. High property prices and financing delays remain the most critical challenges in the real estate buying process.

These issues emphasize the need for developers, financial institutions, and policymakers to work together in offering affordable pricing options and faster loan approvals. Legal and documentation concerns, though slightly less frequent, still present notable obstacles. Addressing these through streamlined processes and greater transparency can improve buyer confidence and overall satisfaction in the real estate market.

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