



## APARTMENT LIFESTYLE PLAYING A ROLE OF SUPREMACY IN COIMBATORE CITY

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**ABSTRACT** Customer satisfaction is very essential for construction industry for Residential projects. In India, real estate sector is passing through tough period. Construction industry needs to understand the needs of residents to continuously improve their products. This paper focuses on analysis of factors of supremacy that customers prefer in Residential flats in Coimbatore city. A customer may be defined as the owner of the project and the one that needs the constructed facility. In simple terms, the customer is the buyer of the product or service. Various factors affecting customer service satisfaction and superior factors of the residential flats has been discussed.

**KEYWORDS :** Apartment Lifestyle, Residential flats, Supremacy factors etc.

### Introduction

An apartment (American English), flat (British English) or unit (Australian English) is a self-contained housing unit (a type of residential real estate) that occupies only part of a building, generally on a single level. Such a building may be called an apartment building, apartment complex, flat complex, block of flats, tower block, high-rise or, occasionally mansion block (in British English), especially if it consists of many apartments for rent. In Scotland, it is called a block of flats or, if it is a traditional sandstone building, a tenement, which has a pejorative connotation elsewhere. Apartments may be owned by an owner/occupier, by leasehold tenure or rented by tenants (two types of housing tenure).

In some parts of the world, the word apartment refers to a new purpose-built self-contained residential unit in a building, whereas the word *flat* means a converted self-contained unit in an older building. An industrial, warehouse, or commercial space converted to an apartment is commonly called a loft, although some modern lofts are built by design. An apartment consisting of the top floor of a high-rise apartment building can be called a penthouse.

Types:

- Studio apartment
- Garden apartment
- Secondary suite
- Maisonette
- Two-story flat
- Loft apartment
- Communal apartment

### Review of Literature

**Kim et al. (2005)** suggested evaluation criteria based on performance value or the one frequently met in practice by development and application of a housing performance evaluation model for multi-family residential Buildings. They presented model that can be used for objective and practical evaluation and comparison of residential housing alternatives and hence provided users more substantial and practical information about in-use housing performance. **Fly et al (2008)** purposed of this research paper is to identify how top performing contractors ask, publish, and respond to customer feedback. A self-administered survey was used to ask information regarding contractor's client feedback process.

### Objectives of the Study

- To analyze the factors influencing to choose apartment lifestyle.
- To find out the problems faced by the respondents in the apartment.
- To offer suggestions to improve lifestyle of the people.

### Limitations of the study

This study was conducted only in Coimbatore city which may not give a general conclusion. The sample size was limited to 200 respondents.

The entire study is dependent on the respondents, so the attitude and the preferences of the respondents will be reflected in the research findings. Since the time was limited convenient sampling method is used to select respondents.

### Research Methodology

Convenient sampling technique is used for the study. A well structured questionnaire covering the objectives was framed for the data collection. The sample sizes 200 respondents. Factor analysis is used to elucidate the important factors encouraging the life in Apartments, Residential flats etc. For the purpose of the study both primary data and secondary data has been used. Primary data is collected through well structured questionnaire.

### Results and Discussions

#### Simple Percentage Analysis

**Table - 1 Demographic Profile of the Respondents**

S.No	Demographic Variables	Frequency	Percentage	
1.	Age	Below 20yrs	-	-
		20 - 30yrs	30	15.0
		30 - 40yrs	150	75.0
		40 and above	20	10.0
2.	Gender	Male	130	65.0
		Female	70	35.0
3.	Marital Status	Single	-	-
		Married	200	100
4.	Qualification	School level	-	-
		College level	70	35.0
		Professional Degree	110	55.0
		Others	20	10.0
5.	Occupation	Student	-	-
		Business	80	40.0
		Private Employee	70	35.0
		Govt Employee	50	25.0
		Others	-	-
6.	Monthly Income	20000 – 30000	10	5.0
		30000 – 40000	90	45.0
		40000 – 50000	60	30.0
		Above 50000	40	20.0
7.	Nature of Family	Nuclear	160	80.0
		Joint	40	20.0
8.	Number of members in family	2	10	5.0
		3	70	35.0
		4	70	35.0
		Above 4	50	25.0
9.	Type of Apartment preferred	Studio Flat	-	-
		2BHK	80	40.0
		3BHK	120	60.0

10.	Preferred budget for the apartment	20 – 30 Lakhs	60	30.0
		30 – 40 Lakhs	60	30.0
		40 – 50 Lakhs	30	15.0
		50 Lakhs and Above	50	25.0

Source: Primary Data

**FACTORANALYSIS**

**Table – 2.1 KMO and Bartlett's Test of Sphericity**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.741	
Bartlett's Test of Sphericity	Approx. Chi-Square	962.177
	Df	45
	Sig.	.000

From the above table, two tests, namely Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and Bartlett's test of sphericity have been applied to test whether the relationship among the variables has been signified or not. The Kaiser-Meyer-Olkin measures of sampling adequacy shows that the value of test statistics 0.741, which means the factory analysis for the selected variable is found to be appropriate. Bartlett's test of sphericity is used to test whether the data are statistically significant or not with the value of test statistics and the associated significance level, which shows that there exit a high relationship among the variables.

**Table 2.2 ROTATED COMPONENTS MATRIX**

Variable Name	Variable Code	1	2	3
Neighbourhood	X8	.844		
Parking Lot	X2	.780		
Prestige and Status Symbol	X4	.722		
Aesthetics in Location	X7		.783	
Safety and Security	X1		.738	
Regular Maintenance	X9		.619	
Gym and Park Facilities	X10			.819
Water Supply	X3			.391

The above table represents the rotated components matrix, which is an important output of principle component analysis. The coefficients are the factor loading which represent the correlation between the factor and the eight variables (X1 to X8). From the above factor matrix it is found that the coefficients for factor-I have high absolute correlations with variables X8 (Neighbourhood), X2 (parking lot), X4 (prestige and status symbol) that is, .844, .780 and 0.722 respectively. Similarly factor-II has a high absolute correlation with variables X7 (Aesthetics in location), X1 (safety and security), X9 (regular maintenance) that is .783, .738 and .619 respectively. Next factor-III have high absolute correlation with variables X10 (Gym and park facilities), X3 (water supply) that is, .819 and .391 respectively.

**Table 3 FACTORS REDUCTION**

Variable Name	Variable Code	Factor
Neighbourhood	X8	Supreme Factors
Parking Lot	X2	
Prestige and Status Symbol	X4	
Aesthetics in Location	X7	Basic Necessities
Safety and Security	X1	
Regular Maintenance	X9	
Gym and Park Facilities	X10	Additional Facilities
Water Supply	X3	

Look at the table, the rotated factor matrix; we notice that variables X8, X2 and X4 have loadings of .844, .780 and .722 on factor-I respectively. This suggests that factor-I is a combination of this three variables. Thus factor-I can be interpreted as a combination of 'neighbourhood'(X8), 'parking lot'(X2), 'prestige and status symbol' (X4). At this point our task is to find a suitable phrase, which captures the essence of the original variables, which combine to form the underlying concept of 'Factor'. In this case factor-I can be named as 'Supreme Factor'.

Now we will attempt to interpret factor-II. From the table, we find the variables X7, X1 and X9 high loadings of .783, .738 and .619 on factor-

II is combination of these three variables. Thereby, factor-II can be interpreted as combination of 'aesthetics in location'(X7), 'Safety and security'(X1), 'regular maintenance'(X9). Hence factor-II can be named as 'Basic Necessities'.

To interpret factor-III we used the last column of the table and find that variables X10 and X3 are loaded high on factor-III. Thereby factor-III can be interpreted as a combination of 'Gym and park facilities'(X10), 'Water supply'(X3). Hence factor-III can be named as 'Additional Facilities'.

**Conclusion**

The results of the study suggest that among the various factors supreme factors are considered to be important to use apartments to their lifestyle. The eight variables of supremacy have been reduced to three factors viz Supreme Factors, Basic Necessities and Additional Facilities. The Coimbatore city respondents give much importance to the Supremacy Factor while adopting Apartment Lifestyle.

**Reference**

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