

A Study on Determinants of Consumer Choice of Apartment House in Erode District

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Abstract—An apartment house is a multi-unit residential building designed to accommodate several households within separate living spaces. It offers shared amenities, efficient use of space, and convenient urban living. Consumer buying attitude refers to the mindset, preferences, and perceptions that influence an individual's purchasing decisions. It affects how consumers evaluate, select, and remain loyal to products or services. The real estate sector in Erode has grown rapidly, with apartment houses becoming a popular residential choice. Buyers' decisions are influenced by factors such as location, price, amenities and developer reputation. However, there is limited research on understanding consumer attitudes towards apartment purchases in Erode. Hence, this study aimed to examine the consumer buying attitude on apartment house in Erode. The study follows an empirical research approach. A sample of 155 apartment buyers was selected using a random sampling method. A self-developed structured questionnaire was circulated to collect primary data on respondents' personal profiles and buying attitudes toward apartment houses. The collected responses related to buying attitudes were measured using a 5-point Likert scale whereas secondary data were obtained from published articles, books, journals and online sources. For analysis, the collected data were entered into MS Excel and examined using statistical techniques such as percentage analysis, mean score, standard deviation and Analysis of Variance (ANOVA). Additionally, a null hypothesis was formulated to test whether significant differences exist in mean consumer buying attitudes toward apartment houses. This study mentioned that high level of buying attitude toward apartment houses is perceived by the consumers belong to 31-40 years age group, businessperson, spending above Rs.1 crore for buying apartment house and owning apartments above 1750 sq. ft. in the study area.

Index Terms—Consumer Behavior, Buying Attitude, Apartment Houses, Real Estate, Purchase Decision,

Urban Housing, Residential Preferences, Housing Amenities, etc.

I. INTRODUCTION

An apartment house, commonly referred to as an apartment building, is a residential structure that contains multiple separate living units, each designed for individual households. These buildings vary in size and design, ranging from low-rise to high-rise constructions, and often include shared amenities such as parking, elevators, and recreational spaces. Apartment houses offer a convenient urban lifestyle by maximizing space efficiency, promoting community living, and providing accessibility to essential services, making them a popular housing choice in densely populated cities. Consumer buying attitude refers to the mindset, feelings, and predispositions of individuals toward purchasing goods or services. It encompasses consumers' preferences, beliefs, and behavioral tendencies that influence their decision-making process. A positive buying attitude can lead to brand loyalty and repeat purchases, while a negative attitude may result in avoidance or skepticism. Understanding consumer buying attitudes helps businesses tailor marketing strategies, improve product offerings, and enhance customer satisfaction, ultimately driving sales and fostering long-term consumer relationships. Consumer buying attitude toward apartment houses reflects the perceptions, preferences, and decision-making tendencies of individuals when investing in residential units. It is shaped by various factors, including location, price, design, amenities, safety, and the reputation of the builder. Buyers with a positive attitude often perceive apartments as convenient, secure, and modern living spaces that offer community facilities and easy access to urban infrastructure. Conversely, negative attitudes

may arise due to high costs, limited space, or concerns about maintenance and privacy. Lifestyle, income level, and family requirements also significantly influence attitudes, as some consumers prioritize proximity to workplaces, schools, and recreational areas, while others focus on long-term investment value.

II. REVIEW OF LITERATURE

According to Pradhan et al. (2025) mentioned that affordability, location, financing options, and developer trust are the primary factors influencing the purchase of residential flats in tier 2 Indian cities. Additionally, young salaried professionals and first-time buyers dominate the market, with a preference for 2 BHK apartments priced between ₹20–40 lakh whereas buyers rely increasingly on online property portals for research and favor newly constructed apartments over resale units. Further, major challenges identified include high property costs, loan accessibility issues, and complex legal procedures. The study of Sisodiya et al. (2024) assumed that customer buying behavior in Vadodara's real estate market is influenced primarily by location, affordability, and availability of modern amenities. Further, proximity to essential services, education and employment centers strongly affects purchase decisions. Additionally, buyers also consider builder reputation and transparent practices as key factors in developing trust. The researchers Nguyen Minh et al. (2023) found that attitude, subjective norms, perceived quality, financial capability and governmental policies significantly influence consumers' decisions to purchase apartments in Ho Chi Minh City, with purchase intention acting as a mediating factor. Further, perceived behavioral control, however, did not show a significant effect. Moreover, the results indicate that enhancing perceived quality, financial feasibility, and positive consumer attitudes can boost apartment purchase decisions.

In view of Thirunavukarasu (2021) indicated that consumer perception has a significant positive influence on flat purchase intention in Chennai. In addition, analysis revealed a strong positive relationship ($R = 0.903, p < 0.01$) between perception and purchase intention. Moreover, all aspects of consumer perception were found to shape the decision-making process of flat buyers. The researcher Gunasundari (2015) displayed that consumer

preferences for dwelling units in Erode City are influenced by socioeconomic background, workplace accessibility, and infrastructure quality. In addition, residents' satisfaction varies according to ethnic background and type of housing, with planned colonies and modern infrastructure receiving higher approval. Also, public housing management faces challenges such as poor maintenance, high vacancy rates, and lack of funds, which reduce tenant satisfaction. In case of Hoque et al. (2012) displayed that consumer apartment purchase decisions in Bangladesh are heavily influenced by emotional motives alongside economic considerations. Also, factors such as social status, trust, strong references, and fear of financial loss play a significant role in shaping consumer behavior whereas environmental and experiential aspects also contribute to decision-making. Hence, marketing strategies should account for these emotional and social factors to effectively influence high-involvement purchases like apartments.

III. STATEMENT OF THE PROBLEM

Apartment houses offer consumers convenience, modern amenities, and a secure living environment, often with community facilities and easy access to urban infrastructure. They also provide a cost-effective and low-maintenance housing option compared to independent homes. The real estate sector in Erode has experienced rapid growth, with apartment houses emerging as a popular residential option due to urbanization, modern lifestyle preferences, and convenience. However, the decision-making process of apartment buyers is influenced by various factors such as location, price, amenities, safety, and the reputation of developers. Despite the increasing demand for apartments, there is limited research on understanding the attitudes, preferences, and perceptions of buyers in Erode. Many individuals face challenges in evaluating the value, quality, and long-term benefits of apartment houses, which can result in hesitation, indecision, or dissatisfaction.

IV. OBJECTIVES OF THE STUDY

- To explore the personal profile of the selected consumers who buy apartment house in Erode.

- To analyse the consumer buying attitude on apartment house in the study area.

V. HYPOTHESIS OF THE STUDY

- There is no significant difference in mean consumer buying attitude on apartment house with regard to amount spent for buying apartment house.
- There is no significant difference in mean consumer buying attitude on apartment house with regard to square feet of the apartment house.

VI. RESEARCH METHODS

This study employed a descriptive research design. The required sample data were collected from both primary and secondary sources. The target population comprised consumers who purchase apartment houses

in Erode, Tamil Nadu. A structured questionnaire was developed and distributed to gather primary data on respondents' personal profiles and their buying attitudes toward apartment houses whereas the secondary data were obtained from published books, journals, articles and online sources. A sample of 155 consumers was selected using a random sampling technique. The collected data were entered into MS Excel and analyzed using various statistical tools including percentage analysis, mean score, standard deviation and Analysis of Variance (ANOVA) with SPSS version 26.0.

VII. RESULT AND DISCUSSION

7.1 Personal Profile of the Consumers

The details of personal profile of the selected consumers and their buying attitude on apartment house have been furnished in the following table.

Table 1: Personal Profile and Consumer Buying Attitude on Apartment House

No.	Variables Name	Number of Respondents	%	Mean	SD
1	Age				
	• Upto 30 years	21	13.5	3.38	0.58
	• 31 - 40 years	45	29.1	3.96	0.40
	• 41 - 50 years	57	36.8	3.76	0.57
	• Above 50 years	32	20.6	3.33	0.58
	Total	155	100.0		
2	Occupation				
	• Government employee	35	22.6	3.59	0.67
	• Private employee	21	13.5	3.39	0.59
	• Business	59	38.1	3.68	0.58
	• Professional	40	25.8	3.55	0.56
	Total	155	100.0		
3	Amount Spent for Buying				
	• Upto Rs.70 lakhs	57	36.8	3.42	0.55
	• Rs.70 lakhs – 1 Crore	68	43.9	3.63	0.61
	• Above Rs.1 Crore	30	19.3	3.76	0.61
	Total	155	100.0		
4	Square feet of the Apartment House				
	• Upto 1300 Sq. Ft.	48	31.0	3.18	0.48
	• 1301-1750 Sq.Ft.	72	46.4	3.71	0.59
	• Above 1750 Sq. Ft.	35	22.6	3.89	0.47
	Total	155	100.0		

- It is indicated from the above table that 13.5% of the consumers belong to the age group upto 30

years, 29.1% of the consumers belong to 31-40 years, 36.8% of the consumers belong to 41-50

years and 20.6% of the consumers belong to the above 50 years age category.

- Regarding occupation, 22.6% of the respondents are government employees, 13.5% of the respondents are private employees, 38.1% of the respondents are businesspersons and 25.8% of the respondents are professionals.
- In terms of the amount spent on purchasing an apartment, 36.8% of the respondents spent upto Rs.70 lakhs, 43.9% of the respondents spent Rs.70 lakhs - 1 crore and 19.3% of the respondents spent above Rs.1 crore.
- Considering the square feet of the apartment house, 31.0% of the respondents purchased apartments upto 1300 sq. ft., 46.4% of the respondents purchased apartments between 1301–1750 sq. ft. and 22.6% of the respondents purchased apartments above 1750 sq. ft.

7.2 Consumer Buying Attitude on Apartment House
 Consumer buying attitude towards apartment houses reflects the preferences, perceptions, and willingness of individuals to invest in residential properties. For the study purpose, the researchers have developed eight statements with regard to consumer buying attitude on apartment house.

It is observed from the analysis that the Cronbach Alpha value for the statements of consumer buying

attitude on apartment house is 0.957. This study indicated that the reliability of the consumer buying attitude on apartment house is good and fit for analysis. It is examined among consumer buying attitude on apartment house that most of the consumers opined as 'price of the apartment significantly influences my buying decision' with the mean score and standard deviation of 3.97 and 1.14 respectively followed by 'aesthetic design and layout of the apartment' with the mean score and standard deviation of 3.96 and 1.10 respectively.

Testing Of Hypothesis (Anova)

7.3 Relationship between Personal Profile and Consumer Buying Attitude on Apartment House
 This section has analyzed that the relationship between the personal profile and consumer buying attitude on apartment house in Erode. A hypothesis has been framed in order to analyse the relationship between selected independent variables of the consumers and buying attitude on apartment house through ANOVA. Amount Spent for Buying and Consumer Buying Attitude on Apartment House

H_0 : There is no significant difference in mean consumer buying attitude on apartment house with regard to amount spent for buying apartment house.

Table 2: Amount Spent for Buying and Consumer Buying Attitude on Apartment House

	Sum of Squares	df	Mean Square	F	'p' value
Between Groups	3.708	2	1.854	5.450	0.005*
Within Groups	51.704	152	0.340		
Total	55.412	154			

Note: - Significant at 1% level

It is noticed from the analysis that the 'p' value is lesser than 0.05 therefore the null hypothesis is rejected. Hence, there is a significant difference in mean consumer buying attitude on apartment house with regard to amount spent for buying apartment house.

Square Feet of the Apartment House and Consumer Buying Attitude on Apartment House

H_0 : There is no significant difference in mean consumer buying attitude on apartment house with regard to square feet of the apartment house.

Table 3: Square Feet of the Apartment House and Consumer Buying Attitude on Apartment House

	Sum of Squares	df	Mean Square	F	'p' value
Between Groups	12.226	2	6.113	21.517	0.000*
Within Groups	43.185	152	0.284		
Total	55.412	154			

Note: - Significant at 1% level

It is justified from the analysis that the 'p' value is lesser than 0.05 therefore the null hypothesis is rejected. Hence, there is a significant difference in mean consumer buying attitude on apartment house with regard to square feet of the apartment house.

VIII. FINDINGS

- The analysis mentioned that majority of the consumers are in the 41-50 years age group. Further, high level of buying attitude toward apartment houses is perceived by the consumers in the 31-40 years age group, as reflected by a mean score of 3.96.
- It is illustrated that majority of the consumers are businesspersons (38.1%). It is assumed that high level of buying attitude toward apartment houses is perceived among businesspersons, with a mean score of 3.68.
- It is indicated that majority (43.9%) of the consumers spent between Rs. 70 lakhs and 1 crore for buying an apartment. It is justified that high level of buying attitude is perceived by the consumers who spending above Rs.1 crore for buying apartment house (mean = 3.76).
- It is showed that majority (46.4%) of the consumers purchased apartment house for 1301–1750 sq. ft. range. It is displayed that high level of buying attitude toward apartment houses is observed among consumers owning apartments above 1750 sq. ft., with a mean score of 3.89.
- It is displayed from the mean score analysis that most of the consumers opined as 'price of the apartment significantly influences buying decision' and 'aesthetic design and layout of the apartment' towards buying attitude on apartment house with the mean score of 3.99 and 3.96 respectively.
- The ANOVA illustrated that there is a significant difference in mean consumer buying attitude on apartment house with regard to amount spent for buying apartment house.
- From the 'F' test, it is confirmed that there is a significant difference in mean consumer buying attitude on apartment house with regard to square feet of the apartment house.

IX. SUGGESTIONS

- The findings noticed that high level of buying attitude toward apartment houses is perceived by the consumers in the 31-40 years age group. Hence, it is suggested that real estate marketers should create awareness campaigns highlighting safety, comfort, and convenience features of apartments suitable for all age group of consumers to encourage their purchase intention.
- It could be measured that high level of buying attitude toward apartment houses is perceived among businesspersons. Therefore, it is recommended that flexible payment schemes, affordable financing options, and promotional offers be designed to attract employees and professionals and improve their willingness to invest in apartments.
- From the study, it is assumed that high level of buying attitude is perceived by the consumers who spending above Rs.1 crore for buying apartment house. Thus, it is stated that developers may introduce budget-friendly or mid-segment apartment options with attractive features and emphasize value-for-money benefits in marketing campaigns.
- It is showed that high level of buying attitude toward apartment houses is observed among consumers owning apartments above 1750 sq. ft. Accordingly, it is suggested that builders should focus on marketing strategies that highlight the efficient utilization of space, modern design, and essential amenities to increase interest among buyers preferring smaller apartments.

X. CONCLUSION

This study aimed to examine the consumer buying attitude on apartment house in Erode. Understanding consumer buying attitude toward apartment houses helps builders and marketers identify the preferences and priorities of their target consumer base. This study observed that there is a significant difference in mean consumer buying attitude on apartment house with regard to selected variables like amount spent for buying apartment house and square feet of the apartment house. Further, special attention should be given to consumers through awareness campaigns,

personalized promotions, and value-added features to enhance their buying attitude on apartment house.

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