



## Socio-demographic profile of flat owners in thrissur district, Kerala

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### Abstract

Housing being one of the three basic needs of life always remains in the top priorities of any person, society and economy. As a human being, an individual needs has own space and privacy, which can be provided by ownership of house. Thus housing deserves significant attention in the context of developing policies and strategies for human development. Kerala one of the smaller state has to accommodate about 2542 persons in a square kilometer in urban area. Migration from rural as well as from other states add fuel to this problem. Unavailability of land, Sky rocketing of existing land price, increasing construction, material and labour cost makes the urban housing scenario more worse. Now the urban kerala is experiencing a rapid shift from housing units to flats. In this present study the author explore the socio-demographic profile of flat owners in Thrissur District, Kerala.

**Keywords:** Housing, always, thrissur, demographic

### 1. Introduction

Indian housing industry is growing tremendously over the past few years due to large population, high disposable income, changing life styles, increasing demand for housing units, and fast changing rural housing landscape. And it is the most dynamic segment of the real estate industry compared to commercial and other property development segments. Living in apartments is gaining popularity in India. Large number of builders and developers are coming to the residential apartment market and offers housing solutions in terms of safety and security and maintenance of utilities like electricity and water. Apartments enable maximization of space utilization and reduce demand on public resources. People are also able to avail of additional amenities like gymnasiums, swimming pools, etc. at affordable prices.

Kerala is presently experiencing a vertical growth in the house construction industry. Housing flats are mushrooming in the outskirts of urban Kerala day by day. (Govt. Census rep, 2011). The preference of housing of the Keralites is changing for the last 7 years and now it shows a picture that more than 30% of the people of Kerala is prefer to live in housing flats. (2010 annual report, Nirmithi Kendra). Statistics reveals that there is a mass shift in the housing preference of the people of urban Kerala.

An apartment is a residential unit that forms a division of a building. It can be either owned or rented. It is an arrangement or system through which flats are owned individually or jointly. The spread of apartment culture, throughout the country and world over, has opened the floodgates for the research with the broader objective of aiming to fill the knowledge gap of those who get engaged in housing market activities such as developers, investors, buyers, sellers and scholars. In the present study the researcher try to find out answers to some research questions. They are who buys? When do they buy? And how do they buy?

### 2. Objectives of the study

1. To know the profile of buyers of residential flats in Thrissur District, Kerala

### Methodology

The study is embodied with both primary and secondary data. For the purpose of the study, a sample of 50 respondents who purchased flats after the year 2012 were selected for the study. Simple random sampling technique was used to select the respondents. Their selection was based on their level of participation. A well –structured questionnaire schedule was prepared and used to elicit required information from the buyers. Percentage analysis is the tool used for analysing the socio demographic characteristics of the respondents.

### 2. Review of literature

Hyun-Jeong Lee and Kathleen Parrott (2008) stated that no society is mono- ethic, and there is clearly a multiplicity of needs, desire and aspiration to be met. Obviously, there are also diverse expectations and needs regarding housing. Mateja Kos Kooklic and Irena Vida (2009) found that all respondents view the house as a part of their personality or the extended self. The house ownership enables them to express their personalit (2009) stated that variables influence the residence choice process can be divided into three groups. Socio- economic characteristics of the inhabitants( age, sex, income, family patrimony, occupation, marital status, cycle stage of the family life, residence time, size, family composition and homeownership), Economic circumstances and of the market (residence price, financings, inflation and construction volume), Characteristics of the desired location (location, equipment and standard).

According to Abram (2009), housing provides social security and contacts, good image, a sense of belonging and an indicator of social status. The Global Serviced

Apartments Industry Report 2011-2012 stated that India was one of the few global serviced apartment markets where supply was expected to exceed demand in most Indian cities by 2013. Ariyavansa (2007) stated that word – of – mouth recommendation might be even more important in a house buyer’s information - gathering and evaluation stages than the seller/company’s behaviour.

According to Bello, (2011) housing as an investment had a significant role to play in the individual, local and national economy. In most cases, it constituted the first major capital investment and life ambition of individuals. The desire to own a house constitutes one of the strongest incentives for savings and capital formation.

**3. Data Analysis**

**Table 1:** Gender-wise classification of flat owners

Gender	Number	Percentage
Male	18	36
Female	32	64
Total	50	100

Source: primary data

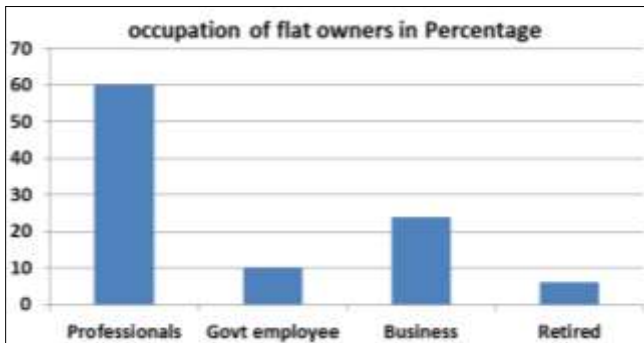
The above table shows that 64% of the flat owners in Thrissur district female and 46% male.

**Table 2:** Classification of flat owners based on residential status

Status	Number	Percentage
Resident	20	40
NRI	30	60
Total	50	100

Source: primary data

The above table shows that 60% percent of the flat owners in Thrissur district is NRI.



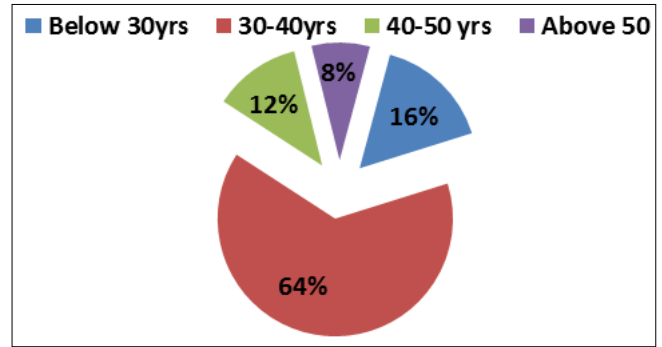
**Graph 1:** Occupation of the flat owners in Thrissur district

The graph shows that about 60% of the flat owners in Cochin Corporation are professionals, 24% of the flat owners are business people.

**Table 3:** Age of flat owners at the time of Purchase

Age Class	Number	Percentage
Below 30yrs	8	16
30-40yrs	32	64
40-50 yrs	6	12
Above 50	4	8
Total	50	100

Source: primary data



Source: primary data

**Fig 2**

The above table shows that 64% of the flat owners in Cochin Corporation is in the age group of 30 to 40 years.

**Table 4:** Source of fund utilised for the purchase of flat

Source	Number	Percentage
Own fund	12	24
Bank and own fund	36	72
Others	2	4
Total	50	100

Source: primary data

**4. Findings of the Study**

- 64% of the flat owners in Thrissur District is female. It means more number of flats are registered with the name of female.
- 60% of the flat owners in Thrissur is NRI. It show the participation NRIs in the market of residential flats.
- Majority of the flat owners in Thrissur district is belongs to the professional occupational group. It shows the interest of professional towards flats.
- Majority of the flat owners are belongs to the age group of 30 to 40 years at the time of their purchase.
- Fund utilised for the purchase of flats is being raised by own as well as bank source. That is about 72% of the flat owners used both own and bank source.

**5. Conclusion**

Rapid urbanization, lack of land availability, high construction cost as well as busy life schedule of people leads a change in the housing concept of the Keralites which leads to shift to ready to occupy housing flats from traditional free standing houses. Whatever be the prose and corns of this shift it is clear from the literature as well as primary data, there is a mass shift is happening in the housing preference and which is going to be a new era in the housing scenario of Kerala.

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