A Study on Housing Preferences of Residents in Hyderabad Twin Cities

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Abstract: *This study in Hyderabad, India, examines housing preferences amid population growth and rapid urbanization in the Twin Cities. Using a comprehensive approach involving structured questionnaires and data analysis, the research aims to identify key determinants such as location, amenities, affordability, and lifestyle considerations shaping housing choices. It will explore factors like proximity to workplaces, transportation, safety, and recreational facilities and analyze the impact of cultural, social, and economic factors on diverse demographic groups. The report provides valuable insights for urban planners and real estate developers, guiding the development of tailored housing solutions. Ultimately, the research aims to deepen our understanding of housing market dynamics, inform urban development strategies, and empower residents to make well-informed decisions for an enhanced quality of life in the Twin Cities of Hyderabad.*

Keywords: Housing preferences, Affordability, Lifestyle considerations, Urban development, Quality of life

1. Introduction

The twin cities of Hyderabad and Secunderabad, nestled in the heart of southern India, have witnessed rapid urbanization and transformation over the years. As economic opportunities expand and lifestyles evolve, the housing preferences of residents in these twin metropolises have become a dynamic area of study. The choices individuals make regarding their living spaces are influenced by a myriad of factors, ranging from location and affordability to amenities and cultural inclinations. Understanding these preferences is essential for creating harmonious urban environments and shaping the future trajectory of these interconnected cities.

This study aims to analyze the housing preferences of residents in the twin cities of Hyderabad, namely Hyderabad and Secunderabad. Housing preferences in Hyderabad can vary widely depending on individual circumstances, socio-economic factors, and lifestyle choices. However, certain trends and preferences have been observed among city residents. The rapid urbanization and economic growth in the region have led to significant changes in housing patterns and preferences. This research explores various factors influencing housing choices, such as location, amenities, affordability, and lifestyle preferences. By examining the factors influencing housing choices, such as location, amenities, affordability, and lifestyle preferences, this study aims to provide valuable insights into the evolving dynamics of urban living and guide urban planners, real estate developers, and policymakers in creating sustainable and accommodating housing solutions for the diverse population of the twin cities.

2. Review of Literature

The literature that has been examined gives a useful understanding of what affects people's choices in houses depending on the situation, according to Puvaneswary Thanaraju and others. The study by Hasanzadeh and others in 2019 investigated how people decide to buy houses in Kuala Lumpur, paying attention to things like money matters, location, and the area around the house. This was done to figure out why some homes don't get sold. The study from 2019 showed it is important to consider what people say they prefer and what their actions show they prefer at the same time. They used real data from Tampere in Finland and discovered that there were mismatches in the kinds of houses available, which affects how housing policies are made.

Taiwo, Yusoff, and Abdul Aziz in the year 2018 researched how housing preferences change in Nigeria's system for delivering houses. They gave importance to how the country's economy affects what homes people choose. The research showed that it is becoming harder for Nigerians to afford a place to live. Costa-Font, Elvira, and Mascarilla-Miro (2009) studied housing preferences and how people think about needing support in their later years. They used a database that included many Spanish people to see if there were any patterns among different ages and amounts of money they had.

The research by Lee, Goss, and Beamish from 2007 explored how lifestyle affects what people living in multifamily housing want. They found four important parts of lifestyle—health and comfort, meeting others, the layout of rooms, and green technology—that play a big role in these residents' housing decisions. These research works give important insights into what people like in homes, and this is useful for making policies and planning cities.

3. Research Methodology

3.1 Research Type

The research is exploratory and descriptive, as it aims to both identify factors and describe the relative importance of these factors.

3.2 Data Collection Method

Primary data was collected using a structured questionnaire. It includes closed-ended questions related to demographic information, housing preferences, priorities, and factors influencing housing choices.

3.3 Sample Size

- A sample size of 156 respondents was collected, which was considered sufficient to provide a representative view of the housing preferences in the twin cities.
- The data analysis has been done using cross-tabulation.

- The tool used for the analysis is the Pivot table in MS Excel.

4. Data Analysis

Table 1: Current living Arrangement

Row Labels	What is your current living arrangement
Hostel	0.64%
Owned house/apartment	68.59%
Paying guest accommodation	3.21%
Rented house/apartment	21.79%
Shared accommodation	5.77%
Grand Total	100.00%
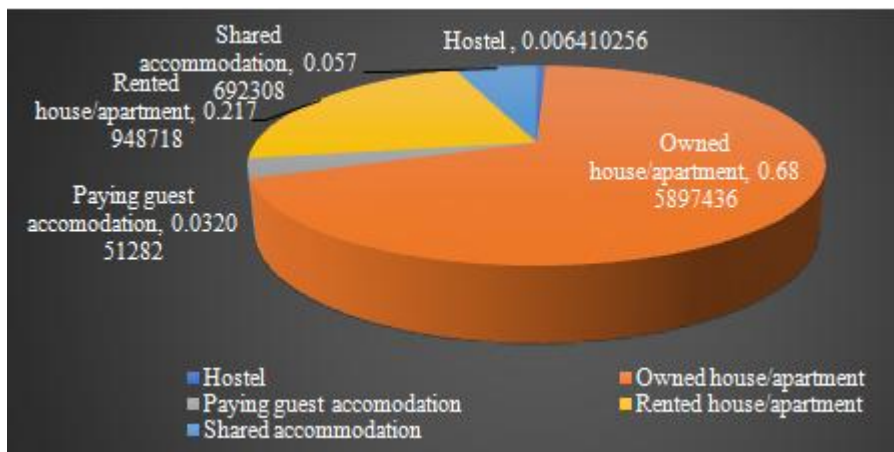
Chart 1

Table 2: Preferred Housing Type:

Housing type	7. What is your preferred housing type? (Choose one)
Apartment	38.46%
Condominium	5.77%
Duplex/triplex	16.03%
Single-Family House	24.36%
Villa	15.38%
Grand Total	100.00%
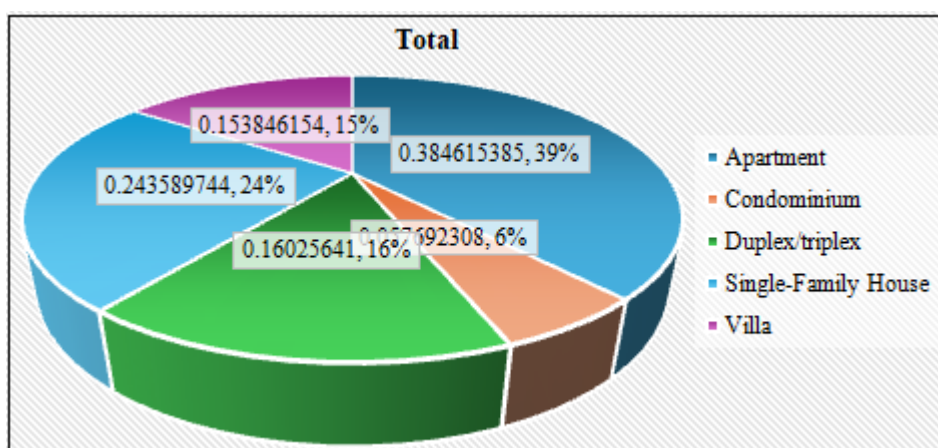
Chart 2

Table 3: Primary Purpose

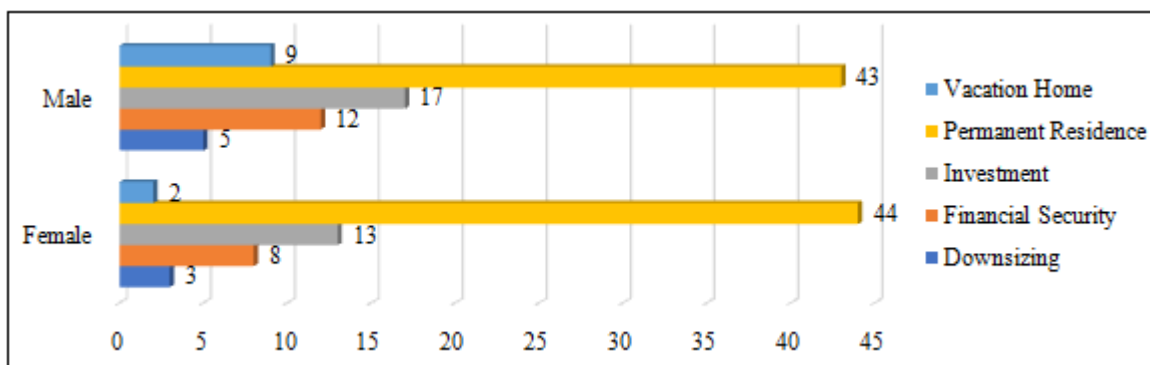| What is the primary purpose for which you are buying a house?	Column Labels					
Row Labels	Downsizing	Financial Security	Investment	Permanent Residence	Vacation Home	Grand Total
Female	4.29%	11.43%	18.57%	62.86%	2.86%	100.00%
Male	5.88%	14.12%	20.00%	50.59%	9.41%	100.00%
Prefer not to say	0.00%	0.00%	0.00%	0.00%	100.00%	100.00%
Grand Total	**5.13%**	**12.82%**	**19.23%**	**55.77%**	**7.05%**	**100.00%**

Chart 3

Table 4: Factors that Have the Greatest Influence on Your Housing Preferences

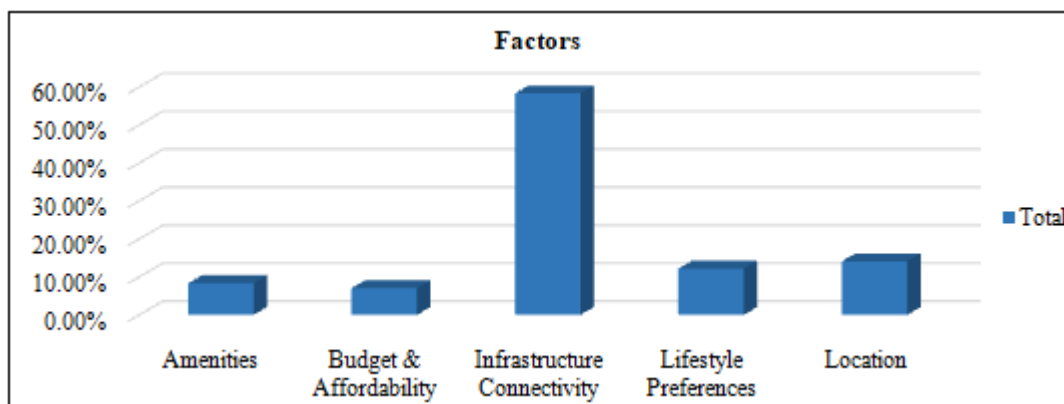| Row Labels	Which of the following factors has the greatest influence on your housing preferences?
Amenities	8.33%
Budget & Affordability	7.05%
Infrastructure Connectivity	58.33%
Lifestyle Preferences	12.18%
Location	14.10%
Grand Total	100.00%

Chart 4

Table 5: Type of Neighbourhood Environment

Type of neighbourhood	What type of neighbourhood environment do you prefer?
Commercial	14.74%
Mixed-Use	26.28%
Residential	33.97%
Suburban	9.62%
Urban	15.38%
Grand Total	100.00%

Type of neighbouhood environment
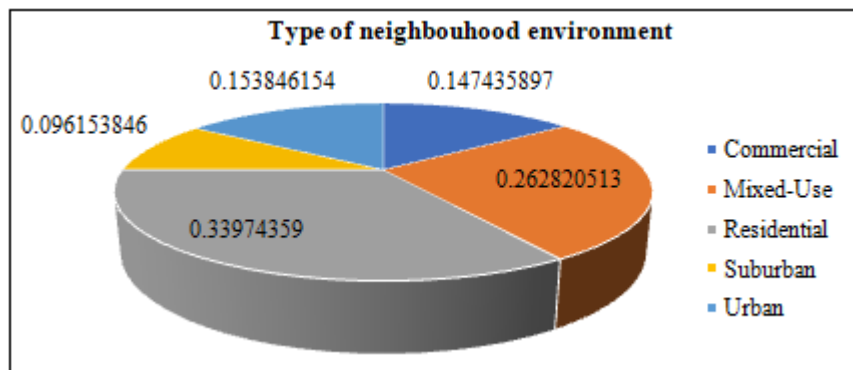
Chart 5

Table 6: Level of Amenities

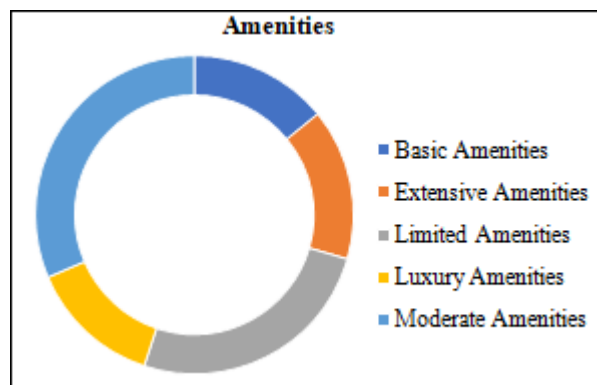| Amenities	Which level of amenities do you prefer in your housing?
Basic Amenities	14.10%
Extensive Amenities	15.38%
Limited Amenities	25.64%
Luxury Amenities	13.46%
Moderate Amenities	31.41%
Grand Total	100.00%

Chart 6

Table 7: Challenges in finding suitable housing.

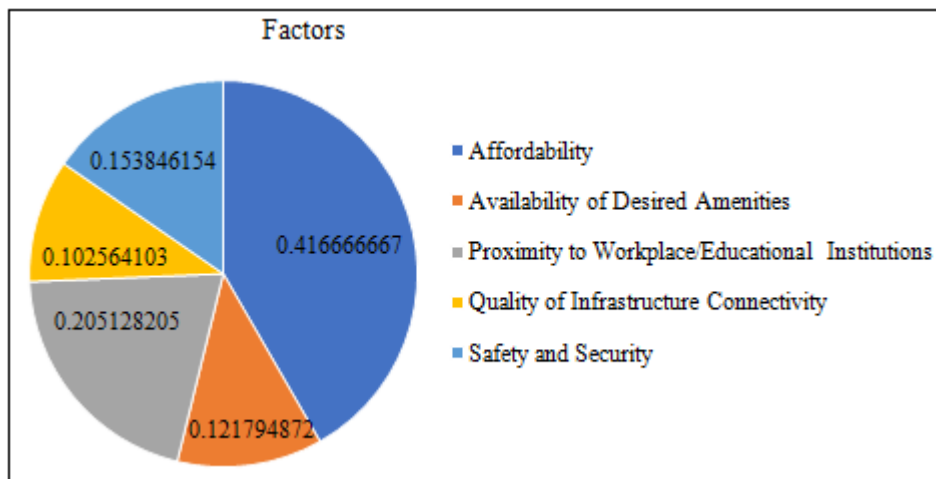| Challenges	What challenges do you currently face in finding suitable housing in the twin cities of Hyderabad?
Affordability	41.67%
Availability of Desired Amenities	12.18%
Proximity to Workplace/ Educational Institutions	20.51%
Quality of Infrastructure Connectivity	10.26%
Safety and Security	15.38%
Grand Total	100.00%

Chart 7

Table 8: Presence of Green Spaces

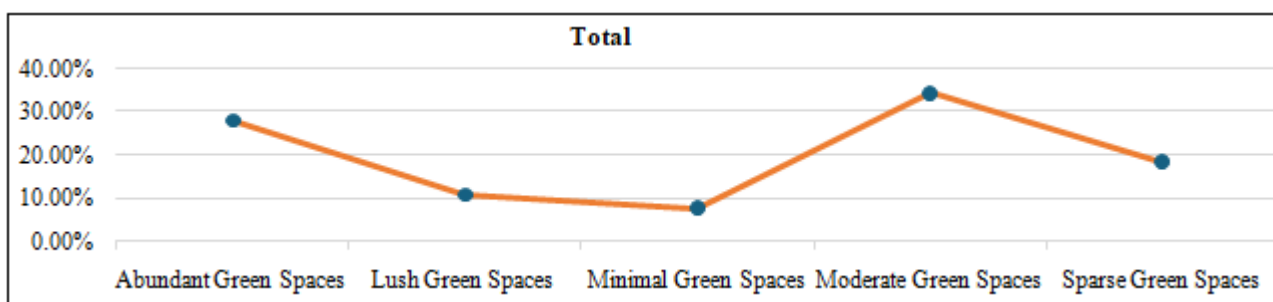| Green Spaces	How important is the presence of green spaces (parks, gardens) near your residence?
Abundant Green Spaces	28.21%
Lush Green Spaces	10.90%
Minimal Green Spaces	7.69%
Moderate Green Spaces	34.62%
Sparse Green Spaces	18.59%
Grand Total	100.00%

Chart 8

5. Findings

In the Twin Cities of Hyderabad, a significant portion of the population resides in owned houses or apartments, with notable gender-based variations. Females, at 46.73%, and males, at 53.27%, both demonstrate a preference for homeownership. The primary housing choice leans towards apartments, chosen by 38.46% of individuals, while condominiums are less popular at 5.77%. Permanent residence serves as the predominant motivation for purchasing a house, cited by 55.77% of individuals, with infrastructure connectivity emerging as the most influential factor in housing preferences, acknowledged by 58.33% of the surveyed population. Notably, the study identifies affordability and proximity to workplaces or educational institutions as the main challenges faced by residents, with 41.67% expressing concerns about affordability. Age and income disparities influence these challenges, with different age groups and income brackets exhibiting varying levels of concern and expectations regarding future housing preferences.

In terms of future housing choices, there is a notable gender and income divide. Females, especially those with an annual income of less than 3 lakhs, express a significant anticipation of changes in housing preferences over the next five years. Conversely, a substantial percentage of males, particularly those with an annual income above 10 lakhs, exhibit less expectation of significant changes in their housing preferences. These findings suggest that housing choices are intricately linked to economic factors, gender dynamics, and demographic considerations, providing valuable insights for urban planners and policymakers in addressing housing challenges and shaping future housing developments in the Twin Cities of Hyderabad.

6. Conclusions

The housing preferences in the twin cities of Hyderabad reflect a complex interplay of factors, encompassing affordability, location, and lifestyle choices. The study of housing preferences in the twin cities of Secunderabad and Hyderabad offers important new perspectives on how urban life is evolving. These results provide a compass to direct neighbourhood designers, property developers, and

policymakers in creating communities that satisfy the changing needs of the populous. By considering the complex facets of housing preferences, we can all work to create inclusive, lively urban ecosystems that resonate with the individual tastes of the residents. The information and conclusions gained from this study will play a significant role in determining how housing and urban development will develop in the future in this vibrant and diversified metropolitan area.

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