Research of youngsters’ consumption and attitudes on real estate market

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Content

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1. Introduction

- Special attention of youngsters

- Series of important decisions
  - Separation from parents’ house
  - Upcoming housing choice
  - End of a life phase

What is the opinion of youngsters about this serious decision?
2. Theoretical overview

- Main characteristics of youngsters from the aspect of housing choice
  - Values
  - Attitudes towards advertisements
  - Role of the internet and reference groups

- Influencing factors of housing choice
3. Primary research

- Online survey (n=128)

- Parts of the questionnaire
  1. Real estate choice in present
  2. Subtenancy choice in present
  3. Real estate choice in future
  4. Subtenancy choice in future
  5. Sources of information
  6. Socio-demographic factors

- The four different „housing choice” situations

- Applied data analysis techniques:
  - nonparametric tests (Friedman-test, Mann-Whitney-test, Wilcoxon-test, Kruskal-Wallis-test, Spearman’s coefficient of rank correlation)
Aspects of housing choice

- Size
- Location
- Opinion of reference groups
- Online advertising
- Condition
- Price
- Public transport

Differences between real estate and subtenancy choice
Objectives of the research

1. Differences of importance within a situation
2. Differences of importance between the four situation
3. Preferences about type of house
4. Type of house and importance of aspects
5. Type of subtenancy
6. Importance of information sources
7. Importance of aspects and socio-demographic factors
1. Differences of importance within a situation

- Importance of the aspects are different within each situation

- The most important aspects

<table>
<thead>
<tr>
<th>Evaluation situations</th>
<th>Choice in present</th>
<th>Choice in future</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Real estate choice</strong></td>
<td>1. Price</td>
<td>1. Price</td>
</tr>
<tr>
<td></td>
<td>2. Condition</td>
<td>2. Size</td>
</tr>
<tr>
<td></td>
<td>3. Type of heating</td>
<td>3. Year of construction</td>
</tr>
<tr>
<td><strong>Subtenancy choice</strong></td>
<td>1. Rental fee</td>
<td>1. Rental fee</td>
</tr>
<tr>
<td></td>
<td>2. Television/Internet</td>
<td>2. Condition</td>
</tr>
</tbody>
</table>

Source: own editing
2. Differences of importance between the four situations

- Pairwise comparison of each comparable aspects/variables between the situations

- Real estate choice in present vs. Real estate choice in future: 14 differences/17 comparison

- Subtenancy choice in present vs. Subtenancy choice in future: 11 differences/18 comparison

Source: own editing
3. Preferences about type of house

- Ranking of house types are different within each situation

<table>
<thead>
<tr>
<th>Ranking situations</th>
<th>Choice in present</th>
<th>Choice in future</th>
</tr>
</thead>
</table>
| **Real estate choice** | 1. Family house  
2. Block of flats (made of bricks)  
3. Block of flats (made of panel) | 1. Family house  
2. Block of flats (made of bricks)  
3. Block of flats (made of panel) |
| **Subtenancy choice** | 1. Block of flats (made of panel)  
2. Block of flats (made of bricks)  
3. Family house | 1. Block of flats (made of bricks)  
2. Family house  
3. Block of flats (made of panel) |

Source: own editing
4. Type of house and importance of aspects

- **Variables:**
  - Housing choice aspects (17 or 18 variables per situation)
  - House types (3 variables per situation)

- **Pairwise correlation analysis (Spearman) within each situation**

<table>
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<th>Evaluation/Ranking situations</th>
<th>Choice in present</th>
<th>Choice in future</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Real estate choice</strong></td>
<td>51 (3*17) comparison 18 sign. relationship</td>
<td>51 (3*17) comparison 18 sign. relationship</td>
</tr>
<tr>
<td><strong>Subtenancy choice</strong></td>
<td>54 (3*18) comparison 11 sign. relationship</td>
<td>54 (3*18) comparison 11 sign. relationship</td>
</tr>
</tbody>
</table>

Source: own editing
5. Type of subtenancy

- **Variables:**
  - Housing choice aspects (18 variables per situation)
  - Subtenancy types in present
    - Entire
    - Room with roommates
    - Room without roommates
  - Subtenancy types in future
    - Entire subtenancy
    - Part of a subtenancy

- **Comparison between the subtenancy categories in the subtenancy situations**

  - **Subtenancy choice in present**
    - 18 comparison
    - 2 differences

  - **Subtenancy choice in future**
    - 18 comparison
    - 0 differences
6. Importance of information sources

- **Compare the usage/importance of seven information sources**

1. Online ads on real estate web page/database
2. Information from other people (opinion leaders/reference groups)
3. Other sources/ads on the internet
4. Printed ads
5. Ads via (university/workplace) e-mail delivery system
6. Ads on billboards in the university/workplace
7. Own given ads
7. Importance of aspects and socio-demographic factors

- Differences in the same aspects in all of the situations
  - Female respondents
    - Closeness of shops
    - Good opportunities for public transport

- All of the housing choice aspects in the four situations

- Gender
  - Level of education
  - Type of settlement
  - Type of actual home
4. Summary

- Different importance of the housing choice aspects
  - Within a situation
  - Between present/future or real estate/subtenancy
- Different preferences about type of house
- Information sources: internet, reference groups
- Social-demographic factor: gender

Further objective: extension of the research for other generation
Thank you for your attention!

The presentation is supported by the European Union and co-funded by the European Social Fund.  
Project title: “Broadening the knowledge base and supporting the long term professional sustainability of the Research University Centre of Excellence at the University of Szeged by ensuring the rising generation of excellent scientists.”  
Project number: TÁMOP-4.2.2/B-10/1-2010-0012