



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

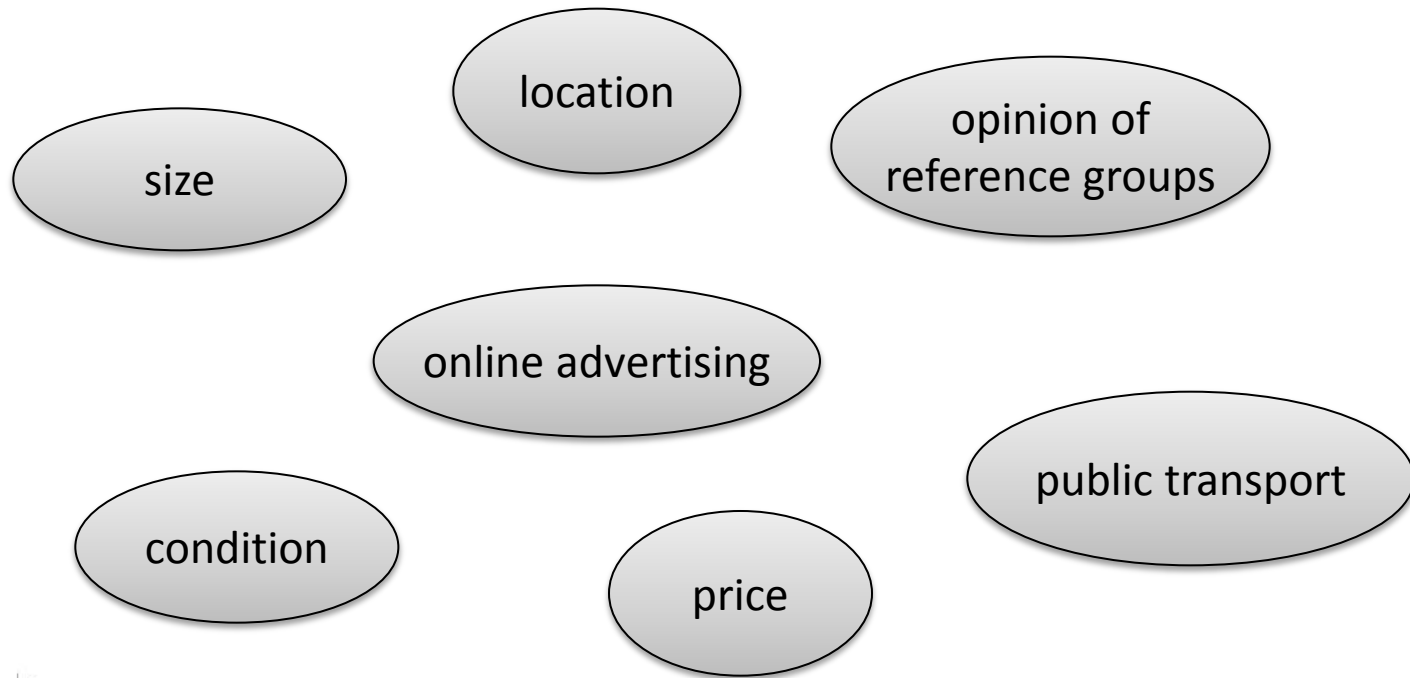
} The four different
„housing choice”
situations

- 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



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

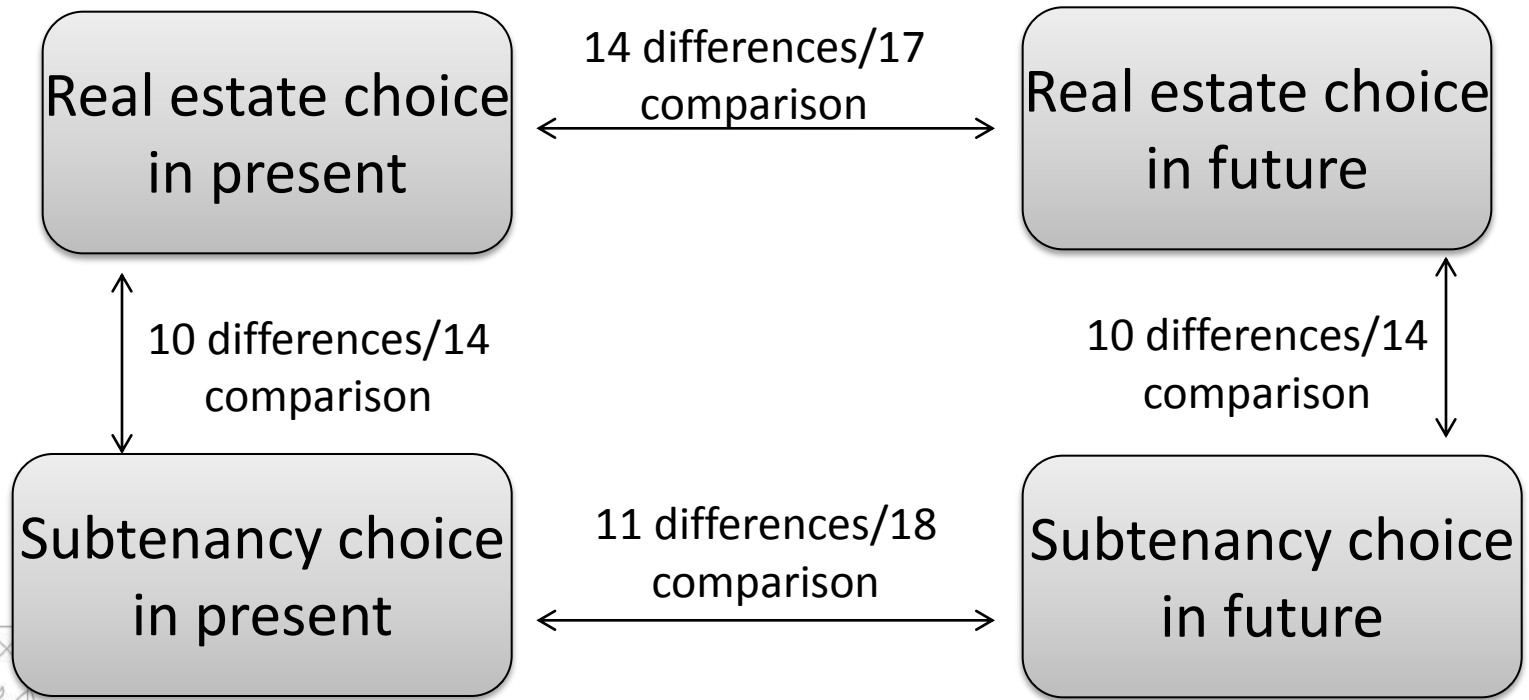
Evaluation situations	Choice in present	Choice in future
Real estate choice	<ol style="list-style-type: none">1. Price2. Condition3. Type of heating	<ol style="list-style-type: none">1. Price2. Size3. Year of construction
Subtenancy choice	<ol style="list-style-type: none">1. Rental fee2. Television/Internet3. Public transport	<ol style="list-style-type: none">1. Rental fee2. Condition3. Size

Source: own editing



2. Differences of importance between the four situation

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



Source: own editing

3. Preferences about type of house

- Ranking of house types are different within each situation

Ranking situations	Choice in present	Choice in future
Real estate choice	<ol style="list-style-type: none">1. Family house2. Block of flats (made of bricks)3. Block of flats (made of panel)	<ol style="list-style-type: none">1. Family house2. Block of flats (made of bricks)3. Block of flats (made of panel)
Subtenancy choice	<ol style="list-style-type: none">1. Block of flats (made of panel)2. Block of flats (made of bricks)3. Family house	<ol style="list-style-type: none">1. Block of flats (made of bricks)2. Family house3. 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

Evaluation/Ranking situations	Choice in present	Choice in future
Real estate choice	51 (3*17) comparison 18 sign. relationship	51 (3*17) comparison 18 sign. relationship
Subtenancy choice	54 (3*18) comparison 11 sign. relationship	54 (3*18) comparison 11 sign. relationship

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

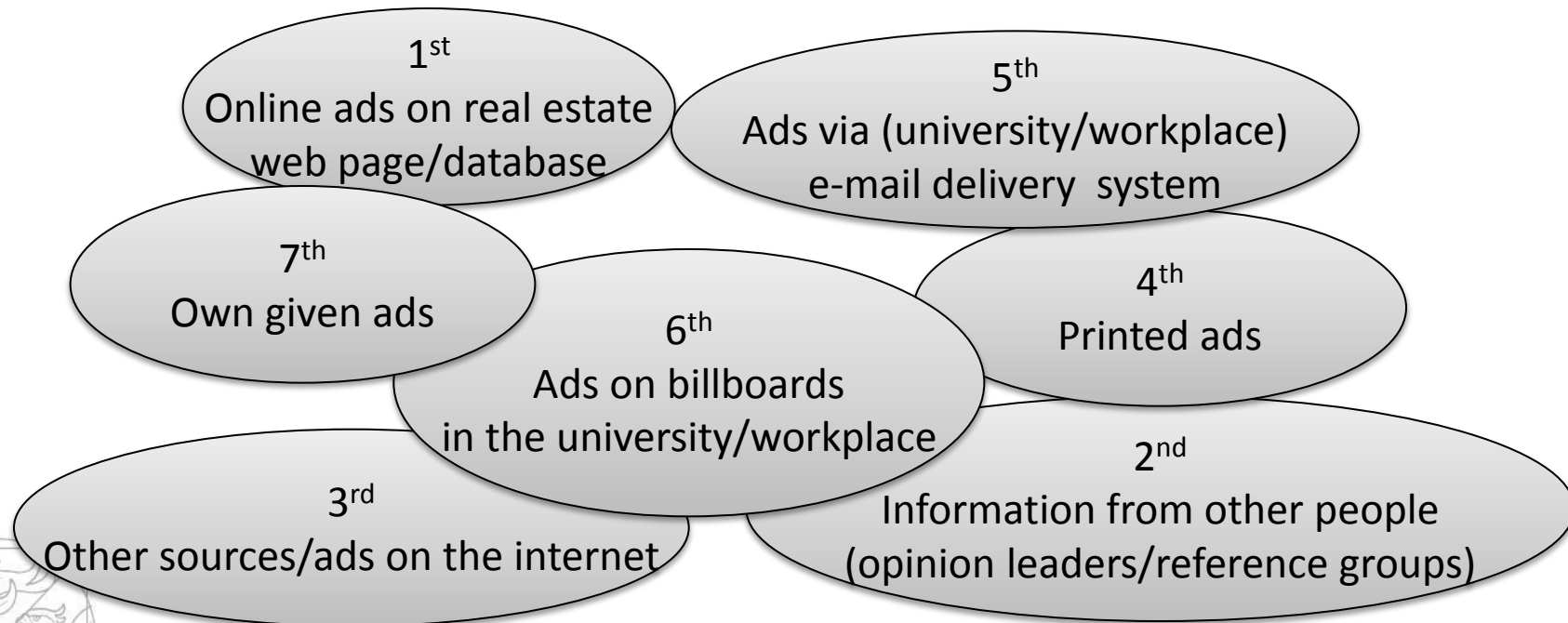
Subtenancy choice in future

18 comparison

0 differences

6. Importance of information sources

- Compare the usage/importance of seven information sources



7. Importance of aspects and socio-demographic factors

All of the housing choice aspects in the four situations

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Gender
Level of education
Type of settlement
Type of actual home

- Differences in the same aspects in all of the situations

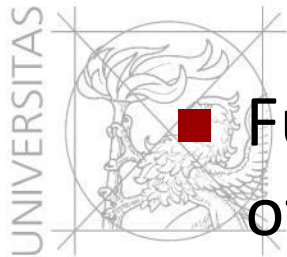
Female respondents

closeness of shops
good opportunities for public transport



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!

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