

Socio-Economic Status of Flat Owners of Gated Communities in Tamil Nadu

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ABSTRACT

The socio-economic status of flat owners of gated communities is important to understand their socio-economic backgrounds which influence their purchasing behavior towards flats in gated communities. The age, education, occupation, monthly income, marital status, type of family and size of family are the major socio-economic indicators having a great impact on decision making process of people to acquire flats in gated communities. This paper is based on descriptive study and the sample size is 711. The results are displayed by percentage and diagrammatic form. In this paper concluded that the Most of flat owners are males and majority of them are in the age group of 31 - 40 years. Majority of flat owners are graduates and most of them are private employees. Most of the flat owners have work experience of 6 – 10 years and majority of them are in the monthly income group of Rs.30, 001 - Rs.40, 000.

Keywords: Flat Owners, Gated Communities, Purchasing Behavior and Socio-Economic.

INTRODUCTION:

Generally socio-economic status refers to the elements of social and economic status that characterize and distinguish people. The socio-economic status of flat owners of gated communities is important to understand their socio-economic backgrounds which influence their purchasing behavior towards flats in gated communities. The age, education, occupation, monthly income, marital status, type of family and size of family are the major socio-economic indicators having a great impact on decision making process of people to acquire flats in gated communities.

The clear understanding of socio-economic status of flat owners is highly useful for the promoters and or developers of gated communities to segment the market and formulation and implementation of marketing strategies to influence people for purchasing the flats in gated communities. With this view, it is necessary to examine the socio-economic status of flat owners of gated communities. In this paper aims to examine the socio-economic status of flat owners of gated communities. The importance of the study the socio-economic status of flat owners in gated communities would be helpful to know the socio-economic conditions of flat owners which would influence of purchasing of flat in gated communities.

REVIEW OF LITERATURE:

Breetzke et al (2014)¹ mentioned that importantly the social integration of gated communities was only as tough as the integration of recipients lived in it. Since, the gated communities were protected from surrounding areas and neighbourhood through fences and securities, there was no guarantee for only genuine people were living in gated communities who followed laws, rules and regulations. The criminals and robbers and were also

¹. Breetzke, G.D., Landman, K. and Cohn, E.G., "Is It Safer Behind The Gates? Crime and Gated Communities in South Africa", Journal of Housing and the Built Environment, 2014, Vol.29, No.1, pp.123-139.

residing within gated communities.

Bagaen (2010)² examined the social and cultural aspects of gated communities, varying from walled hamlets to present American gated communities and the innovative transformations of the gated community concept in speedily urbanizing environments in Latin America and Asia. The results described the linkage between the historic gated homesteads and urban areas and modern western style secure and safe complex.

Latiff et al (2015)³ mentioned that the number of residential flats and privacy affected the level of satisfaction of residents in gated communities and residents were not satisfied with the management of gated communities and had moderate level of socialization. To improve the social interactions among the residents of gated communities, the programmes for development of neighbourhoods should be improved through infrastructure such as meeting hall, playground and parks. The developers, local administration and house owners association should implement neighborhood watch programmes and participate in social and cultural functions of residents in gated communities. The house owners association should conduct the meeting monthly to discuss various issues in the gated communities and also for social interactions.

El-Nachar (2011)⁴ found that the designers and developers dominated the architectural features and designing of the private residential flats in gated communities. In on hand, residential flats were viewed as products and services in the form of various packages that should be financially attractive. On the other hand, the buyers viewed the design products according to their thoughts, values and lifestyles. Such situation pointed to unbelievable attitudes towards the value and quality of design of gated communities in the local market.

Carolyn (2011)⁵ had identified three important factors such as social status, security and lifestyle that were influencing the residential flats in gated communities.

Ilesanmi (2012)⁶ concluded that while gated communities showed few common features, there were differentiation in terms of both perception of residents about life behind gates and environment. There were a lot of opportunities for growth of gated communities for sustainable development of urban areas. The sustainable mode included creation and delivery of energy, services and infrastructural facilities that were available and affordable at the neighbourhood level through the coordinated and cooperative attempts of residents.

STATEMENT OF THE PROBLEM:

Social interactions and social relationships within public place are primarily decided by the people who are living there alongside a larger process of market and social housing distribution. In this reverence, the nature and locality of housing is a main decider of how associations between communities and individuals are created and managed. It is usually allowed that the sharing of residential flats and their occupants is not the end result of arbitrary occurrences but the product of multifaceted economic, social and political processes. Gated communities are considered as a mark of increasing importance in the process of growth of residential segregation and captivating places within cities. Therefore, it is necessary to study “the socio-economic status of flat owners of gated communities.”

RESEARCH DESIGN:

The descriptive research design has been chosen for the present study.

Sampling Procedure:

The Chennai city has been selected for the present study. The total number of gated communities in Chennai city is 174. Among these gated communities in Chennai city, the present study taken from the top 10 gated communities.

Sample Size:

The sample size for the present study is calculated by using the following formula: $n = [t^2 \times p(1-p)] / m^2$

² Bagaen, S., “Gated Histories: An Introduction to Themes and Concepts”, In Bagaen, S. and Uduku, O. (eds.) *Gated Communities*, Earthscan, London, 2010, pp. 1-8.

³ Zainab Abdul Latiff, Mansor Ibrahim and Nangkula Utaberta, “The Factors Influencing the Satisfaction Level of the Communities Residing in Gated Housing Schemes in Klang Valley”, *Advances in Environmental Biology*, 2015, Vol.9, No.27, pp/ 376-385

⁴ Eman El-Nachar, “Design Quality in the Real Estate Market: Clients’ Preferences Versus Developers’ Interests”, *International Journal of Architectural Research*, 2011, Vol.5, No.2, pp.77-90.

⁵ Carolyn, N., “Are Gated Communities Really Safer?”, <http://www.familyhomesecurity.com>, 2011, pp.21-32.

⁶ Adetokunbo Ilesanmi, “The Roots and Fruits of Gated Communities in Lagos, Nigeria: Social Sustainability or Segregation?”, *International Conference on Sustainable Futures: Architecture and Urbanism in the Global South Kampala, Uganda*, 27 - 30 June 2012, pp.105-112.

n = Required Sample Size

t = Confidence Level at 95% (standard value of 1.96)

p = Response from the flat owners in gated communities in pilot study

m = Margin of Error at 5% (standard value of 0.05)

Step 1:

$$n = 1.96^2 \times 0.3(1-0.3) / 0.0025 = 323$$

Step 2:

For correcting the difference in the design, the sample size is multiplied with design effect (D). The design effect is 2.00 for field survey.

$$n \times D = 323 \times 2 = 646$$

Step 3:

The sample is increased by 10 % for accounting the contingencies namely recording error or non-response error.

$$n + 10\% = 646 + (646 \times 0.10) = 646 + 65 = 711.$$

The sample size for flat owners in gated communities is 711.

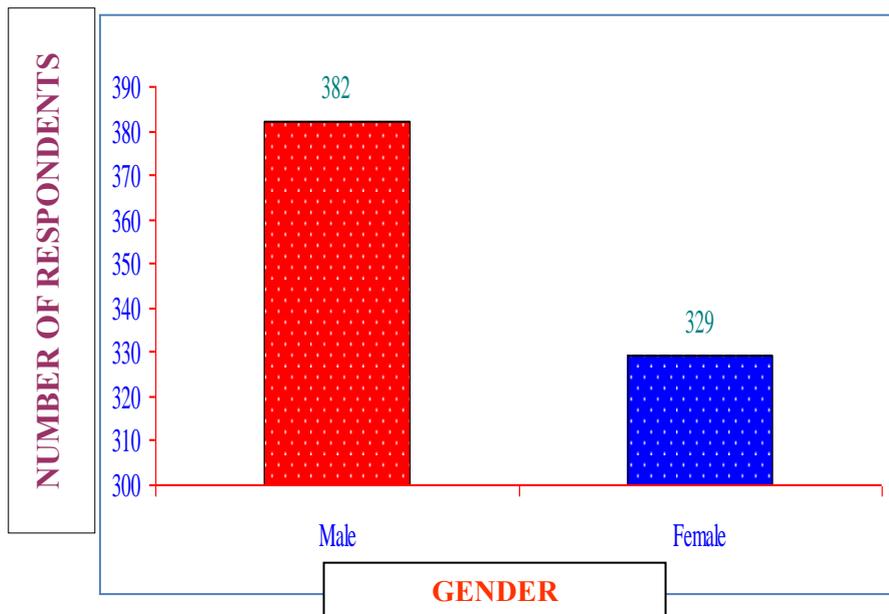
GENDER-WISE DISTRIBUTION OF THE FLAT OWNERS:

The gender-wise distribution of the flat owners is presented in Table 1.

Table 1: Gender-Wise Distribution of the Flat Owners

Sl. No.	Gender	Number of Flat Owners	Percentage
1.	Male	382	53.73
2.	Female	329	46.27
	Total	711	100.00

Source: Primary Data



The results indicate that 53.73 per cent of flat owners are males and the remaining of 46.27 per cent of flat owners are females. The gender-wise distribution of the flat owners is graphically presented in figure 1.1

AGE GROUP OF THE FLAT OWNERS:

The age group of the flat owners is presented in Table 2.

Table 2: Age Group of the Flat Owners

Sl. No.	Age Group	Number of Flat Owners	Percentage
1.	21 - 30 years	133	18.71
2.	31 - 40 years	283	39.80
3.	41 - 50 years	212	29.82
4.	51 - 60 years	50	7.03
5.	Above 60 years	33	4.64
	Total	711	100.00

Source: Primary Data

The results show that 39.80 per cent of flat owners are in the age group of 31 - 40 years, 29.82 per cent of flat owners are in the age group of 41 - 50 years, 18.71 per cent of flat owners are in the age group of 21 - 30 years, 7.03 per cent of flat owners are in the age group of 51 - 60 years and 4.64 per cent of flat owners are in the age group of above 60 years.

EDUCATIONAL QUALIFICATION OF THE FLAT OWNERS:

The educational qualification of the flat owners is presented in Table 3.

Table 3: Educational Qualification of the Flat Owners

Sl. No.	Educational Qualification	Number of Flat Owners	Percentage
1.	Secondary	67	9.42
2.	Higher Secondary	85	11.96
3.	Diploma	83	11.67
4.	Graduation	253	35.58
5.	Post Graduation	223	31.37
	Total	711	100.00

Source: Primary Data

The results reveal that 35.58 per cent of flat owners are educated up to graduation, 31.37 per cent of flat owners are educated up to post graduation, 11.96 per cent of flat owners are educated up to higher secondary, 11.67 per cent of flat owners are educated up to diploma and 9.42 per cent of flat owners are educated up to secondary.

OCCUPATION OF THE FLAT OWNERS:

The occupation of the flat owners is presented in Table 4.

Table 4: Occupation of the Flat Owners

Sl. No.	Occupation	Number of Flat Owners	Percentage
1.	Self Employed	35	4.92
2.	Government Employees	149	20.96
3.	Private Employees	272	38.26
4.	Businessmen	112	15.75
5.	Professionals	143	20.11
	Total	711	100.00

Source: Primary Data

The results indicated that 38.26 per cent of flat owners are private employees, 20.96 per cent of flat owners are Government employees, 20.11 per cent of flat owners are professionals, 15.75 per cent of flat owners are businessmen and 4.92 per cent of flat owners are self employed.

WORK EXPERIENCE OF THE FLAT OWNERS:

The work experience of the flat owners is presented in Table 5.

Table 5: Work Experience of the Flat Owners

Sl. No.	Work Experience	Number of Flat Owners	Percentage
1.	Less than 5 years	97	13.64
2.	6 – 10 years	227	31.93
3.	11 – 15 years	165	23.21
4.	16 – 20 years	121	17.02
5.	More than 20 years	101	14.20
	Total	711	100.00

Source: Primary Data

The results show that 31.93 per cent of flat owners have work experience of 6 – 10 years, 23.21 per cent of flat owners have work experience of 11 – 15 years, 17.02 per cent of flat owners have work experience of 16 – 20 years, 14.20 per cent of flat owners have work experience of more than 20 years and 13.64 per cent of flat owners have work experience of less than five years.

MONTHLY INCOME OF THE FLAT OWNERS:

The monthly income of the flat owners is presented in Table 6.

Table 6: Monthly Income of the Flat Owners

Sl. No.	Monthly Income	Number of Flat Owners	Percentage
1.	Below Rs.20,000	115	16.18
2.	Rs.20,001 – Rs.30,000	192	27.00
3.	Rs.30,001 - Rs.40,000	241	33.90
4.	Rs.40,001 – Rs.50,000	128	18.00
5.	Above Rs.50,000	35	4.92
	Total	711	100.00

Source: Primary Data

The results reveal that 33.90 per cent of flat owners are in the monthly income group of Rs.30,001 - Rs.40,000, 27.00 per cent of flat owners are in the monthly income group of Rs.20,001 – Rs.30,000, 18.00 per cent of flat owners are in the monthly income group of Rs.40,001 – Rs.50,000, 16.18 per cent of flat owners are in the monthly income group of below Rs.20,000 and 4.92 per cent of flat owners are in the monthly income group of above Rs.50,000.

MARITAL STATUS OF THE FLAT OWNERS:

The marital status of the flat owners is presented in Table 7.

Table 7: Marital Status of the Flat Owners

Sl. No.	Marital Status	Number of Flat Owners	Percentage
1.	Married	498	70.04
2.	Unmarried	213	29.96
	Total	711	100.00

Source: Primary Data

The results indicate that 70.04 per cent of flat owners are married, while, the remaining of 29.96 per cent of flat owners is unmarried.

TYPE OF FAMILY OF THE FLAT OWNERS:

The type of family of the flat owners is presented in Table 8.

Table 8: Type of Family of the Flat Owners

Sl. No.	Type of Family	Number of Flat Owners	Percentage
1.	Joint Family	258	36.29
2.	Nuclear Family	453	63.71
	Total	711	100.00

Source: Primary Data

The results show that 63.71 per cent of flat owners have nuclear family and the remaining of 36.29 per cent of flat owners has joint family.

SIZE OF FAMILY OF THE FLAT OWNERS:

The size of family of the flat owners is presented in Table 9.

Table 9: Size of Family of the Flat Owners

Sl. No.	Size of Family	Number of Flat Owners	Percentage
1.	2 – 3 members	373	52.46
2.	4 – 6 members	290	40.79
3.	Above 6 members	48	6.75
	Total	711	100.00

Source: Primary Data

The results reveal that 52.46 per cent of flat owners have the family size of 2 – 3 members, 40.79 per cent of flat owners have the family size of 4 – 6 members and 6.75 per cent of flat owners have the family size of above six members.

CONCLUSION:

Most of flat owners are males and majority of them are in the age group of 31 - 40 years. Majority of flat owners are graduates and most of them are private employees. Most of the flat owners have work experience of 6 – 10 years and majority of them are in the monthly income group of Rs.30, 001 - Rs.40, 000. Majority of flat owners are married and most of them have nuclear family. Most of flat owners have the family size of 2 – 3 members and majority of them opined that their flats in gated community are located in semi – urban area.

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