

A Study on the Satisfaction of the Elderly People in Apartment Culture

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ABSTRACT

Residential satisfaction has become one of the key problems for companies in their profile to improve value in the aggressive market. The author has done this research among the elder persons who reside in apartments regarding their residential satisfaction. The main aim of this paper is to examine the residential satisfaction of elderly people, to identify the relationship between family income as well as overall satisfaction. There were 150 usable questionnaires issued to people who were living in Chennai. Respondents stated their satisfaction rate for family income and age. Demographics measured in this study included age and family income. Analysis was performed using the chi-square and one way ANOVA analysis to compare the mean responses for the customer groups. The research hypothesis framed and concluded depicts the optimistic relation among housing satisfaction and age. This optimistic relation was also seen among overall satisfaction and family's income. The findings of this study indicate that independent variables such as age and family income is seen to show a noteworthy relation of satisfaction level with the service offered by the real estate promoters. The elderly respondents are highly satisfied in the apartment dwelling compared to younger respondents.

Keywords: Residential satisfaction.

INTRODUCTION:

Residential satisfaction is considered to be a vibrant and active procedure. The level of this satisfaction changes according to the requirements and achievements. It is however not possible to alter the perceived needs of residents regarding homes. But it is possible to alter the real environment of residential homes in order to make the people safe and secure from dangerous circumstances. The quality of life of an individual is determined by the residential satisfaction. It is also considered as an important element which depicts the manner in which a person reacts to his/her environment in the residential area he/ she lives

Residential satisfaction comprises of apartment building satisfaction, environmental satisfaction and societal satisfaction. The residential satisfaction is seen to be linked with the time duration of living in the home, how well he/she is familiar to the house surroundings and also the voluntary behavior of that person to invest money for developing the environment.

Buildings contribute the context for activities of daily living but do so with varying proficiency. The needs of individuals can be utilized to program or evaluate the services, as for example, the success of constructing a building partially depends on the understanding on the part of the builder regarding the needs of a person, security, safety; his/her zone of comfort, forming friends, the requirements of elders and disabled persons. Financial status, low income, privacy, families with single parent, neighborhood, the resident's understanding of surroundings, the method of evaluating the apartments, friends living nearby and apartment maintenance also plays a massive role in framing the success of apartment culture and satisfaction of the residents.

The increasing economy, high salary and easy bank loans to promote housing had given a significant boost to the housing sector. The current study had been performed to assess the elder people's satisfaction regarding their housing, in particular among those who reside in apartments. The concept of this study was recommended

to real estate promoters to develop the amenities in the apartment.

The attitudes of investors were depicted recently in a survey of PREA (pension real estate association) members. This survey showed that the investors are attracted to invest in age restricted properties when compared the investments on real estate (Worzala, Karofsky, and Davis, 2009). The survey also shows that more investment is being made on apartments which are age restricted and there are a reduced number of investors in institutional properties. a lot of respondents recognize senior housing to be with higher risk. They are also not more familiar regarding the possibility for potential investment chances in the field of senior housing sector. Investment gets reduced due to perception of risk and unawareness regarding the area's familiarity (lynn and wang, 2008).

Background:

Chennai is one of the metropolitan cities of India. The city exhibits the changing economy of India as it has got an exceptional urban structure and size. The most crowded area of Chennai is the city center and the real fact is that it is getting more and more populated and its population density is increasing in a fast mode. The city of Chennai is growing rapidly with reduced population and expansion in its periphery.

In recent years many studies had been carried on regarding the research on urban land and India's market for housing. In particular these studies on the dynamics of urban market for land have been done a lot in Delhi, Mumbai and Bangalore for the recent five years. All these studies together give a detailed note of India's land development in urban areas. These studies also offer the outcomes of planning in urban areas and regulations for providing space in urban areas while building apartments. The city of Chennai shows an exceptional mode regarding spatial development. It is also noticed that when compared to its outer area (periphery), the city center is highly populated day by day.

In India, the fourth biggest metropolitan city is Chennai. In 2012 it had a population of 7.2 million. The chief city of southern India is Chennai which is in Tamilnadu. in the earlier years, Chennai was the capital city of the madras presidency. Later on it has been changed as the capital city of Tamilnadu. The Chennai city has got a well developed economy with several industrial sectors.

The location of Chennai is in the southeastern coastal area of India. The city is comprised of CCC (Chennai city corporation), municipalities numbering 16, 20 village panchayats which are graded as special and villages numbering 214. The city's total area is 1189 sq.km in which the urban area constitutes of 30 km from east to west and 50 km from north to south.

The city of Chennai is growing in a fast mode economically similar to other large cities of India. Between the years of 1990 and 2003, Chennai's economy saw a growth of 13% every year. it is also noteworthy that population of large cities of India including Chennai is growing at a fast pace between the years of 1981 and 2006. Although Chennai has experienced a vigorous population growth of 2.3% every year, it is however less when related with the overall population growth of other cities (2.99%).

OBJECTIVES:

- i) To identify the residential satisfaction of elderly people.
- ii) To examine the relation among the overall satisfaction and the income of the family.

About this paper:

The current paper is arranged in five divisions. The first division consists of introduction and study objectives. Reviews and related literatures are provided in the second division. Research methodology is discussed in the third section. The analysis and data interpretations are made in the forth division of the paper. The fifth and last division of the paper discusses the findings future scope and suggestions.

REVIEW OF LITERATURE:

A person's living does not depict the housing concept. Housing is a mixture of all social and physical elements that frame the system of housing as explained by Francescato, et al., in 1987. the background features of the people also is a determinant of housing satisfaction. varady & preiser, 1998; varady et al., (2001) says that age is related with housing satisfaction whereas tan & hamzah (1979) reported it to be marital status, miller & crader(1979) said it to be the number of kids and family size, it is income, education, employment and welfare in the words of brown (1993); while some even say that tenure of living in a particular house also determines the level of housing satisfaction.

Elder Age Group:

Understanding the uncertainty, the meaning of the elderly group has to be taken into thought: together with a broad variety of birth associates (1924) could decrease age-related alterations in true score inconsistencies if the age difference relation is non linear for the 60+ age range. If, for instance, difference raises over the starting old age (say 60–70) and arrives at a steady level for the “elderly people”, the incidence of the second would decrease and bring down alteration in differences. Hence, a slight age-related augment in differences on a little part of the elderly life duration may not be perceived inside the group of persons who are born 1924 or before. Extra QMS analyses which are not shown here, did not disclose proof for altering differences in elderly aged (schilling, 2003). nonetheless, considerable age related augment in differences, on a part of the elderly age life duration, ought to be the reason for refusal of model version M4 and ought to be noticeable in M1 outcomes, which do not demonstrate any obvious movement of rising or reducing variances.

Few studies have shown that age elevates the residential satisfaction which is self reported, according to Adams (1992); Gonyea et al.,(1990); Goodman & Hankin (1984;). The elder people are more connected with their homes and the area where their home is located. This is because they would have lived there for many years (Law & Warnes, 1982). Moreover, they would have spend much time in their home than the young people do and their memories make them to feel satisfied with their homes (Pynoos & Regnier, 1991). The elder people with high financial status are able to pool out the residential satisfaction very easily as they are able to meet out the deficits through modifications or mobility (Schwirian & Schwirian, 1993).

According to Hawkins et al., (2001), the age of residents designs the usage of their media, shopping place, usage of a product and their level of thinking about the quality of a product. As per the research of Cadillac by Assael in 1998, the findings showed that the expectations and needs for a luxury car are different for the younger and for elder people. Age increases the experience and expectations of persons regarding the product and service quality. Galster in 1987 as cited by varady, et.al, (2001) explored that the elder persons are more satisfied with the features of their homed when compared with the younger residents. According to the author this may be due to the fact that the aspiration level of elders is lesser than the youngsters.

Income:

It is a common fact that the income of a person is related with the customer’s power of purchasing. The markets too give more attention to wealthy customers (Assael, 1998). According to Hawkins et al, (2001) as a variable of segmentation, income is seen to be more effective. This is seen when income is functioned with other demographical features like age. As per Hathcote and Gagliano (1994), the perceptions and expectations of respondents regarding convenience and reliability is influenced by the income of the people. In other words, higher level of income leads to higher expectations on the part of respondents.

When the status of socio economics is considered regarding welfare, employment, education and income, the earlier studies provides two hypothesis regarding the influence on satisfaction of (Varady, et.al., 2001). Freeman, 1998; cited in Varady, et.al, 2001 says that satisfaction of housing is correlated with income, in the case of a person who is having higher income and has the capacity to buy a better house. On the contrary, the householders who are more socially mobile may have high standard to find a house but get dissatisfied because of their low income level. So as per the study, it is found that residents will be more satisfied with their homes if their level of income is higher.

RESEARCH METHODS:

The present research was done among the residents of apartments in the month of May, 2012. Data collection was made though a survey in Chennai. Various problems related with housing and the demographic features of respondents were collected through a questionnaire. The demographical features included age, family income and gender of respondents. The test of chi-square and ANOVA was performed for comparing the responses given by the respondents.

Hypotheses :

This survey has focused on how apartment satisfaction influences the age and family income. This research identified the relation among residential satisfaction and age. It also assessed the relation between overall satisfaction and family income, in particular, of elder persons.

The hypotheses examined were stated as follows:

A positive relation was found among residential satisfaction and age.

This positive relation was also found among residential satisfaction and family income.

ANALYSIS AND INTERPRETATION:

Consolidated table shows the result of Chi-Square test

Factors	Chi square value	Table value	DF	Sig.	Result (5% level)
Age	54.213	16.27	3	0.000	Significant
Family Income	103.040	20.52	5	0.000	Significant

The significance was found to be 0.000. This probability of zero refers that the outcome is not possible. In other words the probability can be referred to be as $p < .001$.

For this purpose, personal factors comprising age and Family income were grouped under one head to find its influence over the level of satisfaction of the customer about the apartment usage. For testing the level of significance at 5% level the null hypothesis were framed. Results are given in the table. Two independent variable age and family income have a significant association with that of the satisfaction level.

**Oneway ANOVA
 Descriptive
 Overall satisfaction**

	N	Mean	Std. Deviation	F	Sig.
below 30	15	3.73	1.033		
31- 40	58	3.07	.769		
41-50	62	3.98	.689	17.646	.000
above 50	15	4.00	.000		
Total	150	3.61	.843		

Table proves ANOVA for Overall satisfaction with respect to age. In order to find the significant difference among the respondents with respect to their age, ANOVA result implies that there is significant difference exists among the respondents with respect to their age towards overall satisfaction ($F=17.645$; $p=0.000$). That is, the opinion of female respondents (Mean=4.00, S.D=0.000) is significantly different from age group respondents (Mean=3.73, S.D=1.033), which means that the elderly respondents are highly satisfied with the overall satisfaction compared to young respondents.

**Oneway ANOVA
 Descriptive
 Overall satisfaction**

	N	Mean	Std. Deviation	F	Sig.
Below Rs.15000	6	2.67	1.506	16.202	.000
Rs. 15001- 25000	65	3.23	.786		
Rs.25001 --35000	30	3.53	.507		
Rs.35001-45000	30	4.43	.568		
45001-55000	3	4.00	.000		
Above 55000	16	4.00	.000		
Total	150	3.61	.843		

FINDINGS AND CONCLUSION

Dissatisfaction and satisfaction may seem to arise in later phases of life. Hence this paper was done to identify the things which satisfied and the things that dissatisfied the elderly persons. This study finds that relationship of age and family income influences residential satisfaction. This study was measured through the one way ANOVA and Chi-Square.

Statistical significance:

This study summarized a few features of residential satisfaction of the elderly, relation among overall satisfaction and family's income. Independent variable age and family income have a significant association of satisfaction level with the service offered by the real estate promoters. The elderly respondents are highly satisfied with the overall satisfaction compared to young respondents.

Outcome:

This study provides useful information for real estate promoters to achieve their goals. This study reveals two independent variables age and family income have a significant relationship with the level of satisfaction with the service offered by the real estate promoters. Elderly people are highly satisfied with the overall satisfaction compared to young.

Risk Factors:

The bad facilities in housing elevate the risk of several health problems and behavioral problems among the elder persons. A high level of risk of asthma, which leads to heart diseases are also related with poor housing facilities.

IMPLICATION:

The principal issue regarding housing is its affordability. Steps should be taken by the government to reduce the rates of housing interest for elder persons. Heavy attention should be given to the needs of the elder persons living in apartments by the policy makers and scholars doing studies in this regard. Apart from all this, more services and facilities should be provided in the community for the elder persons.

SCOPE AND LIMITATIONS:

The study conducted in this paper exhibits the overall satisfaction regarding age and income. Though this research shows satisfaction level of elderly people, many more researches can be done regarding the recreational amenities which can be provided to them, which will increase their overall satisfaction level towards apartment dwelling.

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