



SRI VENKATESWARA INTERNSHIP
PROGRAM FOR RESEARCH ACADEMICS
(SRI-VIPRA)



PROJECT REPORT OF 2023 SVP-2305

“HOUSING FOR ALL: A CONSUMER BASED
SURVEY AND ANALYSIS”



IQAC

Sri Venkateswara College
University of Delhi

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SRIVIPRA PROJECT 2023

Name of Mentor: Dr. Dipika
Name of Department: Statistics
Designation: Assistant Professor



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List of students under the SRIVIPRA Project



S.No	photo	Name	Roll Number	Course	signature
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2		Harsh Yadav	1920018	B.Sc.(H.) Statistics	
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List of students under the SRVIPRA Project



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10		Yash Agarwal	1921028	B.Sc.(H.) Statistics	





Certificate of Originality

This is to certify that the aforementioned students from Sri Venkateswara College have participated in the summer project SVP-2305 titled "Housing for all: A consumer based survey and analysis". The participants have carried out the research project work under my guidance and supervision from 15 June, 2023 to 15th September 2023. The work carried out is original and carried out in an online/offline/hybrid mode.

Dipika

Signature of Mentor

Acknowledgements

We would like to express our deepest gratitude to our mentors Dr. Dipika, Department of Statistics, Sri Venkateswara College, University of Delhi, New Delhi for providing us with the research problem and providing expert guidance and inspiration throughout our research project. We are thankful to our Principal, Professor K. C. Singh for creating this research opportunity, and to the Convener of SRI VIPRA-2023 for providing us with a platform to work, learn and progress.

Introduction

In the pursuit of realizing the vision of "Housing for All," central to India's growth and development, this report centers around an extensive consumer-based survey, combining primary and secondary research methodologies. It illuminates the multifaceted landscape of homebuyer preferences, providing valuable insights into the evolving needs and aspirations of homebuyers in India's dynamic socio-economic context. The survey encompasses various facets, including location, affordability, amenities, sustainability, safety, and technology integration. Through this comprehensive analysis, we aim to guide policymakers, developers, and stakeholders in aligning housing offerings with consumer preferences, ultimately contributing to the realization of "Housing for All" and fostering sustainable urban development in India.

Objective of the study

The objective is to study the buyer's housing affordability conditions. Two methods are considered to achieve the listed objective. The study is split into two parts such as:

Secondary Research

- (a) To identify the factors of affordable housing in India.
- (b) To study the challenges of affordable housing in 2023.

Primary Research

- (a) To showcase the factors affecting the buyer's decision of housing.
- (b) To setup a mechanism for identifying current affordability in India for potential buyer's.

Conclusion

conclusions from primary survey

The survey-based analysis provides critical insights into the complex factors influencing housing affordability and consumer preferences. Key findings indicate a diverse housing market with varying income levels, preferences, and sensitivities to price fluctuations.

Income diversity is evident, with some respondents falling into the high-income bracket, suggesting a potential market for upscale housing. However, the majority's income range indicates the importance of catering to middle-income households.

Housing demand is strong, with nearly 80% of families planning to buy homes within the next three years. This highlights the urgency of addressing housing demand. Furthermore, the perception that current housing availability is insufficient underscores the need for increased supply to meet demand.

Preferences lean towards "Normal Housing," indicating a demand for conventional housing options. Luxury housing preferences are associated with desires for quality living environments, including recreational parks and open spaces. Proximity to workplaces, access to healthcare, and clean surroundings are essential factors for most respondents, emphasizing the importance of location and amenities.

Price sensitivity varies, but a significant portion of respondents becomes more sensitive as prices rise. This information is vital for pricing strategies and understanding consumer behavior.

Personal networks and local real estate agents remain primary sources of information, highlighting the role of relationships and expertise in the housing market.

Overall, the study suggests the importance of tailoring housing solutions to accommodate diverse income groups, providing affordable and quality housing options in well-connected locations. Policymakers and developers should prioritize increasing housing supply to match demand and address the challenges of housing affordability for all.

conclusions from secondary survey

Through Principle Component Analysis (PCA), we were able to reduce dimensions from our required datasets and obtain the priority preferences for obtaining housing in rural Indian states with high population density (Bihar, Haryana, Kerala, Punjab, Uttar Pradesh, West Bengal) as follows:

- Banking facilities
- Proper electricity facility
- Treated water source near the house
- Drinking Water facility Within the premises

Future Plans

The primary study is limited to Delhi only. The future plan is to study the affordability in remote areas and areas mostly affected by natural climate.



Appendix



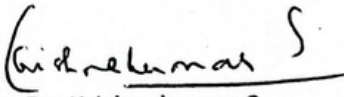


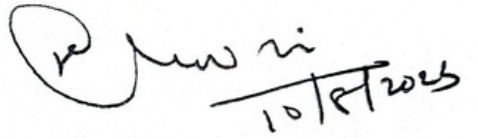
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Sri Venkateswara College Internship Program in Research and Academics

To Whomsoever It May Concern

This is to request you to kindly facilitate the conduct of the survey forms part of the SRIVIPRA research project of Sri Venkateswara College, University of Delhi on "Housing for All: Consumer Based Survey and Analysis" under the mentorship of Dr. Dipika of the Department of Statistics, Sri Venkateswara College.


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