

Analysis of Consumer Preferences for Housing in Saudi Arabia

Authors : Mohammad Abdulaziz Algrnas, Emma Mulliner

Abstract : Housing projects have been established in Saudi Arabia, by both government and private construction companies, to meet the increasing demand from Saudi inhabitants across the country. However, the real estate market supply does not meet consumer preference requirements. Preferences normally differ depending on the consumer's situation, such as the household's sociological characteristics (age, household size and composition), resources (income, wealth, information and experience), tastes and priorities. Collecting information about consumer attitudes, preferences and perceptions is important for the real estate market in order to better understand housing demand and to ensure that this is met by appropriate supply. The aim of this paper is to identify consumer preferences for housing in Saudi Arabia. A quantitative closed-ended questionnaire was conducted with housing consumers in Saudi Arabia in order to gain insight into consumer needs, current household situation, preferences for a number of investigated housing attributes and consumers' perceptions around the current housing problem. 752 survey responses were obtained and analysed in order to describe preferences for housing attributes and make comparisons between groups. Factor analysis was also conducted to identify and reduce the attributes. The results indicate a difference in preference according to the gender of the respondents and depending on their region of residence.

Keywords : housing attributes, Saudi Arabia, consumer preferences, housing preferences

Conference Title : ICURHR 2015 : International Conference on Urban Renewal and Housing Rehabilitation

Conference Location : Istanbul, Türkiye

Conference Dates : July 29-30, 2015