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# User Analysis of Amenities in Apartment Living

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***Abstract:*** ***Because of the paucity of land in India, apartment living has become a popular dwelling. As a result, it is critical to improve the living experience in flats by adding various sorts of facilities. These amenities include clubhouses, sports facilities, and recreational areas that foster a sense of community among residents. This paper examines how occupants of high-end apartments use these amenities and if they are satisfied with the services that come with them. Residents from various apartments in Bangalore were asked to complete a survey that included questions on their usage patterns and satisfaction levels. These observations were further evaluated, and a conclusion was drawn based on them. The findings could be further used to improve the current state of the apartment's facilities.***

***Keywords: Apartment amenities, User analysis, apartment maintenance, Community bonding, Residence satisfaction.***

## I. INTRODUCTION

Amenities in an apartment are considered to be a distinctive feature for a residence; these appeal to the buyers and persuade them to choose one property over the other. It can be said that the quality of their lifestyle is directly proportional to the quality and quantity of these amenities. Housing is said to be a major investment in one's life and thus it's important to assess the satisfaction of the users. In the recent times many families have moved from private living to community living due to the innumerable factors like security, lower cost and maintenance. This has led to further the importance of the presence and conditions of amenities and services provided to the residents [1]. Apartment living has resulted due to the evolving lifestyle in the current times and the alteration in the demography of the country. Community living has caused an advancement in the economic activity of the region and has socially improved the residents' living experiences, this gives a competitive edge among different real estate developers [2]. A study discussed the usage of different amenities and if they are were used by the residents on a regular basis, it was found that some like the pool and the hot tubs provided weren't used as much. This suggests that developers need to look into the construction of amenities that would be efficiently utilized by the residents and not construct something that would just add up to the living cost or would merely attract the buyers [4]. This inconsistency has led to many amenities going unused for long periods of time thereby causing a wastage of sorts in terms of maintenance fee, space and construction cost. Therefore, it's important to collect and analyse the preferences and satisfactory levels of the residents regarding the different amenities present in their apartments. This data is collected through a google form survey filled in by residents of different apartments in Bangalore. The results of this survey benefit real estate developers and help them understand what the buyers essentially want from the amenities. It would also make it simpler to understand where the construction cost needs to be cut, which amenities require more priority in terms of maintenance and functionality. Developers would also be able to identify ways to utilize the communal spaces in a more efficient and economical manner which in conclusion would benefit the community and help elate their living conditions and lifestyle.

## II. LITERATURE REVIEW

The study concludes that in Auckland residents tend to choose high density or community living over private living and this is highly dependent on the presence and proximity of different types of amenities [2]. this paper compares the lives of people who live in apartments and who live in private houses, the result suggests that residents in apartments with access to amenities have greater satisfaction compared to the ones that live in private residences [3]. speaks of information asymmetry in which the developers tend to consider certain amenities vital while the buyers belittle the same amenities this miscalculation could be sorted by studying the usage patterns of the residents in existing communities [5]. this paper uses latent quality indices to measure the unseen qualities of the neighbourhood; results are ensured not be interfered by preconceptions arising due to misinformation regarding the amenities. This is done by surveying the same residents before and after gathering the knowledge on the amenity's present [6]. another paper reads that the residents look into living environment and services that come along while living in communities, this significantly affects their satisfaction levels. Economic factors play another major role while assessing properties, the value of the apartment is often looked through the lens of the amenities provided for the estimated cost of the flat.

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The study identified clusters or group of people based on their preferences and surveyed them; the results of the analysis could be used by the developers to understand the needs of these groups and construct amenities that tailor to their needs thereby increasing the resident satisfaction [7]. another paper surveyed about 1416 community residents through Post Occupancy Evaluation (POE) and were able to distinguish how residents correlated their living conditions with the amenities available to them. Through the survey they to evaluated their satisfaction levels relating to specific amenities and deduced that resident satisfaction was directly proportional to amenities provided. Another deduction was the satisfaction fluctuated based on the age of the residents, for example older residents and proprietors testified exhibiting higher satisfaction with the present amenities [8]. it is proved that the community environment which include the amenities is fundamental to the resident's satisfaction levels [9]. an ambiguity between the advertisement and the final development of apartment projects which cause inconveniencies to the consumers. it becomes vital to include amenities like swimming pool and sports facility as most buyers consider these to be the primary element to their modern lifestyles. Therefore, it is obligatory that developers prioritise consumer satisfaction [10]. study conducted in Hornsberg strand, Sweden on how the residents perceive apartment living as a whole suggests that residents prioritize the standards and features like amenities in the apartment beyond its location. Research says residents do not have an accurate understanding of the values of the numerous amenities present due to the elaborateness of the residential projects. This further complicates the process of estimating the satisfactory levels of residents by the developers. Different amenities are considered to be important by different groups of people; this has created a cognitive gap in understanding their needs. A structural equation modelling (SEM) was proposed with the backing of empirical data to aid developers comprehend resident's viewpoint. The results indicated that the residents favoured what environment induces in them rather that the concrete aspects of the apartment, these results would be highly beneficial to real estate sector [11]. Survey conducted in Ho Chi Minh City had similar results proving that amenities were considered to be one of the important decision- making factors while choosing apartment. It additionally states that the insights if the survey could be implemented by the government to articulate guidelines that would benefit the housing sector [12]. in Indonesia the apartment is considered to be booming, this increase in demand advises developers on elevating the facilities provided in the apartments which most definitely include the amenities. The study conducted reveals, to elevate customer satisfaction developers and contractors had to look into building a reliable brand that could resonate with the views of the consumers. It also highlighted the value of involving the consumers in the decision-making process to lead to a better and more functional design. Another key factor being the flexibility in supply chain between the contractor and the developers, this would enable smooth execution of the projects which would indirectly help satisfy the consumers [13]. As the apartment sector in the context of the Indian real estate is booming [14] emphasis on the significance of understanding the resident's perspective on the amenities remain very crucial to the real estate developers.

## III.METHODOLOGY

This study uses both, quantitative and qualitative research method to collect information on the residents living in upscaled apartments with a wide range of amenities. A systematic questionnaire was prepared in google forms and circulated among apartment residents of different societies in India.

### *A. Data Collection*

The survey consisted of direct questions following Likert scale format and open-ended questions, this was done to gather more insights on the amenities they used and their satisfaction levels about the same. The questions were curated based on the literature review and other complementary studies that reinforce the findings. A total of 101 responses were gathered, these responses are converted to graphs and charts for the purpose of analysis of the satisfaction levels of the residents.

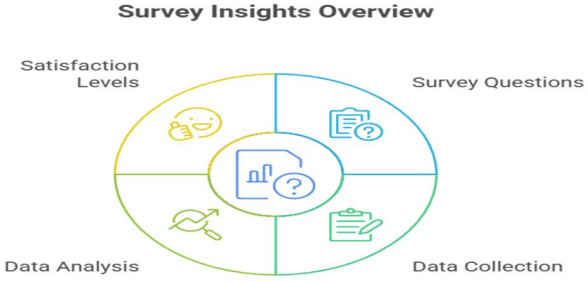



Fig. 1 Methodology

## IV. FINDINGS AND ANALYSIS

A total of 101 responses were received, filled by residents of various apartments in India. According to the responses 46.5% of the residents that used the amenities belonged to the age group of 18-30 years of age, while the only 7.9% of the resident belonged to the age group of above 55 years (Fig.2). This data indicates that the frequent users of these amenities are younger people. It was found that the regularly used amenity is the Gym followed by the Swimming pool and then the Badminton court (Fig.3). The least used among them are the Volleyball court, Tennise court and the Cricket pitch. Fitness and wellness amenities seem to be dominantly used suggesting a large number of people in the present day are taking their health seriously. Outdoor courts seem to be used the least possibly due to the fact that it is in the outdoors without any shade. Therefore, redesigning these spaces with covered elements would see more footfall.

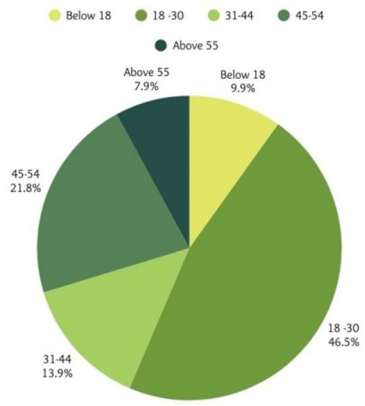



Fig. 2 Age category

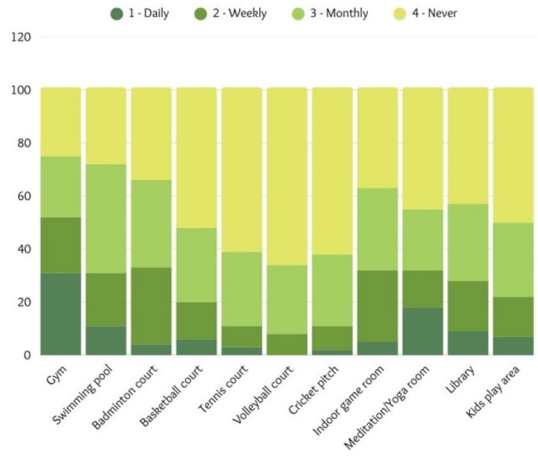



Fig. 3 Frequency of Amenity Usage Among Residents

In terms of satisfaction with regard to the amenities residents seem to have a neutral stance concerning the user satisfaction level. Based on the analysis of the questionnaire, residents mostly seem to be very satisfied with the Gym, Swimming pool, Meditation/Yoga room, Badminton court and Indoor games room (Fig.4).

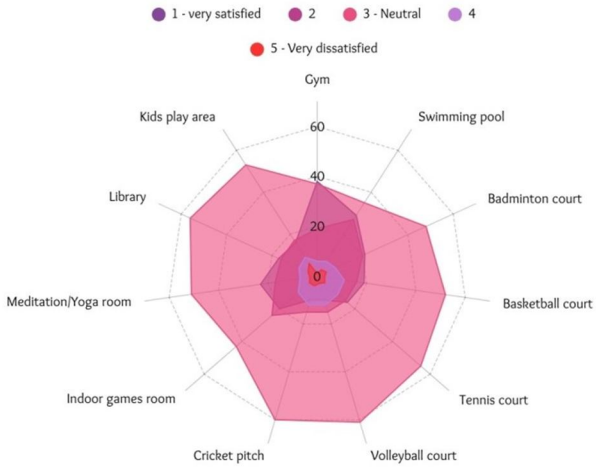



Fig. 4 User satisfaction

60.4% of the respondents agree that amenities in apartments act as a space for socializing and community bonding suggesting that having amenities is definitely one of the main selling points of a property (Fig.5).

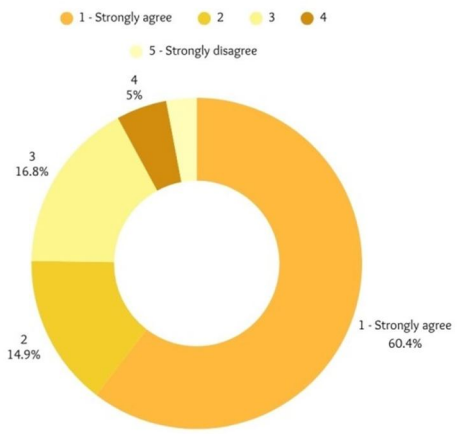



Fig. 5 Perception of Amenities as Tools for Social Interaction and Community Building

Amenities in an apartment also include the services like housekeeping and maintenance that is paid for by the residents in the form of maintenance fees on a periodic basis. On analysing the data, it was found that the residents have a positive notion with regards to the common services provided by their respective apartments (Fig. 5). It was also found that in most apartments the maintenance staff responded to the reported issue within 24 hrs adhering to the rules and regulations prescribed by the apartment associations. Due to these positive aspects around 37.6% of the residents that took part in the survey felt that the maintenance fee paid by them for the amenities and services were justified.

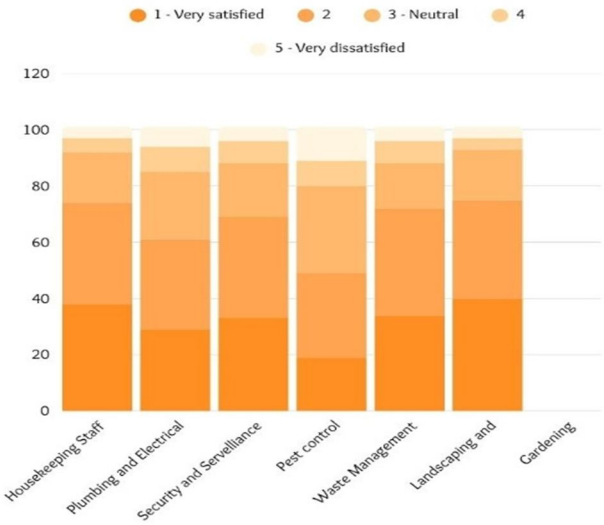



Fig. 6 User Feedback on Maintenance and Utility Services

The survey additionally indicated that the residents felt a few amenities were missing and needed to be incorporated in future apartment designs. Some suggested the addition of a café or a small restaurant space within the complex since most of the apartments have a population of over 500 residents. Another recommendation was the design of a space solely dedicated to the senior citizens, a chat area or gathering space of sort which would enhance social interaction among the old. Since work from home as a concept has been adopted by most companies and firms, working residents proposed the design of indoor and outdoor work spaces.

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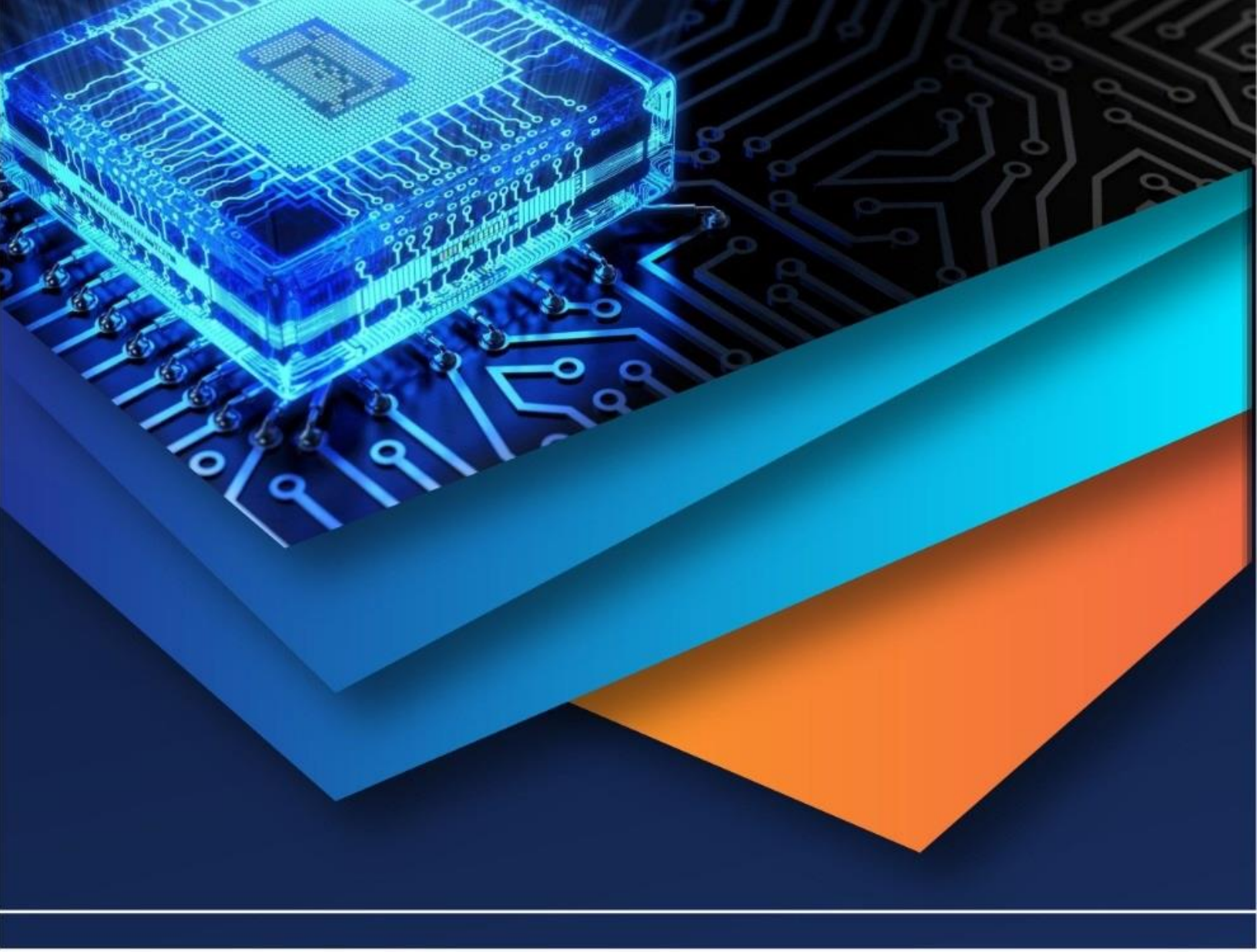
Having such a space would add to the amenity value as such tailored areas increase productivity, boosts networking and improves mental health. Organic farming emerged as an additional concept, having organic gardens or using the otherwise empty spaces of the terrace for this purpose. Residents would have access to fresh and chemical free produce, working together would increase social bonding and offer learning experience to residents of all age groups on organic farming. Most of the societies use security apps for the ease of monitoring, access control, updates and for the purpose of notifying the residents about an entry, the surveyed participants expressed the lack of proper maintenance of the security app which could cause issues such as delayed response to emergencies and loss of resident trust in the apartment management. Since gym was the most used amenity among the rest, a group of participants put forward the need for versatile and regularly maintained gym equipment's. Some complained of not having designed the yoga space and the library in quite zones making it hard for the residents to use those amenities for long. Few other proposals from the survey include designated cycling and walking lanes with no vehicular clashes, and outdoor gym close to nature, skating rink and lastly a large and exclusive pet play zone.

## V. CONCLUSION

In conclusion, this paper attempts to understand what amenities the residents seem to utilise more, if they are satisfied with them and what amenities are used the least. The analysis of this paper could help real architects and estate developers understand what the residents actually prefer and if they are content with the amenities that were proposed during the design stage. Since the findings also encompasses the genuine requirements of the residents, it would help the developers have a better understanding of their needs. It would also facilitate the understanding of whether certain unused spaces should be totally eliminated from apartment planning or just a reduction in the floor area of that specific space would solve limited user activity. If the needs are implemented well, the construction industry could gain profit by attracting more apartment occupants who are actually content with the design of the apartment that they call home. We further recognize that it is crucial for future homeowners and the developers to have constant communication to devise a brief that would deliver all their needs.

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