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Kurakova O.A.
Efimov K.V.

Formation of the consumer profile and preferences for private housing structures

This article presents an analysis of the market segment of private housing. To date, the market of private housing is quite popular with developers, who are interested in participating in such projects, since they are governed by well-known rules, and this will help them to enter a new developing market segment and achieve dominant positions there. Before implementation of private housing projects, it is necessary to have a coherent idea of potential consumers and their preferences. This knowledge will help the developer to think of the most effective corporate development strategy. To elaborate a development strategy in this area, it is necessary to identify the target audience of consumers, and subsequently create a clearer profile of an individual consumer. The analysis, presented in the article, shows that it is necessary to analyze the goals of end consumers as the main criterion needed to group target consumers. In this case, the final goals include weekend trips, permanent residence, country house/summer house. Characteristics of consumers were developed for each target group on the basis of their socio-demographic, psychographic and behavioral features. Consumer preferences of each target group were analyzed. The awareness of such preferences helps the developer to maximize profits from investment projects dealing with the construction of countryside real estate by producing the most popular product.

Keywords: real estate, market analysis, consumer, strategy, developer, private housing construction



Kurakova Oksana Anatolevna,
Candidate of Economic Sciences, Associate Professor of the Department of Organization of Construction and Real Estate Management; Moscow State University of Civil Engineering (National Research University) (MGSU); 26 Yaroslavskoe shosse, Moscow, 129337, Russian Federation; ID RISC: 549544; osun_kaf@mgsu.ru



Efimov Konstantin Vladimirovich,
post-graduate student of the Department of Organization of Construction and Real Estate Management; Moscow State University of Civil Engineering (National Research University) (MGSU); 26 Yaroslavskoe shosse, Moscow, 129337, Russian Federation; ID RISC: 1108778; efimkost@mail.ru

Over the last few years, it's been difficult to imagine the market of real estate without a private housing segment. Private housing has been among the top segments of the real estate market.

The inclusion of the individual housing segment in preferential mortgage lending programmes and Federal Law No. 476, which came into effect on March 1, 2022, have clarified some of the issues raised by the market players, and it will help large developers to gradually enter this market [1–4].

In their turn, developers are willing to participate in the projects that follow well-known rules, as this will help them to enter a new market segment, that is developing now, and take the lead there.

However, developers need to profile consumer of private housing projects to successfully operate in this market.

Before creating an ideal consumer profile, it is necessary to identify the target audience. In this case, there may be several target groups. The segmentation of the countryside real estate market was based on the goals of end consumers. Selected target groups are presented in Table 1.

Each goal has a unique target audience having unique requests for the house floor area, functionality, and location.

The largest target audience prefers the countryside real estate, intended for weekend trips and vacation stays in the country. The majority of potential buyers are married couples having higher education and two or more kids. The purpose of the purchase is to spend as much time outdoors as possible.

The desired parameters of the house include the floor area of 100 to 140 m², the location near large cities and along large motor roads. The main parameters of the target audience are shown in Fig. 1.

The second largest target audience prefers the countryside real estate intended for permanent residence. The purpose of buying such real estate is to get more spacious and comfortable housing, which is impossible to buy in a city for the same amount. This target audience is characterized by a high level of income [5–8].

The core target audience is married couples 35+ years old, having higher education and one or more children. They work as mid-level managers or run their own businesses. Here, 55 % of consumers are males. The average income per family member is the highest one and amounts to 112,000 rubles.

Potential buyers are interested in medium and large houses from 120 to 220 m², the average floor

Table 1. Target groups of consumers of private housing projects

Purpose of a single-family house	Goals	Interest of potential consumers, %
Weekend trips	Weekends and vacations	51.00
Permanent residence	Permanent residence	30.00
Country/summer house	Weekends and vacations in summer	10.00
	Permanent residence in summer	9.00

► **House for weekends and holidays**

Purpose of purchase: nature trips
Target audience: married couples having two or more children, having higher education, 35+ years old, mid-level managers
Share in the segment: 51 %
House parameters: this target audience buys small houses (up to 100 m² — 21 %; 100–140 m² — 42 %, average area — 134 m²)

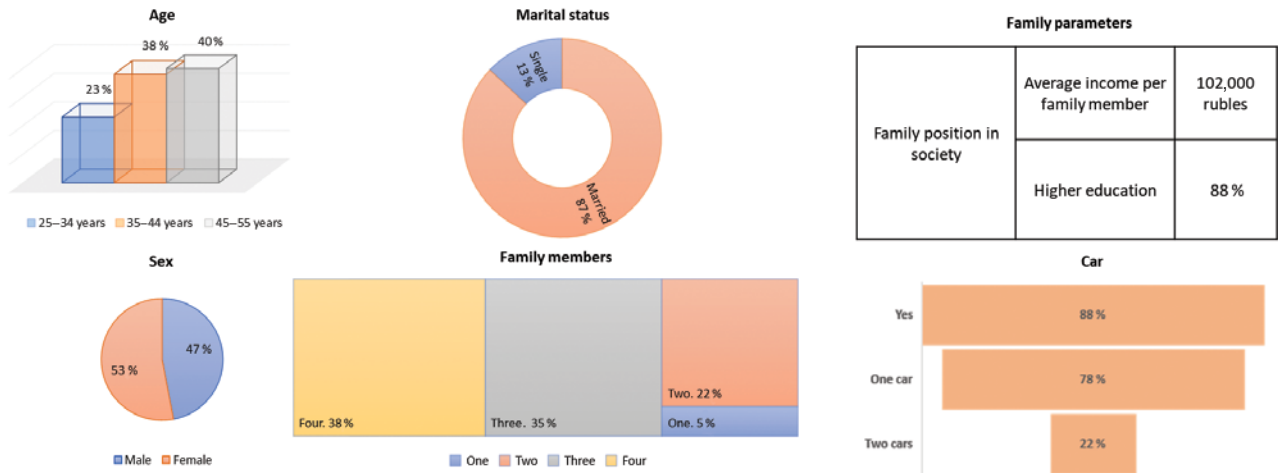


Fig. 1. The main characteristics of the target audience buying countryside real estate for weekend trips and vacation stays

area is 161 m². The share in the segment is 30 %. The main parameters of the target audience are shown in Fig. 2.

The smallest target audience in the segment of countryside real estate are people who buy country houses or summer houses to spend summer months there. This target audience consists of

two subgroups. People who only want to stay in the country on summer weekends, and people who buy summer houses to spend their summer vacations there.

There are quite a few young people between the age of 25 and 34 in this target group. As a rule, buyers of this type of real

House for permanent residence

Purpose of purchase: More comfortable / spacious housing
Target audience: Married couples having higher education, 35+ years old, mid-level managers or have their own business
Share in the segment: 30 %
House parameters: This target audience buys medium- and large-sized houses (100–120 m² — 38 %; 160–220 m² — 25 %, average area — 161 m²)

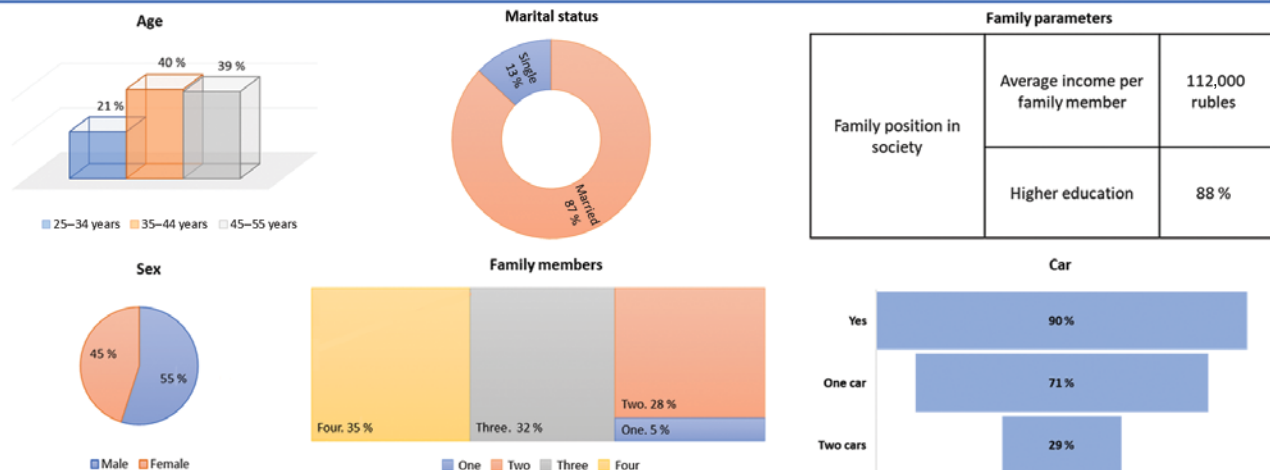


Fig. 2. Main characteristics of the target audience buying countryside real estate for permanent residence

estate focus on buying small houses from 100 to 140 m². The average area of the house is 108 m². The main parameters of the target audience are shown in Fig. 3.

Potential consumers of such houses have not yet managed to climb the career ladder and work as specialists of public and private companies.

In this category, only 72 % of buyers have higher education. The average income is 96,000 rubles per family member.

To create a consumer profile, one can refer to the main characteristics used in the marketing theory of market segmentation, namely:

- geographical;
- socio-demographic;
- psychographic;
- behavioural characteristics.

As for the first characteristic, only residents of Moscow and the Moscow region were considered in this study [9, 10].

The results of the analysis from the point of view of socio-demographic characteristics of consumers belonging to the target groups under consideration presented in Fig. 1–3 are shown in Table 2.

All target audiences have similar socio-demographic characteristics manifested by most potential consumers, such as the average age of about 35 years old, higher education, high average income per family member, and marital status, but each target audience has different psychographic and behavioural characteristics presented in Table 3.

By analyzing the psychographic and behavioural characteristics of potential buyers, one can get an idea which product each target audience will choose.

PARAMETERS OF ITEMS OF COUNTRYSIDE REAL ESTATE BROKEN DOWN BY THE PSYCHOGRAPHIC AND BEHAVIORAL CHARACTERISTICS OF EACH TARGET AUDIENCE

Depending on the purpose of purchasing suburban property, the criteria for choosing a facility differ for each target audience.

For example, the availability of central or independent heat supply in a country house is a more significant criterion for a house intended for year-round residence compared to a summer house [11, 12].

Table 2. Results of the analysis of socio-demographic characteristics of consumers

Name of the target audience/criteria	For permanent residence	For weekends	Country house, summer house
Age	35+	35+	25–35 and younger
Marital status, %	87	87	87
Higher education, %	88	88	72
Average income per family member, rubles	102,000	112,000	96,000
Occupation	Mid-level managers	Mid-level managers and heads of officers	Specialists

Summer/country house

Purpose of purchase: For permanent residence in summer/weekends in summer

Share in the segment: 19 %

Target audience: Middle-aged and even younger (25–35 years old) married couples working as specialists, but not managers

House parameters: This target audience buys small houses (up to 100 m² — 49 %; 100–140 m² — 16 %, average area — 108 m²).

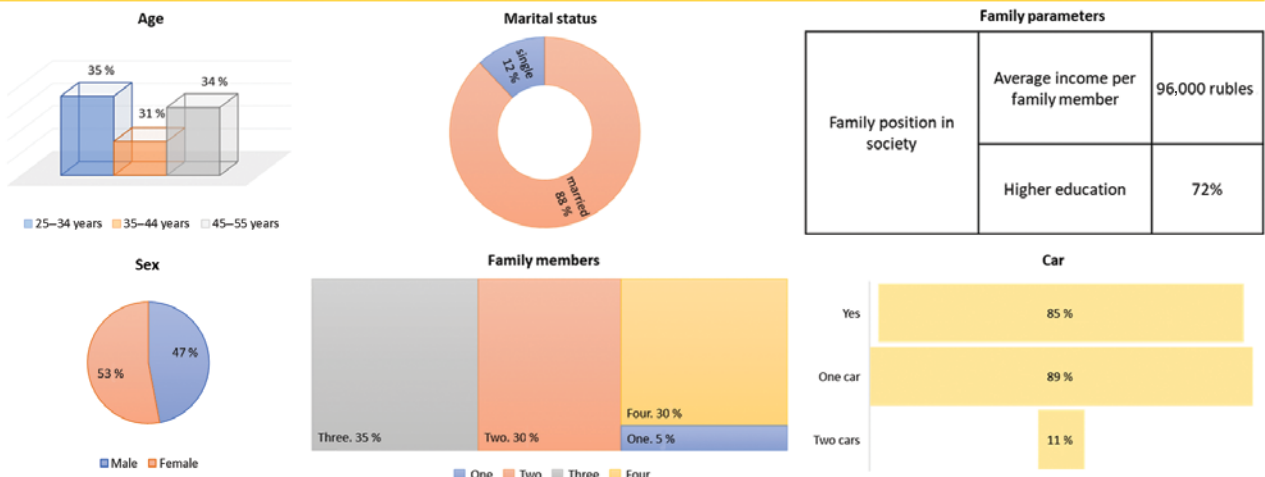


Fig. 3. Main characteristics of the target audience buying countryside real estate for use as a summer house/country house

Table 3. Behavioral and psychographic characteristics of target audiences

Weekend trips	Permanent residence	Country house/summer house
The house is bought to spend spare time with friends and family with no need to think about regulations and neighbours (noise)	The house is bought to ensure safety and comfort for children	The house is bought to own property and spend vacations outdoors
A basement/cellar is important, since it allows storing products, pickled food	Consider house purchasing more thoroughly as compared to other target audiences	Natural resources are important
A garden house, an area with barbecues are important	A playground, public rest areas in the territory of the settlement are important	A possibility to use mortgage lending is important, since buyers do not have enough own money
The pandemic became an incentive to buy a house	Try to envisage any unforeseen situations: utility failures, infrastructure development and possible developments nearby	Ready to buy a house with a standard design
Ready to invest in the house, since they want to live in it when they retire	–	–

If you rank all the criteria by their importance for each of the target consumer groups in the descending order, you will get the following table.

Table 4 shows that the price is the most important criterion for all groups of consumers choosing countryside real estate. And this criterion is of critical importance for buyers of summer houses and country houses.

Also, criteria related to space planning, structural solutions are important aspects. Such parameters include the availability of utilities (61 %), the area of the plot (51 %), the main parameters of the house (50 %). It should be noted that the less time a potential consumer plans to spend in the house, the less he or she is interested in the availability of central utilities at the facility.

Table 4. The importance of parameters of country real estate depending on the target audience

Reasons	Importance, %			
	Average, %	Weekend trips, 51 %	Permanent residence, %	Country house/summer house, 19 %
Price	74.00	75.00	66.00	84.00
Utilities (electricity, gas, sewerage, etc.)	61.00	64.00	67.00	46.00
Plot area	51.00	53.00	49.00	47.00
House parameters (area, style, material, number of storeys, etc.)	50.00	51.00	54.00	41.00
Natural objects in the walking distance	47.00	50.00	37.00	53.00
Distance from the city centre	43.00	43.00	50.00	32.00
Central or independent heat supply	33.00	33.00	45.00	14.00
Stores in the walking distance	32.00	31.00	35.00	28.00
Plot status (individual housing construction, gardeners' non-commercial partnership, personal subsidiary plot, etc.)	31.00	35.00	27.00	28.00
Accessibility/distance from relatives/work	24.00	21.00	28.00	27.00
Type of transaction (sold by the owner, etc.)	19.00	20.00	15.00	22.00
Conditions of the transaction (procedures, nuances)	18.00	19.00	17.00	18.00
Developer (reliable, trusted, etc.)	18.00	19.00	19.00	12.00
Deadlines	16.00	17.00	14.00	16.00
Social infrastructure facilities (kindergartens, playgrounds, etc.)	15.00	11.00	27.00	8.00

The next group of criteria that can affect the project are the parameters related to the location and characteristics of countryside real estate. The more time a potential buyer plans to spend in the country house, the less important is the criterion of the "availability of natural objects within walking distance". For example, the importance of this criterion for people who plan to permanently live in the country house is 37 % as opposed to 53 % of people who purchase countryside real estate to use it in summer. The opposite trend can be observed in the criterion "distance from the city centre": the more time you spend in the house, the more important its location is [13].

Another group of criteria that has a comparable impact on the project is the level of infrastructure development, which is highly dependent on the type of permitted use of a land plot. These criteria include the land status — 31 %, availability of stores within walking distance — 32 %, and availability of central or independent heat supply — 33 %.

If we consider the importance of the materials used to build a house, we can see from Table 5 that 35 % of buyers prefer masonry houses, while 2 % prefer frame buildings.

The size of the house is also of great importance, as it is proportional to its value. The larger the area is, the higher the value of the house is.

As can be seen from Table 6, houses with an average area of 100 to 149 m² are most popular with all consumer groups.

Evaluation of the criteria chosen by the target audience of countryside real estate is an important process for a developer or a person selling both their own and someone else's countryside real estate [14, 15].

The understanding of this process helps developers to maximize their investment project benefits by creating the most in-demand real estate products in the countryside.

The developer chooses the parameters that are of key importance for end consumers and uses them to develop a marketing strategy.

At the moment, the market of countryside real estate is growing vigorously. The awareness of the criteria, that are most important for the target audience, will help developers to sell houses at fair prices, and, hence, potential buyers will be able to choose houses thoughtfully using the parameters known in advance.

Table 5. The importance of materials for each target audience

Parameters	Importance, %			
	Average, %	Weekend trips, 51 %	Permanent residence, 31 %	Country house/summer house, 19 %
Brickwork (not in-situ)	35.00	41.00	35.00	31.0
Brickwork + in-situ (ceramic block)	27.00	32.00	30.00	28.00
Gas-concrete block	12.00	11.00	17.00	5.00
Glued laminated lumber	28.00	31.00	23.00	41.00
Cylindrical lumber	24.00	25.00	18.00	33.00
Light-frame house	10.00	9.00	4.00	23.00
Panelized house	4.00	5.00	1.00	10.00
Framework structure	2.00	3.00	1.00	5.00
Other	1.00	0.00	2.00	0.00

Table 6. Importance of the house size for each target audience

Area, m ²	Average, %	Weekend trips, 51 %	Permanent residence, 31 %	Country house/summer house, 19 %
Up to 70	4.00	1.00	1.00	15.00
70–99	19.00	19.00	11.00	34.00
100–149	39.00	43.00	38.00	27.00
150–159	14.00	16.00	12.00	14.00
160–199	9.00	9.00	11.00	7.00
200+	15.00	12.00	27.00	4.00

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Формирование портрета и предпочтений потребителя в отношении объектов индивидуального жилищного строительства

В данной статье представлен анализ одного из сегментов рынка объектов индивидуального жилищного строительства. На сегодняшний день рынок объектов ИЖС весьма популярен среди застройщиков. Застройщики заинтересованы в участии в таких проектах на заранее известных правилах, так как это поможет им выйти в новый, еще не до конца сформированный сегмент рынка и занять там лидирующие позиции. Прежде чем планировать реализацию проектов ИЖС необходимо иметь четкое представление о потенциальных потребителях и их предпочтениях. Такое знание поможет выработать застройщику наиболее эффективную стратегию развития своей компании в данном направлении. Для формирования стратегии развития в данном направлении необходимо определиться с целевой аудиторией потребителей, а впоследствии сформировать более четкий портрет индивидуального потребителя. Представленный в статье анализ показал, что для формирования целевых групп потребителей в качестве главного критерия формирования таких групп, необходимо использовать цели конечных потребителей. В данном случае в качестве конечных целей были определены следующие: поездки на выходные, постоянное проживание, дача/летний дом. Для каждой из целевых групп были сформированы характеристики потребителей исходя из их социаль-демографических, психографических и поведенческих признаков. Дальнейший анализ был направлен на изучение предпочтений потребителей в рамках каждой из представленных целевых групп. Знание о таких предпочтениях помогает застройщику получать максимальную прибыль с инвестиционных проектов строительства объектов загородной недвижимости за счет создания наиболее востребованного продукта.

Ключевые слова: недвижимость, маркетинговый анализ, потребитель, стратегия, застройщик, индивидуальное жилищное строительство

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Об авторах: **Куракова Оксана Анатольевна** — доцент кафедры организации строительства и управления недвижимостью; **Национальный исследовательский Московский государственный строительный университет (НИУ МГСУ)**; 129337, г. Москва, Ярославское шоссе, д. 26; РИНЦ ID: 549544; kurakovaoa@mgsu.ru;

Ефимов Константин Владимирович — аспирант кафедры организации строительства и управления недвижимостью; **Национальный исследовательский Московский государственный строительный университет (НИУ МГСУ)**; 129337, г. Москва, Ярославское шоссе, д. 26; РИНЦ ID: 1108778; efimkost@mail.ru.

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