

DINKs (Dual Income No Kids) Preferences and Condominium Choice Behavior

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Abstract- The sector for condominiums in Thailand has rapidly increased concurrently with the rising of demand in this market. This research aims to identify DINKs preferences in order to enable the better overview of condominium choice behavior. Distance, Price, Unit Size, and Design are the basic factors for condominium preferences. However, this research using conjoint analysis to investigate other factors which may affect the preference of condominium choice for DINKs. The final attributes are Most Wanted Space Allocation, Fixture and Furniture, Most Wanted Public Space/ Facilities, Most Wanted Extra Services and Retail Space. This suggest the construct of innovative products that will be different from the existing supply, but will also be an advantage for DINKs family to gratify their condominium choice.

Index Terms- Dinks, Dual income no kids, DINK's preference, Condominium Choice

I. INTRODUCTION

The fundamental growth of registered condominium sector over the number of housing manifestly shows the changing in trend and lifestyle of livings in Bangkok City. Newly completed condominiums in the Bangkok metropolitan areas, especially along the mass transits, reveal the people's lifestyle toward city oriented that response to their essential elements. Lifestyle of the 21st century has changed not only due to the social circumstances, but also due to rapid changes of overall social environment. Dual Income no Kids, known as DINKS, become a popular lifestyle that plays an explicit role in transformation of condominium choice of behavior. With the influences of city oriented lifestyle, the consumption patterns have been affected as shown in the statistical information of Bangkok's Condominium projects launched in the market during the first quarter of this year.

Even though the supply of condominiums has increased, there are still vacant units left in the market of supply. With the surplus of condominium, the marketing strategy needs to distinguish the uniqueness to be able to attract the buyers. People simultaneously seek for the residential that balancing their life quality in which compensating work and leisure (Dortmund, 2010). Therefore, the residential near workplace or located in Bangkok's inner-city area is preferable. With the typical family size that has decrease recently; the demands are focus more on 1 or 2 bedroom unit type. Most of condominiums in the same range also provide similar facilities. Swimming pool and fitness becomes the common facility that almost all condominiums have to provide. When look closely in each condominium, we can see that new functions have been included to make them more unique and be the main selling point, such as yoga, library or even game room. With the high competition of rising of upcoming condominium projects and the existing ones, new implementations need to be applied to suit with the changing of lifestyle nowadays.

The number of family size in Bangkok alone has gradually decreased from 2.60 in the year of 2005 to 2.37 in 2009. (REIC, 2010) Number of DINK in Thailand has grown to 3,611.1 families in year 2009. Previous researches have mainly shown the attributes that apply generally for all buyers. The developers should elaborately examine the new lifestyle and their preferences in order to provide the suitable products for the market demand. Conjoint analysis is used in this research as a tool to identify the relevant attributes that will meet the buyer's trade-off, particularly for subjective demand, DINKS. This research tries to show other significant preference that will impact the condominium choice behavior such as Most Wanted Space Allocation, Fixture and Furniture, Most Wanted Public Space/ Facilities, Most Wanted Extra Services and Retail Space.

II. RESERCH ELABORATIONS

Dual Income No Kids (DINKS) refer to any couple that has two incomes and no children. Either one partner has two incomes, or they both have a single income. The aim for this research is to identify DINKs preferences in order to enable the better overview of

condominium choice behavior. Distance, Price, Unit Size, and Design are the basic factors for condominium preferences. However, this research tries to analyze other factors which may affect the preference of condominium choice for the particular target group, DINK. The factors to be analyzed by conjoint model and determined the significant due to the buyer's purchase decision. Most Wanted Space Allocation, Fixture and Furniture, Most Wanted Public Space / Facilities, Most Wanted Extra Services and Retail Space are main preferences that this research focuses on. This research can be achieved by doing the followings:

- To understand the behavior of DINKS for condominium choice behavior
- To study factors that will have influences on DINKS preferences and lifestyle which affect the choice for condominium
- To find the combinations of attributes that meet with DINKS preference

To determine the extent to which Distance, Price, Unit Size, and Design affect changing patterns in living and well-being as well as recommend potential strategies to improve the delivery outcome products.

III. METHODOLOGY

The method of this research will be through conjoint analysis in order to achieve the objectives and the expected outcome. The finding of preferences for this research was conducted several times due to limited information of specific preferences of this particular target group.

According to literature review, the minimum number to conduct the conjoint analysis is 80. (Akaah and Korgaonkar 1988) Therefore, this research will use the minimum number of 80 sample size to run the analysis. To construct the appropriate framework, the main conjoint analysis phases are pointed out together with the most commonly used alternative approaches: 1.) Choosing attributes to be investigated, 2.) Choosing the data gathering method, 3.) Composing the concept cards, 4.) Choosing the presentation format of product attributes, 5.) Assigning a measurement scale, 6.) Data gathering, and 7.) Modeling the preferences.

In data gathering phase, each subject is asked to rank a set of concept cards based on buying preferences. Every card describes an existing or hypothetical product in terms of a bundle of product attributes. One hundred samplings will be selected for this purpose. Therefore, there are the totals of 54 possible product combinations in a full-factorial design to be evaluated in the next step. However, the results of the preliminary factors that affect preferences are the basic factors that already have been studied in most of the research. Usually the factors that influence residential choice are age, gender, income, education, tenure of residence, and tenure of job. (Hill, 2005) The researcher decided to construct the deeper interview to identify the characteristic of the Dual Income No Kids to really identify the real factors. Twelve participants were interview for the preliminary attributes since there direct studies that support the Dual Income No Kids preferences for choosing condominiums. After attributes were selected prior to their choice, participants ranked the attributes according to what they most preferred. Considering the result, the possible attributes and levels are selected to run the full concept card approach. The final attributes are space allocation, furniture, facilities, extra services and retail space. Each attributes has two to three levels to minimize the number of combinations. Therefore, there are the totals of 72 possible product combinations in a full-factorial design to be evaluated. (3 x 2 x 3 x 2 x 2)

Table 3.1: Attributes and Levels

Attributes	Level 1	Level 2	Level 3
Most Wanted Space Allocation	Living Room	Bedroom	Bathroom
Fixture and Furniture	Fully Furnished	Partly Furnished	
Most Wanted Public Space / Facilities	Fitness	Business Corner	Green Space
Most Wanted Extra Services	Laundry Service	Cleaning Service	
Retail Space	Yes	No	

Orthogonal design was used to minimize the number to card combination in order for the participants to be able to rate the cards they preferred. There are total of 20 combinations, which include 16 numbers of card combinations, 2 holdouts and 2 simulations. These 20 combinations are being generated using the fractional factorial design (Addelman, 1962; Hair et al., 1998).

IV. FINDING AND RESULTS

The sample was obtained through convenience sampling method. Eighty participants focusing only couples who stay in Bangkok have been asked to participate in this research. The results were analyzed divided into two main parts: Analyze general information of the respondents and conjoint analysis to study the preferences of choosing condominium.

4.1 Analyze general information of the respondents

Descriptive statistics are used to analyze the general information of the respondents. Of the 80 respondents, the majority were female with the total number of 49 participants (61.3%) and male with the total number of 31 participants (38.8%). The average age of the respondents are ranged from the age of 25 to 35 years old. As shown in the table below, most respondents are usually 30 to 35 years old total to 26 respondents (32.5%). There are 25 respondents with the age range from 25 to 29 years old (31.3%). Furthermore, 20 respondents with the age range from 36 to 40 years old (25.0%) and 9 respondents who age are more than 40 years old (11.3%). From the data, it shows that none of the respondents are under graduate. Most of the respondents finished master degree. There are total of 45 respondents with the education of master degree (56.3%). Then, there are 34 respondents finished up to bachelor degree (42.3%). However, from the total of 80 respondents, there is only one that finished up to doctoral degree (1.3%).

Since respondents for this research have to be those who belong to Dual Income No Kid category, the results are screen before analyze. The statuses of the respondents, therefore, limit to living together, married without kids, and married and don't want kids. Of the total respondents, 61 respondents are married without kids (76.3%). There are 11 respondents, which are married and don't want kids (11.0%). Only 8 respondents are living together without marriage (10.0%). From the number of percentage shown in the result, somehow it reflects the culture of Thai people that they still have to marry before living together even though the living style has changed in recent years. Income data is based only for individual, not the family income. However, from the data collected, it can reflect on the ability of each individual to buy condominium with the price of middle segment. There are 27 respondents with the income ranging from 25,001 to 40,000 baht (27.0%). Eighteen respondents with the income ranging from 55,001 to 70,000 baht (22.5%). Fourteen respondents with the income ranging from 40,001 to 55,000 baht. There are also respondents with the income ranging 85,001 to 100,000 baht and earn more than 100,000 making the total of 17 respondents (21.3%). However, there is only 4 respondents that earn below 25,000 baht (5.0%). The results have clearly shown that most number of respondents own either condominium or single house. However, the results have shown that most of the respondents own a single house residential with the total number of 40 respondents (50%). 20 respondents have own a condominium (25%). The rest of the respondents own townhouse, semi-detached, apartment, or other.

4.2 Conjoint analysis to study the preferences of choosing condominium

The researcher used rating for this research. Each combination has the same main reference, which is it is the condominium that locates in the CBD area. With the provided information that it is a one-bedroom unit type ranging from 5 to 7 million bath. The total size of the unit is 55 square meter with a living room and dining area of approximately 15 square meter. However each combination is different and the attributes to be considered are: 1.) Space Allocation: Bedroom, Living Room, or Bathroom, 2.) Fully furnished or partly furnished, 3.) Most wanted extra facilities: Fitness, Green Space or Business Corner, 4.) Most wanted extra services: Laundry Service or Cleaning Service, and 5.) Prefer retail space or none.

The respondents are then asked to rate which combination do they most preferred. All items were measured with a Likert scale (1 = least favor and 10 = most favor). The result of the importance values has corresponded with the result from the interview that people give importance for the space allocation. As shown in the table below, the most important is space allocation with the values of 41.445. People also look at the facility provided, which the value of importance is equal to 24.995. The important value of service is 23.776. Next is retail with the importance values of 10.512. The least that people give important upon is weather the room is furnished or partly furnished with the importance value of 10.273.

Table 4.1: Importance Values

Space	41.445
Facility	24.995
Service	12.776
Retail	10.512
Fur	10.273
Averaged Importance Score	

Table 4.2: Correlationsa

	Value	Sig.
Pearson's R	.696	.001
Kendall's tau	.550	.001
Kendall's tau for Holdouts	1.000	.

Regression analysis was used to analyze the data of conjoint analysis. The mathematical expression of the model is as follow: $Y = 6.049 + .300 (\text{space1}) + .308(\text{space2}) - .608(\text{space3}) - .367 (\text{fac1}) + .085 (\text{fac2}) + .282 (\text{fac3}) + .083 (\text{service1}) - .083 (\text{service2}) - .045 (\text{retail1}) + .045 (\text{retail2}) - .097 (\text{fur1}) + .097 (\text{fur2})$

= Constant

- (space1) = Living space as the most wanted space allocation
- (space2) = Bedroom space as the most wanted space allocation
- (space3) = Bathroom space as the most wanted space allocation
- (fac1) = Business corner as the most preferred extra facility
- (fac2) = Fitness as the most preferred extra facility
- (fac3) = Green area as the most preferred extra facility
- (service1) = Laundry as the most preferred extra service
- (service2) = Cleaning as the most preferred extra service
- (retail1) = Want retail space in the condominium
- (retail2) = Do not want retail space in the condominium
- (fur1) = Prefer room to be fully furnished
- (fur2) = Prefer room to be partly furnished

Table 4.3: Utilities

		Utility Estimate	Std. Error
Space	Living	.300	.245
	Bedroom	.308	.288
	Bath	-.608	.288
Facility	Business	-.367	.245
	Fitness	.085	.288
	Green	.282	.288
Service	Laundry	.083	.184
	Cleaning	-.083	.184
Retail	yes	-.045	.184
	no	.045	.184
Fur	yes	-.097	.184
	no	.097	.184
(Constant)		6.049	.203

The equation has shown that if the preference is living space as the most wanted space allocation, bedroom space as the most wanted space allocation, fitness as the most preferred extra facility, green area as the most preferred extra facility, laundry as the most preferred extra service, do not want retail space in the condominium, and prefer room to be partly furnished, the constants will increase by .300, .308, .085, .282, .083, .045, and .097 accordingly. In contrary, bathroom space as the most wanted space allocation, business corner as the most preferred extra facility, cleaning as the most preferred extra service, want retail space in the condominium, and prefer room to be fully furnished will cause the constant to decrease -.608, -.367, -.083, -.045 and -.097 accordingly.

For the most prefer preference, the highest utility will be the Bedroom space as the most wanted space allocation. Therefore, with the combination of Bedroom space as the most wanted space allocation, Green area as the most preferred extra facility, Laundry as the most preferred extra service, Do not want retail space in the condominium and Prefer room to be partly furnished will make the most preferred preference since this combination will increase the constant.

Each combination is then being compute with the total utilities value. The combination with the most constant value is the combination of:

- 1) Bedroom space as the most wanted space allocation, partly furnished, green area as the most preferred extra facility, laundry as the most preferred extra service, and do not want retail space in the condominium
- 2) Living space as the most wanted space allocation, partly furnished, green area as the most preferred extra facility, laundry as the most preferred extra service, and do not want retail space in the condominium
- 3) Bedroom space as the most wanted space allocation, partly furnished, green area as the most preferred extra facility, laundry as the most preferred extra service, and want retail space in the condominium

On the other hand, there is only one least prefer combination with the lowest total utilities is the combination of as follow:

- 1) Bathroom space as the most wanted space allocation, partly furnished, business corner as the most preferred extra facility, cleaning as the most preferred extra service, and want retail space in the condominium

V. CONCLUSION AND RECOMMENDATION

Analyze and understand all the provided review comments thoroughly. Now make the required amendments in your paper. If you are not confident about any review comment, then don't forget to get clarity about that comment. And in some cases there could be chances where your paper receives number of critical remarks. In that cases don't get disheartened and try to improvise the maximum.

5.1 Conclusion

The result of the utility value has clearly reflected on the characteristic and preference of the respondent, Dual Income No Kid. From the top three most preferred combinations, all three of them have shown that the common preference is the room unit that is partly furnished. The preliminary interview of each DINKs, most of them preferred their room to be partly furnished since they want to do their own decoration. With reference to their income, most of them earn 25,001 - 40,000 bath people. Also, 21.3% of the total respondents have high income that they earn more than 85,000. The result shows that they have the capability in spending.

Another distinctive characteristic of condominium that DINKs want is the condominium that has laundry service as extra services that provide conveniences for them. It can be further explain that DINK wants conveniences and they are usually both working couple who do not have time for running personal clearance. Laundry service that they expected somehow equals to the one provided in the hotel, a drop and pick up laundry services or sends to the room. The utility value of laundry service of .083 also displays the positive preference.

The other utility that reflects on the characteristic of DINK is the retail space within condominium. DINKs are usually the type of people that like convenience. However, from the result, it has proven they also want privacy. Depth interview has made a clear picture that DINKs don't like retail space due to privacy and also it would take up the parking spaces, which is also another secondary preference that they prefer when choosing the condominium.

5.2 Recommendation

Once the preference is being finalized, there should be a deeper study of each attributes and levels. These preferences are not only useful in applying for the new upcoming project, but also in renovating the old condominium or service apartment.

From the previous discussion that there are still condominium projects with the low selling percentage, the developer could analyze further the preference and may adapt the additional services or facilities in order to increase the sellable of their project. This will also help in applying the preferences to suit with the right market segmentation to increase the selling percentage of the condominium once the project is launch.

With the high competition in this condominium market, new strategies, design and facilities need to be provided to make the project more convincing. Also developer should specify the right target in order to increase their sells and be competitive. This target group, DINKs, is the new market segment that is very convincing since they have the power in spending. This research can help in creating new facilities or space allocation that will be different from current market and providing something new and unique condominium in the future.

5.3 Research Limitation

The limitation that is expected in this research is the number of samples. Since there are several classifications of DINKS, this research limited to the family, either marries or stay together, that decided not to have kid. Due to specific target group as respondents for this research, it was hard to find the number of Dual Income no Kids to analyze the findings. The general data in the questionnaire is use to eliminate the specific group. Also due to limited time and budget, the researcher has limited channel in finding Dual Income No Kid through various channels.

Other limitation is that this research is conducted in Bangkok and concentrated in the city area. With the culture influences in Thailand, Dual Income No Kids are not revealing unlike other countries that they are open to couples that stay together without marriage. Questionnaire has to be carefully design

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