



# Linnæus University

## OWNING OR RENTING? INVESTIGATING CONSUMER PERCEPTIONS ON DIFFERENT APARTMENT TYPES IN WOODEN MULTI-FAMILY HOUSES IN SWEDEN

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### PROBLEM

In Sweden, an increase of wooden multistory houses is expected in the near future. At the same time, discussions take place about an appropriate distribution of apartment types, i.e. rental apartments vs. condominiums. More rental apartments are demanded from the public, whilst firms on the construction market are very well aware of the higher profitability of condominiums. Yet, what personal values would motivate consumers to rent or own an apartment in a wooden multi-family house and how are these linked to product attributes?

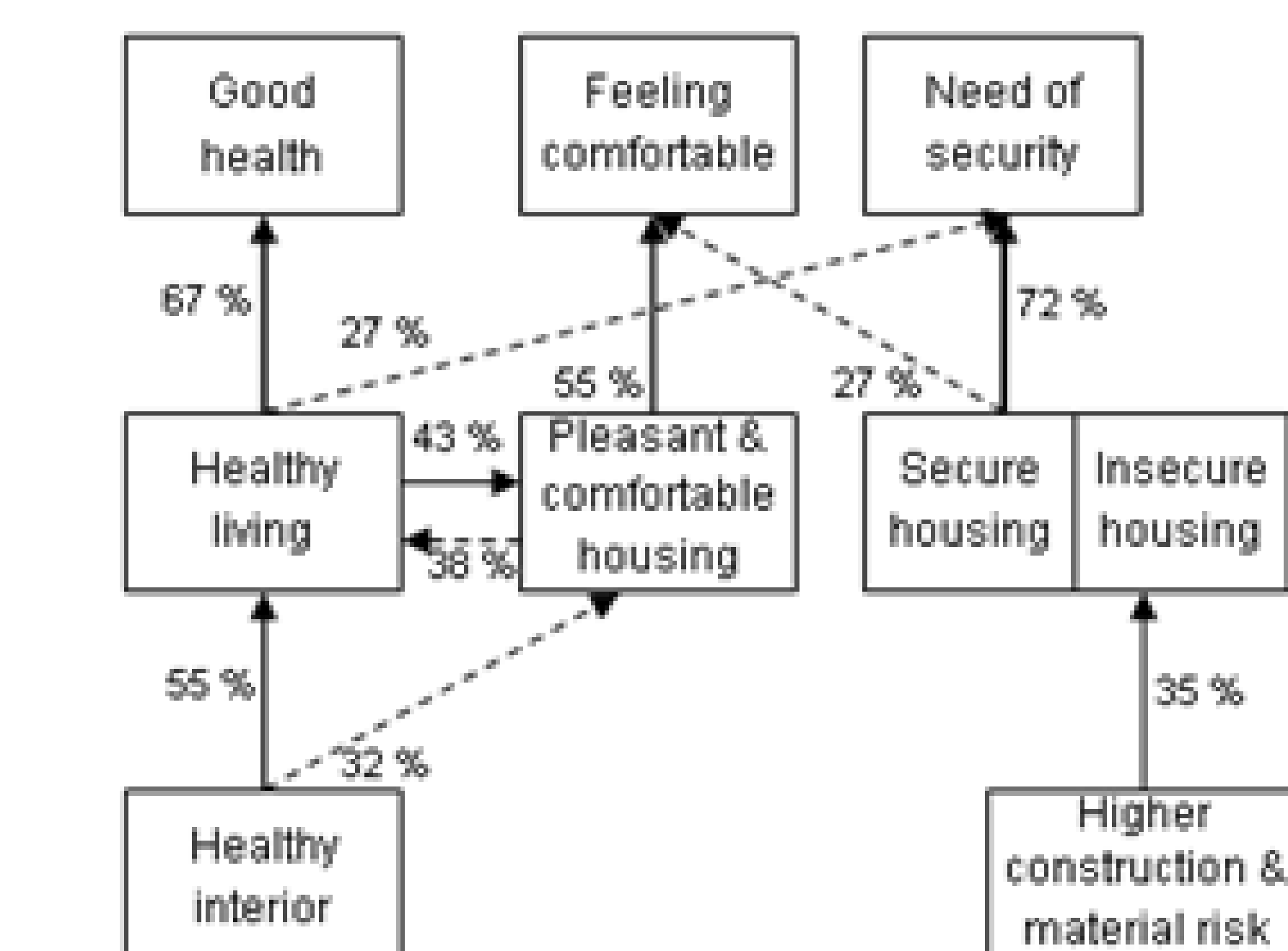
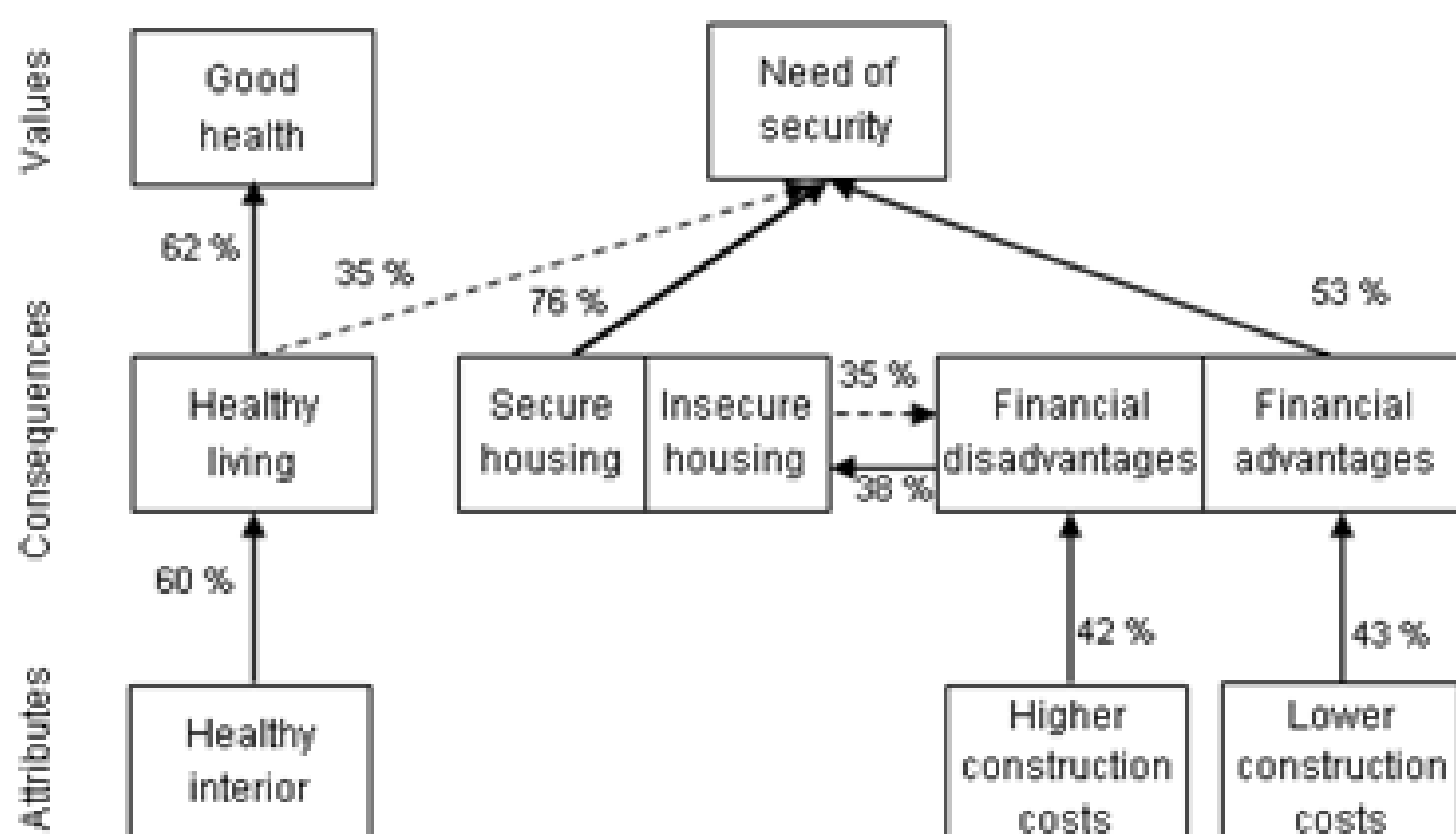
### AIM

To investigate the perceptions of consumers on rental apartments and condominiums in wooden multistory houses.

### METHOD

Using the Extended Association Pattern Technique, data was generated from 318 consumers living in rental apartments and 185 living in condominiums in Sweden. Negative/unwanted consequences need to be turned into positive/wanted ones before linking them to values (see Schauerte, 2009). For both consumer groups, the top 3 Means-End Chains were analyzed.

### RESULT AND CONCLUSION



The main conclusions are as follows:

- Two of three personal values are the same for both groups of consumers.
- Personal values of apartment owners focus on security in two of their top 3 chains, both related to financial aspects. Renters include aspects about convenience and comfort instead.
- Respondents living in condominiums have ambivalent perceptions about whether construction costs are lower or higher when building in wood, leading to financial advantages or disadvantages respectively. This is not top 3 amongst renters; they mainly relate construction & material issues as affecting security instead.

#### REFERENCES

Schauerte T (2009). Investigating Consumer Perceptions by applying the Extended Association Pattern Technique – A Study on Wooden Multistory Houses. PhD thesis no.194/2009, Department of Forest and Wood Technology, Institution of Technology, Växjö University.



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