A STUDY ON SATISFACTION LEVEL OF GATED COMMUNITIES IN TAMILNADU

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ABSTRACT

This paper reveals that the rapid modernization and transformation of living environment, gated communities (GCs) have mushroomed over the past year. It is contribute to the spatial transformation in a very significant way. It shows a great influence on urban development and social integration at the local level. Security and safety are the main reason that affluent buyer’s decision to reside in this luxury and sense of wealthy housing scheme behind the fences and walls. This research aims to indicate the understanding level of GC buyers and to identify the safety level of the GC scheme with the provided security measures. Thus, questionnaires and interviews were conducted among the residents of the gated residential and developers to further discuss about the issues from different perspectives. The result was tabulated and presented in charts for a clear and better understanding. The five main factors contribute to resident decision to reside in gated communities were identified and ranked; there are privacy, security, location, lifestyle and prestige. Besides, the residents are feeling neutral towards the facilities and services provided in their gated and guarded residential area. A comprehensive improvement towards the facilities and services is needed to reach higher satisfaction from the residents.

Keywords: Flat Owners, Gated Communities, Satisfaction Level, Safety and Security

INTRODUCTION

Two major concerns of the 21st century are urbanization and climate change. It has been estimated that by 2030 more than half the world’s population will be living in urban areas. Many researchers have come to this conclusion. Sustainable development of cities and metropolises will be a major challenge for city planners and designers the world over.

Rapid urbanization during the 20th and 21st centuries has exerted a tremendous pressure on the resources like land, water and air due to the high and generally unplanned increase of population in urban areas. This manifests in the form of congestion and overcrowding, water scarcity and environmental pollution ultimately leading to urban sprawl, indiscriminate tapping of ground water by private agencies.
and deteriorating air quality. This has an adverse impact on human health and happiness, resulting in poor urban livability and is not sustainable any longer. The quality of urban environment thus has become a major societal concern.

One of the prominent spatial manifestations of the rapid urbanization process is the ‘gated community’. In its modern form, a gated community is a form of residential community or housing estate containing strictly-controlled entrances for pedestrians, bicycles, and automobiles, and often characterized by a closed perimeter of walls and fences. Gated communities frequently consist of small residential streets and include various shared facilities.

Gated Communities have emerged along all the major roads to cater to the housing needs of the large population that works in the IT related industries. Such communities have largely developed due to private initiative and families with relatively large disposable incomes are the patrons. Gated Communities are generally well planned and designed housing facilities. In this paper reveal that the satisfaction level of gated communities’ people in Tamil Nadu. This paper aims to assess the satisfaction level of the flat owners about gated communities’ people in Tamil Nadu.

OPPORTUNITIES FOR SOCIAL INTERACTION

Gated communities present a lot of interaction opportunities like social gatherings during festival times, children of various families playing together, opportunities for similar age groups to attend yoga, gym together or go for morning jogs together etc. This, in turn, inculcates a sense of togetherness and gives them happy moments to cherish.

There are a lot of benefits that one is exposed to when looking to invest in a Gated Community Plot. Easy and immediate access to the multiple facilities available within the Gated Community is one of the most attractive features available. Apart from an effective security system and an easily accessible maintenance team, there are multiple facilities available within Gated Communities. A feature that is often most desirable is a large, clean and tempting swimming pool. Pool facilities will usually include shower rooms, life guards, maintenance and up keep.

Another attraction is the gymnasium and health clubs. These spaces allow you to keep your body and mind, healthy and sound. Practice yoga, meditation and other such rejuvenating activities inside a clean and peaceful environment. It is important that such spaces offer superior quality equipment and are good well maintained. Requirements such as these are available within Gated Communities.

Indoor and outdoor game areas are also made available for residents. Outdoor sports such as cricket and basketball can be played to its fullest extent without any restrictions. These areas will also be developed in a manner that they do not cause any disturbances. Also choose from the number of indoor and board games presented. There are also safe and secure parks and playgrounds, especially made, keeping children in mind. Other facilities include well maintained landscapes and clean environments. Wide roads and streets that ensure a traffic free environment.

Safety and Security in Gated Community Housing

In most of gated community housing, guards are usually stationed at the entrance of the neighborhood and equipped with high-definition security cameras, CCTV monitoring devices and alarm
systems. Guards are monitored the neighborhood through the provision of safety devices but they also sometimes are responsible to patrol the area. Based on the data collected, majority of respondents (79.3 percent) claimed that the patrol service was provided 24 hours. While the remaining mentioned that the patrol service only provided during night time which is starts from 7pm to 7am. Majority of them also claimed that the higher the price paid by the respondents, the better safety and security services the price of the patrol services.

Observation showed that several safety facilities provided in the main entrances such as patrol services, pass card, and provision of gate without patrol service existed in gated developments survey answer form. All respondents agreed that patrol service were provided in the main entrance to the study areas. majority of them also claimed that pass cards for every resident were provided to access the main entrance and provision of gated without patrol service was one of the safety measures provided in the neighborhood area.

SCOPE OF THE STUDY

Gated communities are privately developed and are located mainly in the suburbs. The residents of the gated community need breathing space where they can relax and enjoy the bounties of nature. The range of recreational facilities should cater to all age and social groups within the gated community. The green infrastructure of the gated community should include tracks and trails for jogging and walking which would also serve to link and unify the various areas and activities. It should also include plant species that bear edible berries, fruits and nectar for attracting and providing for the birds and butterflies with suitable habitat which will also add to the biodiversity of the area. Budgetary and other constraints force the neglect of the development of the green infrastructure by the developers of the gated communities. Therefore there is an urgent need to arrive at a policy for the development of green infrastructure within the gated community. This would provide opportunities for active and passive recreation within the community itself. Tree planting should be encouraged if not made mandatory. The focus of this paper will be to highlight the historical background and assessment of the existing situation of the green infrastructure in the selected gated communities. The study will focus on planning strategies and design guidelines to ensure the aesthetic quality of the built environment through augmentation of green infrastructure in gated communities in Tamil Nadu.

REVIEW OF RELATED LITERATURE

Olajide and Lizam (2016) found that significant efforts had made by both government and private sectors to reduce the crime rates in urban areas through financial and human efforts. The major reason for people choose to live in gated communities was the safety for their life and properties to decrease their fear of crime that was identified far from completely achieved.

Shamsudin et al (2016)\(^2\) stated that the guarded and gated communities were available to people of each and every income level because of demand and life style. The need for privacy, security and raising the rate of crime were the important factors that affected the purchase decision of residents of gated communities.

Mohd et al (2016\(^3\)) concluded that all the residents were satisfied with the exclusiveness and nearly three-fourth of residents was satisfied with prestige. Most of residents were satisfied with physical and social environments the GACOS area. These satisfaction levels vibrated with high income groups who were searching for comfort, safety, security, high quality of life and social integration. Majority of residents were not satisfied with the space allocation of CCTV cameras in the residential area of GACOS area where only a low numbers were fixed in front entrance and most of them also dissatisfied with the outer fencing and sloping and hilly areas were not fenced properly. The residents were moderately satisfied with the provision of guard houses in the entry and exit gates.

**METHODOLOGY OF THE STUDY**

The data collection used as a method in this study is resulting from formulated research questions and research objective. Based on these objectives, combination of quantitative method and qualitative method are the most suitable approaches to apply in completing this study. The respondents were identified as the resident of the GGC and used as primary data. This data is obtained directly from the field study. 150 set of questionnaire were distributed to the gated communities’ resident in order to gain the information related to their perception towards satisfaction on safety level. It is observed and collected directly from first-hand experience which has not been previously published. The statistical tools such as Mean, Standard Deviation, Coefficient of Variation and Percentage.

**RESULTS AND INTERPRETATION**

**SATISFACTION OF FLAT OWNERS ABOUT GATED COMMUNITIES**

The satisfaction of flat owners about gated communities was analyzed and the results are presented in Table 1.


TABLE 1
SATISFACTION OF FLAT OWNERS ABOUT GATED COMMUNITIES

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Satisfaction</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>C.V. (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Safety and security</td>
<td>4.63</td>
<td>0.29</td>
<td>6.26</td>
</tr>
<tr>
<td>2.</td>
<td>Landscaping</td>
<td>3.34</td>
<td>0.93</td>
<td>27.84</td>
</tr>
<tr>
<td>3.</td>
<td>Maintenance</td>
<td>3.68</td>
<td>0.88</td>
<td>23.91</td>
</tr>
<tr>
<td>4.</td>
<td>Parking facilities</td>
<td>3.82</td>
<td>0.98</td>
<td>25.65</td>
</tr>
<tr>
<td>5.</td>
<td>Privacy</td>
<td>3.75</td>
<td>0.43</td>
<td>11.47</td>
</tr>
<tr>
<td>6.</td>
<td>Social control</td>
<td>3.23</td>
<td>1.52</td>
<td>47.06</td>
</tr>
<tr>
<td>7.</td>
<td>Amenities and facilities</td>
<td>4.13</td>
<td>0.85</td>
<td>20.58</td>
</tr>
<tr>
<td>8.</td>
<td>Sense of community</td>
<td>3.28</td>
<td>1.37</td>
<td>41.77</td>
</tr>
<tr>
<td>9.</td>
<td>Protection of property value</td>
<td>3.81</td>
<td>0.86</td>
<td>22.57</td>
</tr>
<tr>
<td>10.</td>
<td>Recreation facilities</td>
<td>3.74</td>
<td>0.96</td>
<td>25.67</td>
</tr>
<tr>
<td>11.</td>
<td>Community interaction</td>
<td>3.37</td>
<td>1.16</td>
<td>34.42</td>
</tr>
<tr>
<td>12.</td>
<td>Environmental aesthetics</td>
<td>3.70</td>
<td>1.18</td>
<td>31.89</td>
</tr>
<tr>
<td>13.</td>
<td>Sporting facilities</td>
<td>3.67</td>
<td>1.18</td>
<td>32.15</td>
</tr>
<tr>
<td>14.</td>
<td>Neighbourhood relationships</td>
<td>3.23</td>
<td>1.74</td>
<td>53.87</td>
</tr>
<tr>
<td>15.</td>
<td>Healthy environment</td>
<td>3.81</td>
<td>1.14</td>
<td>29.92</td>
</tr>
</tbody>
</table>

Source: Primary Data

The results indicate that the flat owners of gated communities are strongly agreed with safety and security, while, they are agreed with maintenance, parking facilities, privacy, amenities and facilities, protection of property value, recreation facilities, environmental aesthetics, sporting facilities and healthy environment. Meanwhile, they are neutral with landscaping, social control, sense of community, community interaction and neighbourhood relationships.

SOCIO-ECONOMIC STATUS OF FLAT OWNERS IN GATED COMMUNITIES AND THEIR SATISFACTION ABOUT GATED COMMUNITIES

The satisfaction of flat owners about gated communities is differing with their socio economic status. The relationship between socio economic status of flat owners in gated communities and their satisfaction about gated communities was analyzed and the results are hereunder discussed. The distribution of flat owners on the basis of their satisfaction about gated communities was analyzed and the results are presented in Table 1. The responses of flat owners about their satisfaction about gated communities has been classified into low level, medium level and high level based on “Mean ± SD” criterion.

TABLE 2

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Level of Satisfaction</th>
<th>Number of Flat Owners</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Low</td>
<td>140</td>
<td>19.69</td>
</tr>
<tr>
<td>2.</td>
<td>Medium</td>
<td>350</td>
<td>49.23</td>
</tr>
<tr>
<td>3.</td>
<td>High</td>
<td>221</td>
<td>31.08</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>711</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Primary Data

The results show that 49.23 per cent of flat owners in gated communities opined that the level of satisfaction about gated communities at medium level, 31.08 per cent of flat owners in gated communities
opined that the level of satisfaction about gated communities at high level and 19.69 per cent of flat owners in gated communities opined that the level of satisfaction about gated communities at low level.

![Level of Satisfaction](image)

**CONCLUSION**

As a conclusion, this study had clearly interpreted all the data and information regarding satisfaction aspects of GC scheme. Residential environment are fundamental for people. Literally, GC is a residential area with restriction access. GC is now available to people of almost every income level due to trend and demand. The increasing of crime rate and the privacy factor becomes the main catalyst of the gated communities’ development to meet the demand of modern lifestyle when people consider security factor on their buying decision. Thus it is designed to consider safety and security as a main objective by providing all safety elements. Based on my study, overall, data shown that satisfaction in this gated and guarded.

**REFERENCES**


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www.ibef.com

www.Policybazaar.com