

ABSTRACT

The gated communities continuously contribute to a spatial transformation which substantially affects regional urbanization and social integration. It is evident that the development of buildings and houses is a prominent part of construction projects in Pakistan. This research explores the housing preference factors of Hyderabad residents in Sindh Pakistan. A research model is presented with five variables interrelated with housing preferences such as distance factors, property physical factors, environmental factors and facilities. The data was collected from the residential region of Hyderabad city comprising of 321 samples. Validity of the proposed model was evaluated by structural equation modelling method with the use of SPSS and AMOS software for statistical analysis. Results indicate that environmental, property physical, distance and facilities factors are positively connected with housing preference. In addition, results also indicate that financial factors are also significantly related to housing preference. The present work suggests that homebuilders must take precautions before initiating fresh housing projects in Hyderabad due to rising concerns towards the property.