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PREFERENCES OF BUYERS ON THE SUWAŁKI MARKET OF THE REAL ESTATE

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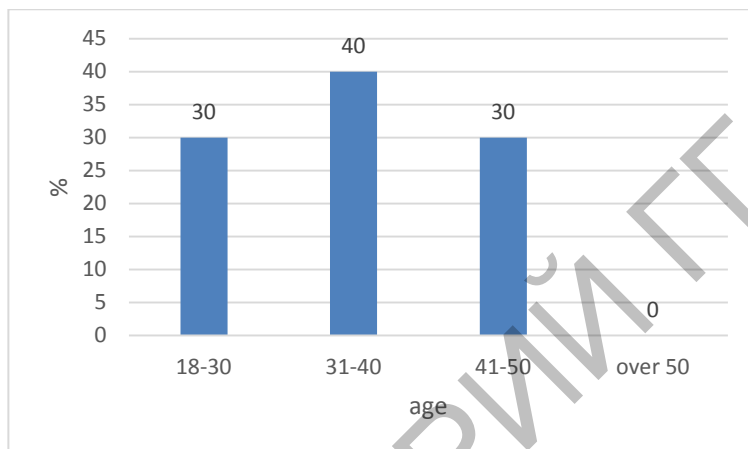
The real estate market is a very specific place. Despite the rapid pace of development, which is noticeable in every town in the current years, the transactions are still burdened with a very high risk. Their most important function is to satisfy the needs of buyers. Transactions are activities between the seller and the buyer that seek to exchange goods or services. Their final effect is a sales agreement. The exchange of goods should be understood as the purchase or sale of land and residential real estate. The exchange of services, on the other hand, means employing a housing agent or property appraiser. Hitting the tastes of customers is the only way to gain a competitive advantage on the market, and thus generate high profits. Potential buyers analyse in detail the available offers to buy or sell, because by choosing one of them, they invest the accumulated funds or take a loan.

The main objective of the research was to examine consumer preferences in the Suwałki real estate market. The evaluation of this issue was based on a direct interview with potential buyers, in which a questionnaire was used as a research tool. It does not require direct contact between the researcher and the respondents, which is a significant facilitation in the collection of data. After receiving answers to the questions, the preferences in this market were verified. The current place of residence of the buyers was also assessed.

Suwałki – the city located at an altitude of about 170-190 m n. p. m., above sea level, mostly on the sandwich of the Augustów Plain. The city has about 70 thousand inhabitants, and next to Poles live here, among others, Lithuanians, Roma, Russians. Occupy an area of 65.5 km², of which over 70% are green areas, including two forest complexes. Research on the preferences of buyers of the Suwałki real estate market was carried out in a group of 50 people, in which 52% were women and 48% men. The survey consisted of 20 questions, six of which were metric questions, on the basis

of which the socio-economic characteristics of the survey participants were based. The studied population was quite uniform in terms of age (Fig. 1).

Fig. 1 – The structure of respondents considering their age



Source: own study based on research

The largest number were people aged between 31 and 40 (40%). The questionnaires were not filled in by people over 50 years of age. However, the other two groups, ie people aged 18-30 and 41-50, had the same share (30%).

LITERATURE

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