

Case Study: Uncovering Tenant Preferences for Homes in Bangalore - A Marketing Mix Approach

Dr. Shyam Shukla, Professor¹, Dr. Vijay Kumar Thota, Professor²

NSB WBS, Bangalore

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ABSTRACT

This case study investigates the key factors shaping housing rental decisions among tenants in Bangalore, India's leading technology-driven metropolis, using the marketing mix framework as the primary lens of analysis. Consistent with approaches adopted in rental housing research across emerging Asian markets, the study evaluates how property features, pricing, location access, promotional influence, service encounters, and overall service quality collectively affect tenant satisfaction and long-term retention outcomes (Saguansap, 2025). A quantitative survey design was used, collecting responses from 1,615 tenants across five major zones of Bangalore through stratified random sampling. Using Pearson correlation and multiple regression analysis, the results indicate that service quality, location convenience, and personnel interactions are the strongest predictors of rental decision-making, outweighing the impact of price sensitivity and promotional offers (Saguansap, 2025). These findings hold particular relevance in the post-pandemic rental environment, where shifts in lifestyle expectations and service standards continue to reshape housing priorities and customer experience benchmarks (Kuk et al., 2021).

Keywords: Rental housing, Marketing mix, Tenant satisfaction, Bangalore, Service quality, Location convenience

INTRODUCTION

Background and Context

Housing is a basic human need, and finding a suitable place to live often marks an important turning point for individuals and families alike (United Nations, 2015). Over the last two decades, Bangalore-widely recognized as India's leading technology hub-has witnessed exceptional growth in its residential real estate sector, largely fueled by the rapid expansion of the IT industry and the steady inflow of migrant professionals seeking employment opportunities (Government of Karnataka, 2020). This wave of urban growth has positioned Bangalore as one of Asia's most active rental markets, offering a wide mix of housing formats, price ranges, and increasingly diverse tenant expectations.

More broadly, economic progress and rapid urbanization have reshaped housing markets across emerging economies, especially in major metropolitan cities that function as key centers of commerce and social life (World Bank, 2020). Bangalore strongly reflects this shift, drawing residents from across India and abroad, which continues to push demand for rental housing across multiple income and lifestyle segments. The city's expanding middle class, combined with a constant flow of young professionals and expatriates, has sustained strong rental demand-particularly in localities close to technology parks, educational institutions, and commercial corridors (World Bank, 2020).

The COVID-19 pandemic added a new layer of complexity to rental decision-making by changing what tenants value most. With remote and hybrid work becoming more common, many tenants have begun prioritizing larger living spaces, better amenities, and reliable services, along with (or sometimes even over) the traditional advantage of being close to the workplace (OECD, 2021). In this changing environment, real estate developers and property managers in Bangalore face the dual task of responding to evolving tenant needs while remaining competitive in a market that continues to grow and diversify (Government of Karnataka, 2020).

Research Gap and Significance

Although housing research has been widely explored in developed economies, rental decision-making in emerging markets such as India remains under-studied, leaving several important gaps in current knowledge (World Bank, 2020). Most existing studies continue to highlight location advantage and affordability as the dominant influences behind rental choices (OECD, 2021). However, there is still limited evidence on how a broader set of marketing mix factors-such as service quality, responsiveness of personnel, communication practices, and promotional visibility-work together to shape tenant satisfaction and long-term retention, particularly in Indian metropolitan settings (Kotler & Keller, 2016).

In addition, rental housing research has largely focused on traditional and highly urbanized cities, often overlooking fast-expanding technology-driven hubs like Bangalore, where tenant profiles and market expectations differ significantly due to the inflow of young professionals, migrants, and high-income knowledge workers (Government of Karnataka, 2020). Despite the marketing mix being widely used to explain consumer behavior across sectors, its application to rental housing decisions in developing countries remains limited-especially when the rental experience increasingly resembles a service-based offering rather than a one-time transaction (Zeithaml et al., 2018).

Understanding what drives tenant decision-making is not only academically relevant, but also economically important for property owners, developers, facility managers, and city planners, since rental demand patterns directly affect housing supply strategies and market competitiveness (World Bank, 2020). As Bangalore's middle class grows more financially capable and lifestyle-oriented, many tenants now look beyond price alone and evaluate rentals based on convenience, service responsiveness, safety, communication clarity, and overall living experience (OECD, 2021). This shift highlights the need for a more comprehensive study of marketing mix variables, helping stakeholders identify practical, controllable elements that can improve tenant satisfaction and strengthen competitive advantage in Bangalore's evolving rental market (Kotler & Keller, 2016).

Research Objectives

This case study aims to address identified research gaps through the following specific objectives:

1. To examine the influence of marketing mix elements (rental property characteristics, price, location, promotions, personnel interactions, and service quality) on housing rental decisions among tenants in Bangalore
2. To determine the relative importance of each marketing mix element in predicting tenant satisfaction and rental decisions
3. To identify demographic and behavioral patterns among different tenant segments across Bangalore's major residential zones
4. To provide evidence-based recommendations for property developers, managers, and policymakers to enhance rental housing offerings in Bangalore's competitive market

The study contributes to rental housing research by providing empirical data on tenant preferences in India's technology capital, offering insights that can inform policy development and strategic planning for sustainable growth in the real estate industry.

LITERATURE REVIEW

Housing Rental Markets in Emerging Economies

Rental housing markets in emerging economies operate very differently from the more structured and heavily regulated systems often seen in North America and Western Europe. In many developing contexts, rental arrangements are shaped by rapid urban growth, unequal housing supply, and a mixture of formal and informal rental practices. This means that rental experiences are not always standardized, contracts may vary widely, and

tenants often depend on relationship-based trust more than institutional protections (UN-Habitat, 2022). As a result, rental choices in emerging economies tend to reflect not only financial capacity, but also the perceived safety, transparency, and fairness of landlords and property managers.

India's rental landscape illustrates this complexity clearly. A large share of urban rentals exists within semi-formal settings where brokers, informal agreements, and community networks play an important role in connecting tenants with housing. In such markets, "value" is often interpreted beyond rent level alone. Tenants evaluate how predictable and responsive the rental experience will be-whether maintenance requests are addressed, whether rules are applied fairly, and whether communication is smooth and respectful (World Bank, 2020). This is especially relevant in fast-growing cities where rental demand rises quicker than the city's ability to supply well-managed housing at scale.

Bangalore stands out within this broader trend because it is not only a large city, but also a globally connected technology hub with a distinct tenant profile. The city attracts high volumes of young professionals, migrant workers, and early-career employees who often relocate frequently and rely on rental housing as their primary form of residence. Such populations typically have high expectations regarding speed of service, convenience, and digital transparency-expectations shaped by their workplace experiences and exposure to platform-based services (UN-Habitat, 2022). Consequently, Bangalore's rental market is highly competitive, diverse, and increasingly customer-led.

At the same time, infrastructure development has significantly reshaped rental demand patterns across Asian cities. Major transport investments-such as metro systems, ring roads, and express corridors-directly affect where tenants prefer to live, since commuting time and accessibility strongly influence daily quality of life (World Bank, 2020). In Bangalore, this effect is visible in how rental demand clusters around metro corridors, technology parks, and emerging mixed-use zones. Location remains critical, but the logic behind "good location" is evolving: it is now tied to connectivity, lifestyle convenience, and access to service ecosystems rather than only distance from the central business district.

These dynamics highlight an important reality of emerging rental markets: tenants are not simply minimizing cost. Many are optimizing a bundle of factors including commute ease, housing comfort, safety, property management behavior, and long-term stability. As a result, landlord professionalism and the overall tenant experience increasingly determine satisfaction and retention outcomes, particularly for educated urban tenant groups (UN-Habitat, 2022).

Marketing Mix Framework in Housing Studies

The marketing mix framework has long been used to explain how businesses influence consumer choice through controllable variables. Traditionally represented through the "4Ps" (product, price, place, promotion), the framework evolved in service industries into expanded models such as the "7Ps," which incorporate people, process, and physical evidence-elements that capture service delivery and customer experience more effectively (Kotler & Keller, 2016). When applied to rental housing, the marketing mix becomes a useful lens because rental decisions are not purely transactional; they involve ongoing service interactions throughout the tenancy period.

In housing rental contexts, the "product" includes the apartment or house itself-its layout, ventilation, safety features, maintenance condition, and amenities. "Price" captures not only rent levels, but also deposits, brokerage charges, maintenance fees, and perceived affordability relative to benefits. "Place" refers to location advantages such as accessibility to work, transit, schools, hospitals, and commercial zones. "Promotion" reflects how properties are advertised and communicated-through brokers, digital platforms, word-of-mouth, or builder branding. The additional service-oriented factors-"people" and "process"-represent the role of property managers, landlords, security staff, and the efficiency of tenant support systems, while "physical evidence" can include the appearance of the building, cleanliness, signage, and perceived reliability of services (Zeithaml, Bitner, & Gremler, 2018).

What makes the marketing mix particularly useful for rental housing research is that it provides a structured way to study how multiple influences operate simultaneously. Rental decisions are often shaped by trade-offs: a

tenant may accept higher rent if the location saves commuting time, or accept a smaller space if service responsiveness is high. A marketing mix view helps capture these trade-offs as part of the overall “rental experience” rather than treating each variable in isolation (Kotler & Keller, 2016). This is increasingly relevant in urban India where tenants expect professional service comparable to other subscription-like services, including prompt issue resolution, transparency in billing, and predictable processes.

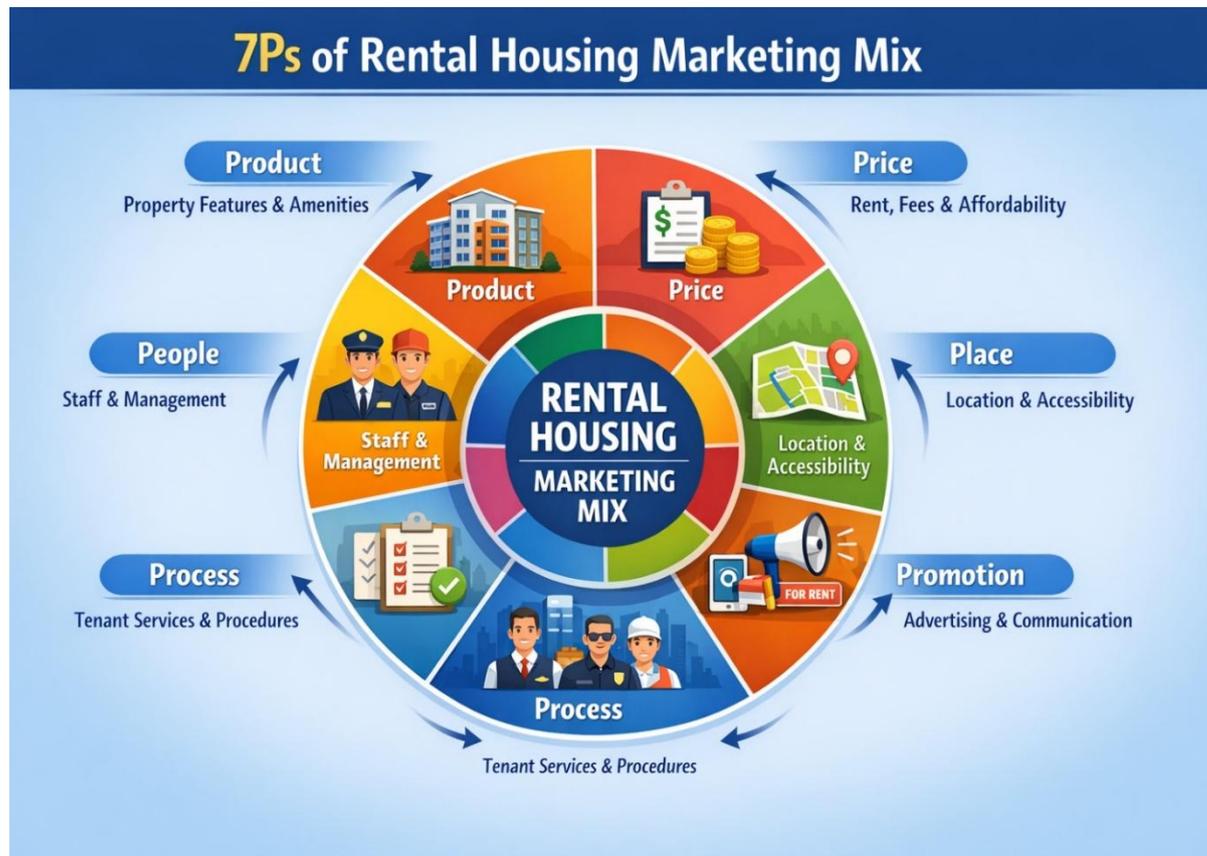


Fig. 1

However, even though marketing mix frameworks are common in consumer behavior and service marketing research, their use in rental housing studies-especially within developing country contexts-remains relatively limited. Much of housing literature still emphasizes economic variables such as affordability, neighborhood characteristics, and location as primary determinants, leaving service experience under-explored despite its growing influence (World Bank, 2020). This gap becomes especially visible in cities like Bangalore where tenants are more likely to evaluate property management reliability and service professionalism as part of their rental choice.

Key Determinants of Rental Decisions

Service Quality

Service quality has emerged as one of the most important predictors of tenant satisfaction in modern rental markets, particularly where customer expectations have risen and competition among property owners has intensified. In practical terms, service quality includes responsiveness to repairs, clarity in communication, speed of issue resolution, fairness in handling disputes, and professionalism during the move-in and move-out processes. Research in services marketing consistently shows that customers build trust and loyalty when service providers reduce uncertainty and respond promptly during moments of need (Zeithaml et al., 2018). Rental housing is no exception, because tenants view the home as a high-involvement service experience rather than a simple commodity.

In fast-paced cities like Bangalore, service expectations are amplified because many tenants are working professionals with limited time to manage housing-related problems. Delays in repairing plumbing, handling

security concerns, or resolving maintenance issues can significantly reduce tenant satisfaction even if rent is considered reasonable. This explains why service quality often becomes a stronger decision driver than marginal rent savings, particularly in middle-income and higher-income segments (Kotler & Keller, 2016).

Location and Accessibility

Location remains one of the most stable and consistent influences in rental housing decisions. Accessibility to employment zones, transit corridors, educational institutions, healthcare services, and commercial areas plays a direct role in shaping convenience and lifestyle quality. In cities with traffic congestion and long commuting times, location value is often interpreted through “time savings,” making proximity to transit and work hubs a critical factor (World Bank, 2020). Tenants may be willing to pay higher rent if the property reduces commuting fatigue, improves daily routines, and provides better access to essential services.

In Bangalore, location choice is increasingly influenced by technology parks and business clusters, but also by the development of metro connectivity and emerging residential corridors. As infrastructure expands, new zones become attractive, and location competitiveness shifts from traditional central areas toward well-connected suburbs. This means landlords cannot rely only on the property itself; the surrounding ecosystem-connectivity, service availability, and neighborhood safety-becomes part of the tenant’s value perception (UN-Habitat, 2022).

Personnel Interactions

Personnel interactions-how tenants are treated by landlords, brokers, building security, and property managers-strongly affect tenant confidence and satisfaction. Professional, respectful, and responsive behavior creates a sense of reliability that reduces perceived risk, especially for tenants new to a city or unfamiliar with local rental norms. Service research suggests that interpersonal trust is critical in shaping customer perceptions of fairness and security, especially in high-involvement services where customers feel vulnerable (Zeithaml et al., 2018).

In rental markets that remain partly relationship-based, the role of people becomes even more central. Tenants often depend on prompt communication and cooperative behavior for maintenance approvals, documentation, and issue handling. Positive personnel interactions increase tenant comfort and reduce the likelihood of dissatisfaction, disputes, and early exits, supporting stronger retention outcomes for property owners (Kotler & Keller, 2016).

Price and Value Perception

Affordability remains important, but contemporary evidence suggests that rent level alone does not fully explain tenant decisions-particularly in rapidly modernizing urban markets. Many tenants evaluate “price” as part of a broader value equation: what they receive in terms of convenience, service quality, amenities, and reliability relative to what they pay. This reflects a shift from purely cost-driven behavior to value-driven behavior, where tenants may accept higher rent if they perceive stronger overall benefits (Zeithaml et al., 2018).

In Bangalore, this is visible in premium and mid-premium segments where tenants prioritize security, community amenities, power backup, maintenance standards, and service professionalism. While low-income segments remain highly price-sensitive, the city’s expanding middle class increasingly evaluates rentals as lifestyle choices rather than basic shelter decisions (World Bank, 2020). For landlords, this implies that competing only through lower rent may not be a sustainable strategy if service quality and tenant support are weak.

Post-COVID-19 Housing Market Dynamics

The COVID-19 pandemic reshaped rental decision-making globally by changing how people use homes and what they value in residential environments. With remote and hybrid work becoming more common, housing preferences shifted toward larger spaces, better ventilation, stronger internet connectivity, and improved amenities that support work-from-home lifestyles. This reduced the singular dominance of workplace proximity, while increasing demand for comfort, service reliability, and supportive residential ecosystems (OECD, 2021).

In Bangalore, the pandemic-era transition created a more experience-driven rental market. Tenants became more sensitive to living quality, cleanliness standards, predictable service response, and overall safety. Residential

communities with better maintenance support and communication systems gained stronger preference because they reduced uncertainty during periods of disruption (OECD, 2021). The rental experience became more service-intensive, reinforcing the relevance of marketing mix factors like service quality and personnel interactions.

Research Gap Emerging from the Literature

Although the literature highlights the importance of location and affordability in rental decision-making, there is still limited empirical evidence on how a full marketing mix framework operates in the Indian rental context-especially in a city like Bangalore where service expectations and customer standards are rapidly evolving. Many studies treat rental choices as primarily economic decisions, while underestimating service experience variables such as responsiveness, communication quality, and professionalism of personnel (World Bank, 2020). Additionally, much of the emerging economy rental literature is either broad-based or focused on traditional metropolitan patterns, leaving technology hubs like Bangalore underrepresented despite their unique tenant demographics and competitive dynamics (UN-Habitat, 2022).

This gap is significant because Bangalore's rental ecosystem increasingly resembles a service market, where tenants evaluate reliability, transparency, and customer experience as strongly as rent itself. A marketing mix-based approach therefore provides a more realistic and actionable model for understanding tenant decision-making and shaping competitive strategy in modern urban rental markets.

RESEARCH METHODOLOGY

Research Design

This case study adopts a quantitative, cross-sectional survey design to examine the factors that influence housing rental decisions among tenants across Bangalore. A quantitative approach is particularly suitable for this research because it enables measurable comparison of decision variables and supports statistical testing of relationships between marketing mix factors and tenant outcomes such as satisfaction and rental choice behavior (Creswell & Creswell, 2018).

The study is structured around a marketing mix framework, which treats rental housing not only as a physical product but also as an ongoing service experience shaped by communication, service delivery, and human interaction (Kotler & Keller, 2016; Zeithaml, Bitner, & Gremler, 2018). This framework is relevant in Bangalore because tenant expectations are increasingly shaped by service standards comparable to other modern, subscription-like services (for example, app-based delivery services, online banking, or managed residential communities).

In response to the research gap identified in earlier sections-where most rental housing studies emphasize location and affordability while giving limited attention to service quality and experience variables-this study expands the scope of analysis to include six primary marketing mix dimensions. These dimensions were treated as independent variables influencing tenant decision-making:

- X1: Rental Property Characteristics (quality, condition, amenities, cleanliness)
- X2: Price (rent affordability, deposits, maintenance, and perceived value)
- X3: Location (accessibility, commuting convenience, service ecosystems)
- X4: Promotional Offerings (discounts, incentives, and advertising influence)
- X5: Personnel Interactions (behavior of landlords/managers, communication quality)
- X6: Service Quality (maintenance response time, security, professionalism, process reliability)

By focusing on these six elements together, the research design supports a more holistic understanding of why tenants choose certain rentals and remain loyal to them-an area where existing evidence remains limited in Indian technology hubs (World Bank, 2020).

Study Area

The study was conducted in Bangalore (Bengaluru), the capital of Karnataka and widely recognized as one of India's most prominent technology ecosystems. The city has undergone rapid urban and economic growth over the last two decades, driven largely by the expansion of information technology, global service industries, start-ups, and related employment clusters (Government of Karnataka, 2020). This transformation has created intense rental demand across diverse tenant groups such as migrant professionals, students, nuclear families, and expatriate communities.

To ensure geographic and demographic representation, Bangalore was divided into five major zones, each reflecting distinct market conditions, development patterns, and tenant profiles. These zones were selected to capture variation across traditional residential neighborhoods, emerging technology corridors, premium commercial districts, and expanding suburban areas.

1. North Bangalore (Hebbal, Yelahanka, Devanahalli)

This zone is shaped by proximity to the international airport, fast-growing infrastructure corridors, and large-scale residential developments that attract upper-middle-income professionals.

2. South Bangalore (BTM Layout, Jayanagar, JP Nagar, Bannerghatta Road)

South Bangalore includes long-established neighborhoods with strong educational and healthcare infrastructure, mixed demographics, and stable residential character.

3. East Bangalore (Whitefield, Marathahalli, KR Puram)

A major technology hub dominated by IT parks and high migrant inflows. This area often reflects demand for managed housing, gated communities, and high convenience rentals.

4. West Bangalore (Rajajinagar, Malleshwaram, Yeshwanthpur)

A blend of established residential communities and emerging commercial activity, characterized by diverse tenant types and mixed housing forms.

5. Central Bangalore (MG Road, Indiranagar, Koramangala)

Premium residential and commercial districts with high rental rates and strong lifestyle offerings, preferred by young professionals, entrepreneurs, and affluent tenants.

Selecting these five zones enabled the study to reflect the real-world diversity of Bangalore's rental ecosystem, which is essential for interpreting patterns of tenant preference in an expanding urban market (UN-Habitat, 2022).

Population and Sampling

The target population included tenants currently renting residential housing in the selected Bangalore zones. Given the diversity in tenant income groups, rental categories, and lifestyle needs across zones, the study used stratified random sampling to improve representativeness and reduce selection bias (Creswell & Creswell, 2018). Stratification helps ensure that key subgroups of a population are included proportionately, which is particularly important in large metropolitan rental markets where tenant experiences differ sharply by location and price band.

In this study, each zone acted as a primary stratum. Within each zone, respondents were further categorized using informal sub-strata based on accommodation type (e.g., apartment, independent house, PG/shared accommodation) and rental affordability range (e.g., mid-range, premium, budget).

A total of 323 tenants were selected from each zone, producing a final sample size of 1,615 respondents ($323 \times 5 = 1,615$). This equal distribution across zones was purposeful, as it supported valid comparison of rental

decision drivers across different city regions. A sample of this size is considered sufficient for conducting correlation and regression analyses with multiple predictor variables, allowing statistical reliability and meaningful interpretation (Field, 2018).

The study followed ethical standards for human participant research. Respondents provided informed consent, anonymity was maintained, and data were stored securely in line with confidentiality expectations (Creswell & Creswell, 2018).

Survey Instrument Development

Data collection was carried out using a structured survey questionnaire, designed to capture both tenant background data and perceptions of marketing mix factors influencing rental decisions. The questionnaire was prepared in clear and accessible language to encourage reliable participation and reduce response fatigue.

The instrument consisted of two main sections:

Demographic and Housing Information

This section gathered details about tenant profile and rental context, including:

- Type of accommodation (apartment, independent house, condominium, PG/shared housing)
- Monthly rent level and deposit size
- Additional housing-related expenses (utilities, internet, parking, maintenance)
- Duration of tenancy and number of occupants
- Demographic characteristics: age group, gender, occupation, income range, marital status
- Primary reason for living in Bangalore (employment, education, business, family relocation)

Collecting these variables helped the study identify tenant segments and interpret differences in rental preferences across demographics (UN-Habitat, 2022).

Marketing Mix Elements (X1–X6)

The second section evaluated six marketing mix constructs using 5-point Likert scales, where:

1 = Least important

5 = Most important

Each construct was measured through multiple statements:

- X1 Rental Property Characteristics: size, layout, upkeep, amenities, cleanliness
- X2 Price: affordability, value perception, deposit burden, fee transparency
- X3 Location: commuting ease, transport access, nearby services and facilities
- X4 Promotions: advertisements, discounts, deposit waivers, bonus amenities
- X5 Personnel Interactions: professionalism, communication clarity, responsiveness
- X6 Service Quality: maintenance systems, complaint handling, security, reliability

Using Likert scales helped convert tenant perceptions into quantifiable data that could be statistically tested (Field, 2018).

Data Collection Procedure

Data collection was conducted over a four-month period (September 2024 to December 2024) using a multi-channel approach to ensure coverage of both digitally connected tenants and those more accessible through physical residential networks. Four primary modes were used:

1. Direct property visits

Trained survey administrators visited housing societies, apartment complexes, independent home clusters, and residential communities across the five zones.

2. Online distribution

Digital versions of the survey were shared through housing-related social groups, rental community forums, and professional networks where Bangalore tenants are active.

3. Property management collaborations

Partnerships with property management agencies helped reach tenants living in managed communities and larger rental portfolios.

4. Community organizations and RWAs

Coordination with Resident Welfare Associations enabled access to neighborhood-based tenant populations.

All survey administrators were trained to follow standardized procedures, maintain neutrality in administration, and ensure ethical compliance during data collection (Creswell & Creswell, 2018).

Validity and Reliability

To test internal consistency of multi-item constructs, the study used Cronbach's alpha, where values of 0.70 or higher are generally considered acceptable in social science research (Field, 2018). This step ensured that measurement items within each marketing mix construct were reliably capturing the same underlying concept.

To establish content validity, the questionnaire was reviewed by an expert panel ($n = 30$) from relevant fields including real estate management, consumer behavior, marketing, and urban planning. Expert review ensured that questions were appropriate, clearly worded, and aligned with Bangalore's rental market realities (Creswell & Creswell, 2018).

Additionally, a pilot study with 50 tenants (excluded from the final sample) was conducted to test clarity, length, and response flow. Minor refinements were incorporated based on pilot feedback, strengthening the final instrument.

Data Analysis Methods

Data analysis was carried out using commonly applied statistical tools suitable for multi-variable decision models.

Descriptive Statistics

Descriptive statistics were used to summarize tenant demographics and rental behaviors across zones. Measures included frequency distributions, percentages, mean scores, and standard deviations. This step provided a clear profile of tenant segments and highlighted zone-specific patterns in rental preferences (Field, 2018).

Pearson Correlation Analysis

Pearson correlation was employed to evaluate the strength and direction of relationships between the six marketing mix variables (X_1 – X_6) and tenant rental decision indicators. Correlation helped identify which factors showed the strongest associations with rental choice and satisfaction outcomes (Field, 2018).

Multiple Regression Analysis

To determine which factors most strongly predict rental decisions when considered together, the study applied stepwise multiple regression. Regression analysis is effective when researchers want to test how multiple independent variables contribute to a single dependent variable and to estimate relative influence (Field, 2018).

To assess multicollinearity, Variance Inflation Factor (VIF) values were examined. Even when some predictors indicated moderate correlation, variables were retained due to their theoretical and practical importance within the marketing mix framework, ensuring real-world interpretability (Kotler & Keller, 2016).

Alternative methods such as ridge regression or principal component analysis can reduce multicollinearity effects, but stepwise regression was prioritized for its direct interpretability and stakeholder usefulness-allowing property managers to identify actionable priorities for improving tenant retention and satisfaction.

RESULTS AND FINDINGS

Demographic Profile of Respondents

The demographic characteristics of the 1,615 tenants surveyed provide a meaningful snapshot of Bangalore's identity as a high-growth technology hub with strong migration-led demand for rental housing. Across India, urban rentals are increasingly dominated by young working populations, but Bangalore shows this trend in an even more concentrated form due to the city's IT ecosystem, start-up culture, and large professional workforce (Government of Karnataka, 2020; UN-Habitat, 2022).

The age distribution clearly reflects this youth-driven rental market. A substantial 68.3% of respondents fell within the 25–35 years category, followed by 18.7% between 35–45 years, 8.4% below 25 years, and only 4.6% above 45 years. This pattern strongly indicates that rental housing in Bangalore is largely driven by early-career professionals and mid-career employees-groups that typically prioritize convenience, speed, service responsiveness, and mobility rather than long-term ownership stability (World Bank, 2020). In practical terms, this means landlords and property managers are not just providing shelter; they are serving a customer base that often expects a “service product” experience-timely communication, predictable maintenance, and professional engagement.

The gender distribution was relatively balanced, with 57.2% male and 42.8% female tenants. This reflects Bangalore's increasingly diverse workforce participation, particularly in service sectors where professional employment is not dominated by a single gender group. Such balance also suggests that housing preferences in Bangalore cannot be approached with a narrow assumption of “single male migrant renters,” as female professionals and mixed-gender households now represent a significant segment of demand.

The occupational profile was heavily skewed toward technology-linked professions: 72.4% reported working in information technology and related fields, while 12.6% belonged to other professional service industries (finance, consulting, education, etc.). Another 8.3% were students, 4.2% were entrepreneurs, and 2.5% fell into other categories. This occupational breakdown validates Bangalore's continued positioning as India's technology capital and highlights the lifestyle patterns associated with professional migrants-such as relocating for jobs, shifting neighborhoods based on workplace changes, and valuing commute reduction (Government of Karnataka, 2020).

Income also provides a strong indication of market maturity. Respondents were largely in the middle to upper-middle income segment: 28.6% earned ₹40,000–60,000, 34.2% earned ₹60,001–80,000, 22.1% earned ₹80,001–100,000, 9.8% reported earnings above ₹100,000, while only 5.3% earned below ₹40,000. This distribution reinforces an important insight for the rental market: a significant share of Bangalore's tenants have the financial capacity to pay for quality services, safety, and lifestyle convenience. In such conditions, competition shifts away from “lowest rent wins” toward “best value and best experience wins,” consistent with service marketing expectations where customer perception of value depends on both service delivery and reliability (Kotler & Keller, 2016; Zeithaml, Bitner, & Gremler, 2018).

Taken together, these demographic patterns indicate that Bangalore's rental market is shaped by young, mobile, experience-driven tenants with growing expectations around professionalism and service quality. This context becomes crucial while interpreting the results that follow, because the "decision drivers" in such a market differ from traditional affordability-dominated rental environments.

Housing and Rental Behavior Patterns

Type of Rental Accommodation

The study found clear variation in accommodation preferences, shaped by zone characteristics and tenant lifestyle requirements. Apartments were the dominant rental format, accounting for 42.7% of the total sample. This preference was especially high in East Bangalore (51.4%) and Central Bangalore (48.2%), where IT corridors, premium developments, and managed housing communities are more common.

This apartment preference aligns with broader urban housing trends in rapidly expanding cities, where vertical housing offers advantages such as security systems, amenities, and lower maintenance responsibility for tenants with demanding work schedules (UN-Habitat, 2022). Apartments also match the lifestyle priorities of professional migrants who may prefer gated communities, predictable services, and reduced operational burden.

Independent houses accounted for 24.3% of tenant preferences, with higher representation in North Bangalore (32.8%) and West Bangalore (28.6%). These areas often provide comparatively larger living spaces at more moderate rent levels, attracting families and tenants who prioritize privacy, autonomy, or flexible living arrangements.

Shared accommodation and paying guest (PG) formats represented 18.2%, largely concentrated among students and early-career renters-particularly in South Bangalore near educational clusters.

Condominiums accounted for 11.4%, with heavy concentration in Central Bangalore (22.6%) where high-income residents seek premium amenities such as fitness spaces, concierge services, better security infrastructure, and managed facilities. Dormitory/hostel-style rentals made up only 3.4%, primarily around student hubs.

Overall, accommodation preference reflects Bangalore's segmented rental market: apartments dominate in high-demand professional zones, independent houses appeal to privacy seekers, and shared formats remain a cost-effective entry point for younger tenants.

Duration of Tenancy

Tenancy duration patterns reveal that Bangalore's renters often seek stability once they find a suitable property. 27.8% reported leases between 1–2 years, while 26.3% had lived in their current accommodation for more than three years. Long-term tenancy was particularly visible in West Bangalore (29.4%) and Central Bangalore (28.7%), indicating that stable neighborhoods and high-quality housing experiences contribute to retention.

From a tenant perspective, longer stays reduce relocation stress, lower moving costs, and support community integration. From the landlord's perspective, they reduce vacancy risk and turnover-related costs (World Bank, 2020).

Short-term rentals (less than 6 months) accounted for only 8.4%, typically associated with project-based workers, consultants, or transitional life phases. Medium-term rentals (6 months to one year) accounted for 37.5%, reflecting individuals exploring neighborhoods or adjusting to new work arrangements before committing longer.

This finding is valuable because it indicates that while Bangalore attracts mobile migrants, tenants still prefer retention-friendly environments once their expectations are met-making service quality and reliability crucial for long-term stability.

Monthly Rental Rates

Rental pricing varied widely across zones, reflecting location premiums, infrastructure maturity, and housing types. Overall, the most common bracket was ₹15,000–25,000, covering 38.4% of the sample. This range aligns with the general affordability behavior observed in global rental patterns, where households often allocate a manageable portion of income toward housing while balancing cost with lifestyle needs (OECD, 2021).

Central Bangalore displayed the highest rental values, with 42.6% paying above ₹30,000, and 18.3% exceeding ₹40,000 monthly. East Bangalore showed high premiums as well, with 34.8% paying ₹25,001–35,000, likely due to the proximity to IT parks and demand for managed communities.

North Bangalore remained relatively moderate: 44.2% paid ₹15,000–25,000, while South and West Bangalore showed similar mid-range patterns (41.6% and 39.8% respectively). Lower rental rates (below ₹15,000) represented 21.7%, mainly in peripheral zones and shared accommodation categories. High-end luxury rentals above ₹50,000 were only 4.2%, indicating that premium demand exists but remains a smaller niche compared to the mid-range market.

Additional Expenses

A major practical insight from the study is that rental affordability in Bangalore is not defined by rent alone. Tenants reported substantial “extra monthly costs” covering electricity, water, internet, parking, and maintenance. Around 32.4% paid ₹2,000–3,500, while 28.7% paid ₹3,501–5,000, and 18.9% paid ₹5,001–7,000. Another 12.6% exceeded ₹7,000 monthly in supplementary expenses.

These costs matter because unexpected charges reduce perceived fairness and weaken trust, especially for tenants who prefer predictable monthly budgeting. Service literature shows that transparency strongly influences perceived value and customer satisfaction, particularly in recurring service relationships (Zeithaml et al., 2018).

Properties offering all-inclusive packages (rent + basic utilities + maintenance) reported higher tenant satisfaction, mainly because the financial experience felt predictable. Meanwhile, properties with unclear charges, irregular billing, or sudden increases reported higher dissatisfaction and earlier lease termination intentions—showing that cost transparency is a trust-building mechanism.

Information Sources for Finding Accommodation

Tenant discovery methods reveal a strong shift toward digital-first housing search behavior. Online property platforms were the most dominant channel, with 52.8% finding rentals via platforms such as MagicBricks, 99acres, Housing.com, or NoBroker. This aligns with the wider digitization of consumer choice behavior in India, where customers increasingly compare options online before finalizing decisions (Kotler & Keller, 2016).

Personal recommendations accounted for 28.4%, confirming that word-of-mouth remains a powerful influence in Indian markets where trust networks play a major role in reducing perceived risk. Social media groups contributed 11.2%, especially among younger tenants who actively use WhatsApp and Facebook housing groups. Agents contributed only 4.8%, and traditional methods like newspapers and notice boards were only 2.8%, signaling a major market shift from offline dependence to online discovery.

Decision-Making Dynamics

Decision-making was largely independent: 61.4% finalized rentals on their own. Independent decision-making was most common in Central Bangalore (68.2%) and East Bangalore (64.7%), reflecting young working professionals acting as primary decision-makers.

However, family involvement still mattered for 24.6%, especially among younger tenants under 25 and those receiving financial support. Spousal involvement accounted for 10.8%, and friends/roommates influenced 3.2%, primarily in shared living formats.

This balance suggests Bangalore’s rental market is becoming more individual-choice driven, but cultural patterns of family involvement remain present for certain tenant groups.

Household Composition

Occupancy patterns show a strong presence of solo and small households. 36.7% lived alone, with highest solo living in Central (42.3%) and East Bangalore (39.8%). Two-person households formed 34.2%, commonly couples or roommates. Three-person households accounted for 16.4%, four-person households 8.9%, and >4 occupants 3.8%.

This confirms that Bangalore's rental market is not dominated only by large families. Instead, it has a strong modern pattern of single-person and small households, reinforcing demand for managed apartments, safety features, and service convenience (UN-Habitat, 2022).

Key Selection Criteria

Tenants reported diverse evaluation criteria. Accommodation size ranked first (18.4%), reinforcing that livable space strongly shapes comfort and satisfaction. Internet connectivity (16.7%) ranked second, reflecting remote work, hybrid employment, and digital lifestyles. Security (14.2%) ranked third, followed by parking (12.8%), private bathrooms (11.3%), kitchen facilities (9.6%), air conditioning (8.4%), and furnished options (7.8%).

This pattern shows that tenants increasingly evaluate rentals as lifestyle systems-not just sleeping spaces-especially in post-pandemic conditions where homes support work, rest, and personal life simultaneously (OECD, 2021).

Marketing Mix Elements Analysis

Descriptive Statistics for Marketing Mix Elements

Descriptive results confirm that tenants assign highest importance to location, service quality, and personnel interactions. Overall mean scores show:

- Location (X3): $M = 4.16$, $SD = 0.44$
- Service Quality (X6): $M = 4.08$, $SD = 0.46$
- Personnel Interactions (X5): $M = 3.96$, $SD = 0.41$
- Rental Property (X1): $M = 3.84$, $SD = 0.52$
- Price (X2): $M = 3.72$, $SD = 0.48$
- Promotion (X4): $M = 3.58$, $SD = 0.54$

This ranking is significant because it directly supports the research gap: tenant decision-making is increasingly shaped by service and experience factors, not only affordability (Zeithaml et al., 2018).

Zone patterns were also consistent: East and Central Bangalore rated location and service quality highest, reflecting IT-driven tenants who prioritize convenience and professional standards.

Pearson Correlation Analysis

Correlation results reveal that satisfaction is most strongly associated with service quality ($r = 0.862$), followed by personnel interactions ($r = 0.834$) and location ($r = 0.798$).

This is a strong behavioral insight: tenants build satisfaction not simply through rent affordability, but through reliable service delivery and consistent human interaction quality. This is consistent with service marketing theory, where reliability and responsiveness form the core of perceived service value and customer loyalty (Zeithaml et al., 2018).

Price had a weaker correlation with satisfaction ($r = 0.518$), while promotions were weakest ($r = 0.476$). In other words, discounts may influence attention during the search stage, but satisfaction and retention are shaped by the lived experience.

Multiple Regression Analysis

The regression model explained 92.4% of satisfaction variance ($R^2 = 0.924$), indicating a strong fit. The strongest predictor was service quality ($B = 0.268$), followed by personnel interactions ($B = 0.224$) and location ($B = 0.186$).

The practical meaning is simple: tenants are not only renting space—they are renting certainty. They want to know that issues will be resolved, communication will be professional, and daily living will not be stressful. That is why service quality becomes the most powerful driver in the model.

Price ($B = 0.114$) and promotions ($B = 0.106$) remained statistically significant but less influential. This reinforces the overall conclusion: Bangalore's tenant market is moving toward value-driven decision-making, where service and location outweigh price competition.

VIF values (3.205–5.376) suggest moderate inter-correlation, which is expected because service quality and personnel professionalism often overlap operationally.

Zone-Specific Insights

Zone-level interpretation strengthens the findings:

- East Bangalore (IT corridor): Highest sensitivity to service and location—tech tenants prioritize fast, predictable living.
- Central Bangalore: Low price sensitivity; experience and quality dominate.
- South Bangalore: Balanced priorities due to diverse tenant groups including families and students.
- North Bangalore: Slightly higher price importance, but service quality still leads.
- West Bangalore: Strong role of personnel interactions reflecting relationship-driven, community-based neighborhoods.

Overall, the results strongly confirm that Bangalore's rental housing market is shifting toward a service-led, customer-experience-oriented model, where service quality, location, and professional interactions drive satisfaction more than price or promotional incentives. This directly addresses the research gap by showing that a marketing mix approach offers better explanatory power than traditional affordability-only perspectives.

DISCUSSION

Primary Findings Interpretation

The findings from this study present a clear and important message about Bangalore's rental housing ecosystem: tenants are not making decisions based on price alone. Instead, rental satisfaction and housing choice are being shaped most strongly by service quality, location convenience, and the quality of interactions with property management personnel. This marks a major shift away from the traditional assumption that renters—especially in developing economies—primarily prioritize affordability and basic housing access. In Bangalore, the evidence suggests a more mature and experience-driven rental market, where tenants evaluate the entire living experience as a bundle of benefits rather than viewing rent only as a financial trade-off (Kotler & Keller, 2016; Zeithaml, Bitner, & Gremler, 2018).

One of the most striking results is the dominance of service quality as the strongest predictor of tenant satisfaction. This suggests that modern tenants, particularly in professional and high-mobility cities like Bangalore, place strong value on how efficiently problems are resolved and how smoothly the overall rental experience is managed. In day-to-day reality, service quality is not just about fixing issues when they occur—it includes proactive upkeep, cleanliness, security reliability, maintenance response time, and the professionalism shown during tenant onboarding and regular interactions. The result indicates that tenants increasingly want a home that is not only comfortable, but also “easy to live in.” In a city where long working hours, commute pressure, and busy routines are common, tenants often prefer rental arrangements that reduce stress and

uncertainty rather than adding to it. This aligns with service marketing literature, which consistently shows that reliability and responsiveness form the foundation of customer trust and long-term loyalty in service-based relationships (Zeithaml et al., 2018).

The second strongest influence-personnel interactions-adds further depth to the interpretation. Rental housing is not a product that can be purchased and forgotten; it involves continuous engagement between tenants and property owners or managers. Communication quality, responsiveness, tone of interaction, and willingness to support tenants during issues significantly shape how tenants perceive their overall living experience. This finding highlights something that is often underestimated in housing discussions: people matter as much as property. Even a well-designed apartment can lose its appeal if the property manager is unresponsive, disrespectful, or inconsistent in handling concerns. Conversely, a slightly older property may still maintain strong tenant retention if tenants feel respected, supported, and confident that concerns will be resolved fairly. This reflects the principle that customer satisfaction is not built only through physical resources but also through relationship quality, especially in recurring service environments (Kotler & Keller, 2016).

The strong role of location confirms that accessibility remains a central decision factor, particularly in Bangalore's urban structure where commuting time often determines daily quality of life. Tenants value proximity to workplaces, technology parks, public transport points, schools, and essential services not simply for convenience but also for lifestyle stability. In Bangalore, where traffic congestion is a persistent challenge, location becomes a daily experience factor rather than a one-time preference. A strategically located property reduces time stress, improves work-life balance, and increases the perceived overall value of the rental. This aligns with broader urban studies showing that in rapidly expanding cities, location premiums remain justified because accessibility becomes a key part of what tenants "pay for" (World Bank, 2020; UN-Habitat, 2022).

A key takeaway from the results is that service quality, personnel interactions, and location do not operate independently. The correlation and regression patterns indicate these factors are interconnected and often reinforce one another. For example, properties in high-demand locations naturally attract tenants who have higher expectations for service standards. Tenants paying premium rents are less tolerant of poor responsiveness, weak security systems, or inefficient maintenance processes. Similarly, high service quality is not possible without reliable people and well-designed processes. This explains why the study observed multicollinearity patterns: tenant satisfaction is shaped by a combined experience where service delivery, human responsiveness, and location advantage work together as one integrated value proposition (Zeithaml et al., 2018).

An equally important interpretation relates to what the results say about price and promotions. While price still mattered statistically, its influence was clearly lower than service quality and human interaction. This suggests that Bangalore tenants-especially the dominant segment of young professionals-are increasingly adopting a value-based decision model. They may accept a higher rental rate if it brings location convenience, predictable service, better safety, and reduced operational frustration. In other words, tenants are not necessarily seeking the cheapest option; they are seeking the option that feels most "worth it." This aligns with consumer behavior theory where customers evaluate perceived value as the balance between benefits received and sacrifices made (Kotler & Keller, 2016).

Promotional offers showed the weakest influence on satisfaction, indicating that discounts or temporary incentives may attract initial interest but do not sustain satisfaction over time. A security deposit waiver or a short-term rent discount might make a property look attractive at the start, but if maintenance is poor or communication breaks down, the tenant experience deteriorates quickly. This finding is particularly useful for property owners who attempt to compete aggressively through pricing incentives in a crowded rental market. The evidence suggests that promotions may help with short-term occupancy, but they cannot substitute for the service-driven factors that actually drive retention and positive tenant perception.

From a broader market perspective, these findings reflect Bangalore's evolution into a tenant-experience-led rental ecosystem. As the city continues to attract a skilled workforce and a growing middle class, tenant expectations will likely become even more sophisticated, pushing landlords and developers to compete on management quality, reliability, and integrated service systems rather than only on rent. This is especially relevant in the post-pandemic context, where homes are no longer seen only as places to return to after work-

they also function as spaces for remote work, personal wellbeing, and lifestyle continuity (OECD, 2021). As a result, tenants expect greater comfort, stronger connectivity, and more professional service support than earlier periods.

Overall, the primary findings confirm that Bangalore's rental decision-making environment is undergoing a strategic shift. Rental success is now defined not simply by affordability, but by the ability to deliver consistent service, build trust through professional interactions, and provide location convenience that supports modern urban life. These findings reinforce the relevance of applying a marketing mix framework in Indian rental contexts, because it captures both tangible property elements and the service-side factors that ultimately determine tenant satisfaction and loyalty (Zeithaml et al., 2018).

Implications for Bangalore's Rental Market

The results generate practical implications for both industry stakeholders and policymakers. For property developers and landlords, the strongest recommendation is to prioritize service excellence as a competitive strategy. Investments in responsive maintenance systems, trained facility teams, structured tenant communication processes, and better complaint-handling mechanisms are likely to produce higher satisfaction and retention than price reductions. Service quality becomes the "silent marketing asset" that strengthens tenant trust and reduces vacancy risk over time (Zeithaml et al., 2018).

For property managers, the importance of personnel interactions emphasizes that professionalism must be treated as a strategic capability, not an optional soft skill. Training programs focused on responsiveness, tenant communication etiquette, documentation processes, conflict handling, and transparency can significantly improve satisfaction outcomes.

For policymakers and urban planning authorities, the findings suggest that rental market improvement requires more than building supply; it also requires improving service ecosystems. Infrastructure development that enhances accessibility—such as metro expansion and transit connectivity—supports location value across zones, while regulatory attention to rental service standards can reduce tenant risk and improve overall market stability (World Bank, 2020).

In summary, Bangalore's rental market is becoming increasingly customer-led. Stakeholders who combine location intelligence with professional service delivery and strong tenant engagement practices are more likely to sustain advantage in a market where expectations continue to rise.

RECOMMENDATIONS

For Property Owners and Developers

The findings clearly suggest that property owners in Bangalore can no longer rely only on competitive pricing or attractive interiors to secure long-term tenants. Instead, service delivery and tenant experience have become the strongest drivers of satisfaction and retention. First, property owners should prioritize service quality excellence by investing in structured property management systems that ensure timely maintenance, predictable issue resolution, and transparent communication with tenants. In a city where many renters are young professionals with busy schedules, responsiveness and reliability often matter more than small differences in monthly rent (Zeithaml, Bitner, & Gremler, 2018). Digital service platforms, regular upkeep schedules, and clear escalation mechanisms can significantly reduce tenant frustration and improve trust.

Second, improving personnel competencies is essential. Tenant satisfaction is strongly influenced by the professionalism and helpfulness of property managers, security staff, and maintenance teams. Property owners should introduce training programs focused on communication etiquette, responsiveness, complaint handling, and ethical service behavior. Well-trained staff can create a more supportive rental environment and reduce tenant turnover by strengthening the "human side" of property management (Kotler & Keller, 2016).

Third, owners should actively leverage location advantages as a strategic differentiator. Properties in prime zones should highlight proximity to workplaces, metro access, educational institutions, hospitals, and retail convenience. For properties located in developing or peripheral areas, the value proposition can be strengthened

through added support systems such as shuttle connectivity, improved security arrangements, reliable power backup, and community-focused amenities. These additions compensate for weaker accessibility and help tenants perceive the rental as “worth the trade-off” (World Bank, 2020).

Finally, property owners should focus on customized value propositions rather than price competition alone. Instead of cutting rent aggressively, developers can offer flexible lease terms, bundled utility packages, furnished options, or premium maintenance support depending on tenant segment needs. Such differentiation helps landlords attract suitable tenant groups and strengthen retention by delivering a better overall experience rather than simply lowering costs (Zeithaml et al., 2018).

For Policymakers

From a policy perspective, the study reinforces that rental market stability depends not only on housing supply, but also on infrastructure quality and service standards. First, policymakers should continue strengthening infrastructure development, particularly metro expansion, road connectivity, and access to essential services across new residential corridors. Improved accessibility reduces commuting pressure, strengthens housing demand beyond central zones, and supports more balanced urban growth (UN-Habitat, 2022).

Second, there is a need to introduce clearer service quality standards in rental housing. Minimum benchmarks for maintenance response times, safety provisions, water and power reliability, and grievance redressal mechanisms can protect tenants and encourage more professional property management practices. Such standards can also reduce disputes and build long-term trust in the rental ecosystem (World Bank, 2020).

Third, policymakers can improve market transparency by supporting rental information systems that provide reliable data on fair pricing, service expectations, and neighborhood benchmarks. Transparent rental markets help tenants make informed decisions, discourage unfair pricing practices, and create healthier competition based on quality rather than misinformation or manipulation (UN-Habitat, 2022).

Limitations and Future Research

While this study offers strong insights into the factors shaping rental housing decisions in Bangalore, a few limitations should be recognized. First, the research used a cross-sectional design, meaning the data reflects tenant preferences at one point in time. As rental markets evolve quickly—especially in a fast-growing city like Bangalore—tenant expectations may shift due to changing lifestyles, new infrastructure projects, or economic uncertainty. Future studies could strengthen these insights by using longitudinal research designs, tracking tenant preferences over multiple time periods to understand how priorities change in response to market conditions (Creswell & Creswell, 2018).

Second, the study did not explicitly incorporate broader macroeconomic variables such as inflation trends, employment stability, interest rates, or housing supply–demand changes, all of which can influence rental affordability and decision-making. Including these larger economic indicators in future research could provide a more comprehensive picture of rental market behavior and improve the predictive strength of housing decision models (World Bank, 2020).

Third, Bangalore’s rental ecosystem includes both formal and informal housing arrangements, and these segments may operate with different expectations, risk perceptions, and marketing mix relevance. For example, short-term informal rentals or broker-driven arrangements may place greater emphasis on immediate affordability and availability, while long-term formal rentals may prioritize service quality and professional management. Future research can explore this diversity more deeply by conducting segmented analyses that compare tenant priorities across different housing formats and contract types (UN-Habitat, 2022).

Finally, although quantitative survey methods are strong for identifying statistical relationships, they may not fully capture the emotional, social, and experiential aspects of rental decision-making—such as trust, perceived safety, neighborhood comfort, or landlord behavior during conflict situations. Future studies could therefore adopt a mixed-method approach, combining surveys with qualitative interviews or focus groups to uncover

deeper tenant motivations and provide richer explanations behind the observed patterns (Creswell & Creswell, 2018).

CONCLUSION

This case study highlights that service quality, location convenience, and personnel interactions are the most powerful drivers shaping housing rental decisions in Bangalore-India's leading technology and innovation hub. The results clearly move beyond the traditional belief that rental choices are primarily influenced by price. Instead, the evidence shows that today's tenants, especially in fast-growing urban environments, increasingly look for a complete value experience that combines dependable property management, everyday accessibility, and consistent service support (Kotler & Keller, 2016; Zeithaml, Bitner, & Gremler, 2018).

For stakeholders in Bangalore's rental housing sector, the study offers practical direction for building stronger market positioning and long-term competitiveness. Property owners and developers who focus on service excellence, invest in trained and responsive personnel, and communicate location advantages effectively are more likely to achieve higher tenant satisfaction and longer tenancy duration than those who rely mainly on pricing strategies to attract renters (World Bank, 2020). As Bangalore continues to expand into new residential zones and remains a magnet for professional migration, understanding these shifting tenant expectations becomes essential for reducing vacancy risk and creating rental offerings that match modern lifestyle needs.

Beyond its local relevance, this research contributes to the wider discussion on rental housing decision-making in emerging economies. It demonstrates that the marketing mix framework provides a valuable and structured way to interpret tenant behavior in complex metropolitan markets, especially where rental housing is increasingly evaluated as a service experience rather than a basic transaction (UN-Habitat, 2022). Overall, the findings reinforce that the future of Bangalore's rental market will be shaped not only by affordability, but by how effectively housing providers deliver trust, transparency, and quality living experiences at scale.

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