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Evaluating the influence of institutional rental housing policy on consumer choice in Johannesburg based on middle-income tenants and the Rental Housing Act

Matsoso, Tsepiso Dominica

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Abstract

The influence of institutional rental housing policy (IRHP) on consumer choice in Johannesburg was evaluated through interviews with middle-income tenants and caretakers in Legae Gardens and JOSHCO Complex Two residences in reference to the Rental Act. Housing officials in Johannesburg Housing Company, Johannesburg Social Housing Company and Provincial Department of Housing were also interviewed. Primary data gained from interviews and observation of the residences and their surroundings was analysed based on Howard-Sheth and trade-off models of consumer choice and residential location respectively, with qualitative-comparative case study as the main research method.

The IRHP has been translated into regeneration projects (institutional rentals (IRs) and infrastructure upgrading) and executed through planning principles such as mixed-use and neighbourhood safety based on national development goals (integration and sustainability). As affordable and quality IRs have been developed in preferable locations, this optimises consumer choice opportunities in terms of affordability, quality and location.