

Consumer Motives Toward Apartment Purchase: A Study From Consumers' Perspective

Md. Rakibul Hoque*

Shahidul Islam**

Nasreen Anwar Khan***

***Abstract:** The aim of this study is to find out the motives that affect consumer apartment purchase behavior. Most real estate study is based on consumer behavior with economic approach to real estate. But this research explores consumers' emotional drives which explain consumer behavior in case of a high-involvement product such as an apartment. In-depth interviews help to elicit consumer inner feelings of purchasing an apartment. This study finds that emotional motives surround consumers from planning to final step of purchase an apartment. In addition to logical economic decisions about buying an apartment, consumers' environmental factors, social status, feelings, experiences, marketing communication, strong references, self confidence of investment, fear of losing money, and other subconscious factors should be taken into account to understand consumer apartment purchase decision making.*

***Keywords:** Consumer Decision Making Process, Consumer Motives*

1. Introduction

Consumer behavior has been an important research topic for decades. The area of consumer research is mostly focused on two areas: how consumers go about making decisions (descriptive theories), and how decisions should be made (normative theories) (Edwards and Fasolo 2001). Behind the purchase of anything there is a buying motive. A buying motive explains why a purchase was made by the customer. There are two

***Md. Rakibul Hoque**, Assistant Professor, Department of Management Information Systems (MIS), Faculty of Business Studies, University of Dhaka, Dhaka-1000, Bangladesh

****Shahidul Islam**, Lecturer (Marketing), School of Business, Asian University of Bangladesh (AUB), Dhaka- 1209, Bangladesh

*****Nasreen Anwar Khan**, Senior Lecturer (Management), School of Business, Asian University of Bangladesh (AUB), Dhaka- 1209, Bangladesh

approaches that buying motives can make toward purchasing. These are *emotional* and *rational* motives. Emotional motives prompt a prospect to act because of an appeal to some sentiment or passion. Emotional reasons for buying products often involve little logic and usually stem more from the heart than the head. Rational buying motives usually appeal to the consumer's reason or better judgment.

These motives differ according to product differences (e.g. high involvement products and low involvement products). The specific product selected in this study was an apartment. The apartment is the most durable good in the household requires high involvement as well as complex buying decision making. Most real estate study is based on neoclassical economic theory that assumes people make rational economic decisions about renting and buying real estate as part of their attempt to maximize utility. Most real estate researchers and educators do not examine the human influences that real estate consumers have on real estate demand. Several critiques have appeared against the existing literature which focuses almost exclusively on the marketing perspective and neglects consumers and their difficulties in decision making (Bazerman 2001; Gronhaug, Kleppe, and Haukedal 1987). Based on the existing literature we assume that the consumer decision making process for purchasing an apartment involves a certain amount of perceived risks, since it represents large financial obligations. In viewing of the existing literature exploring consumer decision making when purchasing high-involvement and emotionally charged products, the purpose of this research was to identify emotional motives as a major factor to explain consumer behavior in case of a high involvement product such as an apartment.

2. Theoretical background

The basis of the theoretical framework, adopted in undertaking this study, follows from the review of the literature. This review surrounds the discussion of consumer rational and emotional motives in terms of high involvement (luxury items) and low involvement products (necessary items). Then emotional motives were chosen as the basis to explain consumer purchase action.

A motive can be defined as a drive or an urge for which an individual seeks satisfaction (W.J. Stanton, 1995). It becomes a buying motive when the individual seeks satisfaction through the purchase of something. Consumer buying motives can be primary and secondary. Primary buying motives includes: food and drink, comfort, to attract opposite sex, welfare of beloved ones, freedom from fear and danger, to be superior, social approval, and to live longer etc. Secondary buying motives includes: bargains, information, cleanliness, efficiency, convenience, dependability, quality, style, beauty, economy, profit, and curiosity etc. Human behavior is fundamentally related to instincts.

These are the instincts which make a person behave differently at different times. The appropriate motive must be crystallized if the marketing program is to be effective and appropriate in terms of product features and advertising strategy.

2.1 Consumer motives- rational and emotional

A buying motive explains why a purchase was made by the customer. As a salesperson: whether you are selling retail products, industrial products or high-tech products, you must understand these motives to convince prospects to take a desired action such as accepting the theory behind a new product, liking the company or buying a product. You must know your potential customers and their needs, desires and drives to discover their buying motives. Part of your job as a salesperson is to be a matchmaker. You have to show the company, the product and/ or the concept fulfill a specific need the prospect has. If you don't know your customers well enough, you won't know how to fill their needs and satisfy their buying motive, and as a result, your sales pitch won't have an impact on them. Obviously the buying motives of a 12-year-old girl and a 40-year-old man or a county commissioner and an auto worker differ greatly. The key to your success as a salesperson will be in knowing those differences and appealing to them. Human needs fall into two categories: physical and psychological or social needs. As long as a person's physical needs, such as food, water, shelter and heat are unsatisfied, it does little good for you to talk to the prospect in terms of buying motives. Why talk about the roomy interior of a car to someone who has to take a bus to work? According to Abraham Maslow, there is a hierarchy of human needs. The bottom rung on the ladder is physical needs, next is safety and security (i.e., a motive for buying insurance), then social needs reflecting the desire for affection and approval from others (i.e., a motive for buying fashionable clothing), esteem or feeling worthy (i.e., a motive for buying fancy cars), and self-actualization or self-improvement (i.e., why a barber purchases a pair of self-sharpening scissors). Physical needs tend to be strongest needs a person has, and they take precedence over psychological needs. As the more-basic needs are met, a person will seek to fulfill other needs or move up the ladder. Once a person begins to fulfill psychological needs, you can influence buying decisions by targeting your pitch toward particular buying motives. Buying motives can be looked at as the way to approach prospects or a way to present the product to the prospect. There are two approaches that buying motives can make toward the customer. These are emotional and rational motives (*showing table. 1*). Emotional motives prompt a prospect to act because of an appeal to some sentiment or passion. Emotional reasons for buying products often involve little logic and usually stem more from the heart than the head. Rational buying motives usually appeal to the consumer's reason or better judgment.

Table 1
Emotional and Rational Motives

<p><u><i>Some emotional motives include:</i></u></p> <ul style="list-style-type: none"> ▪ Social approval and avoidance of rejection ▪ Distinction to be different ▪ Desire to be comfortable ▪ Desire for pleasure and recreation ▪ Freedom from fear ▪ Amusement 	<p><u><i>Rational motives include:</i></u></p> <ul style="list-style-type: none"> ▪ Saving time, money and space ▪ Dependability and durability ▪ Increased profits or financial gain ▪ Competent installation and servicing ▪ Minimizing labor
--	--

Many renowned brands promote a quality difference over generic products made by the same manufacturer while generic products promote their price differences. In deciding how to approach the customer, you must know which motives will be effective. This is where knowing your potential customers come in. Question prospects whenever possible. You want to find out information about them. Be sure to pay attention to not only their answers but things like their physical environment or body language if you are having a personal meeting. Be aware there may be more than one buying motive for any one product. For example, a good tire may claim to satisfy a customer's need for security. The same tire, with a little different presentation, may appeal to a different buying motive. If it is placed on sale at a substantial reduction in price, the appeal will change to save money. Look at your product through the eyes of the people you hope will buy it. Then write about the product or service in a way that answers their questions and appeals to their needs. This is the way to not only overcome objections when they arise, but to anticipate and address them before they are even raised. By addressing your prospect's concerns, you'll close more sales more easily.

2.2 Consumer products: High involvement and Low involvement

A basic distinction between different types of goods is that between necessary and luxury items. Necessary items are essentials, items that are indispensable for the preservation of a minimum standard of living. Food, clothing and medical care, for example, are the basic requirements of life that cannot be avoided or denied. The word luxury is derived from Latin *luxus*, meaning excess. Luxuries are therefore objects of desire that provide a condition of abundance, pleasure, ease and comfort.

Some researchers have used the terms luxury and necessity more broadly, in a less technical sense, to imply that luxuries are consumed primarily for hedonic pleasure while necessities are required to meet more utilitarian goals (Dubois, Laurent, and Czellar 2004; Kivetz and Simonson 2002a, b; Strahilevitz and Myers 1998). Hedonic goods are multisensory and provide for experiential consumption, fun, pleasure, and excitement. Flowers, designer clothes, music, sports cars, luxury watches, and chocolate fall in this category. Utilitarian goods, on the other hand, are primarily instrumental and their purchase is motivated by functional product aspects. Examples are microwaves, detergents, minivans, home security systems, or personal computers (Dhar and Wertenbroch 2000; Hirschman and Holbrook 1982; Strahilevitz and Myers 1998). Notice that both utilitarian and hedonic consumption are discretionary and the difference between the two is a matter of degree or perception. That is, in comparison to utilitarian consumption, hedonic consumption may be perceived as relatively more discretionary (Okada 2005). Different products can be high or low in both hedonic and utilitarian attributes at the same time. Thus, perceived diagnosticity for positive self-attributions is an important driver of whether or not a prior act influences the subsequent action. This suggests that people may be less sensitive to range effects in frivolous purchases than in more functional, utilitarian purchases. Whether to choose an expensive apartment with a nice view far from work or a cheaper apartment without a view but close to the office? Consumers are often faced with these types of choices between hedonic and utilitarian alternatives that are at least partly driven by emotional desires rather than cold cognitive deliberations. Hence, the choice represents an important domain of consumer decision-making. Yet much of the pioneering work in behavioral decision theory has largely focused on the cognitive aspects of decision-making without exploring its emotional dimensions.

2.3 Apartment buying decision process shaped by consumer motives

The consumer behavior is an important factor to indicate the decision making process in buying an apartment. Moreover, the buying behavior is influenced by both internal and external factors. The internal factors comprised of motivation, perception, consumer resources, knowledge, attitudes, personality, values and lifestyle (Engel, Blackwell, and Miniard, 1995). Cultural background, social class, personal influence, reference group and situation also influence the decision-process behavior as the external factors. Reference group could be assembled into three components that is family, friends and colleagues. Kotler (1996:162) cited that buyer decision process passing through five stages that is: (1) need recognition, (2) information search, (3) evaluation of alternatives, (4) purchase decision and (5) post purchase behavior.

This process starts with the buyer recognizing a need which can be inspired by internal or external stimuli. In this case the need for buying a house. The next stage is searching housing information from several sources. Kotler (1996) mentioned four groups of information sources, such as personal, commercial, public and experiential sources. The developer from the brochure, advertisement or the salespeople could supply the commercial and public information. On the other hand, information from personal sources such as friends and family could be more convincing than the formal information from the developer. Since Dhaka city has different history and cultural background from other region, their buying behavior might not the same as other arena. This study evaluated the consideration factors in buying their current house which was done after the information searching. The head of the family or others which could be influenced by other parties might do the purchase decision. Finally, the consumer satisfaction could be checked as the post purchase behavior. For example, a 29-year-old bride-to-be is planning her wedding. She is trying to decide which of several options would be most appropriate the country western wedding complete with cowboy boots and bluegrass band, the formal candlelight wedding with black tuxedos and caviar, or the garden wedding with climbing roses, fluffy pastries and a string quartet. According to traditional models of consumer decision-making (Bettman, Johnson and Payne 1991), the individual will identify the relevant attributes of each option, evaluate the various attributes, and select the wedding, vacation, or sweater with the highest overall utility, based on a combination of their judgments about attribute values and importance. We contend that this process is not likely to occur in all decision-making situations. Traditional models of decision-making have worked fairly well for familiar, well-structured, and rational choices. However, these models may not describe how consumers make other types of decisions for which they have little experience, or where the problem is less well-defined, or where emotional considerations play an important role. Most real estate purchases and leases are considered high involvement goods that require complex decision-making. Thus, the three major comprehensive models of complex consumer decision-making (Nicosia, 1966; Engel, Kollat and Blackwell, 1968; and Howard and Sheth, 1969) would be applicable to most real estate decisions. These models trace the psychological state and behavior of a consumer from the point at which he or she perceives a need through the purchase and use of a product to satisfy that need.

Recent findings in consumer behavior research conducted by psychologists and sociologists suggest that the following perspectives be acknowledged in the development of new conceptual consumer buying behavior models (Hansen 2005; Erasmus, Boshoff, and Rousseau 2001; Loewenstein 2001; Peter and Olson 2002):

- the role of subconscious factors should be taken into consideration;
- the context and the product should define the decision-making research;

- alternative decision-making strategies should be allowed;
- the role of feelings affecting the decision-making process should be considered, and
- the interplay of consumer's cognitive and affective skills should be included.

Based on these recommendations, Peter and Olson's (2002) cognitive processing model appears to be the most appropriate theoretical basis for consumer decision making and behavior with respect to the product investigated in this research. The major advantage of this model (*figure 1*) is that it accounts for the weaknesses of previous models by considering cognitive, affective as well as environmental factors. From the model we see the external and internal factors contributing to the formulation of self-concept and lifestyle, which affect the consumer decision process. The model suggests that an individual's lifestyle and the meaning a person wants to acquire by owning a product influence his/her needs and desires concerning this product. According to Belk (1988), a house presents a strong source of personal identity. Hence, we posit that an apartment will reflect its owners' individuality and their personal style.

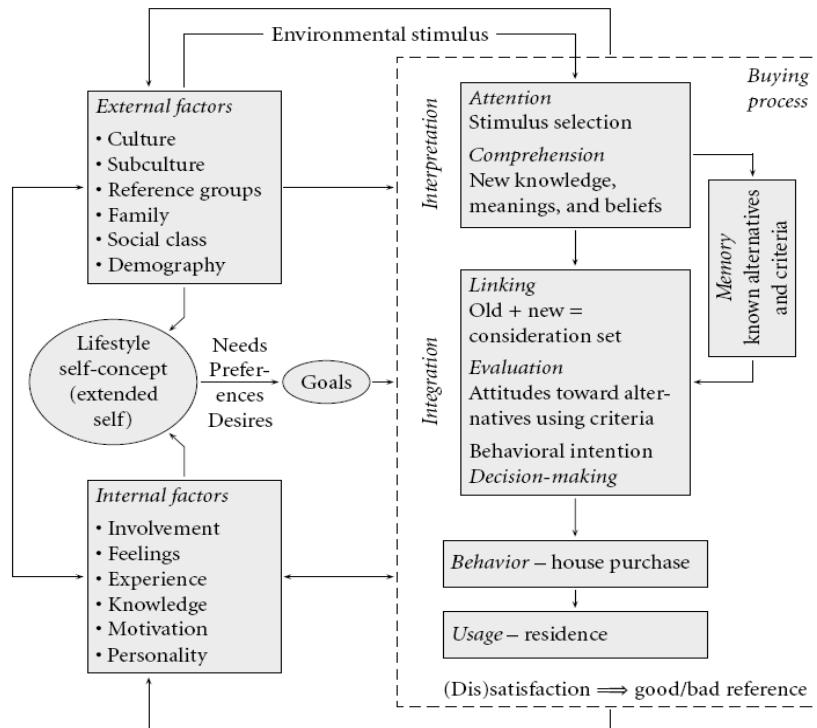


FIGURE 1 A conceptual model of the buying process

3. Objectives of the Study

The aim of this study is to find motives that affect consumer apartment purchase behavior. The specific objectives of this study are as follows:

- Gain knowledge about consumer motives toward purchase decision,
- Identify major factors impacting consumer purchase decision process,
- Offer explanations of consumer behavior concepts for real estate decision-makers

4. Methodology

The first stage of this research, we extensively studied secondary data e.g. research reports, magazines, newspapers, journals etc. to gain knowledge about consumer behavior, consumer rational and emotional motives, and consumer purchase decision process etc. Moreover, we discussed about this issue with real estate agents, owners, educators, students to understand the real scenario of apartment business in our country. The second stage of this research was exploratory to gain deeper understanding of consumer purchasing behavior with respect to an apartment. The population of this study is the 20-54 year old consumers living in Dhaka, Bangladesh. Our sample was selected on a non-random basis. We utilized in-depth personal interviews with respondents. The respondents of our in-depth interviews were recent owners and potential buyers of an apartment. The interviews lasted from 30 to 50 minutes.

5. Analysis and Findings

As a marketer we might think that people buy the apartment because of the reasons we give them. On the contrary, people buy not because of our reasons, not our company's reasons but for their very own reasons. These reasons may not seem sensible, logical or even intelligent to us but they seem that way to the prospect. There are six different motives and they are not presented in any special order nor are they any more important than any other. They are: desire for gain (usually financial), fear of loss (again, usually financial), comfort and convenience, security and protection, pride of ownership, and satisfaction of emotion etc.

It is noticed that all these buying motives are emotional, not logical. People buy emotionally, not logically. In order to sell effectively we must keep this point foremost in mind. They may buy in anticipation of financial gain or fear of financial loss. They want to feel secure and safe. They desire the comfort and convenience that a service or product may provide. They want to feel the pride and ownership of a product or they may

purchase to satisfy the needs of love and ego. It is extremely important to uncover these underlying buying motives because the prospect in all likelihood will not come out. They are sometimes only vaguely aware of their motives themselves. The primary reason people don't readily admit their buying motives is because it would make them feel too exposed. People do not readily admit their dominant buying motives. During our in-depth interview, we asked the respondents his or her dominant buying motives for a recent purchase, he or she didn't able to mention the motives (*showing the box no. 1*). Psychologists report, even over a long period of time, most of their patients seem reluctant or unable to reveal their dominant motives for any of their actions.

Box No. 01:

Why you chose this organization (as there were alternatives)

**the respondents specify Brand/ Reference, then why Brand/ reference/other compelled you because renowned brands are trusted, they ensure safe investment or because he is my familiar he will not do any harm of my money that is no fear of my money*

**The company provides them clear, open-minded, relevant information and had the good behavior_____*

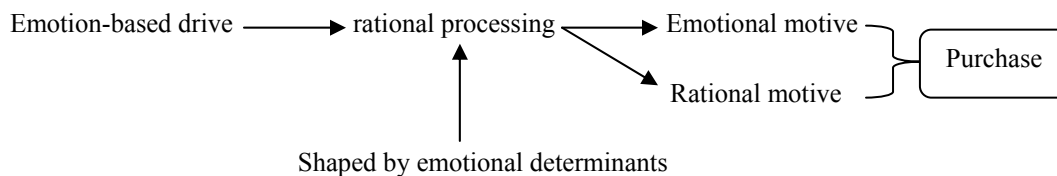
Although we tried to elicit the real motives of purchasing an apartment but the respondent thought that if

they openly admit their real reasons for making a purchase, other people might laugh. The respondents tend to hide their real reasons, because they just don't want to feel vulnerable. Don't expect prospects to be totally forthright and honest about the real reasons that motivate them to buy. We are all emotionally preoccupied with our own wants, needs, interests, joys, fears, hopes, expectations, and regrets. And this preoccupation creates an almost impenetrable barrier. They can't get through with logic. The only way to get through is with an emotional appeal. Why most ads are ignored because most have no emotional appeal or they have a weak one. The right emotional appeal is like a hammer, smashing the glass between you and your prospect. The research showed that income better explains purchasing habits and behavior with less visible products associated with significant expenditures, while social class matters more with products reflecting life-style values, i.e. more visible and expensive products associated with class symbols.

We can cite an example to clear how emotional appeal works: A parking lot owner was having trouble increasing his business. His lot was located a few blocks from downtown, so patrons had to park and walk. Most people preferred to park closer to downtown. He tried all the usual ploys, such as lowering his prices and issuing discounts. But there were some days when his lot was not even half full. One day, he decided to change all his signs. In big red letters, they read, "*Protected parking.*" After that, his lot was full every day. This story is a powerful example of how people live behind a wall of emotions, and how only an emotional appeal can break through that wall. Only when the emotional appeal of losing money was introduced did the message break through. That parking lot owner tried the emotional appeal of saving money, but people were preoccupied with the greater appeal of convenience. He could only break through with an even more powerful emotional appeal: personal security.

The Emotional Appeals That Make People Buy

Consumer takes the purchase action based on emotional drive with rational modifications. Initiation of the purchase decision and final action, both are backed by emotional motive.

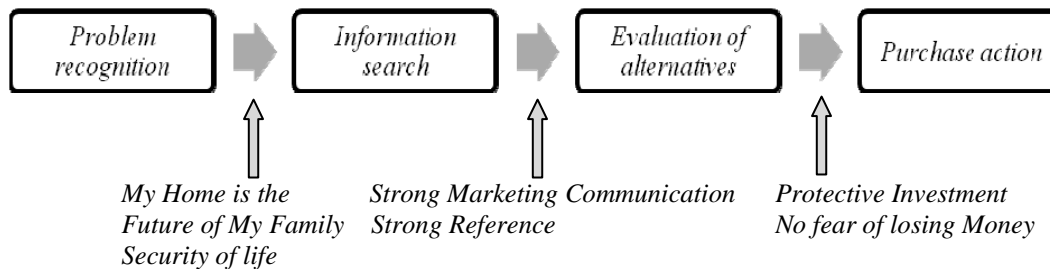


Source: Authors

By born human being is emotional and this emotional drive plays a strong role in human behavior till matured or being intelligent or logical (Maolana Md. Hemayet Uddin; Islamic psychology, 2005). After being matured they try to control their emotion and be a rational man. But these emotional cues always remain hidden or latent in human. When it gets a touch of emotional appeal, it arises and takes a strong form to affect decision. People are neither as complicated nor as simple as we might believe. Yes, there are some basic, even universal appeals that work across a broad spectrum of markets. But every product, every offer, every mailing list has its own flavor. And it's counterproductive to force fit every direct mail package or ad into an emotional mold. It's far better to understand the spectrum of emotional appeals and to discover the one that most naturally and effortlessly works with a particular audience. Here's a list of some appeals. It's a precise psychological taxonomy of human motivation (*Showing in appendix, table 2*). Of course, an emotional appeal seldom works alone. Usually there are several appeals at

work in any given situation. However, if we have a good product or service, usually one appeal is more powerful than the others. Apartment buyers do not take their decision until they are confident about the security of their investment.

Figure 2: A simple model of consumer purchase decision process focused by emotional motives



From findings of our empirical work, we see that most of the consumers are purchasing apartments from “My-feelings” view points (*showing figure 2*). When consumers hold the strong motivation to own a home or my home feelings, they take the initiation of purchase process. They are not purchasing a house but a HOME, My-Home. Our selected respondents actively engaged in information gathering of those alternatives which provided them clear, open-minded, relevant information that the respondents wanted to know. Besides they collected information from those organization suggested by friends, colleagues, trust association, and existing home-owners. Our findings suggest that the evaluation of alternative stage used by individual households includes: Location, Environment, Price, Good road communication, marketing efforts, Goodwill integrity of developers, Quality of works, Planning of the project, Management of the project, Architectural design, Timely completion of the project, Security/ safety provision, Facilities in residential project, Position of land in localities, Cost of the project, Size of apartment, Financial strength of developers, Affordable down payment, Interest rate, Payment period, Clean, Aesthetic, Electricity, Water, Telephone, Linkage to the working place, Accessibility to the market, Short distance to the school, Place for worship, Sport, and Public transport etc. Consumer remains their rational information searching and evaluation stage until their emotional motive is strong enough to influence their final decision. Emotional appeal makes people to take the final action. Even sometimes strong emotional motive compel people to manage loan for purchase an apartment.

6. Conclusion and recommendation

Owning own home has long been the Bangladeshi dream and apartment is an exclusive product for our country. In high context cultures like Bangladesh the meaning of individual behavior and speech changes depending on the situation or context. Nonverbal messages are full of important. In a collective society, the identity and worth of the individual is rooted in the social system, less in individual achievement (Hofstede's cultural dimension, 1980). Bangladeshi people are naturally risk avoider, they focus on their emotion, and they make the decision based on relationship, society, strong reference, trust, and belief etc. Therefore, the findings of this study have in line with the cultural dimensions of the Bangladesh.

- Emotional persuasion may lead to behavior more quickly than a logical argument. Apartment builders can get more profit if they identify the lifestyle trends and design property accordingly.
- Real estate sales agents will able to work more efficiently if they identify and show only the houses appropriate to the potential buyer's lifestyle.
- Marketers can use emotional appeals in hopes that the positive mood states and feelings created by advertising can have a favorable effect on consumers' evaluations of a brand (*figure 3: bases of emotional appeals; showing appendix*). Studied also show that emotional advertising is better remembered than non-emotional messages.
- Although Real estate agents and mortgage lenders often encourage consumer to buy, but only consumers know their real financial situation and spending habits. Before consumers start looking at houses or talking to real estate agents, they analyze their readiness to buy a house: debt to income ratio, net worth (Whether assets exceed your liabilities), steady and reliable income, analysis of own spending pattern or level of control over spending, substantial down payment, the costs of home ownership, money left over after paying the mortgage, car payments, household bills, credit cards, student loans, and other expenses to cover the other costs associated with home ownership, such as insurance, maintenance, repairs, homeowners association dues, larger utility bills, lawn mowing services or a lawn mower, snow plowing services, etc. After getting all these information, consumers should decide whether they go to purchase decision.

- If emotions are too powerful, consumers might lose sight of the central message of the advertising and consumers might perceive that the advertiser is merely exploiting the situation. Therefore, in deciding whether to use emotional cues analyze audiences' involvement in the purchase decision, the attribute of product, and the mode of the attitude.

References:

- Arndt, J. (1976) Reflections on Research in Consumer Behavior. In *Advances in Consumer Research*, ed. B. B. Anderson, 3:213–21. Cincinnati, oh: Association for Consumer Research.
- Bargh, J. A. (2002) Losing Consciousness: Automatic Influences on Consumer Judgment, Behavior and Motivation. *Journal of Consumer Research* 29 (2): 280–5.
- Batra, R. and Ahtola, O.T. (1990) “Measuring the Hedonic and Utilitarian Sources of Consumer Attitudes,” *Marketing Letters* 2 (April): 159-170.
- Bazerman, M. H. (2001) Reflections and reviews: Consumer Research for Consumers. *Journal of Consumer Research* 27 (4): 499–504.
- Dhar, R., and Wertenbroch, K. (2000) “Consumer Choice Between Hedonic and Utilitarian Goods,” *Journal of Marketing Research* 37 (February): 60–71.
- Diane M. Phillips, Jerry C. Olson, Hans Baumgartner (1995), "Consumption Visions in Consumer Decision Making", in *Advances in Consumer Research* Volume 22, eds. Frank R. Kardes and Mita Sujan, Provo, UT : *Association for Consumer Research*, Pages: 280-284.
- Gibler, Karen M. and Nelson Susan L. (2003); “Consumer Behavior Applications to Real Estate Education,” *Journal of Real Estate Practice and Education*
- Hossain, M.B., M.A. Islam and A.F. Alam (1998), Some Aspects of Real Estate Business in Dhaka city,” *Dhaka University journal of business studies* Vol 19(1) 33- 44.
- Kacen, J.J., Lee, J.A. (2002). The Influence of Culture on Consumer Impulsive Buying Behavior [Electronic Version]. *Journal Of Consumer Psychology*, 12(2), 163–176.
- Khan, Uzma and Dhar Ravi (2004); “A Behavioral Decision Theoretic Perspective on Hedonic and Utilitarian Choice”
- Kotler, Philip and Armstrong, Gary. (1996). *Principles of Marketing*, 7th edition, *Prentice Hall*, New Jersey.

- Kotler, P. and G. Armstrong (2006), *Principles of Marketing* (New Delhi: *Prentice hall of India Pvt. Ltd*; 12th Edition)
- Kumar V., AakerD. A., and G. S. Day (1999). *Essentials of Marketing Research*. New York: Wiley.
- Mihić, Mirela, Čulina, Gordana (2006),”Buying behavior and consumption: social class versus income”
- Peter, J. P., Olson, J. C. (1999): *Consumer Behavior*, Homewood: Irwin
- Rieck, Dean (2010) “The Emotional Appeals That Make People Buy”
- Sadalla, E. K., B. Vershure and J. Burroughs, (1987); “Identity Symbolism in Housing, *Environment and Behavior*”
- Schiffman and Kanuk (1997). *Consumer Behaviour*, 6th edition, *Prentice Hall*, New Jersey.
- S. Ratneshwar & David Glen Mick. (2004) “A Behavioral Decision Theoretic Perspective on Hedonic and Utilitarian Choice”
- The Daily Star (2008), Report dated October 05, 2008.
- Timmermans, H. and L. van Noortwijk, (1995); “Context Dependencies in Housing Choice Behavior, *Environment and Planning A*”
- Ullah, M., Z.H. Bhuiyan, and M. Akteruzzaman (2000), Situation Analysis of Apartment Business in Dhaka city,” *Dhaka University journal of business studies* Vol 21 (2): 71-81
- Williams, T. G. (2002): Social class influences on purchase evaluation criteria, *Journal of Consumer Marketing*, Vol. 19, No 3; pp. 249 – 276.
- www.international-home-finders.com visit date: May 5, 2010
- www.realtybizcoach.com visit date: May 5, 2010

Appendix

Table 2: A precise psychological taxonomy of human motivation

People want to get things they don't have and get more of what they do have, including:

Time — for themselves, their families, their interests

Comfort — ease, luxury, self-indulgence, and convenience

Money — to save, to spend, to give to others

Popularity — to be liked by friends, family, and significant others

Praise — for intelligence, knowledge, appearance, and other superior qualities

Pride of accomplishment — doing things well, overcoming obstacles and competition

Self-confidence — to feel worthy, at-ease, physically or mentally superior

Security — in the home, in old age, in the form of financial independence or provisions for adversity

Fun — feeling like a kid again, doing something for no good reason, goofing off

Prestige — a feeling of importance, being a member of a select group, having power

Enjoyment — food, drink, entertainment, other physical contacts

Better appearance — beauty, style, physical build, cleanliness

Exclusivity — being in on something special

Ego Gratification — to support or enhance self-image

Business advancement — feeling successful, getting a better job, being one's own boss

Social advancement — keeping up with neighbors, moving in desirable social circles

People want to be and be seen as something special:

Smart or savvy, First or best at something, Unique, one-of-a-kind, Creative, either generally or in a special area, Good parents, Efficient, Recognized authorities, Up-to-date, well-educated, or "with it", Gregarious and sociable, Influential, able to get things done, Independent, Popular, well-liked, Part of a group, one of the boys etc.

People want to avoid unpleasantness, such as:

Embarrassment, Offense to others, Domination by others, Loss of reputation, Pain, Criticism, Risk, Work, Effort, Discomfort, Worry, Doubt, Guilt, Boredom

People want to act in particular ways in order to:

Express what they view as their unique personalities, satisfy their curiosity, Feed their appetite for something, Act or appear like their heroes, Attract the opposite sex, Acquire beautiful or rare objects that say something about them, Improve themselves physically, mentally, or spiritually; Gain affection of family, friends, and others whose feelings are important to them, Be accepted into other social circles, Get ahead at work, Add beauty or elegance to their lives, Impress others, build and reinforce reputations, Fulfill personal obligations, Enjoy themselves or just play, Create or accomplish things they can be proud of Get rich or make money, Reward themselves, Protect themselves from harm

Figure 3: Bases for emotional appeals

<i>Personal states or feelings</i>		<i>social –based feelings</i>
Safety	security	recognition
Fear	sorrow/grief	status
Love	pride	respect
Affection	self-esteem	involvement
Happiness	actualization	embarrassment
Joy	pleasure	affiliation/belonging
Nostalgia	ambition	rejection
Sentiment	comfort	acceptance
Excitement	approval	