

## DETAILS OF THE DOCTORAL THESIS

**Thesis title:** The affecting factors on consumer's condominium purchase intention in  
Ho Chi Minh City

**Major** : Management

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### 1. Findings

The objective of this thesis is to investigate the factors influencing Vietnamese consumers' intention to buy condominium in Ho Chi Minh City through the mediating role of attitude toward behavior and perceived behavioral control. The results provide implications that can help real estate enterprises develop measures to attract consumers to buy condominium in Ho Chi Minh City. The Theory of Planned Behavior (TPB) was used as the theoretical framework. In addition to the TPB structures, other determinants relevant to the research context were identified by reviewing the literature, which was subsequently evaluated by industry experts. This study used a nonprobability sampling method in the absence of a sampling frame. A convenience sampling technique was used to collect seven hundred and nine-three samples. Covariance-based structural equation modelling was applied to test the measurement and structural models.

The results indicate that the criteria mentioned in the TPB are accepted, in which attitude toward behavior is the most critical determinant of purchase intention, followed by perceived behavioral control and subjective norm. In addition, product attribute factors, market factors, and subjective norms indirectly and positively affect purchasing intention through attitude toward behavior. The housing market has the strongest influence on attitudes toward behavior, followed by price and credit, project facilities, and so on. In particular, the findings show that perceived risk has a strong direct negative effect on purchase intention and an indirect negative effect on purchase intention through perceived behavioral control and attitude toward behavior. Thus, the mediating role of Attitude towards purchasing behavior and Perceived behavioral control has been accepted

The results also show that income moderates the relationship between perceived behavioral control and purchase intention; the type of moderation is partial. The impact of perceived behavioral control on purchase intention was stronger in the low-income group than

in the high-income group. Age, education level, income, housing status, and the number of household members differ in the impact relationships of the constructs. In contrast, gender, occupation have not difference in the impact relationships of constructs.

## **2. New contributions of the thesis**

*Theoretically*, this thesis contributes to the literature by presenting an extended Theory model suitable for analyzing the intention to buy condominium in Vietnam and a developing country. On the basis of the TPB, the impact of perceived risk and perceived behavioral control on the intention to buy condominium was not clarified in the context of Vietnam until this thesis was completed. The thesis's success when it added the moderating variable (income) in the theoretical framework is a factor that greatly affects consumers' intention to buy condominium.

*Practically*, the actual assessment of the formation of the intention to buy condominium in Ho Chi Minh City was conducted by specifying the direction and degree of influence of each factor on purchase intention. The assessments and conclusions will have reliability and practical value, creating an objective, fairly comprehensive basis for real estate enterprise managers to refer to. This thesis has provided implications for increasing the number of consumers' intentions to buy condominium in Ho Chi Minh City, thereby helping real estate enterprise managers have solutions to attract consumers.

## **3. Applicability**

Understanding the factors associated with the intention to buy condominium is critical for real estate companies, and the findings of this thesis can help real estate enterprises develop solutions to meet the needs of consumers who buy condominium. In addition, state managers can refer to the findings to make relevant requirements or regulations when approving a new condominium project to ensure maximum utility for the community. The extended TPB model is suitable for studying condominium purchase intention in emerging countries.

## **4. Further research**

First, the data of the study were surveyed in Ho Chi Minh City (the time of the survey was just ending covid-19), the research results have not been generalized to the Vietnamese context. Therefore, it is necessary to survey more consumers in the large cities of Vietnam. Furthermore, it would be useful to consider the cultural influence of consumers from different hometowns on condominium purchase intentions.

Second, the respondents in this study were limited to consumers who wished to buy an condominium. Therefore, future research could include surveying other buyers. These results can be compared with current findings, which can be valuable to real estate companies.

Third, factors related to investment, finance, and tax laws are not included in the theoretical framework. Therefore, future research should further investigate these factors.

Finally, this thesis focuses only on consumers' intention to buy condominium, and future research will focus on analyzing the purchase intention for each type of housing, such as condominiums, villas, smart homes, and social housing.

### LIST OF WORKS OF THE AUTHOR

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