

Interplay of Rational Factors and Emotional Elements Influencing Purchase Decision of Apartments – A study in the Coimbatore district of Tamil Nadu

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Abstract

People's preference towards flats for their dwelling is increasing owing to low prices, higher features offered, a feeling of security, and a feeling of camaraderie. The increase in the cost of land, the cost of construction, and the legal process in procuring approvals for construction are time-consuming and hence the preference of home buyers seeking apartments has increased. People show interest in purchasing apartments owing to various advantages. During the purchase of high-involvement expensive products like houses and cars, the Purchase decisions are governed by five core factors namely Psychological, Social, Cultural, and Economical and Personal Factors. Rational and emotional factors govern the decision-making processes. The focus of this study was to find the interplay of rational factors and emotional elements influencing the purchase decision of apartments. This study observed the rational factors that govern purchase decisions in the purchase of flats, assessed the emotional elements that influenced the rational factors, and examined the rational, and emotional parameters interplay in the purchase decision. In this context, this article is concerned with the purchase of apartments and points out that price, location, and product quality are the primary criteria for decision-making. When experimented, it was observed that belief systems and social factors too influenced purchase decisions. The purchase of a home in India is a family decision involving emotions, family sentiments, and belief systems. This study was performed to list the factors which are considered by the customers when purchasing their homes. A structured questionnaire was developed under the guidance of experts and research advisors and also taking into consideration of both rational factors and emotional elements. The questionnaire contained open and closed-ended questions for the customers to choose from the options given. For this purpose, a sample of 200 customers from the Coimbatore District of Tamil Nadu was selected randomly, who had purchased apartments in the study area and were administered the questionnaire. Thus, the findings of this study were based on the perceptions of the respondents.

Keywords: Rationale factors, Emotional elements, Apartments, Purchase decision.

INTRODUCTION

People's preference for residential dwellings is tending towards apartments as people prefer to live in flats due to comparatively lower prices, security, and a feeling of camaraderie. Owning a house is the dream of the common man in India. The increased cost of construction, buying land, and then constructing a house is costly and time-consuming. Therefore, people prefer readymade houses available in apartments and group houses (Lodha, 2020)¹. Sharing of land resources and facilities ensures the lesser price of apartments as compared to that of individual villas. Owing to the quantum of price involved, and in the interest of the family, it is normal for the purchaser to show high involvement in these purchases. The purchase of a house is a family decision (Levy and Lee, 2004)² that is concluded only after the entire family is satisfied with the product. Apart from the rational factors, there are social factors and belief systems that govern satisfaction leading to purchase decisions. Consumers continue with their rational information search and evaluation stage until their emotional instinct is strong enough to influence their purchase decision. Emotional appeals create an impact that drives people to take the final action during purchase. The strong emotional motive would even compel people to borrow funds and manage loans for the purchase of their dream homes (Rakibul Hoque, et al., 2012)³. Demand for residential apartments is increasing at a rapid rate trying to match the supply-demand requirements. The economic need generates demand and the emotional needs of the family help developers to utilize the nascent market. Gradual change in lifestyle and the socio-economic culture influences the developers to market their apartments. (Kasen and Lee, 2002)⁴. The growth potential in this niche market segment encourages developers to offer products and services based on customers' expectations. In this context, some of the previous studies of various authors on consumer behaviour in purchasing apartments are discussed here in the following.

LITERATURE REVIEW

India's housing market remains healthy due to the increasing demand and strong economic fundamentals. Chennai in Tamil Nadu witnessed the biggest year-over-year increase in the house price followed by other cities like Kolkata, Bangalore, and Ahmedabad. Thus, the influencing factors determining the apartment purchase decisions discussed by some of the authors, are discussed in this section. According to Majaheed, et al. (2021),⁵ nine factors influence housing purchase decisions, namely demographic background, finance, location, dwelling features, neighbourhood, infrastructure facilities, environment, developer service quality, and superstitious belief. Apart from rational factors, there are also emotional factors in high-involvement purchases. Particularly during the purchase of a house, the purchase decision is a combination of rational and emotional factors. The family consensus in the purchase decision indicates the role of the emotional element. Various kinds of research undertaken in the purchase of a house address the rational factors while emotional factors that contribute to the purchase decision are yet to be addressed. Meanwhile, Khan et al (2017)⁷ determined other elements, including security, construction standards, and design features. Hwa (2017)⁸ recently found that the developer's reputation is another aspect taken into account in property purchases in Malaysia. Accordingly, Zyed et al (2016)⁹ have indicated other factors influencing housing purchase decisions namely affordability, house cost, household income, and choice of housing selection. A study by Reid (2013)¹⁰ recorded various elements influencing housing preferences, namely the relative price of ownership over rent, fortune, salary, credit constraints, destination, household features, house category, cost, distance from service and product facilities, accessibility, and open space. On the other hand Hiebing (2005)¹¹ has indicated that there is a connection between emotions and purchase decisions. Blackwell et al., (2005)¹² identified that purchase decisions are influenced by Price, Value, service level, and product promotions where

the rational and emotional factors are cited. Hence, there is a gap in the research area to determine the interplay of rational factors and emotional elements that constitute the purchase decision. This article focuses on the role of economic factors and emotional element combinations in the purchase of apartments. The location chosen for the study is Coimbatore District of Tamil Nadu. These findings could initiate developers to conceptualize and market projects based on demand factors.

RELEVANCE AND SIGNIFICANCE

Owing to the huge demand potential and availability of resources, several new brands have established their presence in Coimbatore. This scenario has established healthy competition. Despite this expanding demand-supply scenario, the price of apartments keeps increasing as against the normal tendency of the developers to reduce cost and liquidate the stock. It was observed that even when the competition was intense, the prices of the apartments were on the rise as there was constant demand. Owing to huge business opportunities, high employment potential, attractive CTC offered, and promising growth potential there is a huge segment of people who move into the city and seek dwelling units in prime locations. Coimbatore District of Tamil Nadu state has huge growth potential resulting in a high level of real estate potential which is unique as compared to other districts of Tamil Nadu. Hence Coimbatore District of Tamil Nadu has a unique Real estate identity as compared to other places in the whole of Tamil Nadu (sobhaneopolis.net.in)¹³. Although the concept of apartment and apartment –culture is new to Coimbatore, there is an exponential increase in the number of apartments that indicates a social change in the mindset of people. The pricing of these apartments varies based on the location, facilities offered, uniqueness, and demand factors. Facilities that include the Coimbatore Airport, Rail station, public transport network, and roadway infrastructure ensure people have adequate access to essential facilities resulting in the growth of the city boundaries. Other attractions include proximity to neighbouring states of Kerala and Karnataka, hospitals, educational institutions (including reputed professional colleges and universities), and a recently developed SEZ making Coimbatore an IT & ITES hub. These areas have been declared tourist destinations as they attract a wide range of people. Customers are increasingly interested in the purchase of high-quality apartments at Coimbatore. It is therefore meaningful for real estate developers to tap this market by positively influencing customer's purchase decisions. A mix of rational factors and a combination of emotional factors can help promoters attract prospects and convert them. As against the conventional technique of applying rational elements only as a promotional tool, the newly suggested promotional matrix would be a combination of both rational and emotional elements to convenience and convert the prospects towards their purchase decision.

Statement of the Problem

Prior studies on purchase decisions of apartments indicate Price, Location, and Quality of the construction and the Brand as the main factors considered by the customers in their purchase decision. These are rational factors. The purchase of a home is a family decision. Moreover, Chet Hana Achar (2012)¹⁴ indicated that there is an emotional factor that directs to purchase decision only after a family consensus is arrived on the purchase decision. Hence high involvement purchase decisions would be a combination of emotional, rational, economic, and social factors. The combination of rational and emotional factors in high-involvement purchase decisions is critical as these purchases are directed toward the family's interest and involvement. These purchase decisions are irreversible as they are prone to statutory regulations for title transfer for ownership which is expensive and non-refundable. Once purchased the title of the property is registered and transferred to the buyer as per statutory regulations applicable and hence transfer is irreversible. According to Hiebing (2005), emotional connection can build strong brands. The sentiments and the belief system are

referred to as emotional factors that play a major role in family satisfaction that initiates and supports purchase decisions. The combination of rational and emotional factors contribute to the purchase decision of apartments. Thus, the focus of this paper is to identify the rational and emotional factors considered by customers during the purchase of apartments with the following objects to study.

OBJECTIVE OF THE STUDY

The objectives of this study were to observe the interplay of rational and emotional elements in influencing the purchase decision of apartments in the Coimbatore District of Tamil Nadu, the key objectives of the study are:

- To assess the rational factors that govern purchase decision in the purchase of an apartment
- To assess the emotional elements that influence rational factors in a purchase decision
- To study the interplay of rational and emotional parameters in the purchase decision.

Hypothesis

H₀: There is no significant relationship between rational and emotional factors in apartment purchasing decisions taken by the customers

H₁: There is a significant relationship between rational and emotional factors in apartment purchasing decisions made by customers

Conceptual framework

The study was performed to analyse the factors that contribute to purchase decisions in apartments. Previous studies have indicated the presence of rational factors in the purchase decision of apartments. This study addresses the influence of emotional elements, and how the combination of both rational factors and emotional elements alone determines purchase decisions in the purchase of apartments (House). In high-involvement purchases, the purchase decision is a collective consensus with family members expressing their willingness to proceed with the purchase. So apart from rational factors the role of emotional factors needs to influence purchase decisions. This study was performed to introduce the emotional factors concerning the family in the purchase decision. Hence satisfying rational and emotional needs alone can result in high-involvement purchases like the purchase of an apartment.

Conceptual model

This model of conceptual framework indicates the relationship between certain rational factors and emotional elements that initiate customers' buying decisions to purchase an apartment. The arrows indicate the connection between rational and emotional factors. The interlink listed above was developed based on customer feedback who was part of this study.

Figure 1: Rational and Emotional factors in the purchase decision of an apartment

Rational Factors influencing purchase decision	Individual	Purchase Decision mapping	Family	Features in Emotional Satisfaction
Price of home				Trust in the Brand
Location Advantage				Willingness
Brand of builder				Eagerness
Features offered				Enthusiasm
Quality of home				Excitement
Affordability				Belief system

Property value				Family Consensus

Source: Self-design

The study indicates buying behaviour in apartments constitutes Rational and Emotional factors that influence purchase decisions. The interconnect between the Rational and the emotional elements is represented in the above tabulation.

Rational Factors

Factors or parameters based on which decision-making is considered, concerning this study are the Price of the apartment, the specifications offered in the construction, the Quality of the material used in the workmanship, and the Brand under which the product is marketed. These are the rational factors. These parameters are tangible and can be compared visually. The emotional factors include the family's willingness and support in the purchase decision which is exhibited in the form of enthusiasm, eagerness, happiness, and involvement in the purchase. The visible belief system which is part of the emotional factor is shown as a preference towards a particular type of flat among the choices available (Main door facing, room orientation (Vasthu). A combination of the rational and emotional interconnect is the major factor influencing the purchase decision of an apartment.

Emotional Elements

Buyer's sentiments and belief system fall under emotional considerations. The emotional factors that exhibit positive signs are expressed through their spontaneous willingness to proceed with the purchase. The positive signs are exhibited in the form of happiness, joy, enthusiasm, pride, and excitement to proceed with the purchase. Belief system refers to family sentiments that are based on the outcomes from prior experiences. In general the phrase "Vasthu" is used for the belief system. For example, the purchasers were particular about the main door facing the direction of the apartment they had purchased. On analysis, it was observed significant preference among the customers on the door-facing direction of the apartment was East and North. Less preference was for South and least was for West facing main door. The willingness, eagerness, enthusiasm, and excitement factors in supporting the family head in the purchase decision also played a crucial role.

SCOPE OF THE STUDY

Owing to limit the influence of cultural diversity spread over this region on this study, the location of the study is confined to the geographical area of Coimbatore District in Tamil Nadu. The study was conducted with 200 customers by random sampling method, who have newly purchased the apartment in the specified location identified for the study. These customers had purchased apartments between 2022 and 2023 years (both years included) in Coimbatore City. Cross-sectional data were collected for the study over 12 months before the study was performed since the gestation time for completion and handing over was about 24 months from the date of commencement of the project. Data on the project specification, price, area details of apartments, number of apartments, assistance for financial support for clients, and other technical details were collected from the developers to ensure at par comparison.

LIMITATIONS OF THE STUDY

The study was performed taking into consideration a high-involvement purchase decision (purchase of an apartment) involving the family. The study took into consideration the direct factors for both rational and emotional components. There could be latent factors that influence purchase decisions. The influence of extraneous variables on purchase decisions was assumed to be constant. The external factors that influence purchase decisions were limited. Owing to market dynamics the results could be indicative and may not be consistent.

RESEARCH METHODOLOGY AND DESIGN

The focus of this study is to analyse the role of rational factors and emotional elements in the

purchase decision of apartments. The study was conducted in Coimbatore city. The sample size chosen for this study was 200 across the study area. A questionnaire under the guidance of research experts was developed to obtain customer responses. The questions were structured to assess the rational factors and emotional factors that determined purchase decisions. The customer's psychograph details, the purpose for purchase, funding details, demographic details, and family preference concerning the purchase decision were captured through multiple options to choose from open-ended questions to express their views and opinions. Analysis of these data would identify and reflect the preference of the buyer. Through literature reviews of various studies on the purchase decision of products, it was identified that while rational factors remained the basis of attraction or the entry point that drives the desire to purchase, it was the combination of rational and emotional factors that resulted in customer satisfaction leading to purchase. After data collection, data processing was done through SPSS, where univariate and bivariate tables were designed and a chi-square test was applied to measure the relationship between rational and emotional factors involved in the purchase decision of apartments. Hence, the perceptions, opinions, and attitudes of the respondents on factors influencing the purchasing decision of apartments in the study area are analyzed by frequencies, percentages and the relationship between rational and emotional factors determining apartment purchasing decision is measured with the help of chi-square test to analyse the level of significance between the variables.

DATA ANALYSIS

This research aims to study the interplay of rational and emotional elements influencing the purchase decision of apartments, the personal details of the respondents, who participated in this survey were collected in the process of study. The perceptions of the respondents on social, rational, and emotional aspects of purchasing decisions in apartments are presented in the following tables and analysed.

Table 1: Demographic profile of customers who are purchasing apartments

Category	Particulars	Frequency	Percentage
Gender	Male	180	90.0
	Female	20	10.0
Age	21-30	24	12.0
	31-40	76	38.0
	41-50	72	36.0
	51-60	20	10.0
	61 and above	8	4.0
Educational Qualification	Up to 10 th	20	10.0
	Secondary	36	18.0
	Diploma	36	18.0
	Graduate / Post Graduate	84	42.0
	Engineering / Medicine	24	12.0
Area of Residence	Urban	144	70.0
	Semi-urban	44	22.0
	Rural	16	8.0
Occupation	Business	116	58.0
	Professional	44	22.0
	Govt: Service	20	10.0

	Others	20	10.0
Income level	3 lakhs- 5 lakhs	32	16.0
	5 lakhs – 9 lakhs	120	60.0
	9 lakhs above	48	24.0

Table 1 represents the demographic profile of customers who have purchased apartments. According to the gender group, 90.0 percent are males and the remaining 10.0 percent are females. Whereas in age group, it is found that 12.0 percent are in the age group of 21-30 years, 38.0 percent are in the age group of 31-40 years, 36.0 percent are in the age group of 41-50 years, 10.0 percent are in the age group of 51-60 years and 4.0 percent are in the age group of above 61 years. Concerning education qualification, 10.0 percent qualify up to 10th, 18.0 percent qualify for secondary level and diploma respectively, 42.0 percent qualify graduate/post graduates and 12.0 percent qualify for engineering/medicine. The data reveal that respondents' areas of residence; 70.0 percent are from urban areas, 22.0 percent are from semi-urban areas and 8.0 percent are from rural areas. Regarding the respondents' occupations, it is found that 58.0 percent are business persons, 22.0 percent are professionals and 10.0 percent are government service and other occupations respectively. The data shows the income level of respondents, where 16.0 percent are earning 3-5 lakhs, 60.0 percent are earning 5-9 lakhs and 24.0 percent are above 9 lakhs.

Table 2: Classification of the Residential Property of the Customers

SL. No	Attributes	Frequency	Percentage
1	Type of property consider to purchase		
	Apartment	176	88
	Group house	24	12
2	Reason to purchase an apartment		
	Own a residence	184	92
	Investment on property	16	8
3	The floor of the apartment prefers to purchase		
	Ground floor	60	30
	Floors 1 to 5	112	56
	Above 5 th floor	28	14
4	Type of apartment preferred		
	Economy	168	84
	Semi luxury	32	16
5	Price range of apartment		
	Below 55 lakhs	48	24
	55- 75 lakhs	140	70
	Above 75 lakhs	12	6
6	Preferred location of apartment		
	Urban	160	80
	Semi-urban	24	12
	Rural	16	8
7	No. of bedroom with living room and kitchen		
	2 BHK	52	26
	3 BHK	136	68
	Villa	12	6

A description of the residential property of the customers is presented in Table 2. According to the type of property considered for purchase, it was found that 88.0 percent considered apartments while 12.0 percent considered individual houses to purchase. The data shows the reason to purchase an apartment as the majority (92.0 percent) was for own use while 8.0 percent purchased the property as an investment. Concerning floor preference in apartments, out of the total respondents, 56.0 percent prefer to purchase floors 1 to 4, followed by 30.0 percent preferring to purchase the ground floor or first floor only and 14.0 percent prefer the 5th floor and higher. The data reveals the respondent's type of apartment preferred, as many as 84.0 percent preferred economy apartments, and the remaining 16.0 percent preferred semi-luxury apartments. In the case of the price range of apartments, it is noticed that the dominant group of 70.0 percent opined 56 -75 lakhs, followed by 24.0 percent opined below 55 lakhs, and the rest 6.0 percent opined above 75 lakhs price range of apartment. Whereas respondents preferred the location of the apartment a predominated group of 80.0 percent preferred an apartment in urban areas, followed by 12.0 percent preferred semi-urban areas, and the remaining 8.0 percent preferred apartment in rural areas. Regarding to no. of bedrooms with living room and kitchen, it is found that 68.0 percent preferred 3BHK while 26.0 percent preferred 2BHK and 6.0 percent preferred villa.

Table 3: Rational Factors considered in the purchase decision of apartment

S. No	Factor under consideration	Frequency	Percent
1	Price of apartment	72	36.0
2	Location Advantage	38	19.0
3	Brand of builder	21	10.5
4	Features offered	25	12.5
5	Quality of construction	29	14.5
6	Affordability	15	7.5
	Total	200	100.0

Table 3 represents the rational factors that led to customers' preference for apartment purchases. Here in this study, the factors under consideration are Price, Location, Features, Brand, Quality, and Affordability involved in the apartment. It was observed from the data that out of 200 respondents as many as 72 respondents i.e. 36.0% of the sample considered the price of the apartment as the main factor for purchasing or making a buying decision followed by 38 respondents (19.0%) said location of the apartment, 29 respondents comprises 14.5% said quality of construction influenced in purchase the apartment and 25 respondents (12.5%) said features offered by the builder is the main factor which led them to purchase the apartment. Whereas, 21 respondents i.e. 10.5% of the consumers claimed that the brand of the builder or the constructor was the main reason to buy the apartment and 15 respondents (7.5%) purchased the apartment due to their affordability. Hence, the data revealed the rational factors that determine the customers to purchase apartments in the study area indicating that price followed by location and quality of construction are influencing their purchasing decision.

Table 4: Emotional elements in the purchase decision of apartments

S. No	Decision strengths	Frequency	Percent
1	Trust on brand	62	31.0
2	Willingness on product	27	13.5
3	Eagerness to purchase	25	12.5

4	Enthusiasm for new property	42	21.0
5	Belief system (Vasthu)	16	8.0
6	Family consensus	26	13.0
	Total	200	100.0

Emotional factors play an important role in life. Table 4 explains the emotional factors that influenced the buyers in the purchase decision. In the above table, it is clear trust in the brand 62 out of 200 which accounts for 31 percent had strong belief/Trust in the brand 21.0 percent had purchased because of enthusiasm for the property, 13.5 percent of respondents purchased due to willingness on product and 13.0 percent purchased because of family consensus. Whereas 12.5 percent purchased due to eagerness and 8.0 percent of customers purchased apartments due to belief system (Vasthu). Thus, the emotional factors influencing the purchasing decision of apartments revealed that trust in the product brand plays an important role followed by enthusiasm, willingness, and family consensus.

Table 5: Intention of the customers in purchasing apartment

S. No	Reason for purchase	Frequency	Percent
1	Own use	150	75.0
2	Investment	30	15.0
3	Could not decide immediately	20	10.0
	Total	200	100.0

Table 5 shows The reasons or intentions of the customers for purchasing the apartments. Out of 200 respondents as many as 150 i.e. 75% claimed that the intention for purchasing an apartment is to have their own house, whereas 30 respondents i.e. 15% said they have chosen to purchase the apartment for investment purposes. However, it is found that 20 i.e. 10% said that they could not decide on the purchase intention immediately. Hence, the customers in purchased apartments intended to own a house for the family while few had purchased the same as an investment for the long term.

Table 6: Decision makers in purchasing apartments

S. No	Purchase Decision maker	Frequency	Percent
1	Male in the family	138	69.0
2	Female in the family	62	31.0
	Total	200	100.0

Table 6 portrays the decision-making based on gender. Out of 200 respondents, 138 i.e. 69.0% of respondents were males in the family who were the final decision-making authority in purchasing the apartment, whereas 62 respondents i.e. 5% said females in the family made the buying decision of apartments. Based on these findings marketers and developers can tailor their strategies to better target specific gender preferences in the apartment market. Whereas, the data reveal in India males are the dominant role players and decision-makers in purchasing properties and houses.

Table 7: Reason for purchasing apartments in a particular area

S.No	Reason for purchase	Frequency	Percent
1	Proximity to education institutions	65	32.5
2	Job proximity of spouse	30	15.0
3	Proximity to healthcare institutions	40	20.0
4	Proximity to relatives and friends	35	17.5
5	Posh area	30	15.0
	Total	200	100.0

Table 7 depicts the reasons expressed by the respondents for purchasing an apartment in a particular location of the study area. The data show that out of a total of 200 samples 65 (32.5%) expressed that proximity to education institutions is the reason for purchasing an apartment, whereas 15.0 percent said job proximity of spouse, 20.0 percent said proximity to healthcare institutions, 17.5 percent said proximity to relatives and friends and 15.0 percent said the posh area is the reasons for purchasing of and apartments in a particular location in the study area. In this case, it could be concluded that the end users had to buy intentions and preferences due to proximity to education institutions and healthcare institutions. Other reasons like proximity to relatives and friends, job proximity of spouse, and posh area too were deciding factors.

Table 8: Family concern factors during decision-making of apartment purchase

S.No	Concern Factor	Frequency	Percent
1	Price concern	20	10.0
2	Location concern	15	7.5
3	Amenities offered	5	2.5
4	Trust on Brand	10	5.0
5	Belief & Sentiments (Vasthu of flat)	150	75.0
	Total	200	100.0

Family concern factors during the decision-making of apartment purchase are presented in Table 8. It shows that belief and sentiments (Vasthu) are a major factor that plays an important role in purchase decisions. Twenty out of 200 respondents i.e. 10.0% said price is the main concern for their family, 15 respondents i.e. 7.3% claimed location is the main concern, 5 respondents i.e. 2.5% claimed amenities provided by the builder, and 10 respondents i.e. 5% claimed trust on the brand of the apartment is the main concern for their family for making a purchase decision. As Vasthu plays a very important role in the purchase of an apartment the family, beliefs, and sentiments also influence purchase decisions. The analysis concluded that the Emotional elements exhibited in the form of Vasthu (Sentiments & Beliefs) of the purchaser played a critical role in the purchase decision. So particularly in high-involvement purchases, apart from rational factors, the role of emotional concern too determines purchase decisions.

Table 9: Interplay of rational and emotional factors influencing the purchase decision of apartments

S. No	Rational Factors	Emotional support						Total
		Trust on brand	Willingness on product	Eagerness to purchase	Enthusiasm for new property	Belief system (Vasthu)	Family consensus	
1	Price of apartment	23 (11.5)	9 (4.5)	8 (4.0)	14 (7.0)	6 (3.0)	12 (6.0)	72 (36.0)
2	Location Advantage	14 (7.0)	5 (2.5)	3 (1.5)	8 (4.0)	3 (1.5)	5 (2.5)	38 (19.0)
3	Brand of builder	5 (2.5)	3 (1.5)	4 (2.0)	5 (2.5)	2 (1.0)	2 (1.0)	21 (10.5)
4	Features offered	10 (5.0)	2 (1.0)	2 (1.0)	8 (4.0)	2 (1.0)	1 (0.5)	25 (12.5)
5.	Quality of construction	7 (3.5)	6 (3.0)	5 (2.5)	4 (2.0)	3 (1.5)	4 (2.0)	29 (14.5)
6.	Affordability	3 (1.5)	2 (1.0)	3 (1.5)	3 (1.5)	2 (1.0)	2 (1.0)	15 (7.5)
	Total	62 (100.0)	27 (100.0)	25 (100.0)	42 (100.0)	18 (100.0)	26 (100.0)	200 (100.0)
Chi-square value: 38.39, Table-value: 37.7, do-value: 25								

Table 9 represents the interplay of rational factors and emotional elements influencing the purchase decision apartment. According to the price of the apartment a majority group of 11.5 percent opined trust in the brand, followed by 7.0 percent opined enthusiasm on the new property influenced the purchase of the apartment, 6.0 percent opined family consensus, and the last group of less than four percent opined willingness on the product, eagerness to purchase and belief system (vasthu) are influencing the purchase decision of apartments. Whereas location advantage of the apartment, it is found that 7.0 percent said trust on brand influencing to purchase an apartment, 4.0 percent said enthusiasm of new property influencing and 1.5 percent said eagerness and belief system (vasthu) influencing the respondent's purchase decision of apartments.

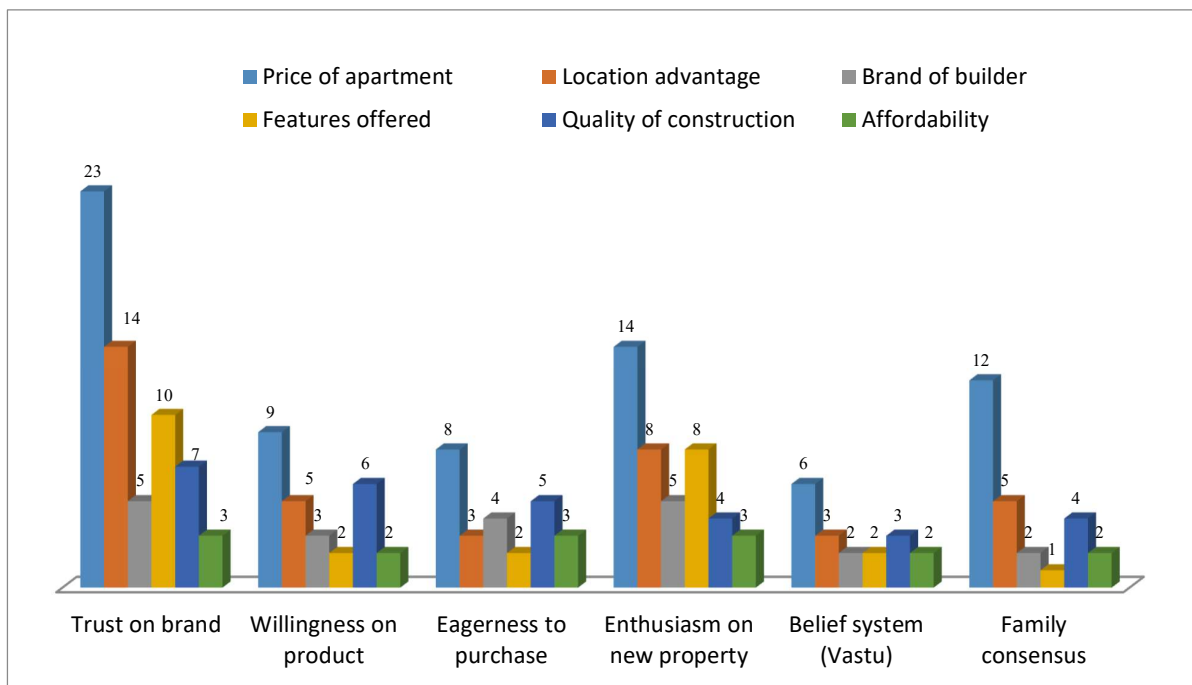
Regarding the brand of the builder, as many as 2.5 percent opined trust in the brand and enthusiasm on new property influencing to purchase decision of apartment, 2.0 percent opined eagerness to purchase, 1.5 percent opined willingness on product, and 1.0 percent opined belief system (vasthu) and family consensus are the parameters that influence the respondents purchase decision of apartments. The data reveal the features offered to purchase apartments, the majority group of 5.0 percent said brand trust, followed by 4.0 percent said enthusiasm on new property, and the least group of 0.5 percent said family consensus is influencing the purchase decision of apartments.

Concerning the quality of construction, it was noticed that more than three percent said trust in brand and willingness on product influencing the purchase decision of apartments and less than three percent said eagerness, enthusiasm, family consensus, and belief system (vasthu)

influencing the purchase decision of apartments. In the case of affordability of purchasing apartments majority group 1.5 percent opined trust in the brand, eagerness to purchase and enthusiasm for new property influencing the purchase decision of apartment and the least group 1.0 percent opined willingness on the product, belief system (vasthu) and family consensus are influencing the respondents to purchase decision of apartment.

As per the cross-distribution of the interplay of rational and emotional factors influencing the purchase decision apartment, the calculated chi-square value 38.39 is found significant at the 5% level because the (Degrees of Freedom) df is 25 and the table value is 37.7. This infers that there is a significant relationship between rational and emotional elements influencing the purchase decision of an apartment. The rational factors are impacted and influenced by the emotional factors resulting in the purchase decision. Moreover, the hypothesis indicates there is a significant relationship between rational and emotional factors during purchase decisions and hence the null hypothesis is rejected. It was found that there is a significant relationship between the rational and emotional factors in the purchase decision.

Figure 2: Interplay of rational and emotional factors influencing the purchase decision of apartments



Rational -Emotional Element Matrix								
		Emotional Elements						
	Elements	<i>Trust in the Brand</i>	<i>Willingness</i>	<i>Eagerness</i>	<i>Enthusiasm</i>	<i>Excitement</i>	<i>Belief system</i>	<i>Family Consensus</i>
Rational Elements	<i>Price of home</i>							
	<i>Location Advantage</i>							
	<i>Brand of builder</i>							
	<i>Features offered</i>							
	<i>Quality of home</i>							
	<i>Affordability</i>							
	<i>Property value</i>							

Source: Self-design –Developed from this study

The above tabulation constitutes the Rational–Emotional element matrix. AI (Artificial Intelligence) could be used to map and predict the purchase behaviour of individuals based on demographic and psychographic variants to ensure consistency in predicting purchase behaviour.

Findings from the study

1. The rational factors that were considered by the customers for short listing were 1) Price 2) Location 3) Brand, 4) Features offered, 5) quality of construction, and 6) affordability. The data indicate the price of the apartment to be the primary factor considered to shortlist the project, where 36.0 percent had shortlisted the project owing to price followed by location and quality of construction.
2. The emotional factor in the apartment purchase decision indicates trust and brand of apartment construction and enthusiasm for purchasing new property are dominating factors supporting the purchase decision. In addition, willingness on property and family consensus to purchase are other major role players in purchase decisions.
3. The purchase intention was the deciding factor that demarcated rational and emotional purchases. While rational factors dominated the purchase decision for the investor, the emotional factor dominated the purchase decision of the end user. In a survey of 200 customers, it was observed the purchase intention of 150 customers was for their use (family use) indicating these purchases were emotional.
4. The intensity and decision role of purchasing apartments indicate 69.0 percent identified male role and 31.0 percent found female role. This study shows the role of male members was dominating in the purchase intention of an apartment.
5. Regarding the reason for purchasing an apartment in a particular location shows more intentions to buy due to proximity to education institutions followed by healthcare institutions, and other reasons like proximity to relatives and friends, job proximity of spouse, and posh area are also found significant.

6. As Vasthu plays an important role in purchasing an apartment beliefs and sentiments also play a role in purchasing an apartment.
7. The interplay of rational and emotional factors in the study of apartment purchase decisions was found significant at a 5% level. This infers that there is a significant relation between rational and emotional factors influencing the purchase decision apartment. This infers that rational factors determine the emotional factors of the purchasing behaviour of apartments in the study area, whereas more rational factors influence the high level of emotional factors and lead to the purchase of apartments.
8. A product positioning could be developed based on the rational–emotional element matrix. This could help in identifying and developing an effective marketing mix to position and market the product. This matrix could help map the purchase Behavior of buyers in the prospect–client transition.

CONCLUSION:

The study indicated that purchase intention was the major deciding factor that governed purchase decisions. There is a significant relationship found between rational and emotional factors that influence the purchase decision of apartments. In high-involvement purchases like houses, the purchase decision was the combination of rational and emotional factors. While rational factors initiated the desire to purchase, it was the emotional satisfaction and the family consensus that concluded the deal. The impact of the brand on the emotional factor in the form of trust, played a role in the purchase decision.

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