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| Title | Preliminary Enquiry into the Factors Swaying Consumers’ Intention to Purchase Apartment in Dhaka. |
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| Abstract |
| ***Abstract:*** *This study which is descriptive in nature,aims to identify factors that affect consumers’ intention to purchase apartment in Dhaka city. Research data were collected from one hundred and eleven respondents who were the owner or had willingness to buy apartment in Dhaka city. In this study, we reviewed the existing literature in order to provide a base of the work and to identify the observed variables used in this study which was carried out between May, 2017 and August, 2017.Survey data were collected through instruments such as paired interview and questionnaire survey clearly support the existence of the some of the core factors such as objective norms, aided recall, influence of opinion leader and reference group, relationships, and authenticity of information that have direct influence over the purchase intention. Findings of the study could be an important outline for the real estate companies for formulating IMC and CRM activities in order to attract potential buyers and expand market share.This study can further be extended by measuring the statistical significant of the relationships.* |