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| Title | Examining Factors Affecting Consumers’ Intention to Purchase Apartment in Dhaka city. |
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| Abstract |
| **Abstract:** The study 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 willingess 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 significant positive effect of Customer Relationship Marketing (CRM) on purchase intention of apartment. However, Customer Referral Campaign (CRC) found to have no effect on purchase intention of apartment in Bangladesh. Findings of the study could be an important outline for the real estate companies for formulating CRC, Integrated Marketing Communication (IMC) and CRM activities in order to attract potential buyers and expand market share.  |
| Sustainable Development Goal(s) (SDG) |
| Goal 12: Responsible Consumption and Production |