

## **PURCHASE DECISION FOR APARTMENTS: A CLOSER LOOK INTO THE MAJOR INFLUENCING FACTORS**

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### **ABSTRACT**

The paper makes a closer look into three most significant factors that have already been revealed in an earlier study by the same authors. These three leading factors are Price, Quality and Location, in that order. This study focuses on these three factors and uses a self-administered Questionnaire on a sample of 150 customers drawn from selected destinations at Ernakulam city in central Kerala. The findings of the study have revealed that most of the customers considered Price as the most important factor because of its attribute 'Economy type and availability of minimum essential facilities'. The second most significant factor is Quality, basically arising out of its attribute 'Perception on apartment quality and having satisfying capacity while and after purchase'. Thirdly comes the factor Location with its attribute 'Location that is adjacent to all important emergency services, road rail transport accessibility'

**KEYWORDS:** Residential Real Estate, Apartments, Purchase Decision, Price, Quality, Location