

Empirical Study on Factors Affecting Housing Transactions Based on Theory of Reasoned Action

Jong Young Yoo*, Chang Geun Jeong**

*Graduate student, Graduate school of business, Kyeong Hee University, Seoul, Korea

**Professor, Graduate school of business, Kyeong Hee University, Seoul, Korea
starchang@khu.ac.kr

Abstract

The purpose of this study is to empirically analyze the rational decision-making process and perception differences of housing transactions in the market environment. It was designed through an analysis of the factors influencing housing sales based on the rational behavior theory model. Objective evidence was provided for the impact factors affecting the attitude towards housing sales, with the spouse and children being identified as significant influencers. Additionally, children and friends were found to have an impact on subjective norms related to housing sales, especially for unmarried individuals under 40 years of age and those with low income, who were found to be more influenced by their parents. It was also discovered that the influence of these factors varied based on age and income levels. Younger individuals tended to rely more on their parents or friends, while those with high incomes showed stronger willingness to purchase homes. The presence of beneficial infrastructure for children was found to directly influence the decision to purchase a home. The study also provided objective evidence that the decision to purchase a home is influenced not only by economic factors but also by continuous encouragement and information from those around the buyer. These findings demonstrate the importance of the influence of close acquaintances in the rational decision-making process of home buyers. However, this study only investigated a limited portion of the factors influencing housing sales, as the market is affected by a variety of financial and governmental policies. Therefore, future research should consider various complex factors simultaneously when analyzing the influence of housing sales.

Keywords: Rational Action Theory, Factors Influencing Housing Purchase, Buyer Psychology, Empirical Analysis, Intention to Purchase Housing.

1. Introduction

According to the analysis of factors influencing fluctuations in housing prices and their contributions (Korea Research Institute for Human Settlements, 2022), in a politically stable environment, demand for buying and selling homes increases due to economic factors such as interest rate fluctuations, as well as technological factors such as the development of platforms that facilitate real estate transactions. Additionally, social relationships also play a role as an influencing factor. In particular, a study by the Korea Housing Finance Corporation [1] revealed that increased volatility in housing prices and interest rate risk are factors that

Manuscript Received: March. 2, 2023 / Revised: March. 5, 2023 / Accepted: March. 9, 2023

Corresponding Author: starchang@khu.ac.kr (Chang Geun Jeong)

Tel*** - **** - ****

Professor, Graduate school of business, Kyeong Hee University, Seoul, Korea

discourage people from purchasing houses, while an increase in the proportion of leasehold and a decrease in transfer tax rates increase the attractiveness of buying houses.

An analysis of housing transactions in the Gyeonggi Province area showed that the purpose of purchasing houses is primarily for investment rather than for residency, and that factors such as cashable assets and the potential for development in the surrounding area are key variables [2].

Thus, social relationships of housing demanders and economic factors such as interest rate fluctuations play important roles in the real estate market. A review of previous studies found that most of the research has focused on the "economic aspect" of housing transactions.

According to previous research abroad, it has been shown that the intention to purchase a house is influenced by the social relationships of potential housing transactions, specifically the influence of their children and perceived behavioral control, while the influence of spouses, parents, and friends is relatively low [3]. However, research on the psychological influence on housing transactions in Korea is still lacking. Additionally, during times of rapid fluctuations in housing prices, the stability of the housing market not only affects individuals but also has a significant impact on national competitiveness, highlighting the need for research on the factors that affect housing transactions domestically.

Various studies on the factors that influence housing transactions have been conducted from the early 2000s to 2015, focusing on factors such as occupancy type and ownership status [4]. However, there is a growing interest in investigating how external psychological factors, such as parents, spouses, friends, and real estate agents, influence house buyers and how these factors affect their intentions to purchase a house. Therefore, this study aims to analyze the current state of housing transactions and track changes in the intentions of house buyers based on the housing market environment and their psychological factors. This study presents a logical basis for investigating the factors that influence house buyers using rational action theory and explains the implications of the relationship between these factors from a psychological perspective on the demand side of housing transactions.

2. Literature Review

2.1. Housing Sales Market Status

Since the outbreak of COVID-19, the domestic housing market in South Korea has seen a significant increase in demand due to increased liquidity and interest rate cuts. Despite no real increase in income or assets, buyers have started to purchase houses through low-interest bank loans. From 2020 to 2021, the amount of mortgage loans (based on deposit-handling institutions' standards) increased by over 100 trillion won in just two years (KDI Real Estate Market Trends, 2022). Looking at the 2020 housing ownership statistics, the number of individuals under 39 who own houses decreased compared to the past, while those aged 60 or older significantly increased (2020 Housing Ownership Statistics Using Administrative Data). This is because the older generation has experienced a surge in housing prices and has directly experienced profits from real estate investment. Furthermore, the 70s and older age group have 89% of their net assets composed of real estate assets. In this environment, people in their 20s and 30s have emerged as new buyers for housing sales.

2.2. Theory of Reasoned Action

The Theory of Reasoned Action, proposed by Ajzen and Fishbein (1980) [5], suggests that an individual's positive attitude toward a specific behavior and subjective norms from their social environment motivate their behavioral intentions. The theory assumes that humans are rational beings who use available information systematically to make decisions, and that an individual's intention for a behavior is a direct factor in their actual behavior. In other words, humans are rational and select behaviors based on their expectation that they will maximize positive outcomes and minimize negative outcomes of their actions (based on Expectancy-Value Theory). The components of the Theory of Reasoned Action include behavior, behavioral intention, attitude toward the behavior, subjective norms, evaluation of behavioral outcomes, and the attitude of others toward the behavior. While the

effectiveness of the Theory of Reasoned Action has been validated by various empirical studies [6,7], it has been criticized for its limitations in predicting an individual's behavior or intention, as behavior can be influenced by non-volitional factors in specific situations [8,9].

2.3. Operational definition of key variables

The external (influential) factors chosen in this study for housing transactions include 1) parental influence, 2) spousal influence, 3) children's influence, 4) friend's influence, and 5) real estate agent influence.

2.3.1 Parental influence

According to previous research, parents exert influence on their children's decision-making processes, both directly and indirectly [10,11]. Ward (1974) found that parents influence their children in two ways: through their spending behavior and by controlling their children's expenditures and consumption. This study suggests that parents' influence continues until their children start their own families [12].

The financial environment is an important issue when purchasing a first house, and when parents prefer owning a house rather than renting, it creates an environment that encourages their children to buy a house [13]. Parents are helping to shape their children's attitudes towards house ownership by providing guidance on solving financial problems and offering financial support, which makes their children want to buy a house [14].

In this study, the influence of parents refers to the overall attitude towards their children, including providing opinions to give their children opportunities to develop into adults with personal competence and mental health. Therefore, the influence of parents on the purchase of a house was examined in this study.

2.3.2 Spousal influence

Levy et al. (2004) found that when family members need to make decisions, spouses receive greater influence from family members than their own needs. This suggests that family influence exists in decision-making. Additionally, according to Qualls' (1984) research [15], the influence of spouses is compared between past and modern concepts. In the previous concept of family (traditional gender roles), the economic aspect had a significant influence on the husband. However, in the modern concept of family (modern gender roles), the wife's influence has increased compared to the husband's. Furthermore, there is negotiation or conversation that clearly shows the influence of the spouse making the decision to purchase a house.

In the process of buying a house, the decision to purchase exists because of the high risks and financial burdens that continue afterwards, which is why the influence of the spouse is present.

In this study, the influence of the spouse is defined as an overall attitude of supporting various decision-making and activities as an important target for spouses as family members to provide opinions to partners. Therefore, the spouse's influence was selected as the following five factors: 1) exterior design, 2) interior structure, 3) location selection, 4) purchase price, and 5) purchase positivity.

2.3.3 Children's influence

The influence of children occurs at various stages of the purchasing process depending on the importance of the product or service. Parents make decisions by taking into account the opinions of their family, which means that children have an influence on the decision-making process and ultimately affect their parents' judgment [12].

According to the 5-stage model of the consumer purchasing process [16], the influence of children is

evident early on, but the evaluation of alternatives and purchase decision is made by parents. In the case of house interior design, Swinyard and Sim(1993) found that children had a high influence in the problem recognition stage (36.8%) but a low influence in the actual purchase stage (15.9%). Therefore, parents are more interested in the role of their children.

In modern society, parents strive to provide a positive influence on their children and hope to pass on what is most suitable for them [17].

In this study, the influence of children is defined as an attitude where parents consider supporting their children's positive growth and providing an environment accordingly to make decisions. Based on the above, this survey presents 1) accessibility of play, 2) personal protection, and 3) a good environment as categories for the influence of children.

2.3.4 Friend's influence

Throughout our lives, we have various social relationships in the form of friends. Friend groups provide diverse influences and tend to follow the characteristics of the group they belong to [18]. Therefore, there are cases where one joins or becomes a member of a group due to the influence (persuasion) of their friends. The influence of friends is affected by normative attitudes and values [19]. Therefore, if a leader of a friend group is identified, it is easy to predict the behavior of the entire group [16].

During adolescence, when one spends time with friends in school more than with family, the influence of friends can bring about significant changes [18]. During this time, friends' rules, attitudes, and values can undergo significant transformations. Such influence can persist in the workplace as well.

In this study, the influence of friends is defined as a general attitude of perceiving social desirability toward friends and supporting and imitating them accordingly. The factors of friends' influence are classified as 1) persuasion, 2) proximity, 3) size, and 4) influence, and presented accordingly.

2.3.5 Real estate agent influence

In Korea, when purchasing a house, the role of a licensed real estate agent who handles administrative tasks is highly valued. Their role is to connect sellers and buyers of houses, and provide various information about transactions so that buyers can make informed decisions. Therefore, the degree of trust in a licensed real estate agent's information regarding housing transactions can have a significant impact on the decision to buy a house. Accordingly, this study investigates the influence of licensed real estate agents, which has not been addressed in previous studies.

In this study, the influence of licensed real estate agents is defined as the attitude based on the reliability of various information and content provided by licensed real estate agents. The influence of licensed real estate agents is classified into 1) information provision influence, and 2) persuasion, and investigated.

2.3.6 Attitude towards housing transactions

Attitude towards behavior is the belief that the behavior will lead to certain outcomes, and an individual's attitude is a measure of their liking or disliking towards an object [21]. Attitude towards behavior is a structure of behavioral beliefs and evaluations about an event, which means that it approaches the influence on behavior when people have beliefs about the knowledge they have taken.

If the outcome seems positive or useful, people have a positive intention towards that behavior. For example, if there is a more important factor than the concern about identity theft that applies to illegal activities when purchasing through the internet (such as purchasing at a lower price), people will gladly

make a purchase through the internet [22].

Attitude towards housing purchase refers to the preference for purchasing a house, satisfaction and positive response towards housing purchase, and it was presented as a measure of preference, satisfaction, and positivity towards housing purchase. In other words, it measures the preference for purchasing a house, satisfaction with housing purchase, and positive psychology towards purchasing a house.

2.3.7 Subjective norms for housing transactions

Subjective norms for housing transactions are the overall capabilities that support an individual's confidence in performing a house buying process directly by exercising the influence of others in their decision-making process.

Subjective norms are not the average expectations of the social composition in which the actor belongs regarding certain events or concepts, but rather the extent to which the actor believes that society will consider certain average norms. Because they are generated entirely by individual motivation, attitudes and their interdependence are highly related to the subjective norms of the TRA [20], which are formed based on personal criteria. Due to the characteristics of these factors, it is often difficult to achieve significant explanatory power in TRA research, as the components that make up subjective norms may be uncertain, or the explanatory power of the factors themselves may not be effective, thus requiring additional research into other effective factors.

For example, if it is perceived that there is enough information available to make a purchase through the internet, it is believed to have a positive influence on the intention to purchase the product through the internet [22]. Therefore, subjective norms for housing transactions were measured by the belief that one possesses the ability to engage in house buying. This discussion aims to consider subjective norms for housing transactions as an overall attitude that supports confidence in performing a house buying process directly by conforming to the influence of others in an individual's decision-making process.

2.3.8 Behavioral intentions for housing transactions

According to the Theory of Planned Behavior proposed by Ajzen (1991), the intention model evolved from the reasoned action theory [5] by increasing the perceived behavioral control to predict behavior more efficiently. While attitudes may not directly influence purchasing behavior, they do affect the intention to choose the most satisfying option among the available alternatives, which in turn affects behavior.

The behavioral intention, theoretically measured as a behavioral pattern that helps predict the intention, is composed of three major factors: attitude toward the behavior, subjective norms, and perceived behavioral control [6].

For the intention to engage in housing transactions, we present the attitude that indicates the intent to purchase a house and overall support for the purchase. Behavioral intention refers to an individual's readiness to perform a specific behavior and the continued intention to influence the expression of that behavior.

3. Methodology and model

3.1 Research Method

The survey used in this study was conducted in December 2022, both online and offline, with a focus on residents in the Seoul metropolitan area. Out of a total of 134 surveys, 124 were selected and analyzed after excluding cases of insincerity. Therefore, to ensure reliability and validity from a

methodological perspective, IBM's SPSS (Statistical Package for the Social Sciences) 28 was used for analysis. In addition, to measure the reliability of measurement tools in terms of accuracy or precision, Cronbach's Alpha Coefficient, which is used in scales composed of multiple items for one concept, was used to measure reliability. Multiple regression analysis was used to investigate the relationship between variables.

3.2 Research Model

This study aims to identify the factors influencing housing transactions behavior and intentions by reviewing prior research on domestic and international housing transactions. Based on the widely used rational action theory model, this study selected personal influence factors, including parental influence, spousal influence, children's influence, friend's influence, and real estate agent influence, and measured attitude towards housing transactions, subjective norms, and behavioral intentions as factors. These factors were chosen with reference to those used in a study on the influence of group references on behavioral intentions for housing transactions in Thailand (2021). Therefore, this study is based on the following research model, applying the rational action theory model to identify factors influencing housing sales from a psychological perspective and analyzing the impact on behavioral intentions for housing transactions. Figure 1 is the model used in this study.

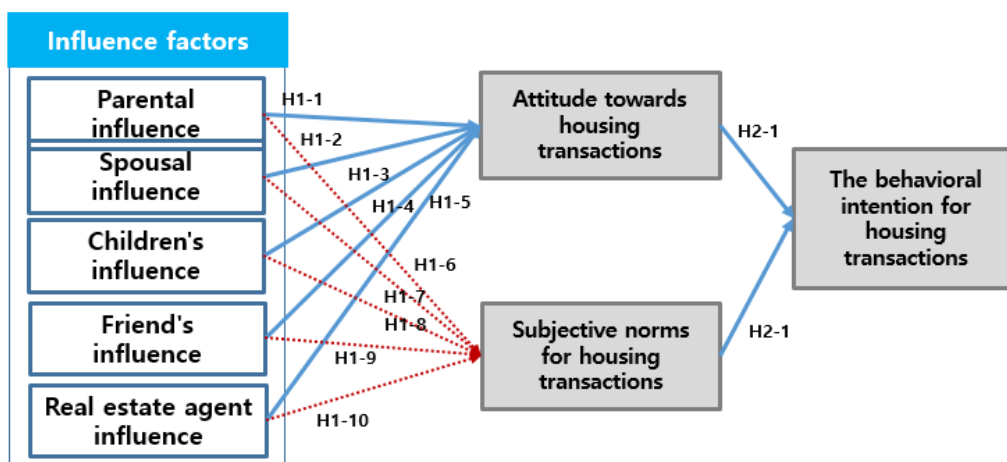


Figure 1. Research model

This study measured the influence of factors that affect rational decision-making based on surrounding information when purchasing a house and examined the impact on housing transactions behavior intentions from a subjective norm perspective, which is a psychological aspect. By objectively demonstrating that there are changes in housing purchase behavior intentions according to rational decision-making through measuring the impact of these influencing factors, this study aims to contribute to a better understanding of the decision-making process of housing transactions. Table 1 is the hypothesis is used in this study

Table 1. Research hypotheses

Category	Hypothesis
Influential factors and attitudes towards housing purchase	
H1-1	Parental influence will have a positive (+) effect on attitudes towards housing purchase.
H1-2	Spousal influence will have a positive (+) effect on attitudes towards housing purchase.
H1-3	Children's influence will have a positive (+) effect on attitudes towards housing purchase.
H1-4	Friend's influence will have a positive (+) effect on attitudes towards housing purchase.
H1-5	Real estate agent's influence will have a positive (+) effect on attitudes towards housing purchase.
Influential factors and subjective norms towards housing purchase	
H1-6	Parental influence will have a positive (+) effect on subjective norms towards housing purchase.

H1-7	Spousal influence will have a positive (+) effect on subjective norms towards housing purchase.
H1-8	Children's influence will have a positive (+) effect on subjective norms towards housing purchase.
H1-9	Friend's influence will have a positive (+) effect on subjective norms towards housing purchase.
H1-10	Real estate agent's influence will have a positive (+) effect on subjective norms towards housing purchase.
Relationship between attitudes towards housing purchase, subjective norms, and purchase intention	
H2-1	Attitudes towards housing purchase will have a positive (+) effect on purchase intention.
H2-2	Subjective norms towards housing purchase will have a positive (+) effect on purchase intention.

4. Findings

4.1 Profile of respondents

In this study, a survey was conducted to examine the factors influencing house transactions. The questionnaire consisted of three main categories and a total of eight subcategories and 28 detailed questions to test validity and reliability. The survey was conducted based on four main areas: "factors influencing house transactions," "attitude towards housing transactions," "subjective norms for housing transactions," and "behavioral intentions for housing transactions". The detailed subcategories for factors influencing house sales were presented as follows: 1) influence of parents, 2) influence of spouse, 3) influence of children, 4) influence of friends, and 5) influence of real estate agents.

Respondent characteristics were surveyed with eight questions: Q1. age (gender), Q2. marital status, Q3. family (cohabitation) composition, Q4. educational level, Q5. occupation, Q6. house ownership, Q7. monthly income, and Q8. age group.

The analysis was based on a total of 134 surveys conducted offline and online for residents in the metropolitan area nationwide for one month starting on December 1, 2022, with 124 cases analyzed after excluding 10 cases of unreliable responses.

Firstly, the demographic characteristics of the sample are as follows (see table 2). The gender ratio was 52.4:47.6% for males and females, and the age range was over 20 years old, with a minimum age of 26 years old. Regarding marital status, 67.7% were married, and 32.2% were unmarried. The most common family composition was four members, accounting for 54.8%, and over half of the respondents (53.2%) had a college degree. One house owner accounted for 47.6%, and monthly income of 200-400 million won accounted for 38.7% of respondents.

Table 2. Participant analysis

Classification		Frequency	Ratio (%)	Average	Standard deviation	Variance
Total number of respondents		124	100.0			
1. Sex	Male	65	52.4			
	Female	59	47.6			
2. Age	20's	22	17	46.16	13.548	183.486
	30's	19	15.3			
	40's	24	19.4			
	50's	39	31.5			
	Over 60	20	16.1			
3. Marital Status	Marriage	84	67.7			
	Single	40	32.2			
4. Family members	1 people	10	8.1	3.42	1.098	1.205
	2 people	18	14.5			
	3 people	17	13.7			
	4 people	68	54.8			
	5 people	11	8.9			
5. level of education	Under college	42	33.9			
	College graduate	66	53.2			
	Graduate school	16	12.9			
6. Jobs	Manager	14	11.3			
	Expert	12	9.7			
	Office worker	24	19.4			
	Service worker	34	27.4			
	Sales person	10	8.1			
	Skill worker	1	.8			
	Simple labor worker	3	2.4			
7. House ownership	Unemployed(college students, etc.)	26	21.0			
	None	49	39.5	1.77	0.756	0.571
	One house owner	59	47.6			
	Two houses owner	12	9.7			
Own more than 3 houses	4	3.2				
8. Monthly income	2 million Korean won or less	32	25.8	237만원	1,144	1.308
	2 to 4 million Korean won	48	38.7			
	4 to 6 million Korean won	10	8.1			
	Over 6 million Korean won	34	27.4			

4.2 Multiple Regression Analysis Results

Based on the established hypothesis, the multiple regression analysis resulted in the following. The Durbin-Watson statistic ranges from 0 to 4, with a value closer to 2 indicating that the variables used in the multiple regression model are appropriate.

Regarding the significance probability, if it is less than 0.05, it indicates that at least one of the independent variables has an effect on the dependent variable, and the hypothesis is accepted.

Table 3. Multiple regression analysis result

Category	Path	Non-Standardization Coefficient		standardizati on factor	t	P (significanc e level)	F(p)	Durbin- Watson
		β	standard error	β				
Research Hypothesis 1								
H1-1	Parents → Attitude	0.185	0.071	0.231	2.622	0.100	6.874	1.666
H1-2	Spouse → Attitude	0.180	0.048	0.319	3.723	0.000	13.863	1.082
H1-3	Children → Attitude	0.170	0.045	0.327	3.821	0.000	14.597	1.834
H1-4	Friend → Attitude	0.132	0.074	0.160	1.787	0.076	3.194	1.793
H1-5	Real estate agent → Attitude	0.083	0.064	0.117	1.304	0.195	1.699	1.813
H1-6	Parents → Subjective norms	0.034	0.091	0.033	0.369	0.713	0.136	1.390
H1-7	Spouse → Subjective norms	0.156	0.062	0.221	2.503	0.014	6.264	1.423
H1-8	Children → Subjective norms	0.164	0.057	0.250	2.857	0.005	8.161	1.401
H1-9	Friend → Subjective norms	0.347	0.089	0.333	3.896	0.000	15.177	1.410
H1-10	Real estate agent → Subjective norms	0.081	0.081	0.090	1.000	0.319	0.999	1.409
Research Hypothesis 2								
H2-1	Attitude → Behavioral intentions	0.791	0.104	0.568	7.617	0.00	58.002	1.541
H2-2	Subjective norms → Behavioral intentions	0.470	0.091	0.424	5.173	0.00	26.775	1.337

Looking at the results for hypothesis 1, the Durbin-Watson values for the relationship between spousal influence and attitude towards housing transactions(1.082), children's influence and attitude towards housing transactions(1.834), children's influence and subjective norms for housing transactions (1.401), and friend's influence and subjective norms for housing transactions (1.410) are all close to 2, indicating significance in the regression model.

The p-values for these relationships, between spouse influence and attitude towards housing transactions(0.000), children's influence and attitude towards housing transactions(0.000), children's influence and subjective norms for housing transactions (0.005), and friend's influence and subjective norms for housing transactions (0.000), are all close to 0, indicating significance.

For hypothesis 2, the Durbin-Watson values for the relationship between attitude towards housing transactions and behavioral intentions for housing transactions (1.541) and between subjective norms for housing transactions and behavioral intentions for housing transactions (1.337) are both close to 2, indicating significance in the regression model.

As shown in figure 2, the p-values for these relationships, between attitude towards housing transactions and behavioral intentions for housing transactions (0.000) and between subjective norms for housing transactions and behavioral intentions for housing transactions (0.000), are both significant.

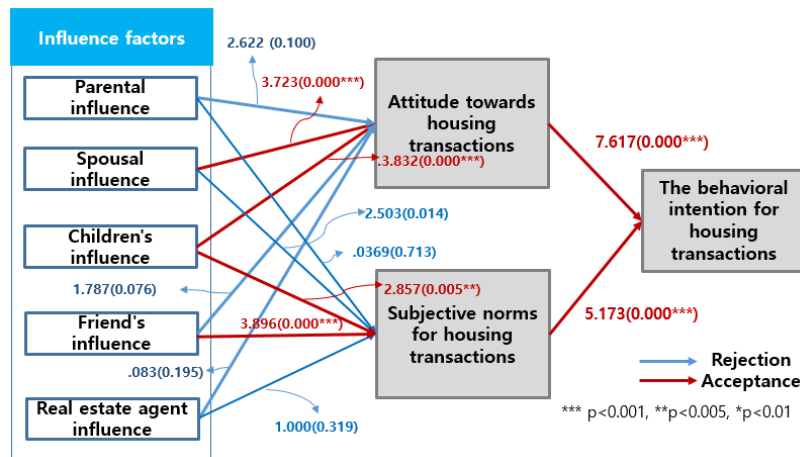


Figure 2. The hypothesis results

4.3 The hypothesis testing results

The hypothesis testing results of this study are as follows. In research hypothesis 1, the influence of spouse and children provides a positive effect on attitude towards housing transactions. In addition, children and friends provide a positive influence on subjective norms for housing transactions. Attitude towards housing transactions provides a positive influence on behavioral intentions for housing transactions, while housing purchase subjective norms provide a positive influence on behavioral intentions for housing transactions well.

Table 4. Research hypotheses results

Category	Hypothesis	Result
Influential factors and attitudes towards housing transactions		
H1-1	Parental influence will have a positive (+) effect on attitudes towards housing transactions.	rejection
H1-2	Spousal influence will have a positive (+) effect on attitudes towards housing transactions.	acceptance
H1-3	Children's influence will have a positive (+) effect on attitudes towards housing transactions.	acceptance
H1-4	Friend's influence will have a positive (+) effect on attitudes towards housing transactions.	rejection
H1-5	Real estate agent's influence will have a positive (+) effect on attitudes towards housing transactions.	rejection
Influential factors and subjective norms towards housing transactions		
H1-6	Parental influence will have a positive (+) effect on subjective norms towards housing transactions.	rejection
H1-7	Spousal influence will have a positive (+) effect on subjective norms towards housing transactions.	rejection
H1-8	Children's influence will have a positive (+) effect on subjective norms towards housing transactions.	acceptance
H1-9	Friend's influence will have a positive (+) effect on subjective norms towards housing transactions.	acceptance
H1-10	Real estate agent's influence will have a positive (+) effect on subjective norms towards housing transactions.	rejection
Relationship between attitudes towards housing transactions, subjective norms, and behavioral intention		
H2-1	Attitudes towards housing transactions will have a positive (+) effect on behavioral intention.	acceptance
H2-2	Subjective norms towards housing transactions will have a positive (+) effect on behavioral intention.	acceptance

4.3 Mediating effect analysis result

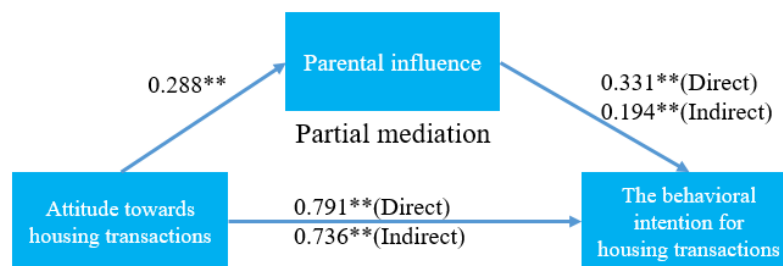
The conditions for testing the mediating effect are as follows: 1) the independent variable should have a significant effect on the mediating variable, 2) the independent variable should have a significant effect on the dependent variable, and 3) the mediating variable should have a significant effect on the dependent variable. Based on the results of the hypothesis testing in this study, the following mediating effects were identified.

Table 5. Mediating effect result

Mediating effect		Total effect	Direct effect	Indirect effect	Result
Parents	→	0.288** (p=0.000)	0.288** (p=0.000)	0	partial mediation
	→	0.331** (p=0.000)	0.331** (p=0.000)	0.194** (p=0.000)	

** Correlation coefficient is significant at the $p < 0.01$ level (two-tailed)

The parental influence factor has a partial mediating effect on the relationship between attitude towards housing transactions and behavioral intentions for housing transactions. The significant p-value (.000) for the influence factor is less than 0.05, as well as the significant p-value (.000) for attitude towards housing transactions and its significant p-value (.000) less than 0.05, indicating a partial mediating effect. In other words, the parental factor has a partial mediating effect between attitude towards housing transactions and behavioral intentions for housing transactions.



** The correlation coefficient is significant at the $p < 0.05$ level (two-tailed)

Figure 3. The mediate result

4.4 Discussion

Spouse and children were found to affect the attitude towards housing transactions, while children and friends affected their subjective norms for housing transactions. In particular, it was found that unmarried individuals under 40 years of age and those with lower income are more influenced by their parents. Additionally, the study found that the impact of factors differs based on age and income. Younger individuals are more dependent on their parents or friends, while high-income earners have a stronger intention to buy a house. Moreover, the study found that those who do not own a house are more willing to buy a house, and high-income earners are more proactive in house buying.

Finally, the study found that the influence of children as a factor is relatively low. This result is consistent with previous studies conducted in Saudi Arabia [3] and Thailand [23], which also found that children have a limited impact on house buying intentions. This suggests that the importance of children's educational environment and other related factors may be overstated.

5. Conclusion and recommendation

5.1 Conclusion

The purpose of this study was to analyze the factors that affect the decision-making process of house buyers in the real estate market based on their personal characteristics. The study reconstructed the rational action theory model to fit the characteristics of house buying, and used factors such as attitude and subjective norms of house buyers as variables. Additionally, the study added the influence of licensed real estate agents as a factor. Using the theory of reasoned action, the study provides the following conclusions about the factors that influence house transactions:

In conclusion, the study confirms that house buying intentions are influenced by various factors, including personal characteristics, attitudes, and subjective norms. The study also suggests that the infrastructure for children is an important factor to consider when purchasing a house, and that environmental factors such as continuous persuasion and information in the surrounding area can strengthen house buying desires. This highlights the importance of understanding the psychological factors of house buyers in the real estate market.

5.2 Limitations

The present study has the following limitations: first, the survey was conducted only on individuals residing in the metropolitan area, which implies sampling limitations. Second, the housing market is influenced by various factors such as finance and government policies, thus the study on personal influencing factors has limitations in examining only a subset of factors within the housing market.

5.3 Future research

This study focuses on exploring the psychological factors of buyers when purchasing a house. Therefore, personal preferences and attitudes are some of the influencing factors in real estate transactions, which are heavily influenced by financial and government policies. There are various factors that can affect these preferences, such as the economic, institutional, and technological environment of the real estate market, as well as the buyer's psychological changes and attitudes. Thus, a study that considers various complex factors simultaneously, such as the economic environment, is needed.

References

- [1] Housing Finance Research Institute of Korea Housing Finance Corporation, Previous paper. pp.1-32, 2015
- [2] Woo-jong Lee, Jae-young Lee, Dong-min Shin, "A Study on Consumer Preference Characteristics of Housing Sales in the Metropolitan Area," Korea Land and Urban Planning Association, Vol. 38, No. 3, pp.135-146, 2023.
- [3] Al-Nahdi, Tawfik Salah, Shakeel A. Habib, Abu Hassan Abu Bakar, Mohammed Salem Bahklah, Omar Hassan Ghazzawi, and Hussein A. Al-Attas. "The effect of attitude, dimensions of subjective norm, and perceived behavior control, on the intention to purchase real estate in Saudi Arabia." *International Journal of Marketing Studies* 7, no. 5, 120, 2015.
- [4] Eui-cheol Chung, "Study on Housing Occupancy Types and Housing Type Selection of Urban Households", *Housing Research*, Korea Housing Society, Vol. 10, No. 1, pp.5-31, 2002
- [5] Ajzen, I. *Understanding attitudes and predicting social behavior* / Icek Ajzen, Martin Fishbein. Englewood Cliffs, N.J: Prentice-Hall, 1980.
- [6] Ajzen, Icek. "The theory of planned behavior." *Organizational behavior and human decision processes*, 50, no. 2, 179-211, 1991
- [7] Pavlou, Paul A., and Mendel Fygenon. "Understanding and predicting electronic commerce adoption: An extension of the theory of planned behavior." *MIS quarterly*, 115-143, 2006
- [8] Moan, Inger Synnøve, and Jostein Rise. "Quitting Smoking: Applying an Extended Version of the Theory of Planned Behavior to Predict Intention and Behavior 1." *Journal of Applied Biobehavioral Research* 10, no. 1, 39-68, 2005.

- [9] Han, Heesup, Li-Tzang Jane Hsu, and Chwen Sheu. "Application of the theory of planned behavior to green hotel choice: Testing the effect of environmental friendly activities." *Tourism management* 31, no. 3 325-334, 2010.
- [10] Chaudhary, Amar Kumar. "Impact of behavioral finance in investment decisions and strategies—a fresh approach." *International journal of management research and business strategy* 2, no. 2, 85-92, 2013.
- [11] Ward, Scott. "Consumer socialization." *Journal of consumer research* 1, no. 2, 1-14, 1974.
- [12] Levy, D., & Lee, C. K.-C., "The influence of family members on housing purchase decisions", *Journal of Property Investment & Finance*, 22(4), 320-338. doi: 10.1108/14635780410550885
- [13] Bedway, B., "How to help your kids buy a house". *Money*, 25(11), B7, 1996.
- [14] Gengler, A., "The Best Way to Help Your Kid Buy a Home", *Money*, 39(11), 51-52, 2010.
- [15] Qualls, W. J., "Sex Roles, Husband-Wife Influence, and Family Decision Behavior", *Advances in Consumer Research*, 11(1), 270-275, 1984.
- [16] Chaudhary, M., "Role of children in the family buying process", 190, 2013.
- [17] Gillani, F., "Impact of Peer Pressure and Store Atmosphere on Purchase intention", *An Empirical Study on the Youngsters in Pakistan*, 2012.
- [18] Rao, Akshay R., Terry L. Childers, and Shantanu Dutta., "Theoretical perspectives on intergenerational influences in consumer behavior", Working paper, Department of Marketing, University of Minnesota, 271 19th, 1991.
- [19] Kotler, P., & Keller, K. L., *Marketing management: Pearson Prentice Hall*, 2012.
- [20] Ajzen, I., "Understanding attitudes and predicting social behavior", Icek Ajzen, Martin Fishbein. Englewood Cliffs, N.J: Prentice-Hall, 1980.
- [21] Ajzen, Icek. "The theory of planned behavior." *Organizational behavior and human decision processes* 50, no. 2, 179-211, 1991.
- [22] George, J. F., "The theory of planned behavior and Internet purchasing. *Internet Research*", 14(3), 198-212. doi: 10.1108/10662240410542634, 2004.
- [23] Sangkakoon, Polek, Atcharawan Ngarmyarn, and Supeecha Panichpathom., "The influence of group references in home purchase intention in Thailand." *IDEAS Working Paper Series from RePEs*, St. Louis , 2014.