Elucidating the drivers of residential mobility and housing choice behaviour in a suburban township via push–pull–mooring framework

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Abstract
This study applies the "push–pull–mooring" model of migration to explain home purchase intention in a suburban township. "Push" effects include dissatisfaction and high housing costs in one’s current neighbourhood ("the origin"). "Pull" effects were consumers’ perceived value of the suburban township ("the destination"), which encompassed price, functional, emotional, social, symbolic, and Feng Shui aspects. Relocation costs and alternative township’s attractiveness were hypothesized as “mooring” effects that negatively impact purchase intention as well as moderate the push and pull effects. 179 valid responses from prospective home buyers were analysed using partial least squares structural equation modelling (PLS-SEM). Pull effects were found to exert a positive influence while mooring and push effects exert a negative influence on purchase intention. Moderation effects of the mooring factors were found to be not significant in this context. This study offers several interesting implications for researchers and marketing practitioners in the real estate industry.

Keywords Push–pull–mooring · Home purchase intention · Residential mobility · Housing choice behaviour · Attractiveness of alternatives · Feng Shui · Switching barriers · PLS-SEM

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