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'Marketing Management'**

# **Predicting Algerian Consumers' Purchase Intention for Real Estate Apartments through Consumer Behavior Factors**

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# Abstract

In the Algerian real estate market, understanding consumer behavior and purchase intentions is imperative for designing tailored offerings. This study aims to predict purchase intentions utilizing the Theory of Planned Behavior (TPB) model. Through quantitative analysis, including a sample size of 399 Algerian consumers, the research investigates the impact of attitudes, subjective norms, and perceived behavioral control on purchase intention. The results not only confirm the significant influence of attitudes and perceived behavioral control on purchase intentions but also reveal property location as an additional significant factor influencing Algerian consumers' purchase intentions. This study provides actionable insights for real estate developers to refine marketing strategies in response to consumer preferences and market dynamics, addressing the specific needs of the Algerian market.

**Keywords :** Purchase intention, consumer behavior, Theory of Planned Behavior, Algerian real estate market, real estate developer.

# Résumé

Dans le marché immobilier algérien, la compréhension du comportement des consommateurs et de leurs intentions d'achat est essentielle pour concevoir des offres sur mesure. Cette étude vise à prédire les intentions d'achat en utilisant le modèle de la Théorie du Comportement Planifié (TPB). À travers une analyse quantitative, comprenant un échantillon de 399 consommateurs algériens, la recherche examine l'impact des attitudes, des normes subjectives et du contrôle comportemental perçu sur l'intention d'achat. Les résultats confirment non seulement l'influence significative des attitudes et du contrôle comportemental perçu sur les intentions d'achat, mais révèlent également que l'emplacement de la propriété est un facteur supplémentaire significatif influençant les intentions d'achat des consommateurs algériens. Cette étude offre des perspectives exploitables aux promoteurs immobiliers pour affiner les stratégies marketing en réponse aux préférences des consommateurs et aux dynamiques du marché, répondant ainsi aux besoins spécifiques du marché algérien.

**Mots-clés :** Intention d'achat, comportement des consommateurs, Théorie du Comportement Planifié, marché immobilier algérien, promoteur immobilier.

## ملخص

في سوق العقارات الجزائري، فهم سلوك المستهلكين ونوايا الشراء أمر حاسم لتصميم عروض مخصصة. تهدف هذه الدراسة إلى توقع نوايا الشراء باستخدام نموذج نظرية السلوك المخطط (TPB) من خلال التحليل الكمي، بما في ذلك عينة تضم 399 مستهلكاً جزائرياً، تفحص البحث تأثير المواقف والمعايير الشخصية والتحكم السلوكي المنظور على نية الشراء. لا تؤكد النتائج فقط التأثير الكبير للمواقف والتحكم السلوكي المنظور على نوايا الشراء، بل تكشف أيضاً أن موقع العقار يعتبر عامل إضافي مهم يؤثر على نوايا الشراء للمستهلكين الجزائريين. توفر هذه الدراسة رؤى قابلة للتطبيق لمطوري العقارات لتحسين استراتيجيات التسويق استجابة لتفضيلات المستهلكين وديناميات السوق، معالجة الاحتياجات الخاصة للسوق الجزائري.

**كلمات مفتاحية :** نية الشراء، سلوك المستهلك، نظرية السلوك المخطط، سوق العقارات الجزائري، مطور عقاري.

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# Abbreviations list

**AADL:** (Agence Nationale de l'Amélioration et du Développement du Logement)

**ATB:** Attitude Toward a Behavior

**BI:** Brand Image

**CR:** Corporate Reputation

**ETH:** Expenses and Timely Handover

**FC:** Financial Considerations

**IF:** Inside Fittings

**LPA:** (Logement Promotionnel Aidé)

**LPL:** (Logement Public Locatif)

**LPP:** (Logement Promotionnel Public)

**LSP:** (Logement Social Participatif)

**PBCo:** Perceived Behavioral Control

**PD:** Project Duration

**PF:** Project Facilities

**PL:** Property Location

**PPQ:** Perceived Physical Quality

**SN:** Subjective Norms

**VSP:** (Vente sur Plan)

# **General Introduction**

The global real estate sector stands as a significant contributor to the economy, with a diverse range of residential and commercial properties catering to varied consumer needs. This market is characterized by a mix of government-backed initiatives, private developments, and cooperative housing programs, each tailored to address specific market demands (Kabir & Jamal, 2023). Recent years have witnessed substantial growth in the sector, driven by factors such as urbanization, demographic shifts, and technological advancements (Pham Dinh et al., 2022). This growth underscores the vital role of real estate, including apartments and houses, in fulfilling human needs and offering opportunities for investment, security, and shelter (Ticoalu & Tielung, 2015). Nevertheless, the real estate sector is not without its challenges. Real estate developers worldwide, including those in the Algerian market, face stiff competition ([www.savills.com](http://www.savills.com)). In this highly competitive landscape, comprehending consumer behavior becomes imperative for developers to remain relevant and effectively sell their properties. The complexity of consumer behavior has led scholars to diverge on a singular model or theory capable of fully explaining these decisions (Judge et al., 2019). Employing a single model to elucidate buyers' purchase intentions for various apartment types and consumer categories presents a formidable challenge. However, In the realm of real estate, the Theory of Planned Behavior (TPB) offers valuable insights into the motivations, attitudes, and social influences shaping consumers' purchasing decisions (Septiani and Persada, 2020). By grasping these factors, real estate developers can customize their marketing strategies and offerings to better align with the evolving needs and preferences of consumers (Ajzen, 2020).

### **Context Of The Study :**

The real estate development market globally faces numerous challenges, including economic fluctuations, regulatory changes, and the need to adapt to shifting consumer preferences. These challenges are particularly pronounced for real estate developers, who must navigate intense market competition to succeed. [www.weforum.org](http://www.weforum.org)

In Algeria, the real estate market presents a similar landscape of competition. The market is characterized by a diverse array of housing options, with government-backed programs like AADL, LPA, and LPP offering affordable, subsidized, and upscale apartments, respectively. Additionally, initiatives like VSP, LSP, and LPL provide pre-construction purchase options, cooperative housing, and rental properties to cater to various needs [www.mhuv.gov.dz](http://www.mhuv.gov.dz). This abundance of options can make it challenging for developers to differentiate their offerings and attract buyers.

To successfully navigate challenges in the real estate sector, a profound comprehension of purchasing behavior is pivotal. According to this various specialized models, such as the Theory of Planned Behavior (TPB) and other conceptual frameworks, have been devised to decode consumers' decision-making processes in this domain (Ahmed, 2024). These models offer a comprehensive insight into the motivations, attitudes, and social influences that shape purchasing decisions, elucidating key factors guiding consumer intentions.

This deep understanding of consumer behavior empowers developers to craft highly targeted marketing strategies, precisely tailored to address the evolving needs of consumers. It serves as a cornerstone for maintaining competitiveness in the dynamic real estate market. By delving into consumer behavior within the real estate sector, developers uncover valuable insights to strategically shape their offerings. Armed with this profound understanding, they adeptly meet market demands, ensuring their offerings remain relevant and appealing to potential buyers

### **Problem Statement :**

Numerous countries, including Saudi Arabia (Al-Nahdi et al., 2015), Turkey (Nakip and Gökmen, 2019), Dubai (Moawad, 2023), Surabaya (Septiani and Persada, 2020), and Vietnam (Pham Dinh et al., 2022), have conducted extensive research to comprehend the factors influencing consumer purchase intentions across diverse sectors, particularly in real estate. These studies have identified crucial determinants of consumer behavior and purchase intentions, enabling businesses to better understand customer expectations and refine their marketing strategies. Yet, in Algeria, there exists a notable dearth of comparable research within the real estate domain. Gaining insights into the behavioral patterns and purchase intentions of Algerian consumers in this sector is paramount for property developers aiming to adeptly customize their offerings and strategies to meet the distinct demands of this market segment.

Therefore, the central question of our research is: « **What are the key factors influencing consumer behavior and purchase intentions of apartments from property developers in Algeria?** »

### **The objectives of the study :**

The primary objective of this research is to examine the factors influencing consumer behavior and purchase intentions in the Algerian real estate market. The study will specifically focus the Theory of Planned Behavior (TPB), the study seeks to understand attitudes, subjective norms, perceived behavioral control, and intentions related to purchasing apartments from property developers in Algeria. Specifically, the study aims to achieve the following objectives:

1. Investigating the factors that influence consumer behavior and purchase intentions in the Algerian real estate market, with a focus on the Theory of Planned Behavior (TPB).
2. Analyzing Algerian consumers' attitudes towards purchasing apartments from property developers, as measured by the Attitude Toward Behavior (ATB) construct.
3. Examining the subjective norms influencing purchase intentions among Algerian consumers, as assessed through the Subjective Norms (SN) construct.
4. Assessing the perceived behavioral control of Algerian consumers regarding their intentions to purchase apartments, utilizing the Perceived Behavioral Control (PBC) construct.
5. Gauging the purchase intentions of Algerian consumers towards buying apartments from property developers, as determined by the Purchase Intention (PI) construct.
6. One of our objectives is to deliver the results in a practical way, offering a general model for all developers. Hasnaoui Developer, in particular, can use this model to better understand consumer needs and facilitate apartment purchases.

Through these objectives, the study aims to provide valuable insights into the factors influencing consumer behavior and purchase intentions in the Algerian real estate market. By delving into various aspects of consumer behavior, preferences, and decision-making processes, the research contributes to a better understanding of the dynamics within this sector.

**Originality :**

This thesis is original in its application of the Theory of Planned Behavior (TPB) to the Algerian real estate market. While TPB has been widely used in various consumer behavior studies, its application to real estate purchase intentions in Algeria is novel. This study will provide a pioneering analysis of how attitudes, subjective norms, and perceived behavioral control influence purchase intentions in this specific market context. Additionally, the focus on Hasnaoui Developer adds a unique case study element that has not been previously explored in the literature.

**Rationale of the Study :**

The Algerian real estate market lacks comprehensive studies on consumer purchase intentions, unlike other regions where such research has provided valuable insights. This study aims to fill this gap by examining the factors influencing Algerian consumers' decisions to buy apartments using the Theory of Planned Behavior (TPB). Understanding these factors will help property developers better meet consumer needs, enhance their marketing strategies, and predict consumer behavior more accurately. Additionally, the study will contribute to academic literature, providing a foundation for future research in this area.

**Choice of Theme :****Subjective Reason:**

Our choice of this research theme is primarily linked to our specialization in 'Marketing Management.' This field has equipped us with the theoretical knowledge and analytical skills necessary to explore consumer behavior in depth. Our interest in understanding how psychological and social factors influence purchasing decisions aligns perfectly with the objectives of this study. By focusing on the Algerian real estate market, we aim to apply and extend our expertise in a practical and meaningful context.

**Objective Reason :**

The real estate sector is a crucial part of Algeria's economy, yet there is a notable lack of comprehensive studies addressing consumer behavior within this market. By applying the Theory of Planned Behavior (TPB) to understand the factors influencing purchase intentions, our research seeks to fill this gap. Furthermore, we aim to contribute to the development of this theory through our study and findings, potentially paving the way for future research and the creation of a comprehensive model that can be utilized in Algeria.

**Host Organization :**

The research will be conducted in collaboration with Hasnaoui Developer, a prominent property development company in Algeria. This partnership will provide access to valuable data and insights from consumers, enabling a thorough analysis of the factors influencing their purchase intentions. By teaming up with Hasnaoui Developer, we ensure the research findings are not only theoretically grounded but also practically relevant and applicable within the context of the real estate industry.

## **Research epistemology :**

### **Epistemological Posture :**

In our research pursuit, we embrace a positivist epistemological stance, aligning with the belief that objective truth can be attained through systematic observation and empirical verification. Positivism, as articulated by Tekin and Kotaman (2013), prioritizes the objective pursuit of truth, facts, and laws. This epistemological orientation resonates with our endeavor to investigate consumer behavior dynamics within the Algerian real estate market.

The adoption of positivism is rooted in the nature of our inquiry, which traverses from a broader theoretical framework to a specific empirical context. We embark on our investigation with the Theory of Planned Behavior (TPB) as our theoretical foundation, seeking to discern its impact on purchase intentions among Algerian consumers. By adhering to a positivist perspective, we aim to uphold objectivity in our research process, facilitating the isolation of personal values from factual data.

### **Approche Epistemologique :**

Our chosen approach to epistemology is characterized by a deductive methodological stance, strategically employed to navigate from theoretical abstractions to empirical observations. Deductive research, as emphasized by Streefkerk (2019), necessitates the formulation and testing of hypotheses derived from existing theories. In our study, hypotheses derived from the TPB serve as the guiding framework for our investigation into consumer behavior in the Algerian real estate market.

The rationale behind adopting a deductive approach lies in our endeavor to bridge theoretical insights with practical observations. We transition from the general propositions of the TPB to the specific context of Algerian consumer behavior, aiming to validate and refine theoretical constructs within a real-world setting. By aligning our research design with a deductive approach, we ensure methodological rigor and systematic hypothesis testing, enhancing the reliability and validity of our findings.

**Methodological approach/ Research methodology**

Our methodology involved a comprehensive literature review to identify factors influencing purchase intentions in the real estate sector. Drawing from this research, we developed a structured questionnaire based on these factors. Employing a quantitative approach, we conducted a cross-sectional study by administering the questionnaire to a sample of 399 Algerian consumers. The data collected was then analyzed using statistical software, specifically SPSS, to derive a predictive model.

# **Chapter 01 : THEORETICAL FRAMEWORK**

**Section 01 :**  
**Literature review**

## **Literature review**

The real estate sector, deeply intertwined with global urbanization trends, has evolved into a pivotal arena for urban capital investment (Kabir and Jamal, 2023). Amidst a proliferation of real estate ventures, especially in apartment construction, challenges like escalating costs and supply-demand imbalances persist (Pham Dinh et al., 2022). These challenges underscore the critical necessity of aligning property pricing with consumer purchase intentions, thereby driving market dynamics. Additionally, integrating consumer behavior concepts into housing research enhances our understanding of decision-making within housing contexts (Sridevi and Padmaja, 2021). Factors such as high costs, infrequent purchases, and perceived risks significantly influence individual decision-making, emphasizing the importance of analyzing buyer behavior for marketers (Le-Hoang, 2020).

To effectively navigate these challenges, a holistic and strategic approach is imperative. Recent research emphasizes the paramount importance of discerning and addressing consumer needs, which encompass factors like affordability, location, safety, and sustainability (Ezennia and Hoskara, 2019). Furthermore, understanding why consumers opt for specific products or services enables companies to tailor marketing strategies effectively, considering aspects such as brand loyalty, preferred locations, and budget considerations (Le Hoang, 2020).

It is crucial to acknowledge the fundamental divergence between consumer behavior in real estate and other sectors. Unlike business buyers procuring goods for production, individuals and households engage in property acquisition for deeply personal and intrinsic purposes (Gajera & Malek, 2018). Thus, individuals embark on a multifaceted journey of identifying needs, exploring options, and selectively choosing brands or products within the intricate landscape of real estate decisions (Nguyen Minh et al., 2023). This understanding is pivotal, as intention plays a key role in determining actual behavior (Al-nahdi et al., 2015). As highlighted by marketing expert Faruk Sarker, "The human mind doesn't work in a linear way," underscoring the complexity inherent in comprehending and predicting consumer behavior.

Theoretical frameworks such as the Theory of Buyer Behavior Model, the Theory of Reasoned Action (TRA), and the Theory of Planned Behavior (TPB) have been proposed and developed to analyze factors influencing consumer decision-making and predict purchase intentions.

The forthcoming section will delve into the chosen theoretical framework and argue its suitability for analyzing consumer behavior in the real estate sector.

### **Exploring Behavioral Models in Real Estate Studies :**

Interest in purchasing behavior in real estate began with the theory of buyer behavior proposed by Howard in 1963 and expanded by Howard and Sheth, integrates social, psychological, and marketing influences on consumer choice, aiming to create a versatile model applicable to various buying scenarios, hence the use of "buyer" instead of "consumers" to encompass commercial purchases (Manuere et al.,2022). Chia et al. (2016)

Then Fishbein and Ajzen formulated the Theory of Reasoned Action (TRA) in 1975, emphasizing how beliefs shape attitudes, intentions, and behaviors. TRA, stemming from attitude theory, includes constructs like behavioral intention, attitude, and subjective norm (Al-Nahdi et al. 2015b).

However, researchers believe that previous theories related to human behavior are limited, as it assumed that human behavior is solely due to cognitive control. Therefore, it was suggested the Theory of Planned Behavior (TPB) was created to address this limitation (Pham dinh et al.,2022). As Icek Ajzen (2020) emphasizes TPB's precision in defining behavior, crucial for predicting shopping behaviors accurately, aligning with the principle of compatibility for enhanced marketers' insights. The theory emphasizes intention as pivotal in behavior, influenced by attitudes and subjective norms. Additionally, perceived behavioral control serves as a predictor, where alignment with actual control boosts the likelihood of action based on intentions, offering a comprehensive understanding of human behavior.( Hagger.2019)

Extending the Theory of Planned Behavior (TPB) to predict purchase decisions is notable for understanding purchase intention in consumer analysis. This extension incorporates three key determinants (Nguyen Minh et al.2023).

in the first, Attitude towards behavior, which includes considering the pros and cons of executing such behavior (Pham dinh et al.,2022), According to a study conducted by (Al-Nahdi et al 2015a ), they found that there is a strong correlation between a positive attitude and a higher purchase intention of real estate in Saudi Arabia. The study revealed that attitude plays a significant role in shaping purchase intention. Similarly, (Zhang et al 2020) found that attitude has a significant impact on behavior intention (BI) in China. Furthermore, a study conducted in Bangladesh showed a strong and stable relationship between attitude and buying intention, as reported by (Kamel et al. 2016).

Moving forward, subjective norms emerge as the second crucial determinant. These norms encapsulate personal intentions entwined with societal pressures, delineating the social context of decision-making (Pham dinh et al.,2022), a study led by Sharma and Akinwalere in 2023 in many countries such as Canada, the United Kingdom, and the United States underlines the substantial influence of subjective norms on investment decisions. Correspondingly, Le-Hoang et al. (2020) discovered in their research that subjective norms effectively elucidate buying intentions in Vietnam. However, a divergent perspective emerges from Al-Nahdi et al. (2015c) study conducted in Saudi Arabia, which yielded mixed results. While the influence of family members, friends, and reference groups manifested varied impacts, the reference group component stood out as the most influential factor, despite the inconclusive influence of other social spheres.

Lastly, the third determinant that also plays a crucial role in determining behavior is Perceived Behavioral Control Perceived behavioral control, alternatively termed cognitive-behavioral control, which involves self-efficacy or the capacity to act (Pham dinh et al.,2022). Investigative endeavors by Islam et al. in 2022 underscore its significant role as a determinant of purchase intention in Malaysia. Nonetheless, contrary findings from three of studies by Dwi Septiani et al. (2020), Nguyen Minh et al. (2023) and Al Nahdi et al.(2015b) challenge this notion, suggesting that perceived behavioral control doesn't exert a statistically significant impact on apartment purchasing decisions across diverse locales.

These nuanced findings underscore the multifaceted nature of consumer decision-making, where the influence of factors like self-efficacy and the capacity to act may vary significantly across different demographic segments and geographical settings.

Based on a range of studies, including research conducted by Judge et al. (2019), Ibrahim Moawad (2023), and Pham Dinh et al. (2022), it is evident that three independent variables—attitude, subjective norms, and perceived behavioral control—have positive correlations with the dependent variable, purchase intention. This convergence of findings highlights the consistent impact of these factors on shaping consumer behavior and emphasizes their significance in understanding purchase decisions.

Delving into the complexities of real estate purchasing behavior, a synthesis of studies provides valuable insights into the myriad factors influencing consumers' decisions, with property location emerging as a pivotal determinant. According to Nakip and Gökmen. (2019), the locality of a property stands as the primary determinant influencing real estate purchasing

behavior in Turkey. Similarly, Manoj P. K. (2014) underscores the significant impact of apartment location on customers' purchase decisions in India. Zinabu and Mitiku (2021) also highlight the critical role of location in Addis Ababa, Ethiopia. Additionally, Kumar and Khandelwal (2018) note that factors such as construction quality, ventilation, and proximity to amenities significantly shape homebuyers' preferences. Le-Hoang's studies in 2020 in Ho Chi Minh City, Vietnam, consistently reaffirm the crucial role of location in shaping purchase intentions. Kamal and Pramanik (2015) further demonstrate the profound effect of localization on attitudes towards purchasing apartments in Dhaka City. Overall, these studies collectively demonstrate the paramount importance of property location in driving real estate purchase decisions worldwide.

Shifting focus to the financial aspect, financial factors are identified as significant determinants of purchase intentions in various countries. Islam et al. (2022) indicate their importance in Bangladesh, while Le-Hoang (2020) finds similar results in Vietnam. Kebede, Zinabu, and Mitiku (2021) emphasize financial considerations in Ethiopia's emerging markets. Mollah et al. (2023) reveal the significant impact of apartment prices and sources of finance on purchase intentions in India, and Moawad (2023) highlights finance as a positive influencer in Dubai's residential real estate market.

Beyond location and finance, various other factors influence purchase intentions across different contexts. Perceived physical quality is crucial in Bangladesh (Islam et al., 2022), while brand image does not significantly influence apartment purchase intentions in Ho Chi Minh City, Vietnam (Le-Hoang et al., 2019). Factors such as expenses and timely handover of properties are pivotal in shaping buying preferences across countries (Mollah et al., 2023). Inside fittings impact apartment choice decisions, indicating their influence in diverse markets. Project facilities significantly relate to buying attitudes and intentions in Vietnam, emphasizing their role in consumer perceptions (Le-Hoang, 2020). Perceived quality positively affects decisions to buy apartments in Ho Chi Minh City (Minh et al., 2023), and corporate reputation is a significant influencer of purchase intentions in the same city (Le-Hoang, 2020). These results highlight the complexity of consumer behavior in real estate markets, influenced by unique factors specific to each country's socioeconomic and cultural landscape.

In conclusion, principles related to customer behavior are essential to the real estate industry. The evaluation provides insightful information about how different people decide what housing research to do. The core of this conversation is the Theory of Planned Behavior (TPB), an

essential framework for understanding consumer objectives, which focuses on perceptions of behavioral control, attitudes, and subjective norms. It is critical to recognize how these factors vary in their subtle effects on different people and situations. Consumer choice-making in the real estate market is nuanced and multifaceted, influenced by factors such as project facilities, geographical preferences, assessments of physical quality, and financial concerns. These variables differ in various real estate markets. Consequently, understanding the context around consumer behavior is imperative to properly assess consumer behavior and create customized marketing plans and policy interventions to navigate the ever-changing real estate market. The TPB is widely used by researchers in the real estate industry, attesting to its effectiveness in forecasting and comprehending consumer behavior in various contexts, including sustainable housing and investment choices. This highlights the TPB's usefulness as a robust framework for understanding consumers' purchasing intentions in the real estate sector, ultimately enhancing the efficacy of strategies and actions meant to raise standards in this intricate and developing field.

**Section 02 :**  
**CONCEPTUAL FRAMEWORK**

The real estate sector is a complex industry that is impacted by several factors, including purchase intention, consumer behavior stages and the Theory of Planned Behavior. For decades, scholars have studied the decision-making process of choosing an apartment in the real estate marketing literature, but due to the complexity of consumer behavior, they have not agreed upon a single model or theory that fully explains consumer decision-making. However, our extensive literature review has revealed that significant changes have occurred in the real estate industry, and certain market factors and variables have changed customers' attitudes and buying intentions, ultimately creating opportunities for real estate developers and marketers. Therefore, in this section of the conceptual framework, our goal is to develop a theoretical framework that integrates these key concepts to provide a structured lens for examining research hypotheses and empirical findings in subsequent chapters. By incorporating these insights and developing a conceptual framework, we aim to consolidate and enrich the literature review's findings to better understand the impact of purchase intention and its determinants on consumer behavior within the real estate sector.

### **Consumer behavior :**

Consumer behavior, which encompasses the various actions that individuals engage in when searching for, purchasing, using, evaluating, and disposing of products, services, and ideas to satisfy their needs, underscores the intricacies inherent in the consumer decision-making process, as well as its multidisciplinary nature. Despite the challenges in comprehending consumer buying behavior, as consumers may not always be fully cognizant of the factors influencing their purchasing decisions (Kamal and Pramanik, 2015), it fundamentally entails individuals striving to maximize utility and wealth within their budgetary constraints, with preferences gleaned from observed behaviors. Notably, experienced consumers, especially in realms like housing, exhibit more methodical decision-making processes, having cultivated stronger attitudes towards property types, locations, and investment values, thereby enhancing their ability to make logical choices, whereas novice buyers tend to be more susceptible to salesperson influence (Sridevi and Padmaja, 2021). Distinguishing consumer buyer behavior from business buyers who procure goods and services for production purposes, consumer buyer behavior centers on the purchasing actions of final consumers—individuals and households acquiring goods and services for personal consumption. This differentiation becomes particularly apparent in sectors like real estate, where home-buyers navigate intricate buying behaviors due to factors such as high costs, infrequent purchases, and perceived risks, necessitating a thorough exploration of alternatives (Gajera & Malek, 2018).

**Customer purchase intention :**

Intention, the intrinsic inclination towards acquiring a product or service, serves as the foundational drive preceding consumer behavior, embodying one's commitment to future actions (Islam et al., 2022). It encapsulates an individual's motivation, influenced by factors such as attitude, subjective norms, and perceived control over behavior (Nguyen Minh et al., 2023). In the realm of behavioral psychology, intention epitomizes an individual's expressed inclination to act, poised as a crucial precursor to behavior, thus underscoring its predictive significance in decision-making contexts like purchases (Le-Hoang et al., 2019; AL-Nahdi et al., 2015b). Customer Purchase Intention explores why customers gravitate towards a particular brand or product, elucidating their preferences and choices in purchasing (Hoe et al., 2018). This intention reflects consumers' readiness to buy, shaped by brand evaluations and signifying active decision-making in consumer behavior (Ticoalu and Tielung, 2015). Numerous factors, including personal characteristics, situations, emotions, and goals, intricately mold consumer purchase intention, especially observable within the real estate sector (Kabir and Zakia Jamal, 2023).

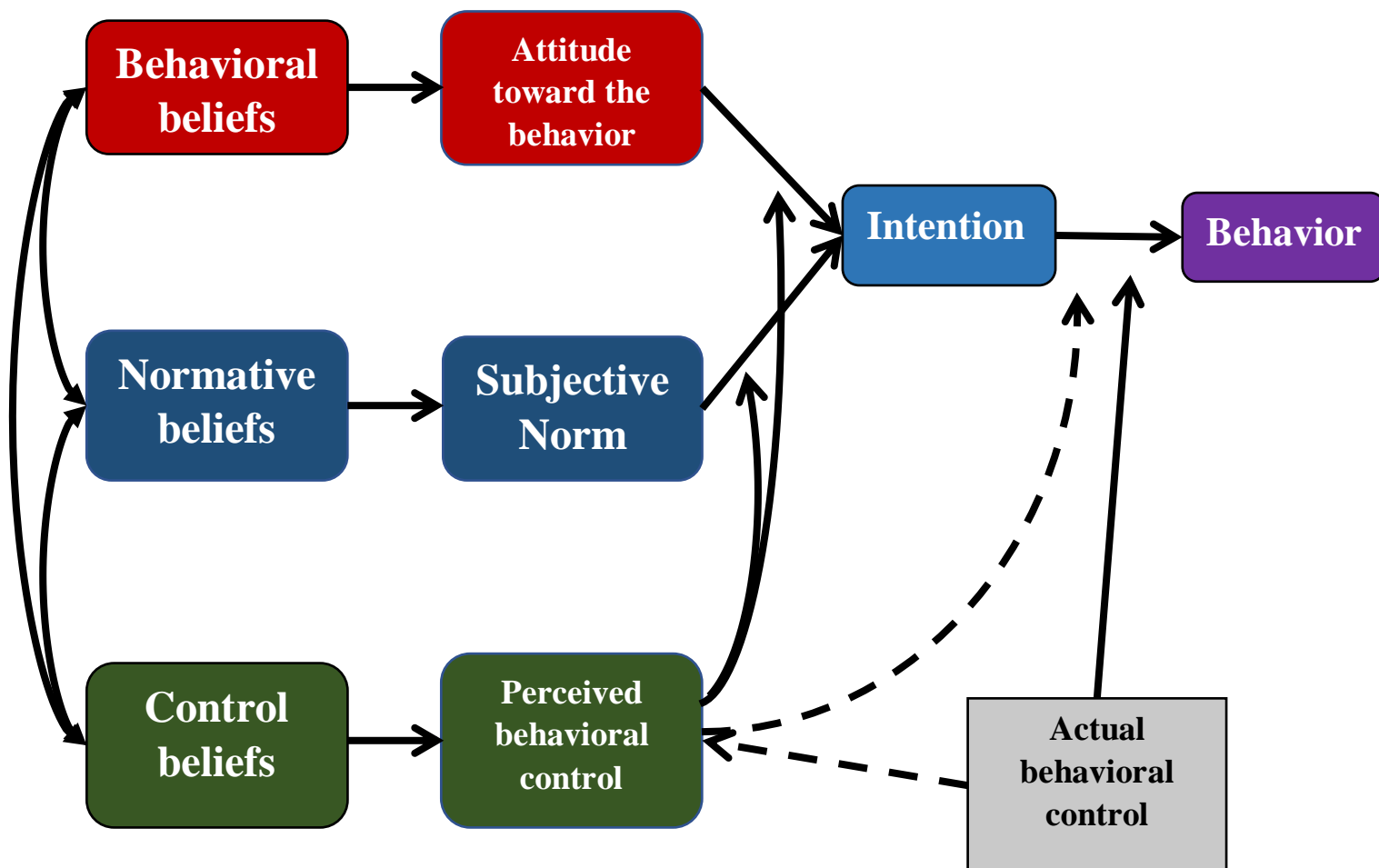
**The Theory of Planned Behavior (TPB) :**

The Theory of Planned Behavior (TPB) is an influential model in the realm of human behavior, building upon the Theory of Reasoned Action (TRA) by encompassing three key elements: behavioral beliefs, normative beliefs, and control beliefs. These components collectively shape an individual's intention to engage in a particular behavior. Behavioral beliefs foster attitudes, which in turn influence behavior, while normative beliefs reflect social pressures or subjective norms, and control beliefs pertain to perceived behavioral control. Consequently, an individual's behavior is influenced by subjective norms, attitudes, and perceived behavioral control, as posited by TPB (Kabir & Jamal, 2023). The TPB, formulated by Ajzen, stands as one of the most prominent theories in understanding human behavior, garnering considerable attention with approximately 5 million scholarly references on Google Scholar as of January 2023 (Ibrahim Moawad, 2023). It furnishes a framework for anticipating human actions or behaviors through the examination of their intentions and the factors influencing them. However, while TPB offers valuable insights into the relationship between intention and behavior, its efficacy in accurately predicting actual behavior has been subject to scrutiny. Ajzen acknowledges that although intention serves as a proximal indicator of behavior, the correlation between behavioral intention and actual behavior may not always be perfect, thus presenting a limitation of the theory (Ajzen, 2020). TPB, as an extension of TRA, plays a pivotal

role in predicting consumer behavior, particularly in the context of shopping decisions, thereby aiding marketers in forecasting shopping behaviors and crafting strategies to gain a competitive advantage in the market, making understanding purchase intention paramount in deciphering consumer behavior and decision-making processes (Nguyen Minh et al., 2023). Ajzen (2020) emphasizes the importance of defining the behavior of interest clearly within the TPB framework, encompassing the target behavior, the action involved, the context, and the time frame. This clarity ensures compatibility between all constructs in the theory and the behavior being analyzed, facilitating its application in diverse contexts and enabling researchers to gain deeper insights into human behavior.

Since its publication, the Theory of Planned Behavior (TPB) has received significant attention. The TPB model, developed by Ajzen, emphasizes the role of beliefs in human behavior and identifies three types of salient beliefs that impact behavioral intentions. These include behavioral beliefs, which influence attitudes towards the behavior, normative beliefs which are the underlying determinants of subjective norms, and control beliefs which provide the basis for perceptions of behavioral control. Ajzen has presented the TPB model in a diagrammatic form that clearly illustrates how these three predictors of intention interact with each other :

Figuer 01 : Theory of Planned Behavior Diagram



Source : ick Ajzen, 2019

As shown in the diagram, these beliefs play pivotal roles in shaping intentions toward certain behaviors. Now, the discussion transitions to a deeper exploration of these beliefs:

- **Behavioral Beliefs:** These link behavior to expected outcomes, reflecting the perceived likelihood of these outcomes. Accessible beliefs and the value of expected outcomes shape the attitude toward the behavior.
- **Normative Beliefs:** These reflect the perceived social pressure from significant others, like family and friends, to perform or not perform a behavior. The importance of these referents shapes the subjective norm.

- **Control Beliefs:** These involve perceived factors that could facilitate or impede behavior. The perceived power of these factors influences perceived behavioral control.
- **Actual Behavioral Control:** This refers to the actual skills, resources, and opportunities a person has to perform a behavior, influencing whether a favorable intention can lead to action.
- **Intention:** This indicates a person's readiness to perform a behavior and directly precedes the behavior. It is influenced by attitude, subjective norms, and perceived behavioral control.
- **Behavior:** This is the observable action in a given situation, influenced by intentions and perceived behavioral control. The stronger the perceived control, the more likely a favorable intention will result in behavior. (Icek Ajzen, 2019)

#### **Attitude toward a behavior :**

According to Ajzen, attitude is influenced by a person's engagement in corresponding behaviors, shaping their inclination towards those behaviors, and serving as a pivotal determinant of individual behavior and significantly impacting consumer intentions, particularly in purchasing durables (Al-Nahdi et al., 2015c). In consumer behavior, attitude encompasses an individual's holistic evaluation of specific objects, persons, or situations, Its importance is rooted in its ability to directly influence how consumers engage with products or services, influenced by factors such as personal beliefs, past experiences, social norms, and marketing messages, a positive attitude towards a brand often translates into purchase and advocacy, while a negative attitude may deter engagement and lead to the discouragement of others, moreover, attitude intertwines with intention, representing an individual's plan or motivation to engage in specific behaviors, in the context of real estate, one's attitude towards a property strongly influences their intention to purchase it, underscoring the crucial role of attitude in consumer decision-making processes (Pham Dinh et al., 2022), it reflects individuals' preferences or aversions towards actions or entities, forged by past behaviors, and significantly shapes repurchase intentions and decisions, extending to purchases of both durables and houses (Al-Nahdi et al., 2015b).

**H1:** Attitude toward behavior (ATB) positively influences purchase intention.

### **Subjective norm :**

Subjective norms are influenced by individuals' perceptions of societal pressures from significant people in their lives. These norms encompass beliefs about whether engaging in a behavior or abstaining from it will affect their intention to act. Normative beliefs, which can be injunctive or descriptive, play a role in shaping subjective norms. Injunctive beliefs reflect the perceived likelihood of a reference group expressing approval or disapproval of the behavior, while descriptive beliefs pertain to opinions about whether the behavior is commonly practiced (Ibrahim Moawad, 2023).

Research shows a positive correlation between subjective norms and behavioral intention, particularly in relation to luxury and real estate purchases, such as apartments. Subjective norms play a crucial role in influencing individuals' intentions to purchase apartments, indicating their significant impact on consumer behavior (Islam et al., 2022). Therefore, subjective norms, influenced by familial and social influences, represent customary beliefs that guide individuals' decisions about specific behaviors, including their intentions to engage in real estate transactions (Le-Hoang et al., 2019).

**H2:** Subjective norms positively influence purchase intention.

### **Perceived behavioral controls**

Perceived behavioral control pertains to an individual's belief in their capability and available resources to carry out a specific behavior in a given situation. This perception is shaped by various control beliefs, including factors such as time, financial resources, experience, and other resources that may either facilitate or impede an individual's engagement in a behavior (Ajzen, 2020).

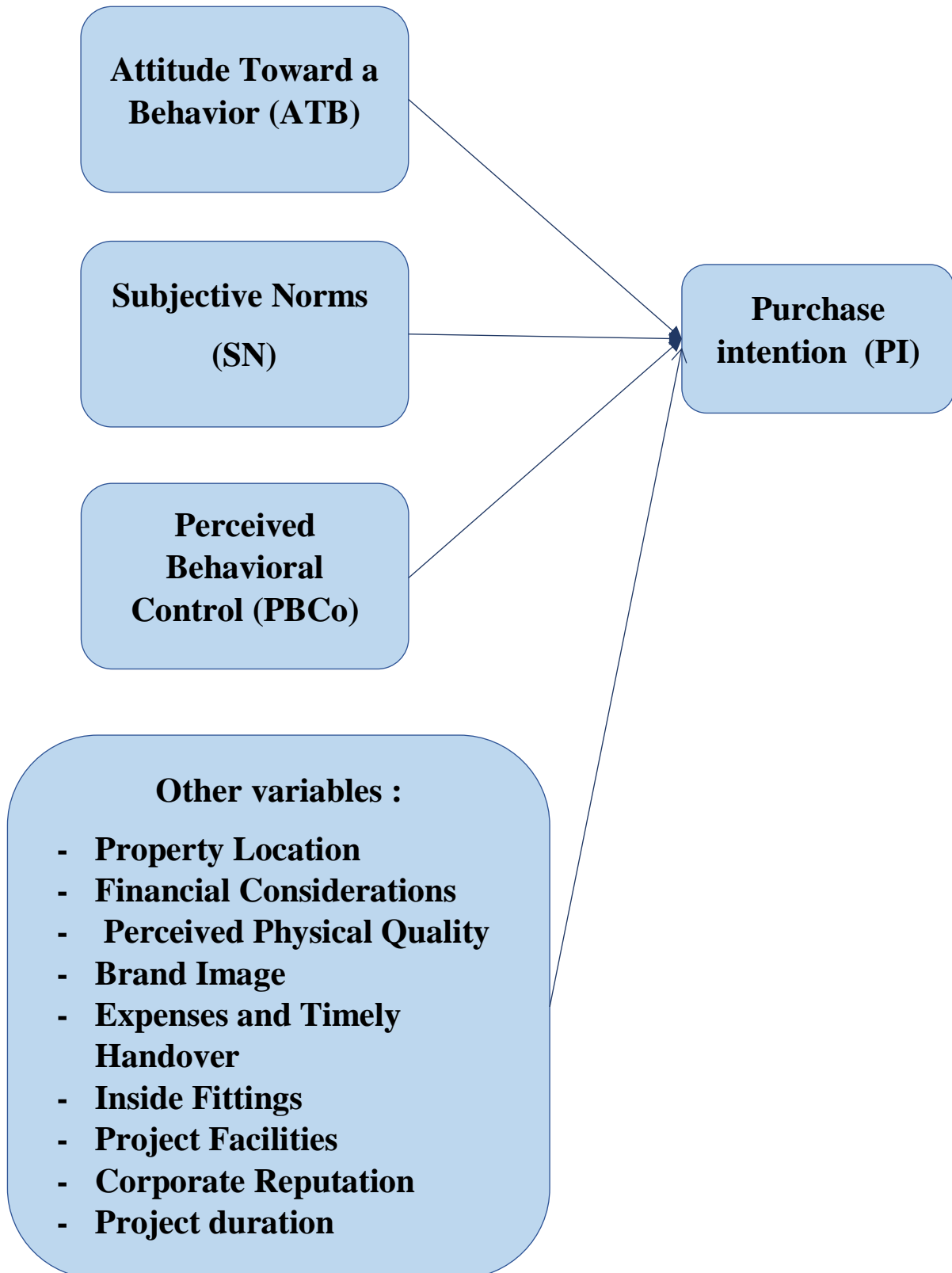
In the context of consumer behavior, perceived behavioral control pertains to an individual's perception of how easy or difficult it is to act on their interests, based on their beliefs about what they can and cannot control, encompassing various barriers and facilitators that can influence their decision-making process, and while individuals may believe their behavior determines outcomes, factors like time, money, product availability, skills, product knowledge, and previous purchases significantly affect their perceived behavioral control, additionally, the availability or scarcity of resources can influence consumer behavior, impacting factors such as consumer knowledge about the environment, cost, and the easy availability of eco-friendly sustainable real estate, ultimately shaping their purchase intention for this product (Sharma and Akinwalere, 2023).

**H3:** Perceived behavioral control positively influences purchase intention.

To analyze the purchase intention of real estate apartments in the Algerian market, we developed a conceptual framework based on the Theory of Planned Behavior (TPB) and previous research. This framework targets the Algerian real estate sector and aims to understand the factors influencing consumers' intentions to purchase.

The framework identifies three primary independent variables: Attitude towards Behavior (ATB), Subjective Norms, and Perceived Behavioral Control. Additionally, we included other variables from previous studies that have shown a relationship with purchase intention: Property Location - Nakip and Gökmen (2019), Financial Considerations - Islam et al. (2022), Perceived Physical Quality - Islam et al. (2022), Brand Image - Le-Hoang et al. (2020), Expenses and Timely Handover - Mollah et al. (2023), Inside Fittings - Mollah et al. (2023), Project Facilities - Le-Hoang (2020), Corporate Reputation - Le-Hoang (2020), Project Duration - Kamal and Pramanik (2015). These variables are crucial for understanding purchase intention, our dependent variable. We chose them based on findings from previous empirical studies to examine their relationship and impact. The conceptual framework can be visualized in the following diagrams:

Figure 02 : Conceptual Framework of the Study



Source : Developed through personal efforts

**Chapter 02 :**  
**METHODOLOGICAL CHAPTER**

**Section 01 :**  
**METHODOLOGY**

**Methodology :**

In this methodological chapter, our focus is on validating the pivotal theories highlighted in the literature review, particularly those concerning consumer behavior dynamics in apartment purchases. Foundational concepts such as attitude, subjective norms, and perceived behavioral control take center stage, recognized for their profound impact on consumer intentions. Drawing from these well-established principles, we adopt the Theory of Planned Behavior (TPB) as our guiding theoretical framework. As we delve further into this chapter, we will discuss our epistemological position, research methods and tools, the measuring scale employed, details of our research sample and methodology, and the data treatment methods utilized.

**Methodological Approach :**

We have opted for a quantitative approach for our study due to its precision in measuring the impact of factors on consumer behavior and purchase intentions within the Algerian real estate market. This method involves gathering numerical data through surveys and structured questionnaires, which enables thorough statistical analysis. It ensures reliable insights into consumer decision-making processes and allows for findings that can be applied to a larger population and compared across different demographic groups. Overall, this approach aligns well with our research objectives.

As a reminder of the study's objectives, we aim to investigate the factors influencing consumer behavior and purchase intentions in the Algerian real estate market. Specifically, the study focuses on understanding the attitudes, subjective norms, perceived behavioral control, and purchase intentions of Algerian consumers, with particular attention to their perceptions and preferences regarding Hasnaoui Developer. In response to these objectives, we have carefully selected specific tools and methods to ensure comprehensive and accurate data collection and analysis.

**Research Method and Tools :**

The study adopted a quantitative research approach, focusing on a cross-sectional-descriptive design. Primary data were collected from respondents using a self-administered structured questionnaire employing a 5-point Likert scale. Data collection was conducted through an online survey and with a manually distributed QR code survey using Google Forms. The questionnaire was selected to maximize data collection and is designed to explore intentions in real estate marketing based on the Theory of Planned Behavior (TPB), comprised two main

sections. The first section focused on attitudes, subjective norms, perceived behavior control, and intentions, while the second section gathered demographic information from the respondents. This research aimed to test hypotheses regarding intentions in real estate marketing, utilizing statistical methods grounded in the TPB theory.

### **The Questionnaire :**

The questionnaire for this study, dedicated to Algerian consumers, is available in English, French, and Arabic, ensuring accessibility and comprehension for all participants. Spanning from April 25, 2024, to May 7, 2024, it facilitates comprehensive data collection during this designated period. Structured into eight sections, it offers an organized and efficient completion process for participants, enhancing the overall quality of responses. These sections are outlined as follows :

### **Filtering questions :**

In this section, we include a binary question designed to ascertain whether respondents have prior experience with purchasing property in Algeria. The question is: "Have you already committed to buying a property in Algeria?" The purpose of this question is to filter respondents based on their purchasing experience, which will help us better understand the perspectives and insights of those who have navigated the property market in Algeria. This information is crucial for analyzing how prior experience influences opinions and decisions regarding real estate purchases.

### **Real estate type :**

After answering the first question with "yes," respondents must choose the type of apartment they have acquired from the provided list of options: 1. LPA (Logement Promotionnel Aidé), 2. LPP (Logement Promotionnel Public), 3. VSP (Vente sur Plan), 4. LSP (Logement Social Participatif), 5. LPL (Logement Public Locatif), 6. AADL (Agence Nationale de l'Amélioration et du Développement du Logement), and 7. Promoteur immobilier. We also included an open-ended option for "Other" which allows respondents to specify any type of real estate not covered by the predefined list, ensuring comprehensive data collection and a more nuanced understanding of the market landscape. The purpose of this question is to gather information about the specific type of real estate properties acquired by respondents who have indicated that they have purchased an apartment

### **Real estate purpose :**

In this section, we inquire about the purpose behind respondents' intentions to purchase real estate. We provide three distinct choices: Living, For Lease, and Investment (re-sale). By offering these options, we aim to delve into the varied motivations driving individuals towards real estate acquisition. Understanding whether respondents seek properties for personal residence, rental income, or investment purposes is essential for discerning their attitudes, preferences, and broader trends within the Algerian real estate market.

### **Research questions :**

This section addresses questions directly related to our research objectives. It consists of eleven questions, as outlined below :

### **Attitude Toward a Behavior (ATB) :**

Attitude Toward Behavior (ATB) acts as our first dependent variable and is assessed through a question comprising four statements. Respondents are required to choose one of the five provided responses. The responses follow a five-point Likert scale, where 1 corresponds to 'Strongly disagree' and 5 to 'Strongly agree', to evaluate the Attitude Toward Behavior (ATB) regarding the purchase of apartments from a property developer. The objective of this evaluation is to gauge individuals' attitudes toward engaging in the behavior of purchasing apartments. A table illustrating the measurement scale utilized for this variable is presented below :

**Table 01: Measurement scales for the variable 'Attitude toward a behavior'**

variable	Items	The Source
Attitude Toward a Behavior (ATB)	see this as a good decision.	Pham Dinh et al., 2022
	I think it's a good idea.	
	I think it's a wise decision.	
	I think it's an admired decision.	

Source: Developed through personal effort

### **Subjective norms (SN) :**

Subjective norms (SN) serve as our second dependent variable and are evaluated through a question comprising four statements, from which respondents select one of the five provided

responses. The responses adhere to a five-point Likert scale, ranging from 1, corresponding to 'Strongly disagree', to 5, corresponding to 'Strongly agree', in order to assess the Subjective Norms (SN) associated with purchasing apartments from a property developer. This assessment aims to measure the influence of perceived social norms on individuals' purchase decisions. A table illustrating the measurement scale utilized for this variable is presented below :

**Table 02 : Measurement scales for the variable 'Subjective norms'**

variable	Items	The Source
Subjective norms (SN)	My spouse encourages me to buy the apartment.	Nguyen Minh et al., 2023
	My family expect me to own an apartment.	
	My friends and colleagues influence me to buy the apartment.	
	The brokers/ consultants impact me to buy the apartment.	

Source: Developed through personal efforts

### **Perceived Behavioral Control (PBCo) :**

Perceived Behavioral Control (PBCo) is our third dependent variable, assessed through a question comprising four statements, from which the respondent selects one of the five provided responses. The responses adhere to a five-point Likert scale, ranging from 1, corresponding to 'Strongly disagree', to 5, corresponding to 'Strongly agree', in order to evaluate the Perceived Behavioral Control (PBCo) regarding buying apartments from a property developer. The goal behind this assessment is to gauge the level of control individuals believe they have over their behavior in purchasing apartments. A table illustrating the measurement scale utilized for this variable is presented below :

**Table 03: Measurement scales for the variable 'Perceived behavioral control'**

variable	Items	The Source
Perceived Behavioral Control (PBCo)	Enough time to decide	Pham Dinh et al., 2020
	Flexible financial resources.	
	Enough skills and knowledge about apartments to make my own decision	
	Total control over your purchase	

Source: Developed through personal efforts

### **Purchase Intention (PI) :**

Purchase intention as the independent variable is assessed through a question comprising three statements, from which the respondent selects one of the five provided responses. The responses adhere to a five-point Likert scale, ranging from 1, corresponding to 'Strongly disagree', to 5, corresponding to 'Strongly agree', in order to gauge the Purchase Intention (PI) regarding buying apartments from a property developer. A table illustrating the measurement scale utilized for this variable is presented below :

**Table 04: Measurement scales for the independent variable 'Purchase intention'**

variable	Items	The Source
Purchase intention (PI)	I intend to buy	Le-Hoang. 2020
	I am an essential person in buying	
	I will introduce to my friends and relatives to buy real estate apartment	

Source: Developed through personal efforts

### **Rating the Importance of Supplementary Factors :**

In this section, we use a numeric scale ranging from 1 to 10 to evaluate the importance of various factors affecting purchase intention. A score of 1 corresponds to 'least important,' while a score of 10 corresponds to 'most important.' We chose these nine factors (1. Property Location,

2. Financial Considerations, 3. Perceived Physical Quality, 4. Brand Image, 5. Expenses and Timely Handover, 6. Inside Fittings, 7. Project Facilities, 8. Corporate Reputation and 9 Project duration) based on previous studies mentioned in the literature review, which found that these factors significantly impact purchase intention. Our goal is to examine how Algerian consumers perceive the importance of these factors and analyze their influence on purchase intention.

#### **Question related to the internship company :**

This section focuses on Hasnaoui Developer, our case study example. We asked three questions to understand respondents' perceptions of this developer. The first question was a binary (Yes/No) question to determine if respondents were aware of the company.

The second question assessed the reputation of Hasnaoui Developer apartments. Respondents were given the following choices to express their opinions: Poor, Mediocre, Acceptable, Good, or Excellent. This question targeted those who were familiar with Hasnaoui Developer to gauge their views on the quality of the apartments.

The third question asked respondents if they would prefer to purchase an apartment from Hasnaoui Developer, offering three response options: Yes, No, or Maybe.

#### **Data sheet :**

We end or close our questionnaire with This section which is dedicated to questions related to the respondent's information and it contains five questions, two dichotomous questions (gender and marital status), 3 multiple-choice questions (age, occupation, and income). The purpose of this section is to examine the deception of the sample size.

#### **Measuring Scale :**

To measure the impact of factors influencing consumer behavior and their intention to purchase apartments from a property developer, we utilized both a Likert scale and a numeric scale.

The Likert scale, a widely used survey tool invented by psychologist Rensis Likert in 1932 (Pimentel,2019), was utilized to measure the impact of factors influencing consumer behavior and their intention to purchase apartments from a property developer. Respondents were asked to express their agreement with the impact of these factors on their housing choice by selecting from five options: strongly agree, agree, neutral, disagree, and strongly disagree, as outlined in the following description :

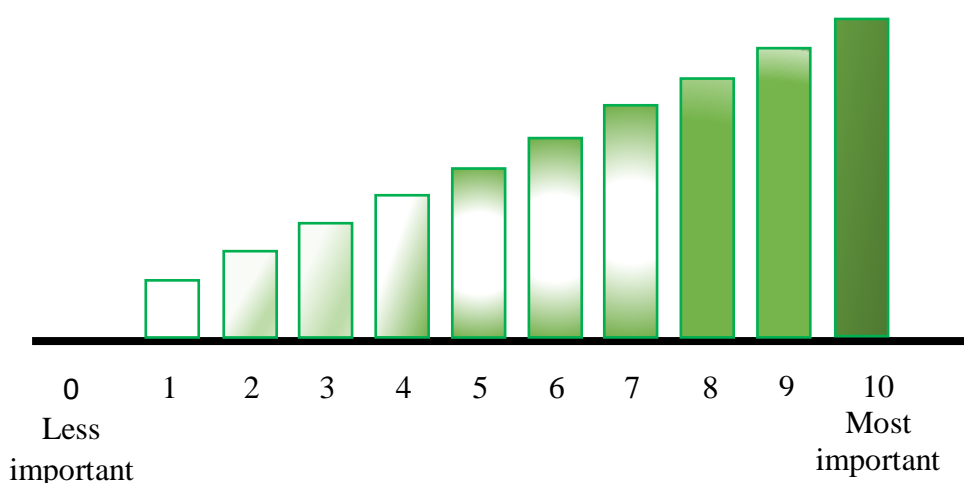
**Table 05: Interpretation of 5-Point Likert Scale Measurements**

Likert Scale	Interval	Difference	Description
1	1.00-1.79	0.79	Strongly disagree
2	1.80-2.59	0.79	Disagree
3	2.60-3.39	0.79	Neutral
4	3.40-4.19	0.79	Agree
5	4.20-5.00	0.80	Strongly agree

Source : Pimentel,2019

Additionally, we used a numeric scale to determine the importance of various factors previously studied and mentioned in the literature review. A numeric scale assigns numerical values to subjective experiences or attributes, allowing individuals to quantify and express their perceptions or responses within a specified range (Ritter et al., 2006). This numeric scale ranged from 1 to 10, with 10 indicating the highest importance and 1 indicating the lowest as shown in the following figure :

Figure 03 : The visual numeric scale (VNS)



Source: Developed through personal efforts based on the reference (Ritter et al., 2006).

**Research Sample (Population and Method) :****Population :**

The target population for this study includes individuals from various states in Algeria, aged 20 to above 60 years, financially capable of property acquisition or home loan payments, meeting the financial threshold established by the Office National des Statistiques (OSN). Participants were chosen from employees, business owners, and retirees to ensure comprehensive representation. The study population is 15,628,664, consisting of approximately 3,260,000 retirees (Yanis B., 2022), 11.048 million employees, mostly in the private sector (Babouche, 2018), and 1,320,664 business owners as of June 2022. Their marital status (single or married) was also recorded. Participants were fully informed about the study's objectives before responding.

**Method calculate sample and sampling :**

To gather data, the study employed a non-random convenience sampling technique, opting for convenience due to the difficulty in finding individuals with the required characteristics. Filtering questions were used to eliminate unsuitable responses. This approach was chosen due to the infinite nature of the population and the high demand for real estate in Algeria. In determining the sample size, the website 'Survey Monkey' was utilized, specializing in questionnaire surveys. With a margin of error of 5% and a confidence interval of 95%, the estimated sample size reached 385. However, the study exceeded this target, obtaining 399 responses.

**Data Treatment Method :**

The data underwent rigorous treatment processes to ensure accuracy and reliability in analysis. Initially, All information was carefully coded and meticulously entered into Microsoft Excel. Following this, the dataset underwent comprehensive analysis utilizing IBM SPSS version 26, Smart PLS 4, and the AI analyzer RTutor.ai 0.98. This multifaceted approach was implemented to ensure the thoroughness and accuracy of the results obtained.

**Multiple Regression Analysis Model:**

The preliminary test of the multiple regression analysis model, as described by Ticoalu and Tielung (2015), serves as a descriptive tool. It facilitates the development of a self-weighting estimating equation to predict values for a dependent variable based on the values of independent variables. Additionally, it helps in controlling confounding variables, thereby

enhancing the evaluation of the contribution of other variables, and in testing and explaining causal theories. We decided to use this model to further clarify and analyze the factors that influence the dependent variable - the Theory of Planned Behavior (TPB) factors, which include Attitude Toward a Behavior (ATB), Subjective Norms (SN), and Perceived Behavioral Control (PBC) - on the independent variable, which is Purchase Intention (PI) for apartments in Algeria. We used SPSS Version 26 for statistical analysis before conducting multiple regression analyses. The data was analyzed using the same statistical software.

**Reliability tests :**

The reliability of the data was assessed using Cronbach's alpha, which is considered highly reliable if the coefficient alpha value falls within the range of 0.6 to 0.8, and excellent if it is higher than 0.8 (Pham Dinh et al., 2022). The reliability test was performed using SPSS 26.

The Cronbach's alpha test was used to analyze the reliability of the instrument. The reliability analysis included variables such as attitude, subjective and perceived behavior control, and Purchase intention (PI). The reliability of the scales was evaluated using the coefficient of Alpha-Cronbach, with the following guidelines:

- $\alpha > 0.9$ : Excellent
- $\alpha > 0.8$ : Good
- $\alpha > 0.7$ : Acceptable
- $\alpha > 0.6$ : Questionable
- $\alpha > 0.5$ : Poor
- $\alpha < 0.5$ : Unacceptable (Schrepp.2020)

**Table 06: Reliability Test from Respondents Responses**

<b>Factors</b>	<b>No. of Items</b>	<b>Cronbach's Alpha</b>
<b>Attitude Toward a Behavior (ATB)</b>	<b>4</b>	<b>.940</b>
<b>Subjective Norms (SN)</b>	<b>4</b>	<b>.845</b>
<b>Perceived Behavioral Control (PBC)</b>	<b>4</b>	<b>.914</b>
<b>Purchase Intention (PI)</b>	<b>2</b>	<b>.890</b>

Source : Developed through personal efforts based on the SPSS Ouputs,2024

According to Table 00, Cronbach's Alpha values for the factors are as follows: Attitude Toward a Behavior (ATB) has an Alpha value of .940, indicating excellent reliability. Perceived Behavioral Control (PBC) has an Alpha value of .914, also indicating excellent reliability. Purchase Intention (PI) has an Alpha value of .890, indicating excellent reliability. Subjective Norms (SN) has an Alpha value of .845, which is higher than good.

**Tableau 7: Measurement scales for the adjusted independent variable 'Purchase intention'**

variable	Items	The Source
Purchase intention (PI)	I intend to buy	Le-Hoang. 2020
	I am an essential person in buying	

Source: Developed through personal efforts

Upon analyzing Cronbach's alpha for the Purchase intention variable, which initially yielded a value of 0.549, we observed a satisfactory level of reliability. However, upon removing the third item, which was 'I will introduce my friends and relatives to buy real estate apartment,' the alpha coefficient significantly increased to 0.890. Our objective in this study is to attain optimal reliability. Further examination revealed that the removed item had no significant impact on purchase intention. Consequently, we decided to eliminate it, resulting in the presentation of two items for this variable, as outlined in the table above.

**Section 02 :**  
**ORGANIZATIONAL CONTEXT**

**Internship Location :**

Our study was conducted at the Hasnaoui Group, specifically within one of its subsidiary companies known as SPI Hasnaoui, which stands for ' Société Promotion immobilière '

**Company Presentation:**

Forty-eight years ago, a private family enterprise was born—a bold project, a beacon of hope for national entrepreneurship, striving to carve out a significant place in the efforts to build and strengthen the economy in post-independence Algeria.

Four decades ago, the founders of the HASNAOUI Group embarked on a journey to establish a construction and public works (BTP) company, advocating for both vertical and horizontal integration in the construction industry.

Over the years, industrialization became imperative within our parent company's workshops. This was evident due to the substantial number of projects undertaken by our Group in Sidi Bel Abbès and Oranie, encompassing residential, industrial buildings, and public infrastructure.

From ready-mix concrete to stone processing (marble and granite), including carpentry (wood and aluminum), mortars, admixtures, plasterboards, aggregates, and beyond, the efforts of the HASNAOUI Group have consistently aimed to develop even more modern construction techniques and products. This foundational work spans over 40 years and continues unabated.

Established in 1974, the HASNAOUI Group (GSH) has emerged as an undisputed leader in the Algerian construction and agriculture sectors. This position stems from an entrepreneurial culture grounded in continual innovation, quality, and rigor, catering to the market's strong demand.

GSH boasts significant execution and production capacities seamlessly integrated into its core businesses, underpinned by a strategy focused on international partnerships. Over the years, this approach has enabled us to acquire expertise, affording us the unique capability in Algeria to continually integrate new systems and processes leveraging cutting-edge technologies.

Key figures for GSH:

- 3,500 employees
- 18 companies, including 05 in partnership with European firms
- 60 hectares of industrial production facilities

- 40,000 individual and collective housing units constructed
- 250 public infrastructure projects delivered

**Company Information Sheet :**

A company profile representing the Hasnaoui Group and its subsidiaries, BTPH and SPI, is presented below to provide insights into their operations. This profile includes information on their locations, establishment dates, legal statuses, Field of Activity, Certifications, and Company Website Address, We will also include bellow the logos of the three companies: Hasnaoui Group, BTPH, and SPI. Even though our internship was at SPI, it's essential to mention BTPH, as SPI took over the real estate promotion activities of BTPH HASNAOUI SPA, which is relevant to our study :

**Figure 04: The Logo Of Hasnaoui Group**



**Figure 05: The Logo of BTPH****Figure 06: The Logo Of SPI**

Source: Presentation Of The company (PDF)

**Table 08: Technical sheet of Hasnaoui Group**

Location of the Company	Bloc K10, cité Makam Chahid Sidi-Bel-Abbès
Establishment dates	The company Hasnaoui was established in 1974
Legal Form	the Sale and Purchase Agreement (SPA)
Field of Activity	The company is involved in various sectors including construction, agriculture, electronic integration, and waste management
Real Estate Assets	The company has significant real estate assets, including industrial facilities spanning 60 hectares
Company's Website Address	<a href="https://www.groupe-hasnaoui.com/fr/">https://www.groupe-hasnaoui.com/fr/</a>

Source: Developed through personal efforts

**BTHP subsidiaries :**

BTPH (Bâtiment Travaux Publics et Hydrauliques) is a key subsidiary of the Groupe des Sociétés HASNAOUI, specializing in building, public works, and hydraulic engineering. With over 48 years of experience, BTPH has established itself as a highly qualified company in construction and civil engineering projects. The company has the capacity to deliver 1500 housing units per year and is known for its quality concrete production. Operating primarily in the western regions of Algeria, particularly in the states of Oran and Sidi-Bel-Abbès, BTPH offers a wide range of services including construction of residential and industrial buildings, public works, and hydraulic projects. Holding the qualification 9 from the Ministry of Housing, BTPH showcases its expertise and compliance with industry standards.

**SPI subsidiaries :**

SPI (Société de Promotion Immobilière) is another vital subsidiary of the Groupe des Sociétés HASNAOUI, focusing on real estate development. Established in 2016 to take over the real estate promotion activities of BTPH HASNAOUI SPA, SPI aims to meet the growing housing needs with a fresh approach that emphasizes well-being and community living. Leveraging its experience in construction and civil engineering, SPI specializes in the development of residential properties, striving for architectural excellence and innovation in construction materials and techniques. The company has been involved in various real estate ventures, contributing to the enhancement of architectural design and urban development. Working in tandem, BTPH and SPI play integral roles within the Groupe des Sociétés HASNAOUI, upholding the company's reputation for excellence and innovation in the construction and real estate sectors.

# **Chapitre 03 :**

## **Results and discussion**

## **Section 01 : Results**

In this chapter, we will present and discuss the findings obtained from the data analysis conducted on the survey responses collected for this study. Initially, we will provide an overview of the descriptive statistics to outline the fundamental characteristics of the dataset. Following this, we will delve into the results of the multiple linear regression analysis performed using SPSS 26, complemented by insights derived from the SmartPLS software and AI-driven analysis using Rtutor 0.98. Finally, we will conclude with a comprehensive discussion of these results, interpreting their implications in the context of predicting the purchase intention of real estate apartments through consumer behavior factors. This discussion will include an examination of the significance of various consumer behavior factors and their predictive power, as well as a comparison with existing literature in the field.

## **univariate analysis**

### **Descriptive Statistics :**

#### **Demographic characteristics of participants :**

These demographic insights are essential for tailoring marketing strategies, understanding consumer behavior, and predicting purchase intentions in the real estate market. By recognizing the profiles of potential buyers, real estate developers and marketers can better address the needs and preferences of their target audience, ultimately enhancing their market positioning and sales strategies.

**Table 09 :** Demographic characteristics of participants

Particulars	Items	Frequency (n = 399)	Percentage
Gender	Male	246	61,7%
	Female	153	38,3%
Age	21–30 years	131	32,8%
	31–40 years	143	35,8%
	41–50 years	82	20,6%
	51–60 years	29	7,3%
	61–Above	14	3,5%
Marital Status	Single	206	51,6%
	Married	193	48,4%
Occupation	Employee	296	74,2%
	Own Business	67	16,8%
	Retired	36	9%
Income	20 000 - 40 000 DA	27	6,8%
	40 000 - 60 000 DA	94	23,6%

	60 000 - 80 000 DA	192	48,1%
	Above 80 000 DA	86	21,6%

Source : Developed through personal efforts based on the SPSS outputs

The table below provides detailed information on the demographic profiles of the participants, encompassing their gender, age, marital status, occupation, and income levels. This data is crucial for understanding the characteristics of the respondents who participated in the survey aimed at predicting the purchase intention of real estate apartments through consumer behavior factors.

**Gender :** The majority of respondents are male, accounting for 61.7% of the sample, while females represent 38.3%. This gender distribution could reflect the general demographics of the real estate market or the specific characteristics of the surveyed population.

**Age :** The age distribution reveals that most respondents fall within the 31-40 years age range (35.8%), followed closely by those aged 21-30 years (32.8%). This indicates that the primary age group interested in purchasing real estate apartments is young to middle-aged adults, which is typical as this demographic is often in the phase of life where purchasing property becomes a priority.

**Marital Status :** Regarding marital status, the survey shows a nearly even split between single (51.6%) and married (48.4%) respondents. This balance suggests that both single individuals and married couples are actively considering real estate investments.

**Occupation :** The occupation data indicates that a significant portion of the respondents are employees (74.2%), with a smaller percentage running their own businesses (16.8%) or being retired (9%). This distribution highlights that the employed population is the most active in the real estate market, likely due to their stable income and financial planning.

**Income :** Income levels vary among the respondents, with the largest group earning between 60,000 - 80,000 DA (48.1%), followed by those earning 40,000 - 60,000 DA (23.6%). A notable portion of the sample also earns above 80,000 DA (21.6%). This income distribution is crucial as it correlates with the financial capability to invest in real estate, indicating a robust market potential among middle to high-income earners.

### **Descriptive Analysis of the Study :**

In this section, we will present the univariate analysis of the data collected from our survey. We will start with the descriptive statistics related to respondent eligibility, followed by the

descriptive statistics for the main study questions. The survey was conducted in three languages : Arabic (47.4%), English (44.5%), and French (8.1%).

**Filtering questions :** Have you already committed to buying a property in Algeria?

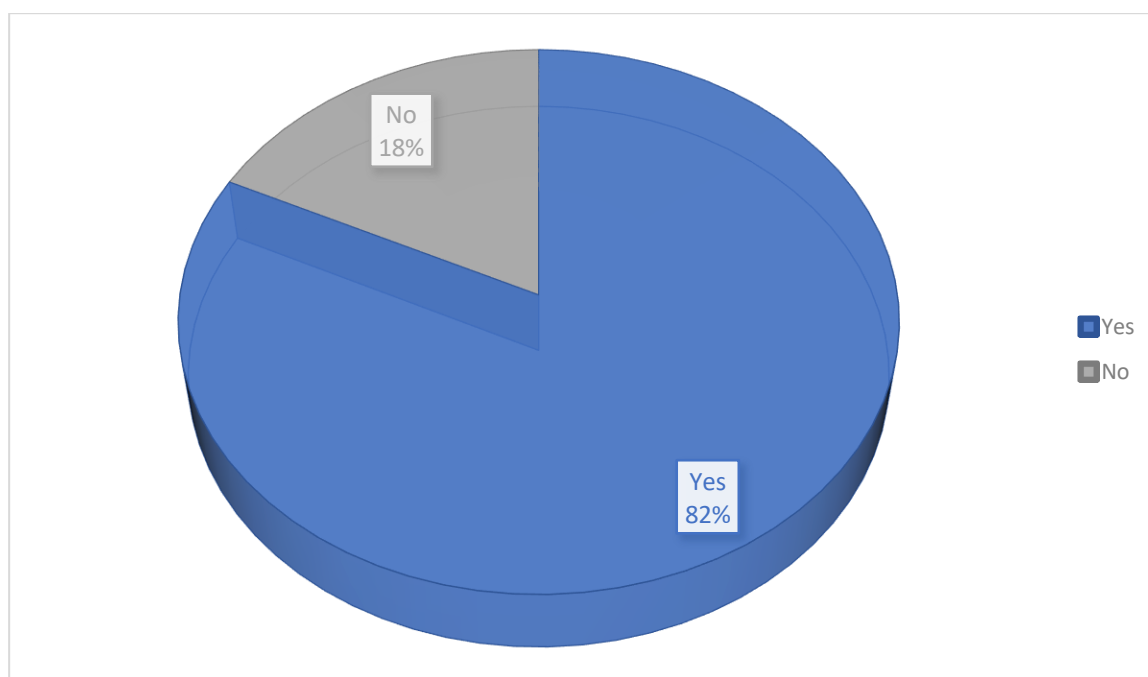
**Table 10 :** The comitted of buying

Response Modalities	Frequency	Percentage
Yes	328	82,2%
NO	71	17,8%
TOTAL	399	100%

Source : Developed through personal efforts based on the SPSS outputs

**Majority Committed:** A significant majority (82.2%) of respondents have indicated that they have already committed to buying a property in Algeria. This high percentage suggests a strong current engagement and interest in the real estate market among the survey participants.

**Non-Committed Respondents:** The remaining 17.8% of respondents have not yet committed to buying a property. Although they haven't made a purchase decision, these respondents are still crucial for our study, which focuses on purchase intention. Their responses provide insights into potential buyers who are in the consideration phase of the purchasing process.

**Figure 07 : The comitted of buying**

Source : Developed through personal efforts based on the SPSS outputs

**Real estate type :** After answering the first question with "yes," they go to the next question which is : Which of the following types of homes have you previously purchased in Algeria?

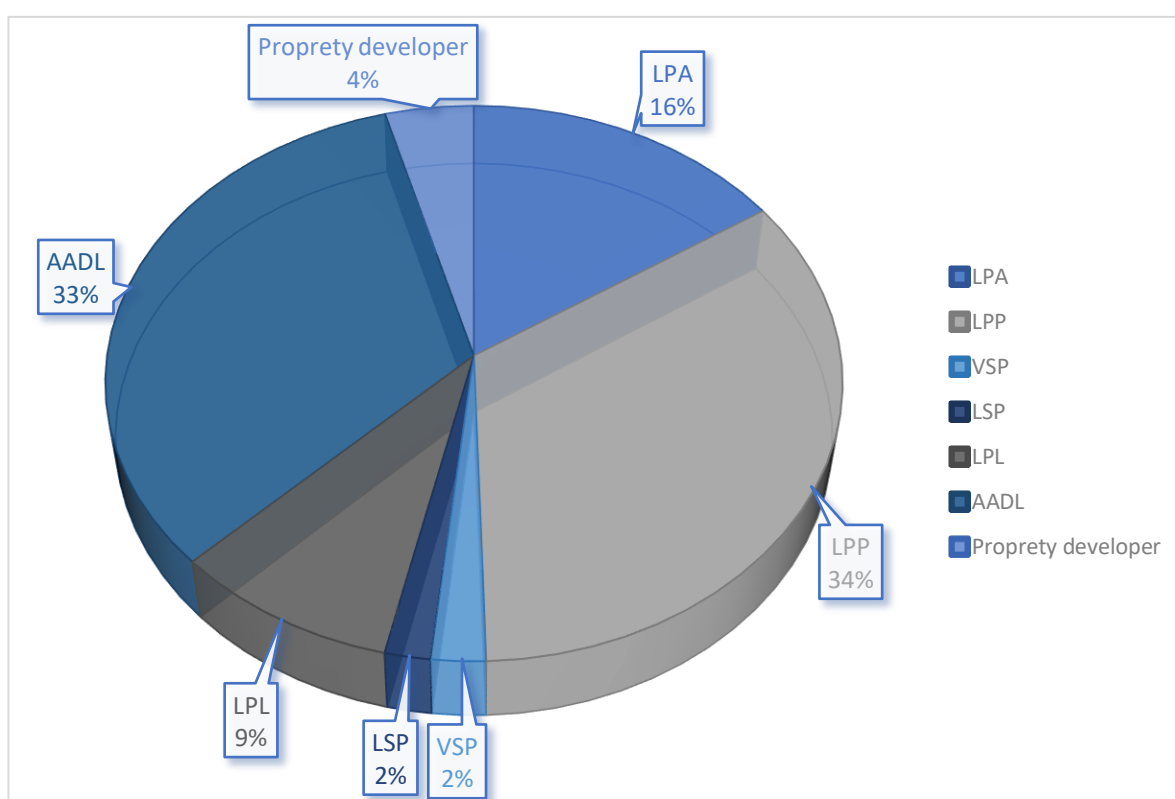
**Table 11 : The Types of apartments**

Response Modalities	Frequency	Percentage
LPA (Logement Promotionnel Aidé)	51	12,8%
LPP (Logement Promotionnel Public)	111	27,8%
VSP (Vente sur Plan)	7	1,8%
LSP (Logement Social Participatif)	6	1,5%
LPL (Logement Public Locatif)	30	7,5%
AADL (Agence Nationale del'Amélioration et du Développement duLogement)	108	27,1%
Property developer	14	3,5%
Total	327	82%
missing values	72	18%
Total	399	100%

Source: Developed through personal efforts based on the SPSS outputs

Among respondents who indicated a commitment to buying a property in Algeria, the analysis of their previous purchases reveals a diverse distribution of property types. A significant portion, 27.1%, have acquired homes through government-subsidized schemes like AADL. Furthermore, 27.8% have purchased properties through Logement Promotionnel Public (LPP), while 12.8% have opted for Logement Promotionnel Aidé (LPA). Other types of properties, such as Vente sur Plan (VSP), Logement Social Participatif (LSP), Logement Public Locatif (LPL), and properties developed by private developers, also show varying degrees of engagement, collectively representing 14.6% of respondents. The 18% missing values suggest potential reluctance or non-disclosure among respondents regarding their previous property purchases.

Figure 08 : The types of apartments



Source : Developed through personal efforts based on the SPSS outputs

**Real estate purpose:** In what purpose do you intend to purchase real estate?

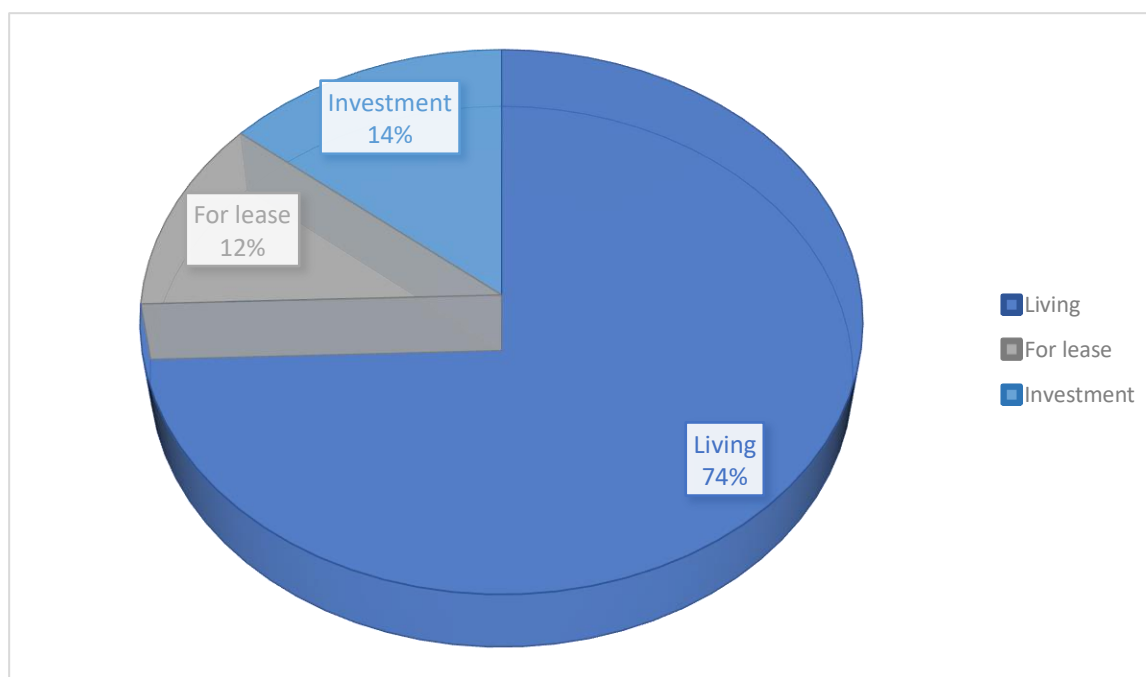
**Table 12 :** The purpose of intend to purchase real estate

Response Modalities	Frequency	Percentage
Living	297	74,4%
For lease	46	11,5%
Investment (re-sale)	56	14%
Total	399	100%

Source: Developed through personal efforts based on the SPSS outputs

The responses to the question regarding the purpose of purchasing real estate provide valuable insights into the intentions of respondents. The majority, comprising 74.4% of respondents, expressed their intention to purchase real estate for living purposes, indicating a primary interest in acquiring a residence for personal use. Additionally, a notable proportion, accounting for 11.5% of respondents, intends to purchase real estate for lease, highlighting a secondary interest in property investment for rental income. Furthermore, 14% of respondents aim to purchase real estate for investment purposes, with a focus on potential resale opportunities. This distribution reflects varied objectives among respondents, encompassing both personal accommodation needs and investment strategies.

**Figure 09 :** The purpose of intend to purchase real estate



Source : Developed through personal efforts based on the SPSS outputs

**Attitude towards behavior (ATB) :** On a scale of 1 to 5, where 1 is ‘strongly disagree’ and 5 is ‘strongly agree’, please indicate the extent to which you agree with the following statements about buying an apartment from a property developer: What is your attitude towards property offered by developers?

**Table 13 : Attitude towards behavior (ATB) :**

Items	see this as a good decision.		I think it's a good idea.		I think it's a wise decision.		I think it's an admired decision.	
	Effective	%	Effective	%	Effective	%	Effective	%
Strongly Disagree	5	1,3%	7	1,8%	8	2%	7	1,8%
Disagree	7	1,8%	9	2,3%	13	3,3%	13	3,3%
Neutral	25	6,3%	26	6,5%	27	6,8%	27	6,8%
Agree	202	50,6%	190	47,6%	194	48,6%	184	46,1%
Strongly Agree	160	40,1%	167	41,9%	157	39,3%	168	42,1%
Total	399	100%	399	100%	399	100%	399	100%
Mean	4,27		4,26		4,20		4,24	
Standard Deviation	0,760		0,817		0,856		0,850	
Evaluation	Strongly agree		Strongly agree		Strongly agree		Strongly agree	
Mean of the variable	4,23							
General standard deviation of the variable	0,76							

Evaluation of the variable	Strongly agree
----------------------------	----------------

Source : Developed through personal efforts based on the SPSS outputs

The table presents the descriptive statistics for the variable 'Attitude Toward a Behavior,' including its overall mean, general standard deviation, and general evaluation. It also shows the mean, standard deviation, and evaluation of each item within the variable.

The table shows the results for the means and standard deviations of the variable 'Attitude Toward a Behavior.' For the item 'I see this as a good decision,' the mean is 4.27 and the standard deviation is 0.760, indicating that respondents generally strongly agree. For the item 'I think it's a good idea,' the mean is 4.26 and the standard deviation is 0.817, suggesting that respondents strongly agree.

For the item 'I think it's a wise decision,' the mean is 4.20 and the standard deviation is 0.856, indicating a slightly lower but still strong agreement. Lastly, for the item 'I think it's an admired decision,' the mean is 4.24 and the standard deviation is 0.850, also reflecting strong agreement.

Overall, the general mean of the variable 'Attitude Toward a Behavior' is 4.23 with a general standard deviation of 0.76. This indicates that respondents strongly agree with the items of this variable.

**Subjective Norms :** Please indicate your level of motivation to buy an apartment from a property developer :

**Table 14 : Subjective Norms**

Items	My spouse encourages me to buy the apartment		My family expect me to own an apartment		My friends and colleagues influence me to buy the apartment		The brokers / consultants impact me to buy the apartment	
	Modality	%	Modality	%	Modality	%	Modality	%
	Effective		Effective		Effective		Effective	

Strongly Disagree	39	9,8%	5	1,3%	37	9,3%	48	12%
Disagree	20	5%	11	2,8%	33	8,3%	32	8%
Neutral	48	12%	24	6%	47	11,8%	51	12,8%
Agree	153	38,3%	185	46,4%	162	40,6%	162	40,6%
Strongly Agree	139	34,8%	174	43,6%	120	30,1%	106	26,6%
Total	399	100%	399	100%	399	100%	399	100%
Mean	3,83		4,28		3,74		3,62	
Standard Deviation	1,235		0,8		1,233		1,286	
Evaluation	Agree		Strongly agree		Agree		Agree	
Mean of the variable	3,9							
General standard deviation of the variable	0,95							
Evaluation of the variable	Agree							

Source : Developed through personal efforts based on the SPSS outputs

The table presents the descriptive statistics for the variable 'Subjective Norms,' including its overall mean, general standard deviation, and general evaluation. It also shows the mean, standard deviation, and evaluation of each item within the variable.

The table shows the results for the means and standard deviations of the variable 'Subjective Norms.' For the item 'My spouse encourages me to buy the apartment,' the mean is 3.83 and the standard deviation is 1.235, indicating that respondents generally agree. For the item 'My family expects me to own an apartment,' the mean is 4.28 and the standard deviation is 0.8, suggesting that respondents strongly agree.

For the item 'My friends and colleagues influence me to buy the apartment,' the mean is 3.74 and the standard deviation is 1.233, indicating agreement. Lastly, for the item 'The

brokers/consultants impact me to buy the apartment,' the mean is 3.62 and the standard deviation is 1.286, also reflecting agreement.

Overall, the general mean of the variable 'Subjective Norms' is 3.9 with a general standard deviation of 0.95. This indicates that respondents agree with the items of this variable.

Perceived Behavioral Control : Buying an apartment from a property developer offers :

**Table 15 : Perceived Behavioral Control**

Items	Enough time to decide		Flexible Financial Resources		Enough skills and knowledge about apartments to make my own decision		Total control over your purchase	
	Effective	%	Effective	%	Effective	%	Effective	%
Strongly Disagree	14	3,5%	15	3,8%	11	2,8%	21	5,3%
Disagree	22	5,5%	30	7,5%	19	4,8%	12	3%
Neutral	24	6%	33	8,3%	21	5,3%	28	7%
Agree	196	49,1%	183	45,9%	178	44,6%	167	41,9%
Strongly Agree	143	35,8%	138	34,6%	170	42,6%	171	42,9%
Total	399	100%	399	100%	399	100%	399	100%
Mean	4,08		4		4,20		4,14	
Standard Deviation	0,975		1,035		0,939		1,037	
Evaluation	Agree		Agree		Strongly agree		Agree	

Mean of the variable	4,10
General standard deviation of the variable	0,89
Evaluation of the variable	Agree

Source : Developed through personal efforts based on the SPSS outputs

The following table presents the descriptive statistics for the variable 'Perceived Behavioral Control,' including its overall mean, general standard deviation, and general evaluation. It also shows the mean, standard deviation, and evaluation of each item within the variable.

The table shows the results for the means and standard deviations of the variable 'Perceived Behavioral Control.' For the item 'Enough time to decide,' the mean is 4.08 and the standard deviation is 0.975, indicating that respondents generally agree. For the item 'Flexible financial resources,' the mean is 4.00 and the standard deviation is 1.035, suggesting that respondents agree.

For the item 'Enough skills and knowledge about apartments to make my own decision,' the mean is 4.20 and the standard deviation is 0.939, indicating strong agreement. Lastly, for the item 'Total control over your purchase,' the mean is 4.14 and the standard deviation is 1.037, also reflecting agreement.

Overall, the general mean of the variable 'Perceived Behavioral Control' is 4.10 with a general standard deviation of 0.89. This indicates that respondents agree with the items of this variable

Purchase Intention : Please evaluate the following statements regarding your intention to purchase a real estate apartment from a developer.

**Table 16:** Purchase intention

Items	I intend to buy		I am an essential person in buying	
	Effective	%	Effective	%
Strongly Disagree	7	1,8%	7	1,8%
Disagree	12	3%	6	1,5%
Neutral	31	7,8%	34	8,5%
Agree	175	43,9%	164	41,1%
Strongly Agree	174	43,6%	188	47,1%
Total	399	100%	399	100%
Mean	4,25		4,30	
Standard Deviation	0,856		0,872	
Evaluation	Strongly agree		Strongly agree	
Mean of the variable	4,27			
General standard deviation of the variable	0,799			
Evaluation of the variable	Strongly agree			

Source : Developed through personal efforts based on the SPSS outputs

The provided table offers descriptive statistics for the variable 'Purchase Intention,' encompassing its overall mean, general standard deviation, and evaluation. Moreover, it delineates the mean, standard deviation, and evaluation for each item within the variable.

The table illustrates that for the item 'I intend to buy,' a notable proportion of respondents strongly agreed (43.9%) or agreed (41.1%). Similarly, for the item 'I am an essential person in buying,' a significant portion of respondents strongly agreed (43.6%) or agreed (47.1%).

The mean score for 'I intend to buy' is 4.25 with a standard deviation of 0.856, while for 'I am an essential person in buying,' the mean is 4.30 with a standard deviation of 0.872. These metrics suggest a generally high level of agreement among respondents for both items.

The overall mean of the variable 'Purchase Intention' is 4.27, with a general standard deviation of 0.799, the high mean scores and relatively low standard deviations for both items demonstrate that respondents generally exhibit strong agreement regarding their purchase intentions.

**Rating the Importance of Supplementary Factors :** On a scale of 1 to 10, where 1 is 'least important' and 10 is 'most important', please indicate the importance of the following criterion when intending to buy an apartment from a developer : PL, FC, PPQ, BI, ETH, IF, PF, CR, PD.

**Table 17 :** Supplementary Factors

Question	PL		FC		PPQ		BI		ETH		IF		PF		CR		PD	
	Effective	%	Effective	%	Effective	%	Effective	%	Effective	%	Effective	%	Effective	%	Effective	%	Effective	%
1	8	2%	7	1,8%	8	2%	12	3%	11	2,8%	13	3,3%	12	3%	11	2,8%	11	2,8%

2	8	2%	10	2,5%	11	2,8%	12	3%	10	2,5%	9	2,3%	10	2,5%	8	2%	11	2,8%
3	10	2,5%	10	2,5%	12	3%	15	3,8%	9	2,3%	14	3,5%	9	2,3%	12	3%	11	2,8%
4	39	9,8%	37	9,3%	31	7,8%	35	8,8%	39	9,8%	37	9,3%	38	9,5%	36	9%	35	8,8%
5	9	2,3%	11	2,8%	14	3,5%	21	5,3%	7	1,8%	7	1,8%	10	2,5%	9	2,3%	9	2,3%
6	7	1,8%	7	1,8%	8	2%	17	4,3%	14	3,5%	14	3,5%	15	3,8%	18	4,5%	14	3,5%
7	11	2,8%	8	2%	13	3,3%	23	5,8%	9	2,3%	17	4,3%	18	4,5%	12	3%	11	2,8%
8	60	15%	58	14,5%	63	15,8%	69	17,3%	55	13,8%	52	13%	57	14,3%	65	16,3%	64	16%
9	90	22,6%	89	22,3%	112	28,1%	92	23,1%	98	24,6%	95	23,8%	89	22,3%	106	26,6%	99	24,8%
10	157	39,3%	162	40,6%	127	31,8%	103	25,8%	147	36,8%	141	35,3%	141	35,3%	122	30,6%	134	33,6%
Total	399	100%	399	100%	399	100%	399	100%	399	100%	399	100%	399	100%	399	100%	399	100%
Mean	8,11		8,13		7,97		7,52		7,99		7,87		7,88		7,86		7,91	
Standard Deviation	2,449		2,461		2,443		2,578		2,537		2,600		2,554		2,483		2,531	

Source : Developed through personal efforts based on the SPSS outputs

The table bellows shows the distribution of responses for nine factors: Property Location (PL), Financial Considerations (FC), Perceived Physical Quality (PPQ), Brand Image (BI), Expenses and Timely Handover (ETH), Inside Fittings (IF), Project Facilities (PF), Corporate Reputation (CR), and Project Duration (PD). For each factor, the highest frequency of responses is at the rating of 10, indicating very positive perceptions. Specifically, 39.3% rated PL a 10, 40.6% rated FC a 10, 31.8% rated PPQ a 10, 25.8% rated BI a 10, 36.8% rated ETH a 10, 35.3% rated IF a 10, 35.3% rated PF a 10, 30.6% rated CR a 10, and 33.6% rated PD a 10. The mean ratings for these factors are all above 7: PL is 8.11, FC is 8.13, PPQ is 7.97, BI is 7.52, ETH is 7.99, IF is 7.87, PF is 7.88, CR is 7.86, and PD is 7.91. The standard deviations are relatively similar, indicating consistent variability in responses: PL is 2.449, FC is 2.461, PPQ is 2.443, BI is 2.578, ETH is 2.537, IF is 2.600, PF is 2.554, CR is 2.483, and PD is 2.531. This suggests generally positive perceptions and consistent responses across all factors.

**Question related to the internship company (HASNAOUI Developer):**

**Question one :** Do you know the Hasnaoui developer?

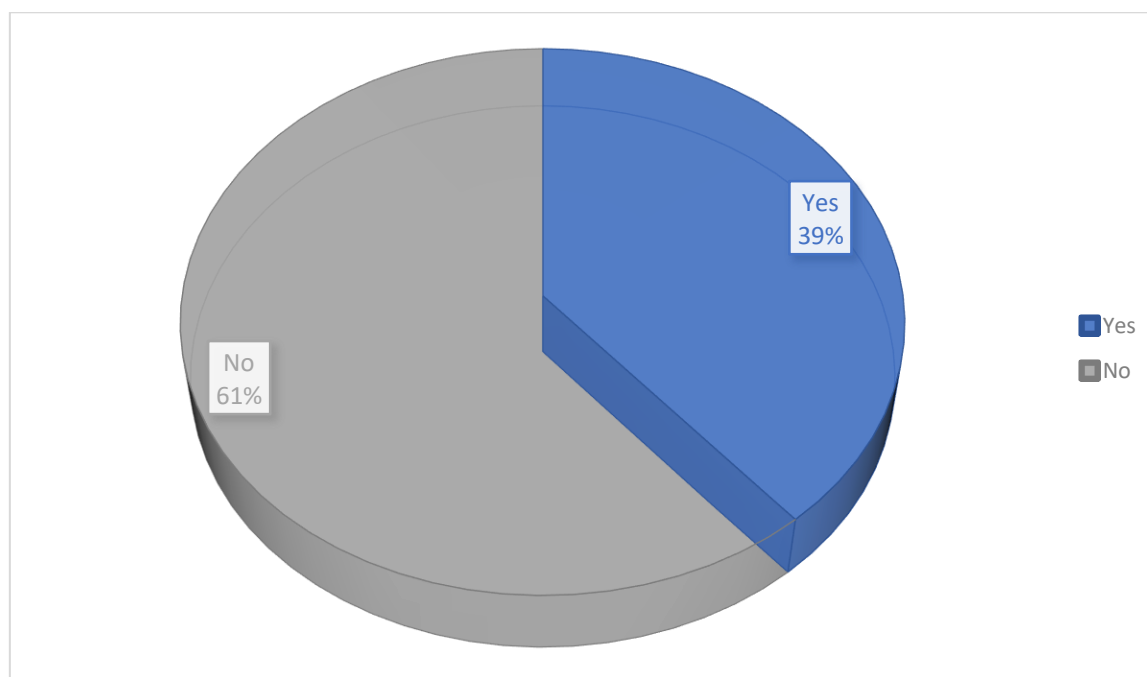
**Table 18 : Recognition of the Hasnaoui Developer**

Response Modalities	Frequency	Percentage
Yes	155	38,8%
No	244	61,2%
Total	399	100%

Source: Developed through personal efforts based on the SPSS outputs

The findings from Table 18 regarding the recognition of the Hasnaoui Developer reveal that among the 399 respondents surveyed, 155 individuals, constituting 38.8% of the sample, acknowledged familiarity with the company, while the majority, comprising 244 respondents (61.2%), indicated no prior knowledge of the Hasnaoui Developer.

**Figure 10: Recognition of the Hasnaoui Developer**



Source: Developed through personal efforts based on the SPSS outputs

Question two : What do you think of Hasnaoui's apartments?

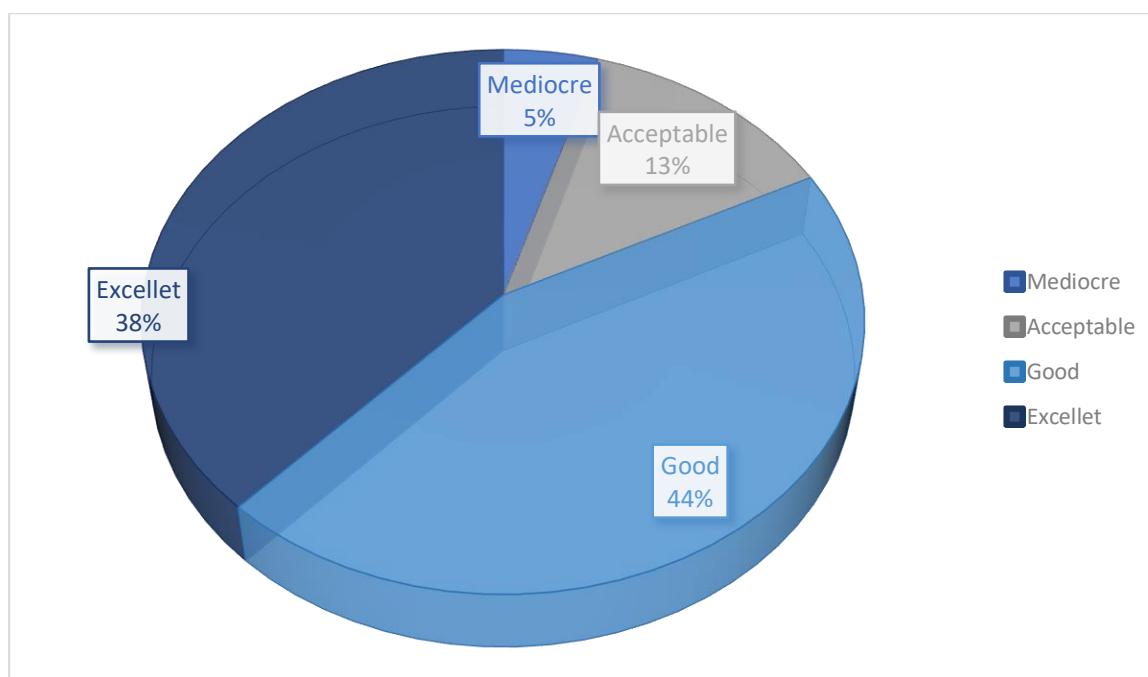
**Table 19 : Perception of Hasnaoui's Apartments**

Response Modalities	Frequency	Percentage
Poor	0	0
Mediocre	7	1,8%
Acceptable	20	5%
Good	69	17,3%
Excellent	59	14,8%
Total	155	38,8%
missing values	244	61,2%
Total	399	100%

Source: Developed through personal efforts based on the SPSS outputs

The findings regarding respondents' awareness of Hasnaoui Developer, our case study in this research, provide valuable insights into the company's brand recognition within the surveyed population. A notable proportion, representing 38.8% of respondents, indicated familiarity with Hasnaoui Developer, suggesting a significant level of awareness and recognition of the company's presence in the real estate industry. However, the majority of respondents, comprising 61.2%, reported no knowledge of Hasnaoui Developer

Figure 11: Perception of Hasnaoui's Apartments



Source : Developed through personal efforts based on the SPSS outputs

The responses to the question regarding perceptions of Hasnaoui's apartments, limited to those familiar with the company, offer valuable insights into the reputation and perceived quality of Hasnaoui Developer's properties among respondents. Among those who reported awareness of Hasnaoui Developer (38.8% of respondents), 38.8% provided feedback on the quality of its apartments. Notably, a significant proportion of respondents rated Hasnaoui's apartments positively, with 17.3% considering them good and 14.8% rating them as excellent. Additionally, 5% found the apartments acceptable, while 1.8% deemed them mediocre. Strikingly, no respondents rated the apartments as poor. However, the presence of missing values (61.2%) suggests a substantial portion of respondents who were not familiar with Hasnaoui Developer

Question three : Do you plan to buy an apartment from Hasnaoui in the future ?

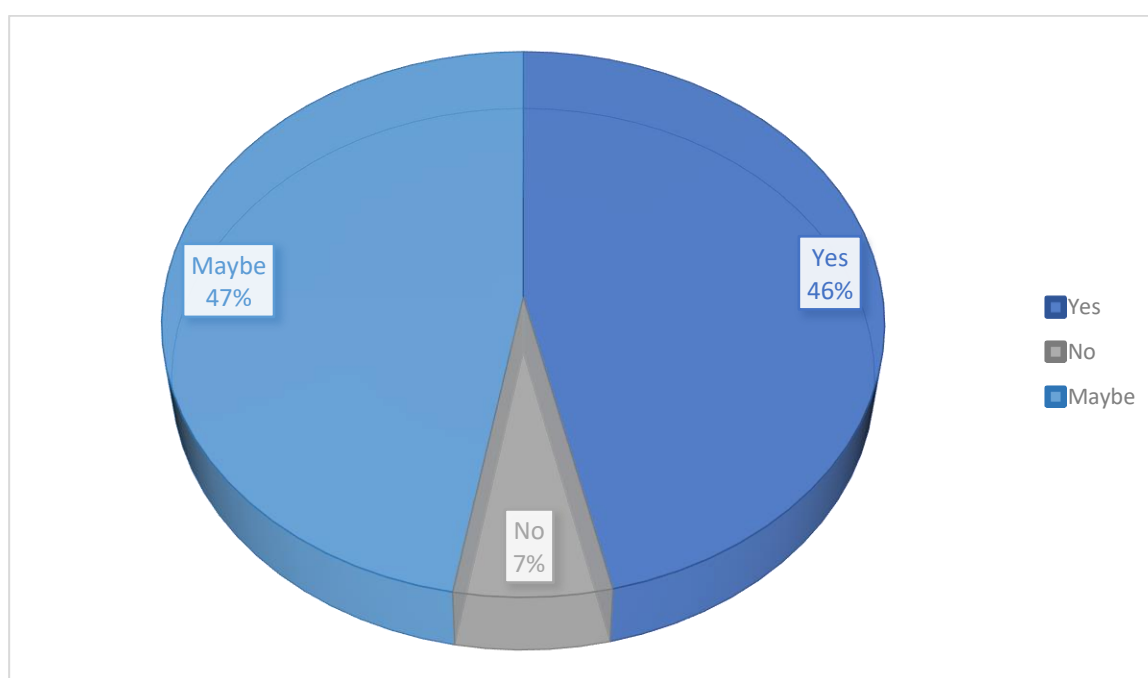
**Table 20: Future Purchase Intentions for Hasnaoui Apartments**

Response Modalities	Frequency	Percentage
Yes	72	18%
No	10	2,5%

Maybe	73	18,3%
Total	155	38,8%
Missing values	244	61,2%
Total	399	100%

Source : Developed through personal efforts based on the SPSS outputs

**Figure 12 : Future Purchase Intentions for Hasnaoui Apartments**



Source : Developed through personal efforts based on the SPSS outputs

Through our analysis, the obtained results unveil that respondents' intentions to purchase apartments from Hasnaoui Developer provide crucial insights into their propensity for real estate transactions with the company. Among respondents familiar with Hasnaoui Developer (38.8% of the total sample), 38.8% expressed their intentions regarding future apartment purchases. Notably, 18% of respondents indicated a definite intention to buy an apartment from Hasnaoui in the future, while a slightly smaller proportion, 18.3%, expressed uncertainty by choosing the option "Maybe." Conversely, only 2.5% of respondents stated that they do not plan to buy an apartment from Hasnaoui in the future. The presence of missing values (61.2%) among respondents who reported no knowledge of Hasnaoui Developer underscores the need

for further exploration into their future purchase intentions and potential barriers to engagement with the company.

### **Univariate Analysis of Purchase Intention Predictors**

In this section, we will present the univariate analysis of the antecedents of purchase intention. To determine them based on customer behavior models and theoretical frameworks, we employed stepwise multiple linear regression tests. This method allows us to systematically identify and include variables that significantly influence purchase intention, thereby establishing the most reliable model for the real estate market in Algeria. Subsequently, we conducted a secondary multiple regression test using the three variables identified initially to validate and ensure the robustness of the model.

### **Testing hypotheses:**

To assess the proposed hypotheses within the methodological framework and examine the influence of study variables on purchase intention, we conducted a multiple linear regression analysis. In this analysis, the dependent variable was purchase intention, while the independent variables consisted of attitude towards behavior (ATB), Subjective Norms, and perceived behavioral control (PBCo).

Before proceeding with the multiple linear regression test, we first ensured the necessary conditions for conducting the test:

1. The first condition, regarding the nature of the variables, is met as we have quantitative variables.
2. The second condition, which involves the presence of a linear relationship between the dependent variable and the independent variables, was verified in SPSS using scatterplots.
3. The third condition, concerning normal distribution, was not met as the significance level after verification was not significant. This indicates the need for standardization of the dependent variable.

**Table 21 : Normality test**

	<b>Statistics</b>	<b>DF</b>	<b>Sig.</b>	<b>Statistics</b>	<b>DF</b>	<b>Sig.</b>
<b>Purchase intention</b>	0,229	399	0,00	0,781	399	0,00

Source: Developed through personal efforts based on the SPSS outputs

The normality test results for purchase intention indicate that the data is not normally distributed, as the significance level (Sig.) is below the conventional threshold of 0.05, suggesting non-normality.

**Table 22 : Collinearity Statistics**

	<b>Tolerance</b>	<b>VIF</b>
<b>Attitude towards behavior</b>	0,463	2,159
<b>Percived behavioral contorl</b>	0,468	2,135
<b>Property Location</b>	0,927	1,079

Source: Developed through personal efforts based on the SPSS outputs

We checked the multicollinearity condition and found that it is respected. The Durbin-Watson statistic yielded a value of 1.802, indicating no autocorrelation between the residuals. Additionally, after examining the variance inflation factors (VIF) and tolerances, we confirmed that the condition is respected.

## **Multivariate analysis**

### **Test results:**

Following a thorough examination of the prerequisites, we transitioned to a stepwise multiple linear regression analysis, This method allows us to identify the variables that significantly influence purchase intention identify the most influential variables, and determine the most reliable model.

The table presented above illustrates the outcomes of this stepwise multiple linear regression analysis :

**Table 23 : Model Summary:**

Model	R	R-squared	Adjusted R-squared	Standard error of the estimate	R-squared change	F change	Sig
1	0,723	0,523	0,522	0,55256	0,523	435,575	0,00
2	0,769	0,592	0,590	0,51191	0,069	66,539	0,00
3	0,783	0,613	0,610	0,49923	0,021	21,378	0,00

Source : Developed through personal efforts based on the SPSS outputs

The table presents the results of a multiple linear regression analysis, showing three different models. Among these models, the third one is the most reliable.

In the first model, the coefficient of determination (R-squared) is 0.523, indicating that 52.3% of the variance in the dependent variable, purchase intention, can be explained by the independent variable, attitude towards behavior (ATB). This suggests a moderate relationship between purchase intention and ATB.

Moving to the second model, the R-squared value increases to 0.592, meaning that 59.2% of the variability in purchase intention is accounted for by the combined effects of ATB and perceived behavioral control (PBCo). This indicates a stronger relationship compared to Model 1.

In Model 3, which includes purchase intention, ATB, PBCo, and property location, the R-squared value further rises to 0.613. This suggests that 61.3% of the variability in purchase intention is explained by these variables collectively, indicating a strong positive relationship.

the adjusted R-squared values for Models 1, 2, and 3 are 0.522, 0.590, and 0.610, respectively, confirming their moderate reliability in explaining the variance in purchase intention.

the significance level (Sig) for all three models is 0.00, indicating that the models are statistically significant and valid. Therefore, based on these results, Model 3, which includes purchase intention, ATB, PBCo, and property location, is considered the most reliable for predicting purchase intention.

**Table 24: ANOVA (Analysis of Variance)**

Model		Sum of squares	Degrees of freedom (df)	Mean square	F	Sig.
1	Regression	132,988	1	132,988	435,575	0,00
	Residual	121,211	397	0,305		
	Total	254,199	398			
2	Regression	150,425	2	75,213	287,010	0,00
	Residual	103,774	396	0,262		
	Total	254,199	398			
3	Regression	155,753	3	51,918	208,312	0,00
	Residual	98,446	395	0,249		
	Total	254,199	398			

Source : Developed through personal efforts based on the SPSS outputs

As indicated in the **ANOVA** table, the significance level (Sig) for the models is less than 0.001, meaning they are significant as they are below the 0.05 significance threshold. This indicates the presence of a significant positive effect between the dependent variable, 'purchase intention,' and the independent variables.

In the ANOVA table, the results of the multiple linear regression analysis are presented. For the third model, the Sig is less than 0.01, which is below the 0.05 significance threshold. This indicates a positive effect from the independent variables (ATB, PBCo, and Property Location) on the dependent variable, which in this case is 'purchase intention.'

For Model 3, the regression sum of squares is 155,753 with 3 degrees of freedom, resulting in a mean square of 51,918. The F-statistic for this model is 208.312, and the significance level (Sig) is 0.00, confirming the model's statistical significance. The residual sum of squares is 98,446 with 395 degrees of freedom, resulting in a mean square of 0.249. The total sum of squares is 254,199 with 398 degrees of freedom, indicating the overall variability in purchase intention.

**Table 25 : Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Standard Error	Beta		
1	(Constant)	1,035	0,158		6,565	0,00
	ATB	0,764	0,037	0,723	20,870	0,00
2	(Constant)	0,871	0,147		5,904	0,00
	ATB	0,471	0,049	0,446	9,528	0,00
	PBCo	0,343	0,042	0,382	8,157	0,00
3	(Constant)	0,655	0,151		4,332	0,00
	ATB	0,442	0,49	0,418	9,092	0,00
	PBCo	0,329	0,041	0,366	7,991	0,00
	Property Location	0,049	0,011	0,150	4,624	0,00

Source : Developed through personal efforts based on the SPSS outputs

The Coefficients table provides details about the coefficients for each model. For the third model, the unstandardized coefficient (B) for the constant is 0.655 with a standard error of 0.151, and a t-value of 4.332, which is significant with a Sig of 0.00.

The unstandardized coefficient for ATB is 0.442 with a standard error of 0.049, and a standardized Beta of 0.418, which is significant with a t-value of 9.092 and a Sig of 0.00. This indicates a strong positive impact of ATB on purchase intention.

For PBCo, the unstandardized coefficient is 0.329 with a standard error of 0.041, and a standardized Beta of 0.366, which is significant with a t-value of 7.991 and a Sig of 0.00. This suggests a positive impact of PBCo on purchase intention.

The unstandardized coefficient for Property Location is 0.049 with a standard error of 0.011, and a standardized Beta of 0.150, which is significant with a t-value of 4.624 and a Sig of 0.00. This indicates a positive impact of Property Location on purchase intention.

Therefore, based on these results, Model 3, which includes the variables ATB, PBCo, and Property Location, is considered the most reliable for predicting purchase intention. The significance levels and standardized coefficients demonstrate the impact of each independent

variable on the dependent variable, with ATB having the strongest influence, followed by PBCo and Property Location.

Table 26 : Excluded variables

Model 3	Beta included	t	Sig
SN	0,065	1,753	0,080
FC	- 0,004	- 0,041	0,968
PPQ	- 0,066	- 0,805	0,421
BI	- 0,060	- 1,267	0,206
ETH	0,009	0,123	0,902
IF	- 0,029	- 0,498	0,619
PF	0,039	0,643	0,520
CR	0,017	0,299	0,765
PD	- 0,009	- 0,138	0,890

Source: Developed through personal efforts based on the SPSS outputs

Model 3 was selected as the best model. It excluded certain variables, even though consumers agreed with these criteria. However, these criteria do not significantly impact consumers in the context of real estate developers. The model focuses on factors that truly influence consumer behavior in purchase intention, ensuring more accurate and relevant insights for real estate developers.

## **SECTION 2 :**

### **Discussion of Results**

**Discussion of the results:**

The results of this study, conducted on a sample of 399 individuals, highlight key insights into the factors influencing real estate purchase intentions. The majority of respondents were male (61.7%), reflecting a trend where men are more likely to be interested in real estate investments. This could be attributed to various socio-economic factors that make men more inclined towards property acquisition.

Age distribution among the participants shows a significant representation of individuals aged 31-40 years (35.8%) and 21-30 years (32.8%). These age groups are typically in the prime of their careers and personal life developments, such as starting families, which often drive the need for purchasing property. The 41-50 years age group made up 20.6% of the sample, while those aged 51-60 years and over 60 were less represented, indicating a lower likelihood of property purchases among older age groups.

Marital status distribution was almost even, with 51.6% single and 48.4% married. This balance suggests that the intention to purchase real estate is equally relevant for single individuals and those with families, possibly reflecting the diverse housing needs across different life stages.

The occupational status of respondents indicates that a substantial majority were employees (74.2%). This high percentage suggests that steady income from employment is a significant factor in the ability to consider purchasing real estate. Business owners constituted 16.8% of the sample, while retirees were 9%, showing that while entrepreneurship and post-retirement planning also play roles in real estate investment, they are less prevalent compared to regular employment.

Income levels of the participants reveal that nearly half (48.1%) earned between 60,000 and 80,000 DA monthly. This income bracket appears to be the most conducive to considering property purchases, providing a balance between affordability and financial stability. Those earning 40,000-60,000 DA made up 23.6% of the sample, while higher earners (above 80,000 DA) constituted 21.6%. The least represented were individuals with incomes below 40,000 DA (6.8%), highlighting the financial barriers faced by lower-income groups in entering the real estate market.

In our study of real estate developers, understanding the factors that influence purchase intention in the Algerian market is paramount for crafting successful marketing strategies and driving sales. Our regression analysis, drawing from the Theory of Planned Behavior (TPB)

framework, has shed light on key determinants of purchase intention among consumers in this context.

The results demonstrate that attitude toward behavior (ATB), perceived behavioral control (PBCo), and property location significantly influence purchase intention among consumers. This aligns with previous research emphasizing the importance of these factors in driving real estate purchase decisions. Al-Nahdi et al. (2015) found the attitude and perceived behavioral control significant in Saudi Arabia, while Zhang et al. (2020) in China identified the significance of attitude, and Moawad (2023) in Dubai highlighted the significance of both attitude and perceived behavioral control. The inclusion of property location as a predictor underscores its critical role in shaping consumer preferences and purchase intentions, as mentioned in the literature. This aligns with the findings of Nakip and Gökmen (2019) in Turkey and Kumar and Khandelwal (2018) in India. Consumers place significant importance on property location due to factors such as proximity to amenities, quality of the neighborhood, and accessibility, collectively enhancing the attractiveness of the property.

In the analysis results, we observed that there was not a significant relationship between subjective norms and purchase intention, which is in line with findings from some previous studies such as those by Sharma and Akinwalere (2023) across many countries including Canada, the United Kingdom, and the United States, as well as by Le-Hoang et al. (2019) in Vietnam. suggesting that subjective norms may not consistently influence purchase intention in certain contexts. In the Algerian real estate market, individual decision-making might be more influenced by personal attitudes and perceived control rather than social pressures or expectations. This deviation from the conventional TPB model implies that marketing strategies should perhaps focus more on enhancing individual confidence and perceived value rather than relying on social influence tactics.

Based on the results, it's important to note that other factors such as financial considerations, brand image, and project facilities, although highlighted in the literature, were excluded from our regression model due to their lack of significant impact on purchase intention in Algerian consumers, aligning with our findings. This suggests that, in our specific context, these factors did not play a decisive role in shaping consumers' intentions to purchase real estate. However, this does not undermine their potential importance in other settings or markets. Financial considerations, such as the availability of financing options and property affordability, are often significant in real estate purchase decisions in different contexts, as demonstrated in studies

from Bangladesh (Islam et al., 2022) and Vietnam (Le-Hoang, 2020). Brand image, which reflects the reputation and credibility of the real estate developer, can strongly influence consumer trust and their intention to purchase, as highlighted in the study from Vietnam (Le-Hoang et al., 2019). Project facilities, encompassing amenities and infrastructure within the property, can enhance the perceived value and attractiveness of a real estate project, as seen in studies from Vietnam (Le-Hoang, 2020; Le-Hoang et al., 2019). While these variables did not emerge as significant predictors in our study of Algerian consumers, their importance remains notable in broader analyses and contexts.

Furthermore, our study's emphasis on perceived behavioral control aligns with strategies that enhance consumer confidence. Real estate developers can focus on facilitating the buying process by providing transparent information, flexible financing options, and supportive customer service. Such measures can significantly boost consumers' perceived control over the purchasing process, thereby increasing their intention to buy. The absence of a significant impact of subjective norms in our findings suggests that real estate developers might benefit more from personalized marketing strategies. Instead of general social proof, emphasizing personal benefits and creating individualized engagement opportunities could prove more effective. For instance, developers might offer personalized tours, one-on-one consultations, and customized financing plans to appeal directly to individual preferences and needs. Overall, our regression results contribute to a deeper understanding of the factors influencing purchase intention in the Algerian real estate market, aligning with theoretical frameworks such as the TPB and offering insights for strategic decision-making by property developers and marketers. By integrating empirical analysis with theoretical insights from the literature, our study enhances the knowledge base in this field and informs effective marketing strategies tailored to consumer preferences in Algeria's real estate sector. This comprehensive discussion integrates the empirical findings from our regression analysis with theoretical insights, providing a robust framework for understanding and influencing purchase intentions in the Algerian real estate market.

**Table 27 : Summary of Hypotheses**

N°	Hypotheses	Status
1	H1: Attitude toward behavior (ATB) positively influences purchase intention.	Validated
2	H2: Subjective norms positively influence purchase intention.	Not Validated
3	H3: Perceived behavioral control positively influences purchase intention.	Validated

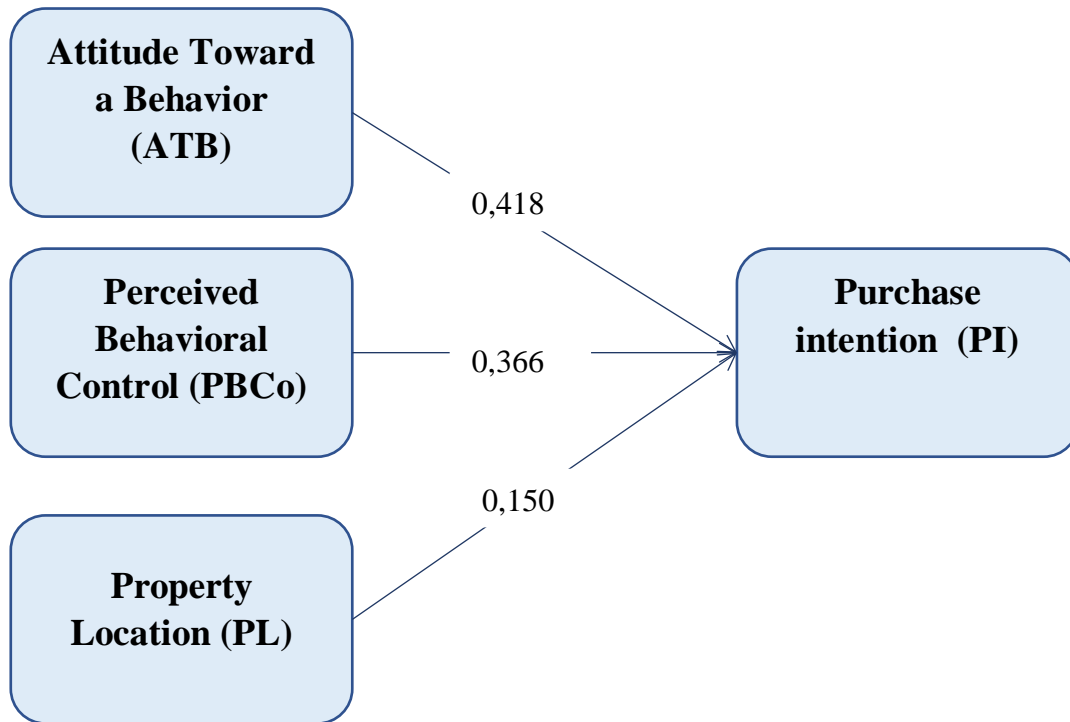
Source : Developed through personal efforts based on the SPSS outputs

The results led to the following model equation :

$$Y = 0.418x_1 + 0.366x_2 + 0.150x_3$$

The results of the confirmatory analysis conducted with AI Rtutor 0.98 validate the model we derived from linear regression, confirming the validity of our findings. Based on the results of study, we propose a model consisting of three variables that significantly impact purchase intention. This model, which encapsulates the outcomes of our research, is as follows:

**Figure 13 :** The Algerian index of customer purchase intention in the real estate developer industry



Source: Developed through personal efforts based on the SmartPLS software

## **GENERAL CONCLUSION**

The study aimed to investigate the factors influencing consumer behavior and purchase intentions in the Algerian real estate market, specifically focusing on the preferences of consumers towards real estate developers. Through a quantitative approach with a sample size of 399 respondents, data was collected using structured questionnaires to analyze the impact of attitudes, subjective norms, and perceived behavioral control on purchase intentions.

The results of the study revealed significant insights into the factors influencing purchase intentions in the Algerian real estate sector. The model proposed in the research highlighted the following key variables that significantly impact purchase intention:

- Attitude Toward a Behavior (ATB)
- Perceived Behavioral Control (PBCo)
- Property location

The study validated the influence of Attitude Toward Behavior and Perceived Behavioral Control on purchase intention and revealed the influence of property location as a crucial determinant of purchase intentions, adding a nuanced dimension to our understanding of consumer behavior in the Algerian real estate sector, while the Subjective Norms factor did not show a significant influence. The model equation derived from the study's findings indicated the following relationships :

$$Y = 0.418 \times (ATB) + 0.366 \times (PBCo) + 0.150 \times (PL)$$

Our study highlights the crucial importance of aligning marketing strategies with consumer preferences within the Algerian real estate market. Through a thorough examination of individual attitudes, perceived control, and external factors like property location, we shed light on the intricate process of shaping purchase intentions and nurturing consumer engagement. By integrating empirical findings with insights from the Theory of Planned Behavior, our research provides a solid foundation for refining marketing strategies and building consumer trust. Looking ahead, the results of our study not only lays the groundwork for further exploration and cross-cultural comparisons but also aims to deepen understanding and anticipate evolving consumer needs, thereby fostering enduring relationships within this competitive landscape.

Within the dynamic context of the Algerian real estate market, developers must prioritize understanding purchase intentions to effectively anticipate consumer behavior and make informed business decisions. By focusing on key factors such as attitudes, perceived behavioral

control, and property location, developers can gain valuable insights into consumer preferences and tailor their strategies accordingly to meet market demands.

This results could be instrumental for developers like Hasnaoui Group in Algeria to gain deeper insights into consumer behavior. As a leading player in the Algerian real estate sector, Hasnaoui Group's emphasis on strategic location and comprehensive facilities resonates well with the results. By leveraging our research results, developers like Hasnaoui Group can further refine their understanding of consumer preferences and effectively tailor their projects to meet the evolving demands of the market. By aligning project offerings more closely with consumer expectations and preferences, this approach not only enhances the developer's competitive edge but also fosters greater satisfaction among consumers. It exemplifies how a reputable developer successfully leverages key factors such as location and perceived control to drive consumer purchase intentions.

Purchase intentions serve as a critical indicator of consumer interest and willingness to engage with real estate offerings, emphasizing the necessity for developers to align their marketing efforts strategically to drive sales and facilitate business growth.

Despite the valuable insights gleaned from our study, it's crucial to acknowledge the constraints we encountered. The limited timeframe posed challenges in securing responses from consumers, even with the implementation of strategies like distributing questionnaires via QR codes. Moreover, our study's exclusive reliance on the Theory of Planned Behavior (TPB) model may have restricted the breadth of our analysis. Moving forward, to enhance our understanding of consumer behavior in the Algerian real estate market, future research should aim to broaden the application of the model and incorporate diverse methodologies

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#### **Internal Documents :**

1. Hasnaoui Group Presentation - PDF –
2. Organizational Chart of the Hasnaoui Group – PDF -

## **Annexes**

**Annex -A-**  
**Questionnaire English version**

## Presentation of the Questionnaire

As part of an end-of-studies project for a Master's degree in Marketing Management at the École Nationale Supérieure de Management (ENSM), we are launching a survey to analyze the factors influencing consumer behavior and to predict their intention to buy apartments with a property developer. Your participation in this survey would be extremely beneficial to academic research in this field.

We would be grateful if you could spare a few minutes of your valuable time to complete this questionnaire.

Please be assured that your answers will be treated with the utmost confidentiality.

We thank you sincerely in advance for your valuable contribution.

**Filtering questions :** Have you already committed to buying a property in Algeria?

- Yes
- No

**Real estate type :**

- LPA (Logement Promotionnel Aidé)
- LPP (Logement Promotionnel Public)
- VSP (Vente sur Plan)
- LSP (Logement Social Participatif)
- LPL (Logement Public Locatif)
- AADL (Agence Nationale de l'Amélioration et du Développement du Logement)
- Property developer
- Other

**Real estate purpose :**

- Living
- For lease
- Investment

**Research questions :**

**Attitude Toward a Behavior (ATB) :** On a scale of 1 to 5, where 1 is ‘strongly disagree’ and 5 is ‘strongly agree’, please indicate the extent to which you agree with the following statements about buying an apartment from a property developer: What is your attitude towards property offered by developers?

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
see this as a good decision.					
I think it's a good idea.					
I think it's a wise decision.					
I think it's an admired decision.					

**Subjective norms (SN) :** Please indicate your level of motivation to buy an apartment from a property developer :

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
My spouse encourages me to buy the apartment.					
My family expect me to own an apartment					
My friends and colleagues influence me to buy the apartment					
The brokers/ consultants impact me to buy the apartment					



<b>Perceived Physical Quality</b>										
<b>Brand Image</b>										
<b>Expenses and Timely Handover</b>										
<b>Inside Fittings</b>										
<b>Project Facilities</b>										
<b>Corporate Reputation</b>										
<b>Project duration</b>										

**Question related to the internship company :**

**Q01 :** Do you know the Hasnaoui developer?

- Yes  
 No

**Q02 :** What do you think of Hasnaoui's apartments?

- Poor  
 Mediocre  
 Acceptable  
 Good  
 Excellent

**Q03 :** Do you plan to buy an apartment from Hasnaoui in the future?

- Yes  
 No  
 Maybe

**Data sheet :**

**Gender :**

- Female  
 Male

**Age :**

- 21–30 years  
 31–40 years

41–50 years

51–60 years

61–Above

**Marital Status :**

Single

Married

**Occupation :**

Employee

Own Business

Retired

**Income:**

20 000 - 40 000 DA

40 000 - 60 000 DA

60 000 - 80 000 DA

Above 80 000 DA

**Annex -B-**  
**Questionnaire French version**

**Présentation du questionnaire :**

Dans le cadre de la réalisation d'un projet de fin d'études en Master en Management Marketing à l'École Nationale Supérieure de Management (ENSM), nous lançons une enquête visant à analyser les facteurs influençant le comportement des consommateurs et à prédire leur intention d'achat d'appartements immobiliers auprès d'un promoteur.

Votre participation à cette enquête serait extrêmement bénéfique pour la recherche académique dans ce domaine.

Nous vous serions reconnaissants de bien vouloir consacrer quelques minutes de votre temps précieux pour répondre à ce questionnaire.

Soyez rassurés que vos réponses seront traitées avec la plus grande confidentialité.

Nous vous remercions sincèrement par avance pour votre contribution précieuse.

**Question de filtrage :** Avez-vous déjà été engagée dans un achat d'un bien immobilier en Algérie ?

- Oui
- Non

**Type de bien immobilier :** Quel type de logement avez-vous acheté auparavant en Algérie parmi les formules suivantes ?

- LPA (Logement Promotionnel Aidé)
- LPP (Logement Promotionnel Public)
- VSP (Vente sur Plan)
- LSP (Logement Social Participatif)
- LPL (Logement Public Locatif)
- AADL (Agence Nationale de l'Amélioration et du Développement du Logement)
- Promoteur immobilier
- Autre

**Objectif du bien immobilier:** Dans quel but avez-vous l'intention d'acheter un bien immobilier :

- Habiter
- Location / Louer
- Investissement (revente)

**Questions de recherche :**

**Attitude envers un comportement (ATB) :** "Sur une échelle de 1 à 5, où 1 correspond à 'pas du tout d'accord' et 5 à 'tout à fait d'accord', veuillez indiquer dans quelle mesure vous êtes d'accord avec les affirmations suivantes concernant l'achat d'un appartement auprès d'un promoteur immobilier : Quelle est votre attitude envers l'immobilier proposé par les promoteurs ?

Éléments	Pas du tout d'accord	Pas d'accord	Neutre	D'accord	Tout à fait d'accor
Je considère cela comme une décision bénéfique					
Je pense que c'est une bonne idée.					
Je crois que c'est une décision sage					
J'estime que c'est une décision admirée					

**Normes subjectives (SN) :** veuillez indiquer votre degré de motivation pour acheter un appartement auprès d'un promoteur immobilier.

Éléments	Pas du tout d'accord	Pas d'accord	Neutre	D'accord	Tout à fait d'accor
Mon conjoint m'encourage à acheter l'appartement.					
Ma famille attend de moi que je possède un appartement.					
Mes amis et mes collègues m'ont incité à acheter l'appartement					
Les courtiers/conseils m'ont incité à acheter l'appartement.					

**Contrôle comportemental perçu (PBCo) :** L'achat d'un appartement auprès d'un promoteur immobilier offre :

<b>Éléments</b>	Pas du tout d'accord	Pas d'accord	Neutre	D'accord	Tout à fait d'accor
Un délai suffisant pour décider.					
Une flexibilité des ressources financières.					
Suffisamment de compétences et de connaissances sur les appartements pour prendre ma propre décision					
Un Contrôle total de l'achat					

**Intention d'achat (PI) :** Veuillez évaluer les affirmations suivantes concernant votre intention d'acheter d'un appartement immobilier chez un promoteur :

<b>Éléments</b>	Pas du tout d'accord	Pas d'accord	Neutre	D'accord	Tout à fait d'accor
J'ai l'intention d'acheter.					
Je suis une personne essentielle dans l'achat					
Je présenterai à mes amis et à ma famille la possibilité d'acheter un appartement					

**Évaluation de l'importance des facteurs supplémentaires :** Sur une échelle de 1 à 10, où 1 correspond à 'le moins important ' et 10 à ' le plus important', veuillez indiquer l'importance du critère suivant lors de l'intention d'achat d'un appartement auprès d'un promoteur :

	1	2	3	4	5	6	7	8	9	10
Emplacement de la propriété										
Considérations financières										
Qualité physique perçue										
Image de marque										
Dépenses et livraison en temps voulu										
Aménagements intérieurs										
Installations du projet										
Réputation de l'entreprise										
Durée de projet										

**Question liée à l'entreprise de stage :**

**Q01 :** Connaissez-vous le promoteur Hasnaoui ?

- Oui  
 Non

**Q02 :** Quel est votre avis sur les appartements proposés par Hasnaoui ?

- Mauvais  
 Médiocres  
 Acceptables  
 Bien  
 Excellents

**Q03 :** Do you plan to buy an apartment from Hasnaoui in the future?

- Oui

- Non
- Peut-être

**Fiche signalétique :****Genre :**

- Femme
- Homme

**Age :**

- 21–30 ans
- 31–40 ans
- 41–50 ans
- 51–60 ans
- 61 ans et plus

**Marital Status :**

- Célibataire
- Marié(e)

**Occupation :**

- Employé (e)
- Propriétaire d'une entreprise
- Retraité (e)

**Income:**

- 20 000 - 40 000 DA
- 40 000 - 60 000 DA
- 60 000 - 80 000 DA
- Plus de 80 000 DA

**Annex -C-**  
**Questionnaire Arabic version**

## عرض الاستبيان :

في إطار إنجاز مذكرة تخرج للماستر تخصص إدارة التسويق في المدرسة الوطنية العليا للإدارة (ENSM) ، نطلق استطلاعاً يهدف الى تحليل عوامل سلوك المستهلك وتوقع نية شراء الشقق العقارية لديهم من المطور العقاري. مشاركتكم في هذا الاستطلاع ستكون ذات أهمية كبيرة للبحث الأكاديمي في هذا المجال. نشكركم على تخصيص بضع دقائق من وقتكم الثمين للإجابة على هذا الاستبيان. نؤكد لكم أن الردود ستعامل بسرية تامة. و في الأخير نقدر مساهمتكم القيمة مسبقاً.

### تصفية الأسئلة :

هل التزمت بالفعل بشراء عقار في الجزائر؟

- نعم  
 لا

أي من أنواع العقارات التالية سبق لك شراؤها في الجزائر؟

- LPA (Logement Promotionnel Aidé)  
 LPP (Logement Promotionnel Public)  
 VSP (Vente sur Plan)  
 LSP (Logement Social Participatif)  
 LPL (Logement Public Locatif)  
AADL (Agence Nationale de l'Amélioration et du Développement du Logement)  
 مطور عقاري/Promoteur immobilier  
 اخر

بأي هدف تنوي شراء عقار:

- السكن  
 الإيجار / التأجير  
 الاستثمار (إعادة البيع)

### أسئلة البحث :

الموقف تجاه السلوك (ATB) : على مقياس من 1 إلى 5 : حيث 1 يعتبر 'غير موافق بشدة' و 5 يعتبر 'موافق بشدة'، يرجى الإشارة إلى مدى موافقتك على العبارات التالية حول شراء شقة من مطور عقاري: ما هو موقفك من العقارات التي يعرضها المطورون العقاريون؟

العناصر	غير موافق بشدة	غير موافق	حيادي	موافق	موافق بشدة
أرى أن هذا قرار نافع					

أرى أن هذا قرار جيد					
أعتقد أنه قرار حكيم					
أعتقد أنه قرار يستحق الإعجاب					

التوجهات الشخصية (SN) : يُرجى الإشارة إلى مستوى تحفيزك لشراء شقة من مطور عقاري

العناصر	غير موافق بشدة	غير موافق	حيادي	موافق	موافق بشدة
يشجعني زوجي / زوجتي على شراء الشقة					
تتوقع عائلتي أن أملك شقة					
شجعني أصدقائي وزملائي على شراء الشقة					
شجعني الوسطاء/المستشارون على شراء الشقة					

السيطرة السلوكية المدركة (PBCo) : يوفر شراء شقة من مطور عقاري:

العناصر	غير موافق بشدة	غير موافق	حيادي	موافق	موافق بشدة
ما يكفي من الوقت لاتخاذ					
مرونة فالموارد المالية					
القرار مهارات ومعرفة كافية عن الشقق لاتخاذ قراري بنفسني					
تحكم كامل في عملية الشراء					



الأسئلة المتعلقة بمكان البحث :  
هل تعرف المطور العقاري حسناوي

نعم

لا

ما رأيك في الشقق المعروضة من قبل الحسناوي؟

سيئة سييسيب

متوسطة

مقبولة

جيدة

ممتازة

هل تنوي شراء شقة من الحسناوي في المستقبل؟

نعم

لا

ربما

البيانات الشخصية :  
الجنس :

ذكر

انثى

العمر:

21-30 سنة

31-40 سنة

41-50 سنة

51-60 سنة

61 سنة فأكثر

الحالة الاجتماعية :

أعزب

متزوج

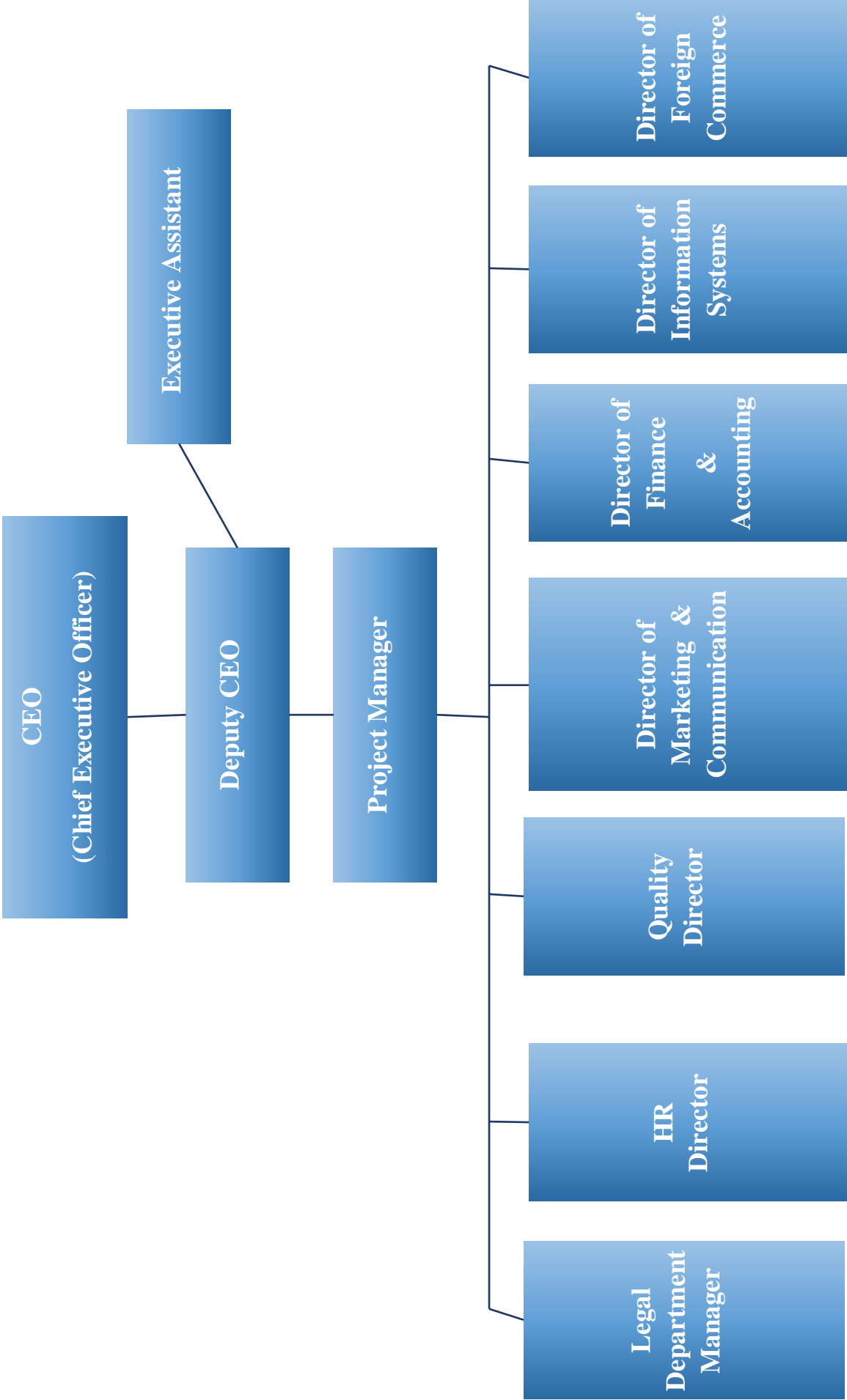
## المهنة :

- موظف (ة)
- صاحب (ة) عمل
- متقاعد (ة)

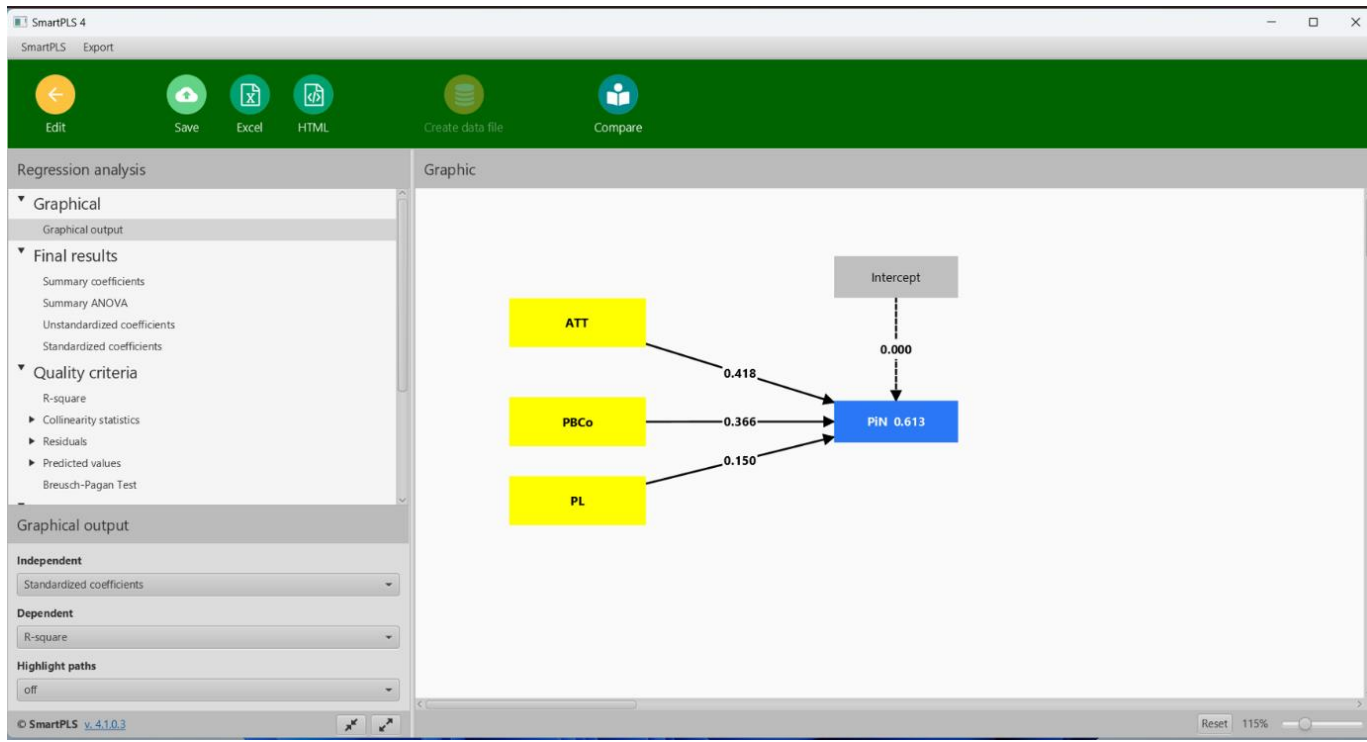
## الدخل :

- 20 000 - 40 000 DA
- 40 000 - 60 000 DA
- 60 000 - 80 000 DA
- أكثر من 80.000 دينار جزائري

**ANNEX -D-**  
**THE ORGANIZATIONAL CHART OF**  
**Groupe Hasnaoui**



**ANNEX -E-**  
**Results of SMART PLS Software**



**ANNEX -F-**

**Table of Excluded Variables in SPSS  
Regression Analysis**

Model N°	Variables	Beta included	t	Sig
Model 1	SN	0,109	2,797	0,005
	PBCo	0,382	8,157	0
	PL	0,170	4,870	0
	FC	0,166	4,741	0
	PPQ	0,156	4,407	0
	BI	0,099	2,670	0,008
	ETH	0,175	4,965	0
	IF	0,117	3,460	0,001
	PF	0,140	4,200	0
	CR	0,131	3,933	0
	PD	0,129	3,855	0
Model 2	SN	0,038	1,015	0,311
	PL	0,150	4,624	0
	FC	0,141	4,303	0
	PPQ	0,129	3,890	0
	BI	0,079	2,309	0,021
	ETH	0,137	4,106	0
	IF	0,117	3,460	0,001
	PF	0,140	4,200	0
	CR	0,131	3,933	0
	PD	0,129	3,855	0

Model 3	SN	0,065	1,753	0,080
	FC	- 0,004	- 0,041	0,968
	PPQ	- 0,066	- 0,805	0,421
	BI	- 0,060	- 1,267	0,206
	ETH	0,009	0,123	0,902
	IF	- 0,029	- 0,498	0,619
	PF	0,039	0,643	0,520
	CR	0,017	0,299	0,765
	PD	- 0,009	- 0,138	0,890