FACTORS AFFECTING HOUSING PURCHASE DECISIONS IN VIETNAM

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Appendix 1. Descriptive Statistics

Characteristics	Classify	Samples	
		Frequency	**Rate %**
Gender	Male	114	45.1
	Femail	139	54.9
Ages	25–30	30	11.9
	31–40	172	68.0
	41–55	51	20.2
Marital status	Married	79	31.2
	Divorced	39	15.4
	Single	135	53.4
Standard of house area	40–60 m^2	84	33.2
	60–80 m^2	97	38.3
	80–100 m^2	72	28.5
Support from banks	30%	48	19.0
	40%	12	4.7
	50%	72	28.5
	60%	24	9.5
	70%	97	38.3
Form of mortgage	From the house just bought	181	71.5
	From other assets	72	28.5

Appendix 2. Results of testing Cronbach's Alpha coefficient

Scale	Observed Variable	Cronbach's Alpha
Scale 1: Income	TN1, TN2, TN3, TN4	0.877
Scale 2: Location	VT1, VT2, VT3, VT4, VT5	0.903
Scale 3: Construction quality	CL1, CL2, CL3, CL4	0.704
Scale 4: Living environment	MT2, MT3, MT4	0.700
Scale 5: Price	GC1, GC2, GC3	0.611
Scale 6: Investor reputation	UT1, UT2, UT3	0.702

Scale 7: Reference group	TK1, TK2, TK3, TK4	0.796
Scale 8: Promotion strategy	CT1, CT2, CT3, CT4	0.775
Scale 9: Purchase decision	QD1, QD2, QD3, QD4	0.837

Appendix 3. Results of rotating independent variables by using EFA

Variable	Meaning of variable	Component 1	2	3	4	5	6	7	8
VT4	Fresh climate	0.912							
VT3	Convenient traffic	0.911							
VT5	Near public services	0.878							
VT2	Close to workplace	0.852							
VT1	Near the city center	0.753							
TN3	Reasonable payment policy		0.889						
TN1	Suitable for accumulation ability		0.882						
TN2	Having a policy to support buying a house		0.873						
TN4	Suitable for family support		0.823						
TK4	According to expert advice			0.798					
TK1	According to the will of the wife (or husband)			0.776					
TK3	Friends recommend buying			0.739					
TK2	Parents recommend buying			0.737					
CT4	Trust the consultant				0.798				
CT1	Impressed with the introductory information				0.757				
CT3	Enjoy the model house				0.721				
CT2	Attractive promotions				0.721				
CL3	Quality furniture					0.749			
CL4	Guaranteed technical infrastructure					0.717			
CL1	Good build quality					0.698			
CL2	Good water and electricity system, good elevator					0.564			
MT3	Cool and fresh living space						0.848		
MT2	Safety						0.841		
MT4	Active living environment						0.666		
UT2	The previous constructions of the investor are all good							0.776	
UT1	The investor is a large, long-term company							0.733	
UT3	Trusted construction contractor							0.646	
GC2	The price is commensurate with the benefits								0.795
GC3	Competitive price								0.676
GC1	Reasonable price at the moment								0.533
KMO and Bartlett's Test									
	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.							0.743	

Variable Meaning of variable	Component							
	1	2	3	4	5	6	7	8
Bartlett's Test of Sphericity	Approx. Chi-Square						2,551.330	
	Df						435	
	Sig.						0.000	

Appendix 4. Results of Pearson Correlation

	QD	TN	VT	CL	MT	GC	UT	TK	CT
QD	1.000								
TN	0.510*	1.000							
VT	0.332*	-0.099	1.000						
CL	0.588	0.075	0.063	1.000					
MT	0.321	0.057	0.006	0.085	1.000				
GC	0.423*	-0.005	0.017	-0.110	0.075	1.000			
UT	0.044	0.039	-0.017	0.068	0.066	0.228	1.000		
TK	0.401*	-0.005	-0.019	0.007	-0.044	0.135	0.291	1.000	
CT	0.019	-0.022	0.024	-0.096	0.047	0.119	0.249	0.205	1.000

Note: (*) show $p < 5\%$