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Notice for the PhD Viva Voce Examination

Ms Kavya K M, Registration Number: 2270008, PhD Scholar at the Department of Commerce, School of Commerce, Finance and Accountancy, CHRIST (Deemed to be University) will defend her PhD thesis at the public viva-voce examination on Wednesday, 13 May 2026 at 02.30 pm in Room No. 044, Ground Floor, R&D Block, CHRIST (Deemed to be University), Bengaluru - 560029, Karnataka, India.

Title of the Thesis	:	Exploring the Key Determinants Influencing Purchase Intention in the Residential Housing Market
Discipline	:	Commerce
External Examiner - I	:	Dr Tamarai Selvan Professor Department of Management Studies National Institute of Technology Tiruchirappalli Tiruchirappalli – 620015 Tamil Nadu
External Examiner - II	:	Dr Smitha Pillai Professor Department of Management The Bhopal School of Social Sciences (Autonomous) Habibganj P.O, Bhopal Madhya Pradesh - 462024
Supervisor	:	Dr Shaeril Michael Almeida Associate Professor Department of Commerce School of Commerce, Finance and Accountancy CHRIST (Deemed to be University) Bengaluru - 560029 Karnataka

The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

Registrar (Academics)

Place: Bengaluru
Date: 07 May 2026

ABSTRACT

Real estate has become an asset class category in the present era. As cities develop and expand, so does demand in the housing market. The study employs quantitative approach with descriptive and explanatory research design to understand how the multiple determinants relating to both internal and external attributes impact purchase intent with respect to residential housing. The present study attempts to ascertain how these key determinants impact attitude towards behavior a psychological aspect of the individual. Additionally, the author also attempts to examine the mediation effect of Attitude towards behavior between the various determinants and purchase intention. Lastly, the study attempts to analyze the demographic characteristics with respect to purchase intention. The study has employed the Extended Theory of Planned Behavior, along with additional constructs such as Housing Attributes, Environmental Attributes, Location and Service Attributes, Economic and Financial Attributes, Brand Image, and Information Sources. The author has used JMP 18 software, a statistical software used to conduct Structural Equation Modelling, where testing of multiple constructs is analyzed and evaluated using hypotheses testing. Additionally, to examine the demographic features of the respondents impacting purchase intention, the author conducted one-way ANOVA using SPSS version 25. The path analysis reveals that the constructs are Housing Attributes, Environmental Attributes, Location and Service Attributes, Economic and Financial Attributes, Brand Image and Information Sources have a positive and significant impact on purchase intention with respect to purchasing a residential house. The mediation analysis exhibits that attitude towards behavior partially mediates the relationship between Housing attributes, Economic Attributes, Location and Service attributes, Economic and Financial attributes, Brand Image, but does not mediate Information Source with purchase intention. Lastly, the demographic analysis reveals that there is a statistical significance among the constructs age, educational qualifications, annual income, size of the family, no of children, no of earning members, influential person to purchase a house and category of the house, but there is no statistical significance with respect to gender, marital status and occupation characteristics. The current study provides the real estate stakeholders to design the housing projects that best suit the customers in both physical and functional aspects.

Keywords: Purchase Intention, Consumer Behaviour, Attitude Towards Behaviour, Residential Housing

Publications:

1. **Kavya, K. M., & Almeida, S. M. (2026).** *The Impact of Environmental Attributes on Purchase Intention Towards Sustainable Housing* (pp. 381–392). https://doi.org/10.1007/978-3-031-97613-1_32
2. **Kavya, K. M., & Almeida, S. M. (2026).** *The Mediating Role of Attitude Towards Behaviour Between Brand Image and Purchase Intention: Evidence from India's Housing Market* (pp. 977–989). https://doi.org/10.1007/978-3-032-10016-0_78
3. **K.M, K., & Almeida, S. M. (2025).** Structural Modelling of Homebuyer Behavior in The Residential Housing Market. *International Journal of Accounting and Economics Studies*, 12(6), 814–822. <https://doi.org/10.14419/gqh4w175>
4. **Kavya, K.M., & Almeida, S.M. (2026),** *Development of Propinnotech Application Interface.* (Patent No. 202541132831). India Patent Office.