Abstract

This study focuses on the consumer decision making process in the selection of estate agencies in the HDB resale market. It aims to uncover the reasons for engaging agencies by identifying five areas of interest: agency characteristics, agency network and exposure, agency services, agent’s individual characteristics and agency fee. It also compares the pre-purchase behavior of HDB buyers and sellers in prioritising these factors. The results of the study show that trust is the most important factor in the selection of estate agencies. This can help estate agencies to gain a better understanding of consumer decision making behavior.

(98 words)

Key Words:

Decision making process
Selection of estate agencies
HDB resale market
Pre-purchase behavior
Agency characteristics
Agent’s individual characteristics