IMPORTANCE OF BRANDING FOR PROPERTY DEVELOPERS IN MALAYSIA

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ABSTRACT

This paper aims to study the brand consciousness of property purchasers in Malaysia. This study is based on a survey of purchasers in Klang Valley on the brand awareness and the brand personality traits of property developers. 5000 questionnaires were distributed and finally 214 were used for this study. The results show that property purchasers are brand conscious in relation to the property developers and they ranked developers based on the brand personality. Property purchasers look at trend, professionalism and investment as the top 3 priorities in the property brand. The conclusion is that all property firms, designers, real estate agents and stakeholders who/that are involved in property development are to ensure that their products are designed with brand consciousness in mind. The findings in this paper suggest that property designers should pay attention to trend in the property development, property marketers should be professional in dealing with purchasers and the developers should ensure good locations for property investments.

Keywords: branding, property purchase, brand consciousness, brand personality, purchaser attitudes.

INTRODUCTION

Branding in consumer products goes way back in history. However, the theory on branding was first introduced in marketing of consumer products in the 1990's. In the past few decades, branding has become increasingly popular as a main strategic tool to differentiate competitive products. Branding has impacted the way marketers market as well as design and conceptualize their products. More and more companies are doing market research to help them address the branding issue correctly (Clegg, 2007). The real estate property sector has not been spared from the branding phenomena either. This paper seeks to research the role that branding plays in affecting buyers' purchasing decision of products in

general and properties in particular. In conducting the research, several characteristics of branding will be identified using questionnaires. The association and reaction of property purchase towards these brand characteristics will then be examined.

Asian consumers can cite the names of no less than 25 brands within seconds. Brands like Coca-Cola, Nokia, Sony, Toyota, Shell, Colgate, Rolex, Nestle, to name a few, have consciously and unconsciously influenced consumer behavior (Batey, 2002).The reason they remain so vividly in consumers' minds is perhaps due to the constant effort these companies put in to fight for the mind space.

Temporal (2000) has written on how strategic communication via promotion, advertising, packaging and communication can help in brand building. For example, through creative product design, attractive packaging, persistent good quality and constant advertisements, top brands have managed to establish a memorable brand position in our minds.

Torsten (1998) in his book *Competitive Branding* has defined brand as a symbol with tremendous potential. Other authors have linked attributes, actions and emotions to branding. Ellwood (2002, p.10)) illustrates branding cleverly: 'The brand therefore acts as a kind of flag, waving to consumers, creating awareness of the product and differentiating it from other competitors'. He has also gone to the extent of humanizing and personalizing branding. In his concept, branding possesses DNA blueprint, personality, value, experience and identity (Ellwood, 2002). Similarly, many experts in the field of branding have used this persona approach in understanding the study of branding (Morrow, 2007).

Psychologically, consumers' knowledge and understanding of products are based on schema, which are a set of associations linked to concepts. With branding, consumers link schemas through the brand's personality (Hoyer, 2004). Perhaps the most popular branding personality study was conducted by Aaker in 1997. She identified 5 main personality characteristics for brands. They are: Sincerity, Excitement, Competence, Sophistication and Ruggedness (Aaker, 1997) These main personalities are further sub-divided by several attributes. For example, the terms 'honest', 'wholesome' and 'cheerful' are used to associate with Sincerity. 'Reliable', 'intelligent' and 'successful' are used to describe Competence. Sophistication is linked with upper class and charm, while 'daring' and 'imaginative' are used to describe Excitement (Hoyer, 2004).

Therefore, this paper aims to study the brand consciousness of property purchasers in Malaysia. The findings will resolve the issue of whether the property purchasers go to these property developers for brand or other factors linked to the products and services offered by these developers. This study will extend to other studies in the developed countries on branding and conclude if their results can be generalized to Malaysia.

LITERATURE REVIEW

The importance of branding cannot be undermined. Increasingly, branding is becoming synonymous with our daily life. Its presence is visible in all aspects of our surroundings. From individual, family, community and even global nation, branding is impacting and changing the way we live. It is becoming a major influence in our family life. For example, today's children are exposed to more products branding compared to their grandparents. Martin Lindstrom has created the term Brand Child (Lindstrom, 2003) to describe this new

generation of youngsters. The Brand Child grew up to be so familiar with branding that they can recite famous brand names better than their relatives' name. Branding is power; hence, it can create larger than life communities. In their article, Thompson and Sinha (2008) show that the brand communities (formed group of admirers of a certain brand) are strong and powerful and as a result they are able to reduce the effect of new product adoption from a competitor brand. From a global perspective, even countries as nations are getting branded. In a suggestion for success in globalization, Anholt (2005) advocates the development of a global brand by developing countries. He points out that the accumulated wealth enjoyed by the developed countries is a direct result of established branding. Branding is also important for commercial businesses. It is crucial as it often implies better return on profit to companies. Branding usually guarantees product sale.

This is especially obvious in the new economy environment where emphasis is placed on "Value". Product selection is due to the perception of value and branding provides that association. Hence, a company's sales are defined by the value its products project to the customers. The successful companies who are able to develop value-oriented brands would have the succeeding edge (Kunde, 2002). For the consumer, branding provides them the much needed sense of identity. Often human beings require some psychological support in fulfilling the void of belonging. This support of having the sense of belonging can come from a group, social class or organization. Being surrounded by branded things sometimes helps people achieve this sense of belonging (Roll, 2006). By purchasing a certain brand, people feel that they automatically belong to that associated group.

With such importance attached to it, it is not a surprise to see research on branding being given a great degree of importance. However, although much research has been conducted with regard to branding for products and services, there are still areas that need to be studied. One area that could be examined is the effect of branding on the property sector. If branding affects most aspects of our life, it would also affect the basic need component of our lives – shelter. As such, extension on the study of branding to the property sector would be necessary. Any study of branding in relation to property purchase would be vital and beneficial. This provides the aspiration question for this study, "What role, if any does branding play in affecting property buying decision?"

Branding can be measured by the brand success through both quantitative and qualitative methods (Temporal, 2001). The latter has received greater emphasis as it provides more comprehensive information compared to the quantitative method in understanding brand success. Quantitative methods usually provide us with an indication of the value related to branding. Coca-Cola, for example, has a brand value of approximately USD 48 billion compared to Pepsi which has a brand value of approximately USD 8.2 billion (Buchholz, 2000). The numbers, however, are just figures representing how the brand can affect the market share of the soft drinks giants. In contrast, the qualitative measurement of branding is more significant in the current environment as it focuses on 2 major factors: brand awareness and brand association (Temporal, 2001). These 2 factors provide better understanding on how consumers relate to the branding of a company. By knowing the relationship, a company can seek to establish a favorable brand position in the consumers' minds through brand awareness and association as it would eventually translate into preference for that brand over those of its competitors (Ford, 2005). Successful branding position in the mind of consumers could be potentially beneficial in the future. The

qualitative measure based on brand awareness and brand recognition will be utilized in this research.

Several methods are available in the pursuit of qualitative measurement of branding. One could use a set of defined metrics to measure branding. Davies (2002) has suggested that there are 3 categories of qualitative metrics: Pre-purchase, Purchase and Post-purchase. Under each category, the sub metrics could be brand recognition, brand consciousness, brand awareness (for Pre purchase), brand preference, brand association, brand credibility (for Purchase), and brand satisfaction (for Post-purchase). According to Davies (2002), increased customer recognition of brand would help to measure the particular brand recognition magnitude. Increased customers' preference over other options would help measure the brand preference.

While branding in consumer products market especially in the Fast Moving Consumers Products (FMCP) is more dominant and well established, branding in real estate property market is considerably new. Nevertheless, branding in property development is not unheard of. In fact, it is catching up at a very fast speed. Globally, a notable property developer like Nakheel's has placed great emphasis in branding their Palm Jebel Ali Resort project in Dubai to the extent that it has established a special branding department dedicated to branding the project on site (Walsh, 2006). Other more significant global projects include the Dongtan located near Shanghai and the New Songdo City in Korea, both of which have also integrated branding into their marketing (Walsh, 2006). Branding has also impacted real estate sales agents. Increasingly, more calls are being made to have real estate sales agents "brand" themselves (Fishwick, 2005).

Academic study in relation to the impact of branding on the property market is limited. One of the earlier studies on project branding was by Ashworth and Voogd (1990). They suggest that geographical marketing mix is different from the traditional business marketing mix. Geographical marketing mixes defined by them are a) promotional measures, b) spatial-functional measures, c) organizational measures, and d) financial measures. The scope and effectiveness of property marketing is largely determined by the selection and application of the appropriate combination of these measures.

Viitanen (2004) has identified 4 factors of real estate brand, i.e. the images evoked by the real estate, the premises themselves, their physical and operational functionality and their performance. These 4 factors form the basis on which a purchaser evaluates the branding of the developer. He has stressed that building and implementing a brand is a strategic matter for each developer. A wider view by Hankinson (2004) offers 4 branding perspectives on place branding management. These perspectives view brands as perceptual entities, communicators, relationships and value enhancers.

Kavaratzis (2005), in his explanation of place marketing theory, claims that place or property branding is a complex subject. He has classified the trends of place or property branding into 5 major branding strategies that a developer can adopt: origin branding, nation branding, culture or entertainment branding, destination branding place or city branding. He also adds that the relevance of corporate branding affects the overall branding of the property that is to be developed by each developer. The brand is communicated effectively through many other strategies that a developer has adopted. The primary communication to form a brand will include the landscaping or amenities strategies, the infrastructure of the project being built, the organizational and administration structure of the developer, and finally the project behavior that encompasses the project vision and financial incentive

provided. The secondary communication strategies on brand building include all forms of advertising, public relations, graphic design, the use of logo, etc.

OBJECTIVE

The objective of this study is to test the effects and importance of branding in property purchase decision. The starting points of addressing property branding are through the use of brand awareness followed by a brand personality test. The approach used in this study is through development of a model using several metrics to test the qualitative aspects of branding through Brand Awareness (consciousness) and Brand Differences (familiarity). The questions were divided into 2 main sections: Brand awareness (brand consciousness) and brand differences via brand personality comparison. The brand personality model in the study of branding has been widely used (Aaker, 1996). The model involves assigning human personalities to the subject (in this case, property developers). Here, the developers were humanized, personalized or characterized in order for respondents to express their brand association with the particular developers. For example, personality such as Sincerity, Excitement, Sophistication, and Competence were used to express or associate the property brand. This result will enable the "measurement" or categorizing of branding to be made to the various developers.

The results of the survey could provide some marketing implications to property developers on how the targeted property purchasers position and associate their brand.

METHODOLOGY

Survey Development

In order to study the role of branding on property purchase, a quantitative research method using questionnaires was employed in July 2007. The questionnaire was divided into several sections that include components determining: demographics of respondents, purchasing preference, awareness in branding, and characteristics of branding (see Appendix). A pre-testing of the questionnaire was conducted through a convenience sample with 22 respondents in May. On the basis of the pre-test response, several changes were made. For example, a common feedback was on the clarity of the questions in relation to branding characteristics. As a result, a short briefing on why branding was being measured through branding characteristic was provided in the introduction. In addition, the branding characteristics were rephrased to reflect local understanding.

Table 1. Survey Location

Location	Number Responded	% of Total
Ampang	22	10
Bangsar	11	5
Damansara	28	13
Mont Kiara	14	6
Bukit Pantai	5	2
Petaling Jaya	42	20
Subang Jaya	41	20
Sunway	26	12
Taman Tun	13	6
Bandar Utama	12	6

Ten upper medium income locations around the Klang Valley and metropolitan Kuala Lumpur were selected for the survey. These locations are indicated in Table 1.Within the selected location, an array of property types that include semi-detached houses, terrace linked double storey houses, bungalows, condominiums, apartments, townhouses and single story linked houses were chosen. The location and property type was chosen to reflect the targeted survey respondents, in this case: male or female above 25 years old with a monthly family income above RM5,000.

In all, a total of 5,000 questionnaires with self-reply envelopes were distributed in the selected locations. The respondents were given 2 weeks to complete the survey. Finally, 214 valid responses or a representation of 4.6 percent was received and were used as the sample base for analysis.

DEFINITION FOR THE BRANDING TRAITS ITEMS

Eleven personality traits were used in the questionnaire to measure the Branding Personality. The branding traits are; Trendiness, Professionalism, Attractive investment, Reliability, Confidence, Security, Classy, Leader in the field, Family-oriented, Contemporary, and Technical ability. Table 2 briefly defines all the personality traits that are used to measure Branding Personality.

Table 2. Definition of Brand Personality Traits

Brand Personality	Definition
Trendiness	Measure the design of the developer's products
Professionalism	Measure the conduct of the developers towards its customers
Attractive investment	Measure the returns of the developer's property
Reliability	Measure the performance of the developer in terms of delivery
Confidence	Measure the costumers' perception of the developer's performance
Security	Measure the safety in the developer's project
Classy	Measure the design of the developer's products
Leader in the field	Measure the size and the status of the developer
Family-oriented	Measure the design of the developer's products
Contemporary	Measure the design of the developer's products
Technical ability	Measure the strength of the developer

RESEARCH RESULT

Respondents' Profile

Out of the 214 respondents, 116 or 54% were male and 46 percent were female. Given the location, not surprisingly, a majority of the respondents stated that they had received at least some level of tertiary education. More than 70% were married and out of this group, more than half of them indicated that they have an average of 2 children in the family. In terms of household income, on the average, the married group reported a combined monthly income between RM5,000 and RM10,000 whereas the unmarried group reported an average monthly income of RM5,000. In terms of ethnicity, the majority of the respondents were Chinese (66%), Malay (17%) and Indian (17%) as shown in Table 3. Almost all the respondents were Malaysian with less than 3% foreigners. The highest response from the survey was received from the Klang Valley suburb of Petaling Jaya and Subang Jaya vicinity (combined total of 83%) as compared to KL Metropolitan. Less than 20% of the respondents residing in KL responded to the survey as shown in Table 1.

As for property type, less than 30% of the respondents live in condominiums or apartments. A majority of them live in landed properties such as double-storey link houses with an average built-up area of 2,500 square feet. Seventy-five percent of them have purchased or were owners of the properties with the rest renting the premises. Of all the respondents who own properties, forty percent of them paid less than RM200,000 for their property, about thirty-five percent paid more than RM300,000 for their property and less than five percent of the respondents have indicated owning property that cost more than RM 1.0 million. Table 3 illustrates this.

Table 3. Profile of Respondents

Demographic Factors	% of Respondents	Demographic Factors	% of Respondents
Gender		Marital Status	
Male	46.4	Married	70.1
Female	53.6	Single	28.4
		Others	1.4
No. of Children		Household Income	
None	30.8	RM5,000 & less	32.5
1 – 2	47.4	5,001 – 10,000	30.6
3 – 4	19.0	10,001 – 15,000	16.7
More than 4	2.8	Above 15,000	20.1
Race		Type of House	
Malay	16.9	Apartment/condominium	25.8
Chinese	66.2	Townhouse	56.3
Indians	13.1	Semi-detached house	6.6
Others	3.8	Bungalow	11.3
Citizenship		Ownership Status	
Malaysian	96.7	Own	77.7
Others	3.3	Rent	22.3
Purchase Price (Owners)			
Below RM200,000	40.8		
RM200,000 – 399,999	32.5		
RM400,000 – 699,999	11.8		
RM700,000 – 999,999	6.5		
RM1 million & above	8.4		

BRANDING

Brand Awareness or Brand Consciousness

A total of 19 questions related to branding in property were listed in the questionnaire. The first section contains 8 questions related to the awareness and importance of branding in property purchase as shown in Table 4.

Table 4. Respondents' Property Branding Awareness

No.	Brand Awareness Items	Strongly Disagree (%)	Disagree	Uncertain	Agree	Strongly Agree
1.0	Usually purchase from well-known developer	1.0	7.0	1.0	45.5	45.5
2.0	A well-known brand is best	9.0	20.5	15.0	49.8	5.7
3.0	Higher cost means higher quality	39.8	35.7	2.3	18.4	3.8
4.0	Prefer more expensive developers	47.5	29.0	0.9	16.5	6.1
5.0	Price differences among developers are large	15.3	32.6	4.9	44.8	2.4
6.0	Less known developers' projects are inferior	20.5	31.5	3.1	25.0	19.9
7.0	Differences among developers difficult to assess	17.5	39.5	2.0	40.1	0.9
8.0	All developers' projects are similar	40.6	25.8	14.2	15.2	4.2

These questions are associated with awareness and perceptions of branding to qualities were asked using the 5-points Likert scale. In addition, the relationship of price versus quality in branding was also being tested. There were several interesting findings in the understanding of branding awareness in the property industry. Firstly, over 90% of the respondents usually purchase from well-known developers, 55% of the respondents strongly agree or agree that well-known brands are best as compared to only 29.5% of the respondents who strongly disagree or disagree that well-known brands are best (Items 1 and 2). These responses show that the respondents are conscious of the branded property developers. The well-known developers are able to attract more purchasers than the less well-known developers.

Surprisingly, most respondents did not associate high price to high quality in relation to branding. More than 80% indicate that they do not believe high price equates to high quality. That is to say, developers selling high-priced properties (expensive developers) are not necessarily branded developers or quality developers. High percentages in the results show that most of the respondents did not agree that expensive developers are better quality developers (as shown in Item 3). Therefore, over 76.5% of the respondents strongly disagree or disagree to purchase from expensive developers against 24.6% who prefer more expensive developers (Item 4).

However, Item 5 shows that the respondents' opinions are divided equally on the pricing issue. 47.9% respondents disagree and 47.2% agree that the prices of houses are different among developers. The respondents feel that the prices among developers are the same. This may be due to the fact that the competition in property development industry is stiff. The developers' marketing strategies are not price differentiation but more in terms of differentiation of the marketing mix. The marketing mix may be differentiated by using the brand personality trait; these detailed brand personality traits will be discussed in the next section. The association of brand and quality were repeatedly exhibited in the responses. In a sense, most property buyers have their own set of factors adopted in their evaluation of a

property deemed to be of high quality other than price. Most of the respondents have their respective criteria in the selection of 'Branded" property developers.

Lastly, the respondents' opinions are again divided equally on the issue that less known developers' projects are inferior (Item 6) and differences among developers are difficult to assess (Item 7). However, in Item 8, 66.4% of the respondents strongly disagree or disagree that developers are similar against 19.4% of the respondents who strongly agree and agree. These responses show that respondents are aware of branding. They were able to distinguish brand differences among the various developers. But the differences are not in terms of pricing. The above findings are very important to all developers in charting their marketing strategies.

All the above findings suggest that developers should not use the price differentiation strategy. Then how do our respondents differentiate these developers? In the next section, this paper does a modest attempt to include 11 brand personality traits in measuring the differences among the developers. These 11 brand personality traits will help to identify the branding strategies that developers can adopt to improve their brand image and hence increase the sale of their properties.
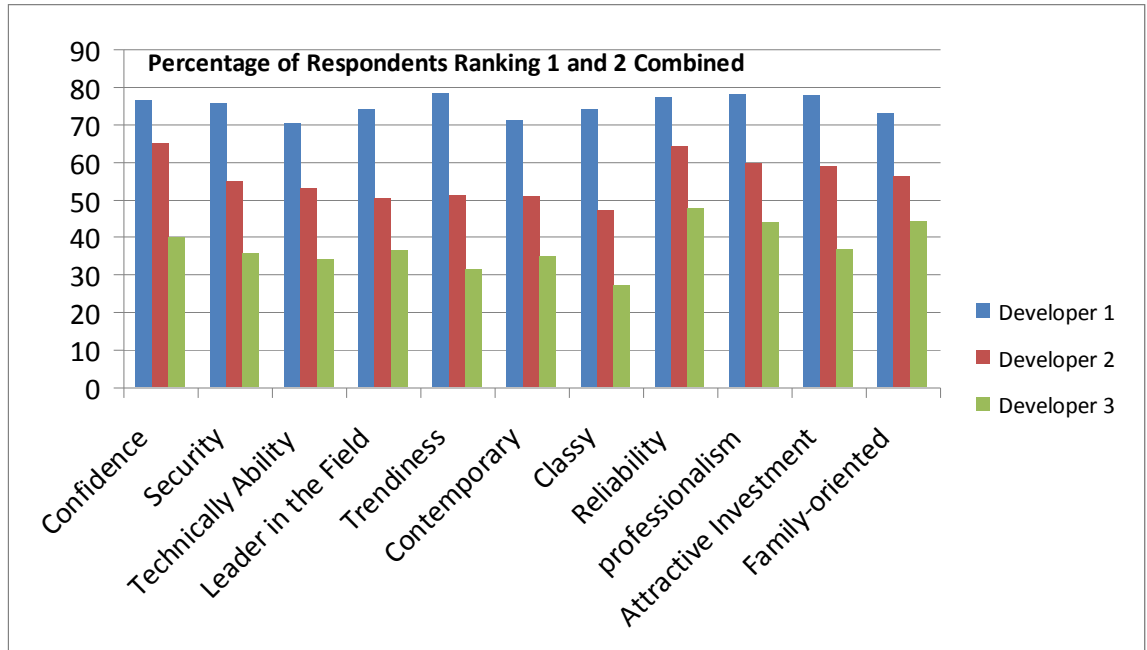

Brand Personality

In addition to brand awareness, the starting point of property branding measurement is through the testing of brand personality. Table 5 shows the results using brand personality test on 3 developers. The testing of brand personality uses the second section of the questionnaires designed to test a set of brand personality through comparison among developers. Respondents were provided with 3 developers classified as developer A, B and C and were asked to brand them through a series of brand personalities. The lists of brand personality used are from the expansion list in accordance to Aaker's (1997) brand personality matrix. This method of testing branding through personified characteristics is fairly common and widely used in consumer products. For this particular survey, the following characteristics that reflect branding impression were used: modern, trendiness, sophisticated, classy, contemporary, family-oriented, and professionalism. These pre-established characteristics enable respondents to express and associate their impression of certain brands. In addition, other personality characteristics such as reliability, leader in the field, confidence and security were also included to enable the respondents to further describe branding. Reliability and confidence project the trust level of the respondents in relation to the developer's project. On the other hand, leader in the field, professionalism and security portray the reputation of the developers.

The results in this section are consistent with the developers' overall branding awareness. For example, developers A, B and C have very different scores in terms of all the personality traits. Their scores are distinctively different among all the 3 developers.

Developer A scored the highest in trendiness, professionalism and investment. Developer B scored the highest in reliability, confidence and professionalism. Finally, Developer C scored the highest in reliability, family-oriented and professionalism. Developer A scored the lowest in family-oriented, contemporary and technical ability. Developer B scored the lowest in the personality of classiness, leader in the field and contemporary. Finally, Developer C scored the lowest in the classiness, trendiness and

technical ability. The branding personality comparison findings are further summarized in the Figure 1.

Figure 1. Comparison Among Property Developers A, B and C Using Branding Personality

In Table 5, the results show that Developer C has scored the highest in all the brand personality traits. Among all theses traits, trendiness, professionalism and investment have the highest scores. This evidence suggests that developers differentiate their branding according to these traits. The property designers should pay attention to trendiness, property marketers should be professional in dealing with purchasers, and the developers should ensure good location for investments. The reliability of the developers and the confidence that the house purchasers have in the developers are next on the list of the important brand personality traits that all developers should not neglect.

Table 5. Property Developers Branding Awareness through Branding Personality

Brand Personality	Developer A	Developer B	Developer C
Trendiness	31.4	51.3	78.2
Professionalism	43.9	59.7	78.0
Attractive investment	36.9	58.8	77.6
Reliability	47.5	64.3	77.2
Confidence	39.8	64.8	76.2
Security	35.6	54.9	75.7
Classy	27.0	47.3	74.1
Leader in the field	36.5	50.3	73.8
Family-oriented	44.0	56.1	72.8
Contemporary	34.8	50.9	70.8
Technical ability	34.2	52.7	70.1

The above findings are crucial to the success of property developers. The evidence points to the fact that the property industry is very competitive. Price differentiation is not the strategy to adopt, but rather the branding differentiation, in terms of the brand personality traits, is to be followed. The brand personality traits are trendiness, professionalism, investment and to a lesser extent, the reliability of the developers. These traits will create confidence in the house purchasers for the developers. In order to achieve the above traits, property developers will need to have good designers, and committed marketing and projects staff to deliver trendy best quality properties on time at lowest cost to generate profits for their stakeholders.

CONCLUSION

This paper which studies branding in the preference and buying decision of property buyers raises several interesting findings. First, although the concept of branding in property development is not as common compared to general consumer products, the result indicates that the awareness of branding is prominent. In the property buyer's mind for example, there are distinctions between various property developers which can be identified through the assigned property branding characteristics. Branded property developers are usually on the property purchasers' premium list. That is, branded developers usually obtain higher scores in all the factors related to property purchase preference and attitude. The evidence in this paper suggests that the pricing by the property developers are not the deciding issues in purchase. There are other branding personality traits that differentiate the developers.

This study suggests that among all these traits, trendiness, professionalism and investment influence the house purchasers' in their choice of developers. These findings are very important to all parties who are involved in the development process. Developers are to

identify good locations to provide good investment opportunities to property purchasers; designers, like architects and planners, are to design trendy products; and property marketing personnel must act professionally in their dealings with the property purchasers.

This study further suggests that the role of branding is increasingly important even for the property industry. Clearly, branding which has become the main emphasis and driving force in many industries, such as consumer products and services, is spreading to the property industry. Therefore, another important implication of the study is that property developers should increase the role and importance of branding. That is, branding, should no longer be used just as a marketing gimmick but be a driving force in becoming the direction and focus in any property company's strategic planning. One of the examples would be the Palm Island Project in Dubai where from the start, branding was the driving force in the project development and marketing. Consumers' product industry enjoys the benefits of branding; similarly, when a property company is able to achieve branding status, it will also enjoy a larger market share and brand equity in a competitive environment.

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APPENDIX

Questionnaire

Please tick the appropriate box or boxes for Questions 1 to 30.

A. Background Characteristics of Respondent

1. Age group   : 20 and below
                                   21 to 30
                                   31 to 40
                                   41 to 50
                                   51 and above

2. Gender   : Male
                                   Female

3. Race   : Malay
                                   Chinese
                                   Indian
                                   Others (please specify)

4. Citizenship   : Malaysian

                                   Foreign (please specify)

5. Marital status   : Single
                                   Married
                                   Others (please specify)

6. No. of children in the : None
    family
                                   1 to 2
                                   3 to 4
                                   5 and above

7. Household income per month : RM5,000 and below
                                   RM5,001 to RM9,999
                                   RM10,000 to RM14,999
                                   RM15,000 and above

B. Features of House Currently Lived In

8. Type of house   : Apartment/Condominium

                                   Town/Terrace house

Semi-detached ☐

Bungalow ☐

9.   Status of current house   :   Purchased ☐

Rented ☐

Others (please specify) ☐

10.   If current status of house is purchased, please indicate the purchase price as shown below:

RM199,999 and below ☐
RM200,000 to 399,999 ☐
RM400,000 to 499,999 ☐
RM500,000 to 599,999 ☐
RM600,000 to 699,999 ☐
RM700,000 to 799,999 ☐
RM800,000 to 899,999 ☐
RM900,000 to 999,999 ☐
RM1 million and above. ☐

C.   Branding

The following set of statements relate to your views of property developers in the housing sector. Please indicate whether you Strongly agree, Agree, Are Neutral, Disagree or Strongly disagree with the statements below. There is no right or wrong answer. We are interested in your views only. Please circle the appropriate number which best reflects your views on property developers in the housing sector.

No.	Statements	Degree of Agreement				
		Strongly Agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly Disagree (5)
11.	Usually purchase houses which are developed by well-known developers.	1	2	3	4	5
12.	Less known property developers' projects are usually of a poor quality.	1	2	3	4	5
13.	All developers' house projects are about the same.	1	2	3	4	5
14.	A well-known property developer's brand is best for me.	1	2	3	4	5

15.	I usually choose the more expensive of property developers.	1	2	3	4	5
16.	The higher the property cost, the better the quality of the property.	1	2	3	4	5
17.	The price difference among property developers is large.	1	2	3	4	5
18.	The differences among property developers are difficult to assess.	1	2	3	4	5

19. Brand personality is a set of human characteristics associated with a brand. Below are brand personality traits to determine the brand personality of three developers. Please circle the number which indicates, most appropriately, your perception of the brand personality, from the highest (1 and 2) to the lowest rank (4 and 5). The name of these developers can be provided upon request as read only.

Item Nos.	Brand Personality	Housing Developers														
		Developer A					Developer B					Developer C				
		Highest Rank			Lowest Rank		Highest Rank			Lowest Rank		Highest Rank			Lowest Rank	
		1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
20.	Confidence	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
21.	Security	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
22.	Technically ability	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
23.	Leader in the field	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
24.	Trendiness	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
25.	Contemporary	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
26.	Classy	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
27.	Reliability	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
28.	Professionalism	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
29.	Attractive investment	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
30.	Family-oriented	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5