

Study of Influencing Factors of Landscape Design on Sichuan Real Estate Customer Buying Intention

Guo Zhang

North Bangkok University, Bangkok 10220, Sai Mai

Abstract: This study's objectives included determining the dimensionality of the landscape design for real estate property buyers, understanding the home buyers' behavior and attitudes toward landscape design, and putting forward the enlightenment for the landscape design to property developers in Sichuan. Four influencing variables of dwelling characteristics, environmental, psychological, and overall maintenance factors, were designed to test their relationship with homebuyers' purchase intention.

Keywords: Influencing Factors; Landscape Design; Customer Buying Intention

1. Introduction

With the rapid development of urbanization and the continuous improvement of residents' living standards, people have higher urban environment and residential landscape requirements. In recent years, the real estate industry has thrived, and urban residents have an increasingly strong demand for gardens and landscapes in residential areas. The landscape of the residential area plays a significant role in improving the ecological environment of the residential area, beautifying it, and shaping the image of the community. With the rapid economic development and the provision of income at the national economic level in China, consumers have more and more diversified choices for buying houses and put forward higher requirements for the landscape design of residential areas. The landscape design form of the residential regions has become an essential research subject. A beautiful residential place can create a safer, more comfortable, and attractive living environment, and it also creates more economic value for the builders of the residential area.

2. Theoretical Basis

2.1 Consumer purchase behavioral theory

Consumer purchase behavior is also called consumer behavior. All consumer-related personal behaviors occur around the purchase of living materials. Including the formation of demand motives, the occurrence of purchase behaviors, and the conclusion of post-purchase feelings, the psychological activities, physiological activities, and other substantive activities displayed in the purchase or consumption process (Qazzafi 2019).^[1]

2.2 Principles and characteristics of landscape design in residential areas

"Landscape design" is defined from planning and architectural design. In other words, it refers to the overall consideration and design of surrounding environmental elements in the process of architectural design or planning and design, including natural ingredients and artificial components, so that the building (group) responds to the natural environment and makes it more convenient to use (Madurika; & Hemakumara. 2017).^[2]

2.3 Concept of residential satisfaction

The behavioral characteristics of residents or the conceptualized "housing adjustment and adaptation" in the research is the family's efforts to correct the difference between the housing they own and the housing other people think they should hold. Housing adjustment is a process that may occur when families experience normative flaws that lead to a significant decrease in housing satisfaction (Hussain: et al. 2014).^[3]

3. Understanding the Influencing Factors of the Landscape Design on Home Buyer Intention

3.1 The studies of dwelling characteristics to customer buying intention

The dwelling characteristics relate to the value of a self-contained unit of accommodation. Better features such as convenience, price, size, location, and landscape can affect consumer decisions of heavy investments (He: et al. 2019).^[4]

3.2 The studies of environmental factors to customer buying intention

Consumers' demand for green environments has also prompted real estate developers to pay attention to the market for landscape improvement (Dhurup; & Muposhi. 2016)^[5]. As sustainable development becomes a trend, landscape design has become a broad field of social progress and commercial development involving consumers and enterprises. As an essential part of economic development, companies themselves have begun to pay attention to environmental issues.

3.3 The studies of psychological effect on customer buying intention

The Theory of Planned Behaviour (TPB) model provides a valuable framework for studying consumers' psychological purchase

intentions (Chen; & Chang. 2012)^[6]. The new variables that comprehensively affect these behavioral intentions will enhance the explanatory power of the TPB model. The cognitive factor in this study refers to consumers' perception of property with a green environment, which may significantly affect green purchase intentions.

4. The Conceptual Framework for the Research Study

First This paper studies the influence of consumers' purchasing attitude and expectancy in Sichuan on the landscape design of residential areas. The study model is based on social psychology and expectancy theories, which help understand and explain the social and expected behavior of the property market in Sichuan.

Second Social psychology theories generally focus on specific social phenomena, including collective consumer behavior and a certain extent of attitude. Expectancy value theory postulated that motivation for a given behavior or attitude is determined by expectancy with the wanted outcomes (dwelling characteristics and environment factor) and value with the desired results (psychological effect and overall maintenance factor).

5. The Countermeasures for the Influencing Factors of Landscape Design on Sichuan Buyer Intention

5.1 Influencing factors

The influencing factors are those factors that can affect some features of the target object. Influencing factors can be used as control variables to determine the key influencing factors of an object.

5.2 Landscape design

Landscape design is the art of arranging an area of land for aesthetic and practical reasons. It is often divided into two major components: hardscape (the nonliving elements, such as pavers) and softscape (the living elements, such as flowers).

5.3 Customer buying intention

Customer buying intention refers to that consumer's attitude toward a specific purchasing behavior and the consumer's degree of willingness to pay.

5.4 Overall maintenance factor

The factors that have the most significant impact on maintenance procedures and their timing are: repair time (when to start), safety and health measures, work completion time, construction defects, poor execution, poor completion of repair work, design issues, delayed reporting of failures, repair work Response time, maintenance personnel's skills, unavailable skilled workers, service building materials, material characteristics, substandard contractors, poor budget control, insufficient funds, building age, structural conditions, and sewage component network.

6. Conclusion

The influencing factors of dwelling characteristics factor, environmental factor, psychological effect, and overall maintenance factor were confirmed with the relationship with landscape design for Sichuan home buyers. In urban residential areas, adjusting landscape design and plant configuration is one of the essential measures to strengthen the value of the entire community and increase the economic benefits of real estate. When adjusting and optimizing the plant configuration in landscape design, relevant workers need to implement the concepts of ecology, naturalization, and humanization and pay attention to strengthening the combination between design and environment and the variety of aesthetics and use functions. Under the premise of the chemical and plant configuration principle, the configuration method and configuration concept should be adjusted appropriately to integrate the home and nature and fully meet the requirements of the public for the living environment. In the landscape design of urban residential areas, plant configuration is the core component. When working on the plant configuration, the staff needs to have a strong sense of composition to ensure that the designed arrangement has high rationality. Humanized design means to fully consider the role of its service on people before designing and discussing how to solve people's physiological needs, emotions, individual differences, and other needs based on the principle of being "people-oriented." Because each user monomer has its own unique needs, the humanized design aims to make users feel satisfied and comfortable when using the corresponding material space as much as possible to ensure that more positive user feedback is finally obtained.

References:

- [1] Qazzafi, S. (2019). CONSUMER BUYING DECISION PROCESS TOWARD PRODUCTS. International Journal of Scientific Research and Engineering Development. Vol 2 Issue 5, p.130-134.
- [2] Madurika, H. and Hemakumara, G. (2017). Gis Based Analysis For Suitability Location Finding In The Residential Development Areas Of Greater Matara Region. International Journal of Scientific & Technology Research. Vol 6 Issue 2, p.96-111.
- [3] Hussain, M. et al. (2014). The impact of landscape design on house prices and values in residential development in urban areas. Apebee Procedia. Vol 10, p.316-320.
- [4] He, T. et al. (2019). Multiaspect Similarity Evaluation of BIM-Based Standard Dwelling Units for Residential Design. Journal of Computing in Civil Engineering. Vol 23, p.78-89.
- [5] Dhurup, M. and Muposhi, A. (2016). A factorial analysis of the antecedents of green purchase and the relationship with green purchase intentions and green purchase behaviour. Journal of Social Science. Vol 13, p.32-43.
- [6] Chen, Y. and Chang, C. (2012). Enhance green purchase intentions. Management Decision. Vol 50, p.502-520.