

Customers' Housing-Switching Behavior in Chongqing, China: A Conceptual Framework from the Perspective of Pull-push Mooring Theory

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Abstract

A myriad of research has been carried out to explain customers' buying intention and motivation. Taking a new approach this study has applied the pull-push mooring theory to explain buying intention in context of Chongqing China Real Estate market especially on customers' housing-switching behavior. The purpose of this study is to examine the mediating role of perceived security risk on customers' housing-switching behavior with a theoretical approach. It sets forth a conceptual framework that seeks to link systematically the push motivation, pull motivation, perceived security risk and switching intention.

Keywords

Push-pull-mooring theory, Purchase Intention, Perceived Security Risk, Conceptual Framework

Introduction

The study of customers' buying intention and motivation has been an important area of research in marketing for many decades. Most of these studies analyse the relationships between consumer product-choice behaviour and a set of variables assumed to influence their choice behaviour. Some studies relate aspects of antecedents to consumer buying intention behaviour (i.e., Yan, 2019) while Others take a more behavioural approach, arguing that it is not the physical attributes of the products per se but rather consumers' perceptions and evaluations of these attributes that influence their buying decisions (i.e., Wong, 2019). An examination of studies of customers' buying intention and motivation indicates that the aspects of buying intention in context of Chongqing China Real Estate market especially on customers' housing-switching behaviour from the perspective of pull-push mooring theory has remained largely under analysed. Thus, the aim of present study is to set forth a conceptual framework that seeks to fill in the gap.



Development of high rise buildings in Chongqing, China

The total urban population in China is 83.37 million. Chongqing with 30 million population has become the largest city in China (National Bureau of Statistics, 2018). In order to meet the housing needs of people in specific areas, a large number of high-rise buildings have sprung up in urban areas of Chongqing. In this study, high rise building is defined according to 《Technical specification for concrete structures of high-rise buildings》 China (JGJ 3-2010) 1.0.2 which stipulated residential buildings with 10 floors or more or a building height greater than 28m and other high-rise civil buildings with a building height greater than 24m is high-rise building. From 2010 to 2018, the average annual turnover of high-rise buildings is 500,000, People are also spending more and more money on real estate. See Figure 1 and Figure 2 for details.

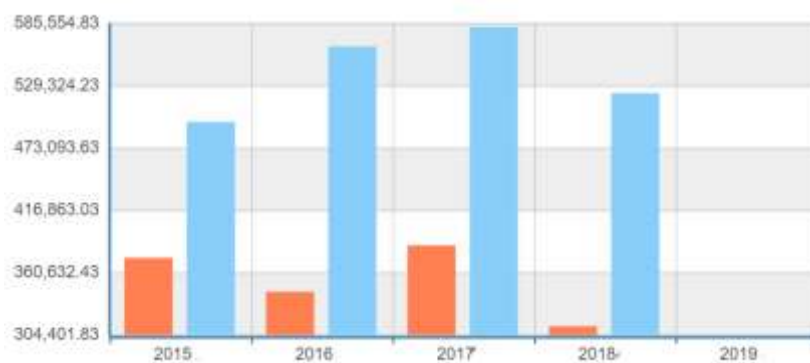


Figure 1. Residential Units in Chong Qing

Source: National Bureau of Statistics, 2018

- Number of completed residential units
- Number of residential units sold

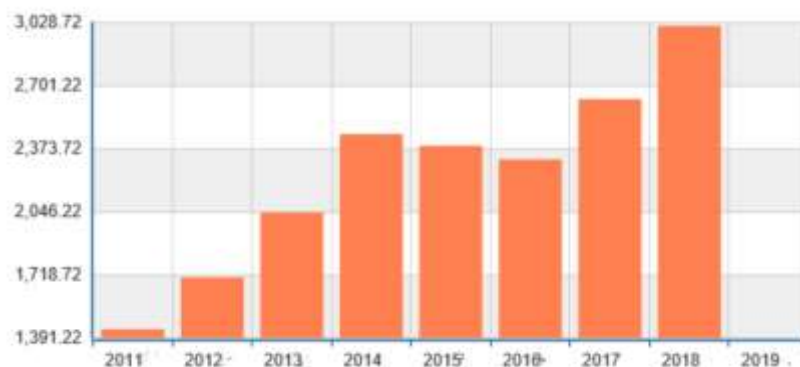


Figure 2. Real Estate residential investment

Source: National Bureau of Statistics, 2018

- Real Estate residential investment.(100 million)

Perceive Security Risk of high-rise building

Since the mid-1990s , Chongqing have seen a tall building boom unprecedented in the history of humankind regardless the fact that Chongqing is located in a non-seismic zone and the intensity of an earthquake resistance of buildings is 6. Due to the complex structure and high

population density for high-rise residential, it is difficult to effectively control the fire and organize evacuation in case of fire, which will cause huge casualties and property losses. High-rise house fire frequency is very high, typical cases of high-rise residential area fire in recent years in table 1.

Because outcomes of the disaster are life threatening, consumers desire to manage their risk in exchanges. Perceived risk is an often used variable to explain the risk perception and risk deduction methods used by consumers (Dayour, 2019). Myriad previous study has showed that perceived security risk has significant relationship with buying intention (i.e., Dabrynin, 2019).

Table 1. Typical cases of high-rise fire accidents

Fire time	construction unit	Building hight	Casualty loss
2010.9	A building under construction in Changchun, Jilin Province	32 floors, 96 m 9 ~ 19 floors fire	Forty-two people were injured and property damage was estimated at 6 million yuan
2010.11	A high-rise apartment building on Jiaozhou Road, Yuyao Road, Shanghai	28 floors, 85 m. Fire is above the 10th floor	Fifty-eight people were killed, more than 70 injured, and property damage approached 500 million yuan
2013.4	Garden Hotel, Xiangyang City Hubei Province	7 floors, 20m	Fourteen people were killed and 47 injured
2014.1	Taisheng Building, Lanzhou city, Gansu Province	31 floors, 94m	Direct property damage is ten million RMB
2017-6	Grenfell Tower Apartment Building, London, England	24 floors. Fire above 2 stories	More than 80 people died
2017-12	Chengcheng Building, Youyi Road, Hexi District, Tianjin, China	38 floors, Fire above 36 stories	Ten people were killed and five injured

Push-Pull-Mooring (PPM) framework

As shown in the theory of Migration (Ravenstein, 1885; Lee, 1966), factors such as original place, distance, flow of movement, technological development, destination and economic causes has impact on human movement. Housing switching behaviour as a kind of movement of individuals between two places at specific times can also be explain by the theory of migration. In 1977, Bogue further enhance the theory of migration by dividing the factors that affect human migration into the push effect and pull effect (Bogue, 1977). Here, the push effect is related to the factors pushing away from the original place of residence, whereas the pull effect is related to the factors pulling to a new destination (Lee, 1966; Bogue, 1977).

The Push-Pull paradigm explains that individuals consider moving between places because of the interaction between these two factors. However, the interaction between the push and pull effects presented by the Push-Pull paradigm was not enough to explain the migration problem. Hence, a mooring effect was added to the Push-Pull paradigm to explain migration more effectively (Bansal, 2005; Moon, 1995). The mooring effect has supplement

the push and pull effects in the PPM framework by including variables related to personal situations, psychological factors, environment, culture, lifestyle, and social influences (Bansal, 2005; Moon, 1995).

Prior studies on the PPM framework showed that PPM framework can effectively predicted both human migration decision and behaviour (Hou, 2011) as well as the transition of a product or service from its original place of residence to a new destination (Bansal, 2005). This is further concrete by a recent study done by Ghazali (2020) which showed that PPM has significant relationship with housing choice behavior.

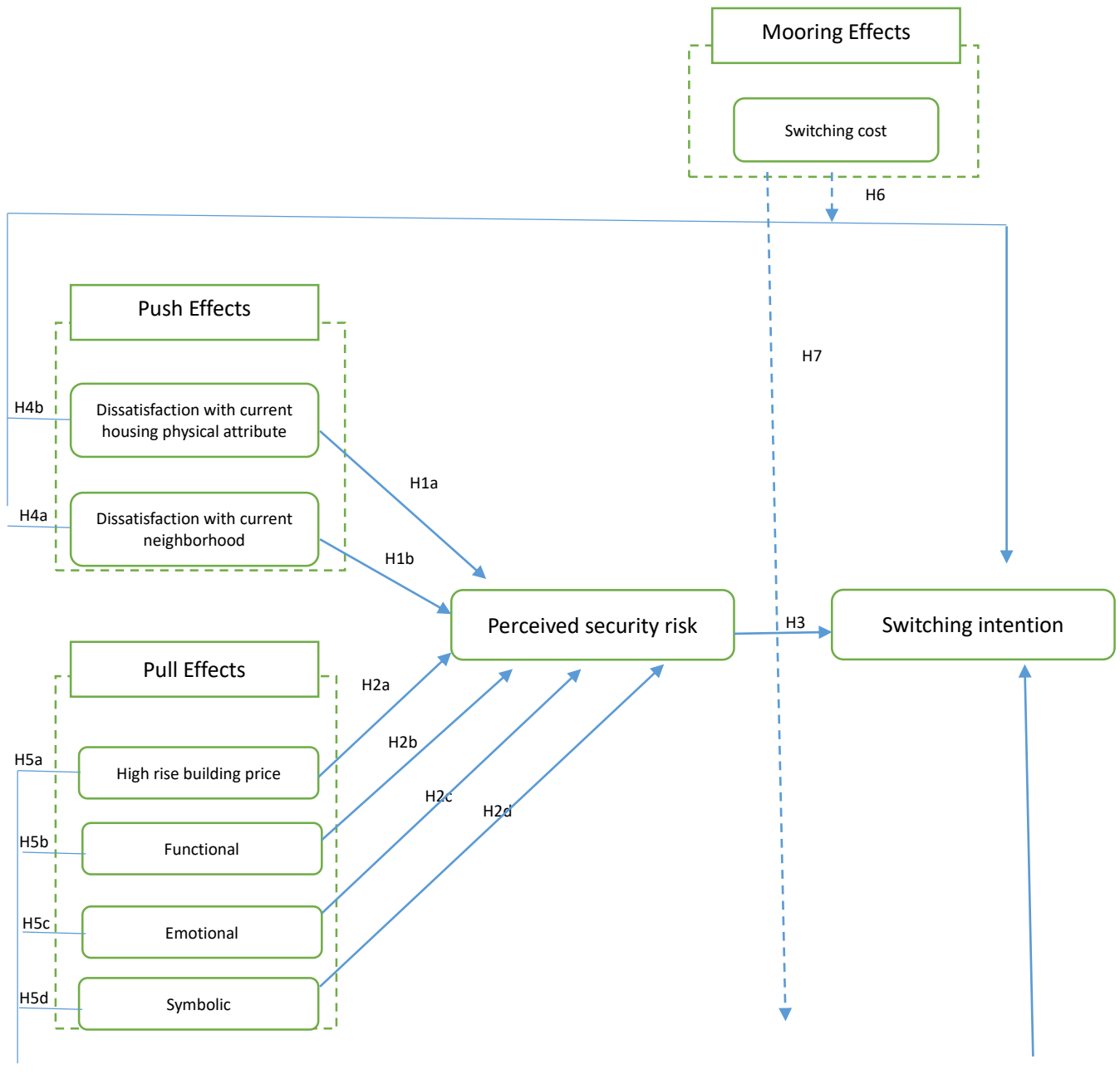


Figure 3. A conceptual framework on the high-rise housing switching intention from the perspective of PPM

Conceptual Framework

Based on the literature review, we proposed a conceptual framework and hypotheses. The proposed conceptual framework includes two push effects (dissatisfaction with current housing physical attribute, Dissatisfaction with current neighbourhood Feng Shui) and 4 pull effects (high rise building price, functional, emotional, social, symbolic), which have significant impact on housing switching intention. For the mooring effect, we proposed switching cost, which enhances the relationships between push/pull constructs and switching intention to high rise building. Figure 3 presents the proposed research model and hypotheses.

Conclusions

It is generally accepted that PPM framework can effectively explained switching behavior (Bansal, 2005). The literature review shows that one is expect that Push-Pull effect the switching behavior (Ghazali, 2020) and perceived security risk effect the switching behavior (Dayour, 2019). However, how perceived security risk explain the relationship between push-pull effect and switching intention is ambivalence. This study contributes to the area that so far received relatively little attention; namely, how perceived security risk mediate the relationship between PPM framework and switching intention. There is a need for more research to be carried out to know the customers' housing-switching behaviour from the perspective of pull-push mooring theory.

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