

Mapping Real Estate Purchase Intention Research in Developing Countries: A Decade of Bibliometric Evidence (2015–2025)

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ABSTRACT

The increasing complexity of housing markets in developing countries, driven by economic, geographic, social, and cultural dynamics, calls for a comprehensive understanding of factors influencing real estate purchase intention. This study conducts a bibliometric analysis of 171 Scopus-indexed articles published between 2015 and 2025, aiming to map the intellectual landscape and identify research patterns in this domain. Using tools such as Scopus Analyze, VOSviewer, and Biblioshiny, the study examines publication trends, influential works, thematic clusters, and international co-authorship networks. Findings highlight the dominance of the Theory of Planned Behavior (TPB) in explaining consumer decisions, with purchase intention, attitude, and perceived behavioral control emerging as core constructs. Key thematic clusters include sustainability, housing policy, digital integration in decision-making, and cultural perceptions. Despite growing attention to green housing and environmental sustainability, topics such as feng shui and ethnocentrism remain underexplored. The study contributes to a deeper conceptual and methodological understanding of consumer behavior in housing markets and offers direction for future interdisciplinary research focused on inclusive and sustainable housing development.

Keywords: *Bibliometric Analysis, Consumer Behavior, Housing Behavior, Purchase Intention, Real Estate*

1. INTRODUCTION

Access to safe and secure housing is universally recognized as a basic human necessity, an idea firmly rooted in Maslow's hierarchy of needs. Yet, for many in developing countries, the journey toward homeownership is anything but straightforward. Unlike routine consumer decisions, purchasing a home involves a complex mix of economic, geographic, social, and policy-related considerations that often create significant obstacles for prospective buyers.

Economic constraints are perhaps the most immediate and visible barrier. In many parts of the developing world, housing prices are disproportionately high relative to average incomes. For instance, in Sub-Saharan Africa, the cost of a typical home often exceeds what an average household earns in a year, leaving many with no choice but to live in informal settlements [1] [2]. In Nigeria, rising costs of land and building materials only deepen the affordability crisis, highlighting how structural economic issues translate directly into housing insecurity [3].

Compounding this issue is the limited availability of mortgage financing. Many developing countries lack robust credit systems, making it difficult for individuals, particularly those with low or informal incomes, to access housing loans. High transaction costs, inadequate credit data, and weak financial infrastructure all contribute to an underperforming mortgage sector [4][5]. Even in countries where financial institutions exist, their effectiveness in reaching the most vulnerable segments of the population remains limited. Additionally, the instability of local economies, especially high inflation rates, introduces further uncertainty. Fluctuating prices for labor and construction materials not only disrupt housing supply but also diminish consumer confidence in long-term investments like homeownership [6].

Geographic factors add yet another layer of complexity. Rapid urbanization, common across many developing regions, has led to massive population influxes into cities, intensifying the demand for housing. Unfortunately, land supply has not kept pace. In urban centers like Lagos, the process of acquiring land and obtaining government permits for residential development can be prohibitively slow and bureaucratic [7]. As formal housing markets struggle to meet demand, informal settlements continue to expand. In East Africa, attempts to restrict informal land development have only increased competition in these markets, driving up costs and reducing living standards [8]. Similarly, in Ghana, the absence of effective land tenure systems has resulted in sprawling informal neighborhoods that often lack access to essential infrastructure and public services [9].

These spatial and economic challenges are further compounded by social and cultural dynamics. In many societies, owning a home is not just a financial goal, it is a cultural milestone tied to notions of stability, identity, and success. This cultural emphasis on ownership can heavily influence housing preferences, often favoring specific locations, architectural styles, or community structures that reflect traditional values [10][11]. At the same time, stark socio-economic disparities mean that while some groups pursue homeownership as a rite of passage, others are excluded from the market altogether. In cities across Nigeria and Kenya, for example, low-income urban residents are often relegated to informal settlements where overcrowding and poor service delivery are common realities [12] [13].

Amid these challenges, there is growing recognition of the role financial innovation can play in bridging the gap. Well-designed mortgage products, tailored to the needs and realities of low-income earners, could offer a pathway toward more inclusive housing markets. However, such progress requires coordinated efforts between governments, financial institutions, and housing developers [14]. Without systemic reforms and cross-sector collaboration, the dream of homeownership will remain out of reach for millions.

The growing complexity of real estate purchase behavior that driven by economic, social, and psychological factors, has led to a diverse yet fragmented body of academic literature. Without a comprehensive overview, it is difficult to track research progress, identify knowledge gaps, or develop integrative frameworks that can guide future studies. A bibliometric analysis is needed to systematically review and map the intellectual landscape of this research domain.

This study aims to conduct a bibliometric analysis of literature on real estate purchase intention. It seeks to identify publication trends, influential authors and journals, key research themes, theoretical approaches, and gaps in literature. The findings are expected to inform future research directions and provide a clearer conceptual understanding of how real estate purchase intention has been studied over time, especially in the context of developing countries.

2. LITERATURE REVIEW

Purchase intention reflects the likelihood that consumers will plan or be willing to purchase a particular product or service in the future [15]. Prior studies have emphasized the role of trust in shaping consumer behavior. For instance, [16] Liu et al., (2018) found that universal access and awareness do not directly influence trust but can affect purchase intention through perceptions of social benefit. Similarly, [16] demonstrated that trust significantly influences purchase intention in online retail contexts, highlighting that consumer confidence in a vendor's reliability directly impacts their willingness to buy.

In the context of housing, price, safety, and public facilities are among the most influential factors shaping homeownership preferences, as revealed in a study based on survey findings [17]. Another study found that buying an apartment is perceived as beneficial by consumers and that social influence, particularly from family and friends, plays a key role in the decision-making process [18]. However, given the nature of property as a high-value fixed asset, past purchase experience does not necessarily translate into future purchase intention [19].

3. METHODS

The data for this study were retrieved from Scopus in May 2025 using the search query: "purchase decision" OR "purchase intention" OR "buying intention" AND "real estate" OR "housing" OR "residential building" OR "residence" OR "estate property" within the title, abstract, and keywords fields. The initial search yielded 286 records. However, a substantial number of the articles were found to be unrelated to the research focus, covering topics such as food consumption, carbon footprints, electric vehicle adoption, dietary fiber intake, and fashion trends. Prior to conducting the review, a protocol was developed to define the scope, set the inclusion and exclusion criteria, outline the search strategy, and specify the methods of analysis [20].

To refine the dataset, subject areas unrelated to the study, such as Pharmacology, Toxicology and Pharmaceutics, Veterinary Science, Biochemistry, Genetics and Molecular Biology, Immunology and Microbiology, Neuroscience, Chemical Engineering, Health Professions, and Nursing, were excluded, reducing the dataset to 272 records. Further refinement was conducted by excluding articles with unrelated keywords such as "Animal Welfare," "Aircraft Manufacture," and "Agriculture," resulting in 265 records.

The search was limited to documents classified as articles, review articles, or early access publications, and restricted to those written in English [21]. Materials such as working papers, book reviews, and conference proceedings, commonly categorized as gray literature, were excluded from the review [22].

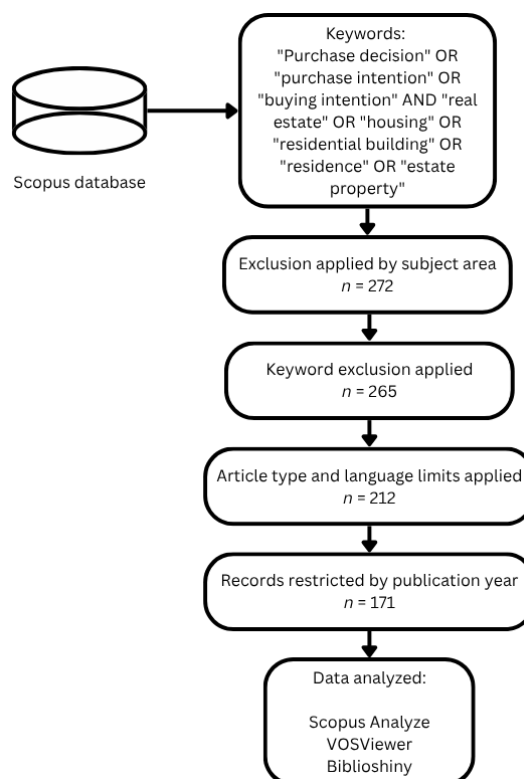


Figure 1. Data Selection Process

To enhance the relevance of the data, only articles explicitly categorized as research articles were retained, narrowing the total to 221. Additionally, the dataset was limited to English-language publications, resulting in 212 articles. Finally, to focus on recent developments, only articles published within the last ten years (2015–2025) were included, yielding a final dataset of 171 articles.

The data were examined using three main tools: Scopus Analyze, VOSviewer, and Biblioshiny. For the application of bibliometric techniques, the bibliometrix R package developed by [23] Aria & Cuccurullo, (2017) was utilized.

4. RESULTS AND DISCUSSION

4.1 Descriptive Analysis

The bibliometric dataset analyzed in this study consists of 171 documents collected from the Scopus database, covering a ten-year period from 2015 to 2025. The dataset exhibits a steady annual growth rate of 7.18%, with an average document age of approximately 3.3 years. On average, each document received 12.63 citations, indicating a moderate level of academic impact. In total, the documents collectively cite 9,946 references. In terms of content, the dataset includes 669 unique author-provided keywords (DE) and 571 additional terms indexed under Keywords Plus (ID), reflecting a wide range of research themes and topics.

A total of 539 authors contributed to the body of literature, with 16 documents authored by a single researcher. The average number of co-authors per document is 3.54, demonstrating a strong tendency toward collaborative research. Notably, 27.49% of the publications involved international co-authorship, highlighting the global interest and cross-border collaboration in this research area.

Table 1. Results Summary

Description	Results
Timespan	2015:2025
Documents	171
Annual Growth Rate %	7.18
Document Average Age	3.3
Average citations per doc	12.63
References	9946
Keywords Plus (ID)	571
Author's Keywords (DE)	669
Authors	539
Authors of single-authored docs	16
Single-authored docs	16
Co-Authors per Doc	3.54
International co-authorships %	27.49
article	171

Source: Processed Primary Data Using Biblioshiny (2025)

4.2 The Most Cited Studies in the Dataset

To evaluate the academic influence of the selected articles, we analyzed their global citation counts. Figure 2 highlights the ten most highly cited publications in the dataset, revealing a strong emphasis on themes related to sustainability, consumer behavior, and housing. Notably, five of the top-cited articles focus on sustainability and green living, underscoring the growing scholarly interest in environmentally conscious consumption and its implications for the real estate and housing sectors.

Among these is the study by [24] Dash et al., (2021), which investigates the development of Marketing 4.0 and its impact on customer satisfaction and purchase intention. The research emphasizes the importance of brand identity and image in driving consumer decisions, particularly in digitally connected and emerging markets.

Environmental considerations are also central to a study by [25] Arli et al., (2018), which examines how consumers' readiness to adopt green behavior influences their intention to purchase eco-friendly products, with a focus on Indonesia as a developing market. The findings highlight the critical role of consumer attitudes and perceived behavioral control in shaping green consumption.

Similar themes appear in research by [26] Zahan et al., (2020), which applies an extended Theory of Planned Behavior (TPB) model to analyze green housing purchase intentions among Bangladeshi consumers. The study offers insight into how environmental concern, social norms, and perceived ease of action contribute to sustainable decision-making.

Housing and urban planning also emerge as key areas of interest. One study [27] Wu et al., (2015) investigates how urban green spaces influence residential preferences and enhance well-being, an important consideration for sustainable city design. Meanwhile, research by [28] Tapsuwan et al., (2018) focuses on preferences for sustainable neighborhoods and housing attributes, based on a case study of residents in Canberra, Australia. These insights are particularly valuable for planners and policymakers seeking to align developments with public expectations.

Another highly cited study applies the TPB framework to understand consumer intention to purchase sustainable housing [29]. This work provides strategic recommendations for housing sector stakeholders and government bodies, identifying behavioral drivers that could promote broader adoption of sustainable living.

Notably, five out of the ten most cited articles focus on themes related to sustainability and green living, suggesting a strong and growing scholarly interest in environmentally conscious consumption and its implications for the real estate and housing sectors.

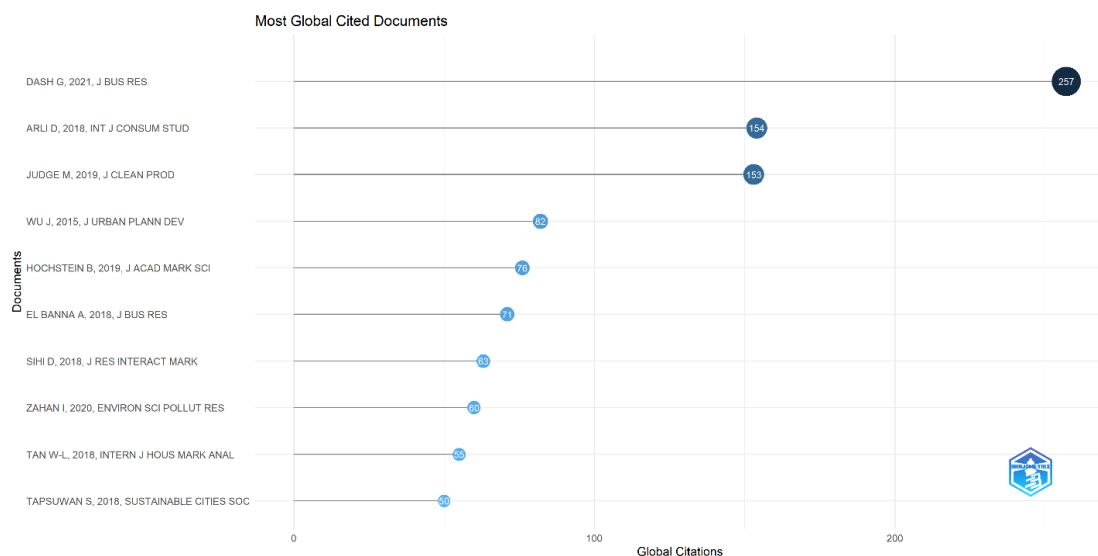


Figure 2. Most Highly Cited Work at the Global Level

4.3 International Co-authorship Network Analysis

To examine patterns of international collaboration in the selected body of research, a co-authorship network analysis was conducted using VOSviewer. The resulting visualization Figure 3 presents the countries involved as nodes, with their sizes proportional to their co-authorship frequency. The connections (edges) between nodes represent the strength of co-authorship ties, and clustering reveals groups of countries that frequently collaborate with one another. A total of five clusters were identified in the network, each indicating distinct patterns of regional and thematic collaboration.

Cluster 1: China-Centric Collaboration

Cluster 1 includes China, Hong Kong, and New Zealand, with China serving as the most prominent and central node in the overall network. This indicates that China has the highest degree of co-authorship frequency and acts as a primary hub of collaboration. The strong linkage with Hong Kong reflects regional and institutional proximity, while collaboration with New Zealand suggests strategic partnerships beyond Asia, possibly in fields such as agriculture, technology, or international business. China's extensive connections across multiple clusters also underscore its integrative role in global research networks.

Cluster 2: South Asia–North America–East Asia Nexus

The second cluster comprises India, Canada, and South Korea. This group illustrates cross-regional collaboration, likely driven by shared interests in science, technology, and health-related research. South Korea's participation reflects its growing engagement in international research.

Cluster 3: Regional Partnerships Led by Malaysia

Malaysia is the central node in Cluster 3, which also includes Australia and Jordan. This cluster appears to represent regionally anchored collaborations within Asia and the Middle East, with extensions to the Pacific region.

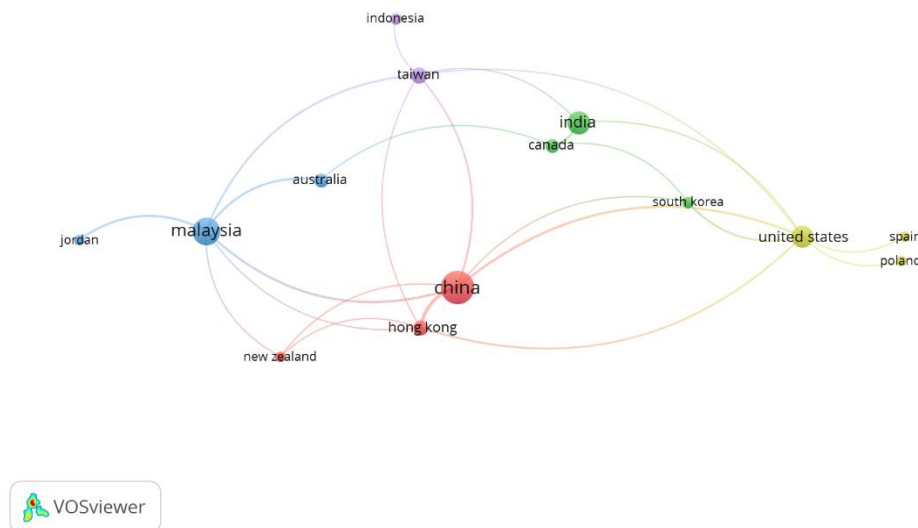


Figure 3. Most Highly Cited Work at the Global Level

Cluster 4: Transatlantic Collaboration

Cluster 4 consists of the United States, Poland, and Spain, with the United States emerging as another major hub in the global co-authorship network. Interestingly, the US also demonstrates linkages to countries outside its cluster, including China and South Korea, underscoring its role as a global connector in academic research.

Cluster 5: Emerging Bilateral Ties

The fifth cluster includes only two countries: Indonesia and Taiwan. This dyadic grouping indicates a more limited but potentially growing collaboration between the two nations. The lack of broader connections to other clusters suggests that Indonesia's participation in international research networks remains relatively isolated.

4.4 Keyword Co-occurrence Network Analysis

To further understand the thematic landscape of the research corpus, a co-occurrence analysis of keywords was performed using VOSviewer. The resulting network map Figure 4 illustrates the structure of keyword relationships, with nodes representing frequently occurring terms and edges denoting their co-occurrence in the same documents. Keywords that tend to appear together are grouped into clusters, suggesting conceptual groupings or research themes. Five major clusters were identified, as elaborated below.

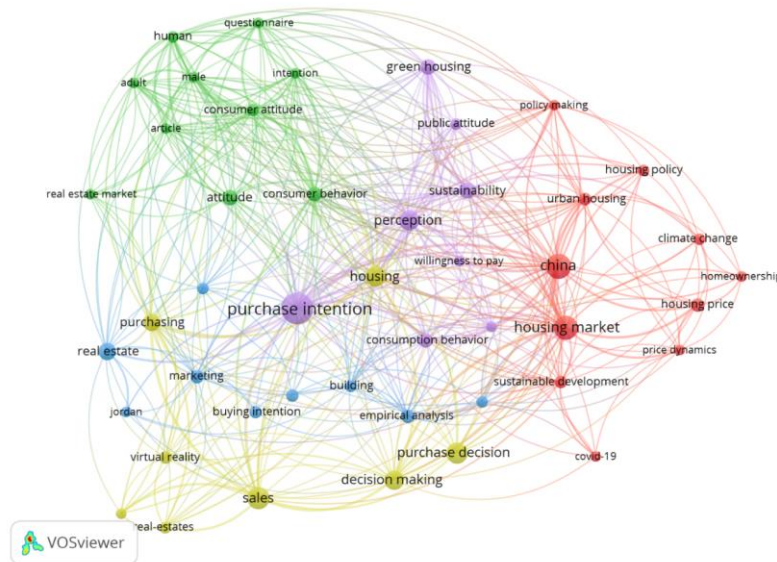


Figure 4. Keyword Clustering Based on Co-Occurrence

Cluster 1: Housing Policy and Macro-Level Concerns

This cluster focuses on macroeconomic and policy-oriented aspects of the housing market. Keywords such as "housing market," "housing policy," "housing price," "homeownership," and "sustainable development" indicate research centered on structural dynamics and external factors affecting housing systems. The inclusion of "China" as a central node highlights the country's significant contribution to research in this area. Additionally, terms like "climate change" and "COVID-19" reflect emerging concerns and contextual disruptions that influence housing demand, affordability, and government response. This cluster represents a policy and systems-level focus, integrating environmental and socio-economic challenges into housing studies.

Cluster 2: Consumer Attitudes and Demographic Perspectives

Cluster 2 includes keywords such as "consumer behavior," "consumer attitude," "attitude," "human," and "male," alongside demographic descriptors like "adult" and "article" (often used in metadata). The presence of "real estate market" connects this psychological and demographic orientation to broader market dynamics. This cluster reflects behavioral and demographic explorations within housing or real estate consumption research, often involving survey-based studies that assess individual-level variables influencing decision-making.

Cluster 3: Empirical and Regional Studies

This group includes methodology-focused terms such as "empirical analysis," "regression analysis," and theoretical frameworks like "TPB" (Theory of Planned Behavior), as well as regional identifiers such as "Jordan" and "Malaysia." Keywords like "marketing," "real estate," "building," and "buying intention" indicate that this cluster captures data-driven or regional market research with a focus on intention-based modeling and localized real estate studies.

Cluster 4: Decision-Making and Digital Integration

Cluster 4 highlights keywords related to individual purchasing processes, including "decision making," "purchase decision," "purchasing," "sales," and "virtual reality." The term "behavioral research" suggests the use of psychological or cognitive frameworks to understand how consumers arrive at housing-related decisions. The inclusion of "virtual reality" implies the incorporation of emerging technologies into housing market simulations or consumer experience studies. This cluster is conceptually focused on consumer decision-making mechanisms, bridging marketing psychology with digital tools.

Cluster 5: Sustainability, Perception, and Value

The final cluster integrates themes of sustainability and perceived value, with keywords like "green housing," "perception," "willingness to pay," "public attitude," and "purchase intention." The presence of "Taiwan" suggests regional specificity in some studies. Central to this cluster is the "purchase intention" construct, signaling an emphasis on the motivational and value-based drivers behind housing consumption in environmentally conscious contexts. This cluster reflects a value-based approach to housing, particularly how environmental and social perceptions influence consumer behavior.

The network reveals a well-integrated research landscape, where consumer behavior and housing policy act as dual thematic pillars. On one side, researchers explore individual-level cognitive and attitudinal factors, while on the other, they examine structural, policy, and environmental dimensions. Central concepts like "purchase intention," "housing market," and "perception" serve as bridges across clusters, indicating their cross-cutting relevance.

4.5 Thematic Analysis

To identify the strategic importance and maturity of topics in housing and consumer behavior research, a thematic map was generated. The map uses centrality (horizontal axis) to measure how relevant a theme is to the field and density (vertical axis) to evaluate how well-developed or cohesive the theme is. Based on these two metrics, themes are grouped into four quadrants:

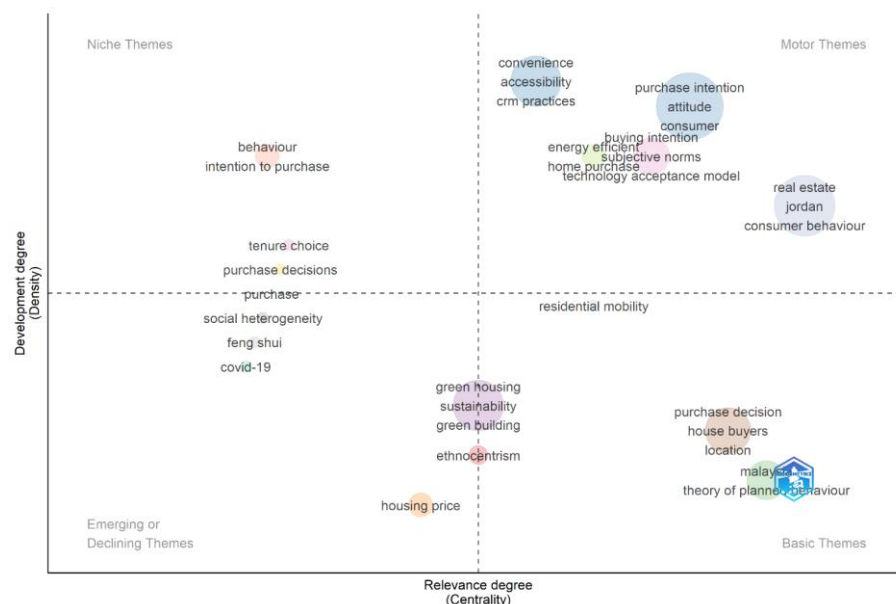


Figure 5. Thematic Quadrant

Quadrant 1: Motor Themes (High Centrality, High Density)

These topics form the conceptual and empirical backbone of the field. The frequent appearance of constructs like consumer behavior, attitude, and technology acceptance indicates strong theoretical underpinnings. These themes are also methodologically advanced, suggesting a mature research area. The common keywords in the quadrant are Purchase intention, consumer, consumer behavior, buying intention, attitude, subjective norms, energy-efficient, technology acceptance model, home purchase.

Quadrant 2: Niche Themes (High Density, Low Centrality)

Key themes in this category include behavior, intention to purchase, tenure choice, and purchase decisions. While these themes demonstrate strong internal coherence, they remain relatively isolated from the broader research network. They often reflect subfields or narrowly focused studies, such as tenure behavior or behavioral segmentation, which have not yet been fully integrated into wider research frameworks. However, these themes hold potential for further development if they are expanded or linked to more central and widely explored topics.

Quadrant 3: Emerging or Declining Themes (Low Centrality, Low Density)

These themes are underdeveloped and currently less central to the research landscape. Key topics within this group include COVID-19, feng shui, social heterogeneity, ethnocentrism, and housing price. Many of these are context-sensitive or situational; for example, COVID-19 experienced a surge in academic interest during the pandemic but appears to be waning in prominence. Others, such as feng shui and ethnocentrism, may be culturally specific and have yet to gain widespread attention in mainstream housing research. Interestingly, although housing price is generally considered a critical topic, it remains relatively underdeveloped in the current dataset.

Quadrant 4: Basic Themes (High Centrality, Low Density)

These are fundamental and widely relevant topics that remain insufficiently explored. Key terms in this category include purchase decision, house buyers, location, Malaysia, and the theory of planned behavior (TPB). Additionally, green housing, sustainability, and green buildings are positioned near the boundary between these quadrant and emerging themes. These topics hold strategic importance within the field but show limited theoretical and methodological coverage. The TPB is frequently used but often appears without integration into broader research frameworks. The presence of green housing and sustainability indicates growing attention to environmental aspects in housing studies.

Discussions

The literature on housing purchase intention highlights the prominence of psychological and behavioral factors, particularly through the application of the Theory of Planned Behavior (TPB). Key determinants such as attitude, perceived behavioral control (PBC), and subjective norms are frequently cited, especially in the context of green housing choices [26][25].

Empirical studies show that neighborhood and location-related attributes often outweigh property-specific features in shaping buyer preferences. Utility-based models estimate the relative importance of these attributes and the willingness to pay for accessibility and district characteristics [30].

Family decision-making is also addressed, with research noting the influence of different family members at various stages of the home-buying process [31]. Furthermore, consumer responses differ by context, with most participants purchasing as owner-occupiers rather than investors [28].

Other factors such as psychological drivers of green building purchases [32], product characteristics, perceived quality, and necessity of need across commodity groups are also reflected

in the dataset [33]. However, themes like feng shui, and ethnocentrism remain relatively underdeveloped, indicating potential directions for future research.

CONCLUSION

This bibliometric analysis reveals evolving patterns in the study of real estate purchase intention, particularly within the context of developing countries. The research landscape is marked by an increasingly interdisciplinary approach, where topics like sustainability, consumer behavior, and housing policy converge. The Theory of Planned Behavior continues to dominate as a theoretical foundation, with constructs such as attitude, subjective norms, and perceived behavioral control emerging as central explanatory variables.

The mapping of keyword clusters and co-authorship networks underscores a growing interest in themes such as green housing, public perception, and location-based decision-making. Despite this, the field remains somewhat fragmented. Certain regions, like Southeast Asia, show promising yet under-connected scholarly activity. Additionally, culturally specific topics like feng shui and ethnocentrism are present but remain underdeveloped, signaling fertile ground for future exploration.

The research community is making meaningful strides toward a richer understanding of housing consumption, but stronger cross-regional collaboration and thematic integration could enhance both the depth and relevance of future studies.

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