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Abstract

This study examined the influence of consumer perceptions on purchase decision-making regarding high-end apartments in Nairobi County, Kenya. Specifically, it investigated the roles of customer perceived value, brand reputation, perceived property quality and location in shaping buyers' confidence in residential property investments. The study adopted a cross-sectional mixed-methods design. Quantitative data were obtained from 63 actual and prospective homebuyers, while qualitative insights were drawn from 20 real estate industry stakeholders. Quantitative data were analysed using SPSS through descriptive statistics, Pearson correlation and multiple regression analysis, whereas qualitative responses were analysed thematically. The descriptive findings indicated that affordability, security, construction quality, location and investment potential were among the most highly rated considerations when evaluating high-end apartments. Qualitative findings further revealed concerns regarding ownership legitimacy, property fraud and land disputes, highlighting persistent trust and transparency challenges within Nairobi's property market. Inferential results showed that the overall regression model was not statistically significant, $F(4, 58) = 1.978$, $p = .110$, with the four predictors accounting for 12.0% of the variance in purchase confidence ($R^2 = .120$). Brand reputation was the only predictor with a statistically significant positive coefficient ($\beta = .331$, $p = .012$), while customer perceived value ($\beta = -.195$, $p = .188$), perceived property quality ($\beta = .050$, $p = .743$) and location ($\beta = .007$, $p = .962$) were not statistically significant. Given the non-significant omnibus regression result, the brand reputation finding was interpreted as evidence of an association rather than proof of an effect on actual purchasing behaviour. Overall, the findings indicated that buyers' confidence reflected both evaluations of property attributes and perceptions of developer credibility, although the model's explanatory power remained limited.

Keywords: *Consumer perceptions, purchase decision-making, perceived value, brand reputation, property quality, location, high-end apartments, Nairobi County*

1.0 Introduction

The global real estate industry has emerged as an important contributor to economic development, urbanisation and individual wealth accumulation. Residential property markets are influenced by economic fundamentals and by consumer perceptions that shape purchasing decisions. Although income levels, financing availability and housing supply affect market conditions, buyers also evaluate properties through perceived value, quality, developer credibility and location. These

considerations become increasingly important in competitive residential markets where consumers face multiple investment alternatives. Residential property purchases involve substantial financial commitments, information asymmetry and long-term investment considerations (Ullah & Sepasgozar, 2020). Consequently, developers must establish competitive advantages through property characteristics and favourable consumer perceptions.

Consumer perception plays an important role in residential property purchasing decisions. Buyers interpret information about property characteristics, benefits and developer credibility before evaluating available alternatives. Tali et al. (2021) explain that these evaluations influence how consumers understand and assess products. Similarly, Sunil (2015) describes consumer perception as the process through which individuals select, organise and interpret information to develop meaningful product evaluations. In residential property markets, this process becomes particularly important because buyers frequently rely on market information, previous experiences and observable property characteristics. Raha and Padhy (2023) further suggest that consumer perception influences information searches, the evaluation of alternatives, purchase decisions and purchase commitments. These perspectives establish consumer perception as an important consideration in understanding residential property purchasing behaviour.

Consumer perception is also evident in emerging residential property markets, although available evidence varies in its methodological strength. The ANAROCK (2025) Homebuyer Sentiment Survey collected responses from approximately 8,250 participants across 14 Indian cities between January and June 2025. Its findings indicated that 63% of respondents considered real estate their preferred investment asset class, while 36% preferred properties priced between INR 900,000 and INR 1.5 million. These findings reflect reported consumer sentiment rather than peer-reviewed empirical evidence about purchasing behaviour. Similarly, Nigeria Housing Market (2025) reported that 75% of surveyed Nigerians considered property a safe investment, although the publication provides limited information about its sampling and research procedures. These findings therefore offer contextual market insights rather than directly comparable evidence about Nairobi buyers. Nevertheless, they illustrate how perceived investment security, affordability and appreciation potential feature in residential property discussions.

Beyond general consumer attitudes, customer perceived value influences how potential buyers weigh residential property benefits against financial costs. Zeithaml (1988) conceptualises perceived value as consumers' overall assessment of product utility based on benefits received relative to sacrifices made. In residential markets, these evaluations extend beyond purchase prices to include affordability, security, amenities, lifestyle benefits and anticipated investment returns. Buyers may therefore perceive a property as valuable when its expected benefits justify its financial commitment. Tsang et al. (2018) identify functional, social, relational and epistemic value as dimensions influencing residential purchasing intentions. These dimensions demonstrate that property evaluations involve interconnected financial, experiential and social considerations. Developers must consequently communicate property value through tangible features and benefits that correspond with buyers' expectations.

Brand reputation also influences consumer perceptions because residential transactions involve substantial financial risks and incomplete information. Buyers frequently depend on developers' reputations when assessing credibility, reliability and expected construction standards. Aaker (1991) and Keller (2013) explain that established brands create value through associations that communicate quality and reduce perceived uncertainty. In residential property markets, developer

reputation reflects previous project performance, transparency, professionalism and reliability in fulfilling contractual commitments. Njeru and Matanda (2023) further identified investor confidence and perceptions of market actors as important influences on real estate investment decisions. Brand reputation therefore represents an important competitive asset because it influences property evaluations beyond physical characteristics, and developers with credible reputations may strengthen buyers' confidence when considering substantial residential investments.

Perceived property quality represents another important consideration when evaluating residential apartments. Buyers commonly assess construction materials, structural durability, architectural design, finishing standards, security systems and available facilities. However, actual construction quality is difficult to establish fully before purchasing or occupying a property, so consumers depend on observable characteristics and developer assurances when estimating expected performance. Kiura (2024) examined factors affecting commercial property prices in Nairobi County and noted that consumers were often influenced by perceived quality and favourable location. Although that study concerns commercial properties rather than residential apartment purchases, it provides contextual evidence about the relevance of property attributes to valuation. Similarly, Mathur (2019) examined construction quality and maintenance in King County, Washington, and associated better maintenance and construction characteristics with differences in housing prices. These studies offer related insights, although neither directly establishes how perceived quality influences purchasing decisions among Nairobi's high-end apartment buyers.

Location further influences residential property evaluations through accessibility, convenience, neighbourhood characteristics and investment potential. In premium residential markets, neighbourhoods may also communicate social identity, prestige and lifestyle expectations. Njeru and Matanda (2023) argue that accessibility, infrastructure quality and neighbourhood characteristics influence property evaluations and investment decisions within urban real estate markets, providing a broader explanation of why particular urban locations attract residents and investment. The Hedonic Pricing Model offers an additional economic perspective by explaining how property and neighbourhood attributes become reflected in housing prices. Bishop et al. (2020) examine this model primarily in relation to estimating willingness to pay for environmental quality, and their discussion demonstrates how location-specific amenities can influence property valuations. However, the present study does not estimate transaction prices or willingness to pay. Instead, location is examined as a dimension of consumer perception influencing residential purchase evaluations.

These relationships are particularly important across African residential property markets, where rapid urbanisation increases housing demand while institutional and infrastructural challenges complicate property investment. Housing shortages, affordability constraints, inadequate infrastructure and limited market transparency affect residential development in many African cities, while ownership disputes, fraudulent transactions and regulatory inefficiencies can further undermine investor confidence (Onwuanyi, 2020). Consequently, property buyers must evaluate more than housing prices and physical characteristics; they must also consider developer credibility, ownership security, construction standards and the reliability of the wider property market. These conditions reinforce the importance of understanding how consumer perceptions influence residential purchasing decisions within emerging African markets.

Kenya provides an important context for examining these relationships because real estate and construction contribute to economic activity and urban development. The Kenya National Bureau of Statistics (2024) identifies real estate and construction among the country's key economic activities. Nairobi County has experienced substantial residential development, supported by population growth, urbanisation and demand for modern housing. Residential apartment developments have expanded across Kilimani, Kileleshwa, Riverside, Lavington and Westlands (Cytonn Investments, 2022). These neighbourhoods attract middle- and higher-income households, expatriates and diaspora investors, and their appeal reflects accessibility, established infrastructure, residential amenities and perceived investment potential. Nairobi therefore provides a relevant setting for examining consumer perceptions within the premium residential property market.

For this study, high-end apartments refer to residential apartments situated within Nairobi's premium neighbourhoods, particularly Kilimani, Kileleshwa, Westlands, Riverside and Lavington. These properties are distinguished by comparatively higher market prices than standard apartments within the wider residential market. They typically offer superior construction finishes, enhanced security, contemporary architectural designs and facilities such as swimming pools, gyms and landscaped recreational spaces. Accessibility, neighbourhood reputation and proximity to commercial and social amenities also contribute to their premium positioning. The classification therefore combines geographical, physical and market-positioning characteristics rather than relying on an unsupported universal price threshold. The segment primarily attracts middle- and higher-income buyers, expatriates and diaspora investors seeking residential comfort, lifestyle benefits and potential investment returns.

1.1 Statement of the Problem

Despite this development, Nairobi's premium apartment market continues to experience challenges that may undermine consumer confidence. These include property fraud, ownership disputes, delayed project delivery, undisclosed costs and inconsistent construction standards (Onyando, 2025). Such challenges increase the uncertainty associated with purchasing high-value residential properties, so buyers must assess the credibility of developers alongside property features, location and expected financial benefits. A property's attractive design or strategic location may not independently establish confidence when questions remain about ownership legitimacy or project delivery. Understanding these perceptions is consequently important for developers seeking to strengthen their market positioning and attract prospective purchasers.

Existing Kenyan studies provide useful evidence about consumer behaviour and property investment, although their research populations and analytical approaches differ. Hassan (2020) investigated determinants of consumer behaviour in Nairobi's real estate industry using a descriptive survey design that examined economic, sociocultural and psychological factors. Its population comprised 163 employees from established real estate firms, from whom 91 respondents were selected, and the analysis reported significant relationships between economic, sociocultural and psychological factors and consumer buying behaviour. However, its respondents were industry employees rather than purchasers specifically considering high-end apartments, and its variables did not directly examine the combined influence of perceived value, brand reputation, property quality and location.

Similarly, Njeru and Matanda (2023) examined behavioural factors influencing investment decisions among retail real estate investors in Nairobi City County. Their descriptive study used

mortgage account holders as its target population, drawing from a sampling frame of 26,723 investors; the researchers distributed 384 questionnaires and received 273 completed responses. Their findings established significant relationships between investment decisions and anchoring, representativeness, herding and overconfidence. However, the study concentrated on behavioural investment biases rather than property-specific consumer perceptions. It therefore provides relevant evidence about investment decision-making without directly examining high-end apartment purchasing or the four dimensions investigated here.

These studies demonstrate that Kenyan real estate research has addressed consumer behaviour and investment decisions through different analytical perspectives. However, their findings do not fully explain how buyers evaluate premium residential apartments through perceived value, developer reputation, property quality and location simultaneously, and neither specifically isolated Nairobi's high-end apartment market as its research context. The research problem therefore concerns the limited understanding of how these four consumer perception dimensions relate to purchase decision-making for high-end apartments in Nairobi County. The present study examines purchase confidence as its principal measurable indication of purchase decision-making. It therefore investigates consumer confidence rather than directly measuring completed property transactions or actual willingness to pay, a distinction that provides a clearer boundary for interpreting the study's findings.

1.2 Research Objectives and Hypotheses

The study investigated the influence of consumer perceptions on purchase confidence for high-end apartments in Nairobi County, Kenya. Specifically, it examined the influence of customer perceived value, brand reputation, perceived property quality and location. By considering these dimensions together, the research sought to establish how consumers evaluate premium residential properties and develop confidence in their purchasing decisions. The study tested the following null hypotheses:

H_{01}: Customer perceived value has no significant influence on purchase confidence for high-end apartments in Nairobi County.

H_{02}: Brand reputation has no significant influence on purchase confidence for high-end apartments in Nairobi County.

H_{03}: Perceived property quality has no significant influence on purchase confidence for high-end apartments in Nairobi County.

H_{04}: Location has no significant influence on purchase confidence for high-end apartments in Nairobi County.

The findings are expected to contribute to consumer behaviour and real estate marketing literature while providing practical insights for developers, including strategies for improving transparency, strengthening developer credibility and communicating property value within Nairobi's high-end residential apartment market.

2.0 Literature Review

2.1 Theoretical Foundations

Consumer purchase decision-making in the high-end apartment market involves evaluating expected ownership benefits against financial costs and perceived risks. Unlike ordinary consumer purchases, residential property transactions involve substantial financial commitments and long-term implications. Buyers therefore consider property characteristics alongside perceived value, developer credibility, construction quality and neighbourhood suitability. This study draws on three theoretical perspectives, namely the Theory of Consumption Values, Signalling Theory and Brand Equity Theory, which together explain how consumers evaluate residential properties and develop confidence in their purchasing decisions.

The Theory of Consumption Values (TCV), developed by Sheth et al. (1991), explains purchasing behaviour through five dimensions: functional, social, emotional, epistemic and conditional value. Functional value concerns practical benefits such as space, security, construction quality and accessibility. Social value relates to prestige and social recognition, while emotional value concerns satisfaction, comfort and personal attachment. Epistemic value refers to benefits obtained through acquiring new knowledge, exploring alternatives and reducing uncertainty, whereas conditional value reflects benefits arising from particular circumstances, including market conditions and investment opportunities. These dimensions demonstrate that residential property evaluations extend beyond financial considerations. However, this study does not independently measure all five dimensions. Instead, TCV provides a broader framework for understanding the selected value assessments represented by customer perceived value, perceived property quality and location.

Signalling Theory, introduced by Spence (1973), explains decision-making under conditions of information asymmetry. In residential property markets, buyers cannot always verify construction standards, ownership documentation or future project performance before purchasing. Consequently, they depend on observable signals, including developer reputation, previous project performance, transparent communication and property characteristics. Such signals help buyers assess credibility and reduce uncertainty surrounding investment decisions. However, misleading information or unreliable signals may expose purchasers to financial and legal risks. Signalling Theory therefore explains how brand reputation, perceived property quality and location characteristics can influence confidence when evaluating high-end apartments.

Brand Equity Theory provides an additional explanation of developer reputation. Aaker (1991) associates brand equity with brand awareness, associations, perceived quality and customer loyalty, while Keller (2013) explains how brand knowledge influences consumer responses towards branded products and services. In residential markets, developer reputation shapes expectations concerning project completion, construction standards, contractual commitments and accountability. Although brand reputation and perceived property quality are related, they represent distinct constructs. Brand reputation concerns buyers' assessments of the developer's credibility, reliability and delivery history, whereas perceived property quality concerns evaluations of the apartment's physical characteristics, including construction materials, finishing, design and expected durability. A reputable developer may therefore deliver projects of differing quality standards, which is why the two constructs require separate examination.

Collectively, the three theories inform the relationships examined in this study. TCV primarily explains customer perceived value, perceived property quality and location through expected ownership benefits. Signalling Theory explains how reputation, quality and location provide cues that reduce uncertainty, while Brand Equity Theory primarily explains how developer reputation influences confidence through credibility and established brand associations. Purchase confidence represents the outcome through which these perceptions are examined. The theories also informed questionnaire development: perceived value items addressed expected benefits relative to costs, quality items assessed construction and design characteristics, location items captured accessibility and neighbourhood desirability, and reputation items measured developer credibility, reliability and trustworthiness. These measures represent the study's selected constructs rather than a comprehensive empirical test of all three theories.

2.2 Consumer Perceptions and Purchase Decision-Making in Real Estate

Consumer perceptions influence residential purchasing decisions because buyers evaluate properties through subjective interpretations of available information. Sunil (2015) describes perception as the process through which individuals select, organise and interpret information to develop meaningful evaluations, and Tali et al. (2021) similarly associate consumer perception with product assessment and decision-making. These processes become particularly important in high-end apartment markets, where transactions involve substantial investments, long-term obligations and information uncertainty. Ullah and Sepasgozar (2020) highlight the importance of perceived risks, consumer confidence and expected future outcomes in real estate decisions. Purchasing decisions therefore reflect both objective property characteristics and consumers' interpretations of the associated benefits and risks.

Customer perceived value represents an important dimension because buyers compare expected ownership benefits against financial and non-financial sacrifices. Zeithaml (1988) defines perceived value as consumers' overall assessment of benefits received relative to costs incurred, and Blut et al. (2024) further demonstrate the importance of perceived value in explaining consumer evaluations and behavioural intentions. In residential markets, buyers consider affordability, investment potential, security, amenities and lifestyle benefits collectively. Tsang et al. (2018) identify functional, social, relational and epistemic considerations influencing residential property purchasing intentions. Consequently, apartments in neighbourhoods such as Kilimani, Westlands and Kileleshwa may attract buyers through their combination of residential convenience, lifestyle benefits and perceived investment opportunities (Cytonn Investments, 2022). Such value is not restricted to the property itself but extends to expectations of wealth, convenience and social standing.

Brand reputation and perceived property quality provide additional considerations when buyers evaluate residential investments. Reputation communicates developer credibility, transparency and reliability, particularly when purchasers cannot independently verify future project performance (Aaker, 1991; Keller, 2013). Perceived quality, meanwhile, concerns expectations regarding construction standards, durability, design and property functionality (Kiura, 2024). These constructs influence evaluations through different mechanisms: reputation provides information about the organisation responsible for delivering the property, whereas perceived quality concerns the expected performance of the property itself. Their combined consideration therefore provides a more comprehensive understanding of residential purchasing confidence.

Location further influences residential purchasing decisions through accessibility, neighbourhood reputation, security and anticipated investment potential. Kabir et al. (2024) found that location, the surrounding environment and access-related factors significantly influenced real estate investment decisions, while Njeru and Matanda (2023) demonstrate the relevance of behavioural considerations in real estate investment decisions. In Nairobi, neighbourhood characteristics may influence both the practical suitability and the perceived prestige of residential apartments. However, property fraud, ownership disputes and delayed project delivery can undermine confidence despite favourable property characteristics (Onyando, 2025). Consumers therefore evaluate high-end apartments through interconnected assessments of value, reputation, quality and location, and these perceptions ultimately contribute to their confidence when considering residential property purchases.

2.3 Research Gap and Literature Synthesis

Existing research explains several determinants of residential property decisions but provides limited evidence on their combined contribution. Tsang et al. (2018) examined consumption values influencing residential purchasing intentions, while Hassan (2020) investigated economic, sociocultural and psychological determinants of consumer behaviour in Nairobi's real estate market. Kiura (2024) investigated commercial property prices, which differ from residential purchase confidence, and Njeru and Matanda (2023) examined behavioural biases and investment decisions among Nairobi real estate investors rather than establishing location as their principal explanatory variable. These studies therefore address different populations, constructs and outcomes, limiting direct comparison.

This evidence reveals a contextual and empirical gap concerning Nairobi's high-end apartment market. Existing studies offer insights into individual determinants but provide limited evidence examining perceived value, brand reputation, property quality and location simultaneously. This distinction matters because the present study estimates their separate and joint statistical associations with purchase confidence. Its regression model does not test interactions or establish how buyers psychologically combine these perceptions; instead, it evaluates whether the four predictors explain variation in respondents' reported confidence. This provides a more precise basis for understanding consumer evaluations within Nairobi's premium residential market.

3.0 Methodology

3.1 Research Design and Study Area

The study adopted a cross-sectional mixed-methods design, combining quantitative questionnaire responses with qualitative stakeholder perspectives. Quantitative data examined relationships between the four predictors and purchase confidence, while open-ended responses provided contextual explanations. The study was conducted in Nairobi County, focusing on Kilimani, Kileleshwa, Westlands, Riverside and Lavington, which were selected because they contain established high-end apartment developments. Data collection took place over a six-week period in 2026. The approach provided statistical evidence alongside contextual insights into the selected market.

3.2 Population and Sampling

The study targeted homebuyers, prospective buyers, property agents and real estate developers familiar with Nairobi's high-end apartment market. Homebuyers and prospective buyers constituted the primary respondents for the quantitative component, while industry stakeholders provided supplementary qualitative perspectives. Participants had to be at least 18 years old and possess relevant market knowledge or experience. Cochran's (1977) formula estimated the minimum quantitative sample size at approximately 97, using a 95% confidence level, a population proportion of 0.5 and a margin of error of 10%. This calculation estimated sample size rather than population size and did not guarantee statistical representativeness under non-probability sampling. Purposive, convenience and snowball sampling techniques were used to recruit participants. The final dataset comprised 63 homebuyer responses and 20 stakeholder responses, yielding an achieved sample of 83 participants.

3.3 Data Collection Instruments

Data were collected using two structured questionnaires administered through Google Forms. One questionnaire targeted homebuyers and prospective buyers, while the second targeted industry stakeholders comprising property agents, real estate developers and other real estate professionals. The instruments contained closed-ended questions, five-point Likert-scale items and a limited number of open-ended questions. The questionnaires captured information relating to customer perceived value, brand reputation, perceived property quality, location, purchase motivations, financing preferences and market challenges. For homebuyers, customer perceived value was measured using seven indicators, namely affordability, security and safety, accessibility and infrastructure, proximity to work or amenities, prestige or status, size and space, and investment potential. Additional items measured factors influencing apartment purchase decisions, including developer reputation, construction quality, security, financing options, location and availability of amenities.

Purchase confidence was measured using a single item that asked respondents to rate their confidence in purchasing real estate in Nairobi on a five-point scale ranging from 1 (*not confident*) to 5 (*very confident*). The stakeholder questionnaire collected information regarding buyer preferences, the importance of developer reputation, quality considerations, location attributes, financing influences, market trends and recommendations for improving consumer confidence in Nairobi's high-end apartment market. Open-ended questions in both questionnaires provided qualitative insights that complemented the quantitative findings.

3.4 Data Analysis

IBM SPSS Statistics 27 was used to analyse quantitative responses. Descriptive statistics summarised respondent characteristics and construct scores, while Pearson correlation and multiple regression examined associations between the predictors and purchase confidence. Open-ended responses were organised thematically to identify recurring stakeholder perspectives. Cronbach's alpha was used to assess internal consistency, with coefficients of .624 for customer perceived value, .703 for brand reputation, .741 for perceived property quality, .689 for location and .660 for purchase decision factors (seven items each). The lowest coefficient indicates comparatively weaker consistency and requires cautious interpretation. Reliability analysis was based on 62 complete cases, with missing data handled through listwise deletion; fourteen incomplete cases were excluded from the reliability analysis. Variance inflation factors ranged

from 1.507 to 1.704, suggesting no substantial multicollinearity concerns. These diagnostics provide a basis for judging the robustness of the statistical findings.

3.5 Pilot Testing and Ethical Considerations

The questionnaires were piloted and reliability-tested before the main study. The pilot involved approximately 10 respondents, representing about 10% of the calculated sample size of 97, all of whom possessed knowledge or experience relating to Nairobi's high-end apartment market. Feedback from the pilot was used to revise, clarify, reorder or remove unclear questionnaire items, and pilot responses were not included in the final analysis. Ethical procedures included informed consent, voluntary participation, confidentiality and participants' right to withdraw. Ethical approval was obtained from the Kabarak University Research Ethics Committee (KUREC), and research authorisation was granted by the National Commission for Science, Technology and Innovation (NACOSTI). Participant information was protected through password protection, anonymisation and restricted access, with electronically stored data accessible only to the researcher and supervisors.

4.0 Results and Discussion

This section presents the relationship between consumer perceptions and purchase confidence regarding high-end apartments in Nairobi County. Quantitative data from 63 actual and prospective homebuyers were analysed alongside qualitative responses from 20 real estate industry stakeholders. Descriptive statistics identified important purchasing considerations, while correlation and regression analyses examined the relationships between the four predictors and purchase confidence.

4.1 Descriptive Analysis Results

The descriptive findings identify the attributes respondents prioritised when evaluating high-end apartments. Table 1 presents their ratings and purchasing motivations.

Table 1

Descriptive Statistics of Consumer Perceptions and Purchase Considerations

Measure	Item	*M*	*SD*	Interpretation
Customer perceived value	Affordability	4.78	0.580	Very important
	Security and safety	4.63	0.576	Very important
	Investment potential	4.46	0.877	Very important
	Accessibility and infrastructure	4.43	0.712	Very important
	Apartment size and space	4.38	0.682	Very important

Measure	Item	*M*	*SD*	Interpretation
	Proximity to workplaces and amenities	4.25	0.803	Very important
	Prestige and social status	3.41	1.087	Important
Purchase decision factors	Price and affordability	4.73	0.657	Very important
	Construction quality	4.60	0.814	Very important
	Location	4.54	0.692	Very important
	Availability of amenities	4.41	0.880	Very important
	Security	4.33	0.697	Very important
	Developer/brand reputation	3.29	1.069	Moderate
	Financing options	3.11	1.010	Moderate
Purchase motivations	Rental income	4.24	1.011	Strongly agree
	Future property appreciation	4.05	1.099	Agree
	Personal residential use	3.83	1.158	Agree

Note. N = 63 homebuyers. Customer perceived value indicators and purchase decision factors used a five-point importance scale, while purchase motivation items used a five-point agreement scale. Values are individual item means (*M*) and standard deviations (*SD*), not composite scores; composite construct scores were calculated separately for the regression analysis.

As shown in Table 1, affordability (M = 4.78, SD = 0.580) and security and safety (M = 4.63, SD = 0.576) were the most highly rated value indicators, while price and affordability (M = 4.73) and construction quality (M = 4.60) led the purchase decision factors. These ratings illustrate the importance buyers attach to balancing acquisition costs against expected benefits. Zeithaml (1988) conceptualises perceived value as consumers' assessment of benefits relative to sacrifices, and Tsang et al. (2018) similarly identify functional, social and conditional values as relevant to residential purchasing intentions. However, descriptive importance does not establish statistical significance, since highly rated attributes may not necessarily predict purchase confidence.

Purchase motivations also demonstrate the investment orientation of respondents. Rental income (M = 4.24) and anticipated property appreciation (M = 4.05) received higher ratings than personal residential use (M = 3.83). Regarding financing preferences, 41 respondents (65.1%) preferred instalment arrangements, 15 (23.8%) preferred cash payments and seven (11.1%) preferred

mortgages. These findings suggest that respondents regarded high-end apartments as investment opportunities as well as residential assets, and the preference for instalments highlights the importance of managing substantial acquisition costs.

Notably, developer reputation received a comparatively low descriptive rating (M = 3.29) despite demonstrating the strongest correlation with purchase confidence (see Table 2). This suggests that an attribute's perceived importance does not necessarily correspond to its statistical relationship with confidence. Reputation may therefore become particularly relevant when buyers assess developer credibility and reliability.

4.2 Consumer Concerns and Market Challenges

Ownership legitimacy emerged as a significant concern among respondents. Approximately 73.0% expressed concerns about property ownership legitimacy, while 82.5% had encountered or heard about property fraud or land disputes in Nairobi, and 84.1% identified fraud and land disputes as major obstacles to property investment. These findings are consistent with Onyando (2025), who discusses how ownership disputes and fraud undermine confidence in Nairobi's real estate market. One homebuyer explained that "many people have seen land, settled and found out that it was owned by a different person and it was a scam using millions of money to secure a section." The respondent described these experiences as fraudulent transactions involving substantial financial losses. This account illustrates how ownership uncertainty can discourage potential buyers and increase perceived investment risks.

Stakeholder responses similarly emphasised the need for stronger regulatory oversight and consumer protection. One stakeholder recommended digitising land registration, enforcing building regulations and introducing escrow arrangements, while other responses identified broker impersonation, unregistered documentation and multiple sales of the same property as market challenges. These findings align with Signalling Theory (Spence, 1973), which explains how individuals use observable information to evaluate credibility under uncertainty. In property transactions, verifiable ownership documents and transparent registration procedures provide important signals of legitimacy. Consequently, formal verification mechanisms may offer stronger protection than informal recommendations alone.

4.3 Inferential Statistics

Pearson correlation and multiple regression analyses examined the relationships between the four predictors and purchase confidence. The analyses used composite predictor scores and the purchase confidence measure for the 63 homebuyers, and the four hypotheses were specified before analysis. Table 2 presents the correlation results.

Table 2

Pearson Correlations with Purchase Confidence

Predictor	***r***	***p***
Customer perceived value	−.096	.452
Brand reputation	.301	.017

Predictor	***r***	***p***
Perceived property quality	.036	.782
Location	.010	.940

Note. $N = 63$. Two-tailed significance values are reported.

Brand reputation demonstrated a positive, statistically significant association with purchase confidence ($r = .301$, $p = .017$), whereas the other three predictors showed statistically non-significant relationships. Brand reputation therefore demonstrated the strongest observed association among the examined predictors. Table 3 summarises the multiple regression model.

Table 3

Multiple Regression Model Summary

Statistic	**Result**
Multiple *R*	.347
R^2	.120
Adjusted R^2	.059
Standard error of the estimate	0.813
F	1.978
df	4, 58
p	.110

Note. Dependent variable: purchase confidence. Predictors: customer perceived value, brand reputation, perceived property quality and location.

The model explained 12.0% of the variation in purchase confidence. However, the overall regression was not statistically significant, $F(4, 58) = 1.978$, $p = .110$, indicating that the four predictors did not jointly demonstrate significant explanatory power. Table 4 presents the individual regression coefficients.

Table 4

Multiple Regression Coefficients

Predictor	***B***	**β**	***p***
Constant	3.981	—	< .001
Customer perceived value	−0.380	−.195	.188
Brand reputation	0.260	.331	.012
Perceived property quality	0.051	.050	.743
Location	0.009	.007	.962

Note. Dependent variable: purchase confidence. *B* = unstandardised coefficient; β = standardised coefficient.

Brand reputation recorded a significant positive coefficient within the fitted model (β = .331, p = .012), leading to the rejection of H_{02} at the coefficient level, whereas H_{01}, H_{03} and H_{04} were not rejected. This finding is consistent with Aaker's (1991) Brand Equity Theory and Keller's (2013) discussion of brand associations. Nevertheless, the non-significant overall model requires cautious interpretation, and the individual coefficient does not establish a conclusive independent effect.

5.0 Conclusion

This study examined relationships between consumer perceptions and purchase confidence regarding high-end apartments in Nairobi County. Descriptive findings identified affordability, security, investment potential, construction quality and location as important purchasing considerations. Respondents also demonstrated investment-oriented motivations, particularly rental income generation and anticipated property appreciation. These findings indicate that financial and functional considerations feature prominently in residential property evaluations.

Inferential results showed that the four predictors did not collectively explain statistically significant variation in purchase confidence (R^2 = .120, F(4, 58) = 1.978, p = .110). Nevertheless, brand reputation demonstrated a positive, statistically significant individual coefficient (β = .331, p = .012). This finding warrants further investigation rather than a definitive conclusion, because the individual coefficient and the overall model test address different statistical questions. Likewise, the non-significant coefficients of the other predictors do not establish that these factors lack practical importance. The findings therefore provide limited evidence regarding their relationships with purchase confidence.

The qualitative findings additionally revealed substantial concerns regarding ownership legitimacy, property fraud and land disputes among homebuyers. Industry stakeholders, in contrast, emphasised the importance of developer credibility, transparency and brand reputation in addressing buyer uncertainty and strengthening confidence in property transactions. Overall, the study contributes contextual evidence to consumer behaviour and real estate marketing literature concerning Nairobi's premium residential market.

6.0 Recommendations

6.1 Practical and Policy Recommendations

Developers and property agents should strengthen transaction transparency, provide verifiable ownership documentation and communicate project approval information clearly. Government institutions should improve land registration procedures, strengthen regulatory enforcement and enhance consumer protection. Such measures could reduce information asymmetry and support confidence in residential property transactions.

6.2 Limitations and Suggestions for Further Research

Several limitations affect the interpretation of these findings. The quantitative analysis involved 63 homebuyers recruited through online non-probability sampling, and purchase confidence was measured using a single question rather than a comprehensive multi-item scale. Cronbach's alpha coefficients ranged from .624 to .741 across the principal study constructs, indicating acceptable internal consistency for exploratory research. Self-reported responses may also introduce response and common-method biases, and the cross-sectional design cannot establish causal relationships. Furthermore, purchase confidence, purchase intention, willingness to pay and actual purchase behaviour represent distinct outcomes. Future research should employ larger, more representative samples and validated measurement instruments, examine these outcomes separately and investigate how confidence develops throughout residential purchasing decisions.

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