

INFORMATION
ON NEW CONCLUSIONS OF DOCTORAL DISSERTATION
(Information will be posted on the Website)

Name of dissertation: Research on factors influencing apartment purchase decisions in the Southeast region of Vietnam.

Major: Business Administration

Code No: 9.34.01.01

Name of PhD. Student: Ho Duy Xuyen

Advisors:

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Training Institution: Dong Do University

Summary of new contributions of the Dissertation

1. This thesis has developed and expanded the Theory of Planned Behavior (TPB) model in the study of apartment purchase behavior in the Southeast region of Vietnam by adding specific factors of the Vietnamese real estate market, including: apartment location, legal factors, developer reputation, and feng shui. This is a new aspect that helps the research model better reflect the cultural, social, and psychological characteristics of homebuyers in Vietnam.

2. The research results show that legal factors and developer reputation are the two factors with the strongest influence on the decision to purchase an apartment. Current buyers are particularly concerned about legal transparency, project progress, the ability to obtain ownership certificates, and the reliability of the developer before making a purchase decision.

3. The thesis found that feng shui still has a significant influence on apartment purchase behavior, despite the real estate market developing towards modernization. This shows that Vietnamese people's home-buying decisions are not only based on economic factors and usability but are also influenced by cultural values and traditional beliefs.

4. The study confirms that location is a crucial factor. Apartment research considers not only geographical distance but also transportation connectivity, access to job centers, schools, hospitals, industrial zones, and urban amenities. This result accurately reflects the characteristics of urban development and the actual needs of people in the Southeast region.

5. The thesis provides a scientific and practical basis to help real estate businesses build product development, pricing, and marketing strategies that meet customer needs; it also supports state management in improving legal policies, developing appropriate housing supply, and providing a transparent, stable, and sustainable apartment market.

Ha Noi, 29 June 2026

Advisors

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Ho Duy Xuyen