

IMPACTS OF EXTRA-ROLE BEHAVIOUR ON PURCHASE-DECISIONS IN REAL-PROPERTY BUSINESS

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ABSTRACT: *The study examined impacts of extra-role behaviour on purchase-decisions in real-property business. With purposive sampling, 45 real-estate developers were sampled in Awka, Anambra State, Nigeria resulting in 29(82.9%) males, 6(17.1%) females, mean age 43.77 and SD 8.14. The instruments were Extra-Role Behaviour Scale, Emotional and Reasoned Purchases Decision-Making Styles Inventory. The study utilized correlational design and Pearson Product Moment Statistics. Results showed extra-role behaviour from real-property sellers had negative and non-significant correlation with number of real-property purchased; extra-role behaviour from real-property sellers positively and significantly correlated with realtors' general purchase-decision style; extra-role behaviour from real-property sellers positively and significantly correlated with realtors' impulsivity, indebtedness, negative emotions, frustration, hedonism, saving, reasoning, and information-search purchase-decision styles respectively. Recommendation is for real-property sellers to exhibit extra-role behaviours in order to sway real-property buyers to buy real-property.*

KEYWORDS: Extra-Role Behaviour, Purchase-Decisions, Real-Property, Realtors, Business

INTRODUCTION

Purchase of suitable land or house is real-property business. However, its process can be frustrating and unpredictable since many factors can influence its success (Wilkinson & Reed, 2008). In Nigeria, many factors have been identified as militating against effective participation in real-property business. Access to acceptable land is a key challenge to development of real estate (Omirin, 2003; Windapo, 2007). This challenge occurs due to realtors' inability to make purchase decision such as acquiring land.

A purchase decision is a conclusion drawn after considering the purchase of a house or real estate. The property purchase decision can also be implicitly a decision to purchase a house while the house meets the needs and wishes of the buyer (Wang, 2013). According to Zawawi et al (2004), the purchase decision of real estate has a positive influence on the actual purchase behaviour. The purchase decision can be regarded as a decision after many research activities or processes. There is a close relationship between extra-role behavior and purchase decision. Previous studies have shown that purchase decision can affect real estate developer spontaneous and proactive behaviors (Dyne et al., 2015). Extra-role behavior can also precisely reflect client patronage. Extra role behavior in real estate development provides

many benefits for the realtors (Van Dyne & LePine, 2018).

Statement of the Problem

Real estate business is seen as one of the trending business across the global. However, issues bordering on extra-role behavior and its relationship with realtors' property purchase decision has become a source of concern to this study. There is dearth of studies in this area in Nigeria. The ones conducted in this area were done outside the country, and none was able to link the study variables to extra-role behavior, and purchase decision. This seems inadequate in real-property business because of increasingly complex activity involving in the business and scarce resources (Wilkinson & Reed, 2008). This study will bridge the gap in order to provide solutions to distressing and frustrating purchase-decision experience of the realtors in Anambra State, Nigeria. Consequently, this study investigated extra-role behaviour as correlate of purchase-decision in Anambra State, Nigeria.

Purpose of the Study

Specific objectives of this study are to find out:

1. If extra-role behaviour from real-property sellers will correlate with buyers' number of real-property purchased.

2. Whether extra-role behaviour from real-property sellers will correlate with buyers' general purchase-decision style.
3. If extra-role behaviour from real-property sellers will correlate with buyers' different purchase-decision styles.

Research Questions

1. Will extra-role behaviour from real-property sellers correlate with buyers' number of real-property purchased?
2. Can extra-role behaviour from real-property sellers correlate with buyers' general purchase-decision style?
3. Does extra-role behaviour from real property sellers correlate with buyers' different purchase-decision styles?

LITERATURE REVIEW

Theoretical Framework

Information Adoption Model by Chaiken and Eagly (1976): The model state that information can have different impacts on individuals and generate various responses as recipients vary in perceptions and experiences (Chaiken & Eagly, 1976). In order to understand the influence of information on individuals, information adoption process was developed (Cheung et al., 2008, p.231). Information adoption process refers to the internalizing knowledge, where the information is adopted and transformed into internalized knowledge and meaning (Nonaka, 1994). The theoretical foundation of Information Adoption Model lies in the Theory of Reasoned Action (TRA) (Fishbein & Ajzen 1975, Ajzen & Fishbein 1980) and its derivative theory, the Technology Acceptance Model (TAM) (Davis 1989). They state that formation of the individual's intention to adopt or reject a behaviour or technology depends on the individual's beliefs and assessments of the consequences of adoption (Sussman & Siegal, 2003).

Information quality together with extra-role behaviour affect the attitude toward information usefulness. Information quality refers to the persuasive strength of arguments included in the information (Bhattacharjee & Sanford, 2006). Therefore, researchers propose IAM in order to examine the connection between

realtor's extra-role behaviour, and purchase decision (Gunawan & Huarng, 2015; Erkan & Evans, 2016).

Empirical Review

Extra Role Behaviour

Alnaimi and Rjoub (2021) investigated the nexus between perceived organizational support, psychological entitlement, knowledge hiding behavior, and extra-role behavior, and the mediating role of knowledge hiding behavior. Utilizing survey data collected from 375 employees in Jordanian commercial banks, a structural equation modeling was applied to analyze the data. Results from structural equation modeling show that (1) perceived organizational support has a positive impact on extra-role behavior, (2) knowledge hiding behavior has a negative impact on extra-role behavior, (3) psychological entitlement has a positive impact on knowledge hiding behavior, and (4) knowledge hiding behavior mediated the relationship between psychological entitlement and extra-role behavior.

Yu, Wu, Liu, and Gong (2021) influence of job insecurity on employees' extra-role behavior. The mediating effect of negative emotion and the moderating effect of workplace friendship are also tested. The results of an empirical analysis, based on the data of 327 employees, show that job insecurity has a significant negative impact on employees' extra-role behavior. Negative emotion plays a mediating role in the relationship between job insecurity and extra-role behavior. Workplace friendship moderated the relationship between job insecurity and negative emotions, as well as between job insecurity and extra-role behavior. Workplace friendship also moderates the mediating effect of negative emotion on the relationship between job insecurity and extra-role behavior, that is, the higher the level of the workplace friendship is, the weaker the mediation role mentioned above will be.

Wahda, Mursalim, Fauziah and Asty (2020) analyzed the influence of organizational trust to organizational learning culture directly or indirectly through organizational justice, the influence of organizational trust and organizational justice to extra-role behavior

directly or indirectly through organizational learning culture, and the influence of organizational learning culture on extra-role behavior for employees of government hospitals in Makassar. The research was conducted at 7 Government Hospitals in Makassar City, South Sulawesi, Indonesia with Proportional random sampling. The analysis method that is used to test the research hypothesis is Partial Least Square (PLS) by using SmartPLS. The results showed that organizational trust directly and indirectly through organizational justice had a positive and significant influence on the organizational learning culture for employees of government hospitals in Makassar. The direct relationship of organizational justice, organizational trust, and organizational learning culture toward extra-role behavior is positive but specifically organizational trust is not significant. organizational trust and organizational justice indirectly through organizational learning culture had a positive and significant influence on extra-role behavior for employees of government hospitals in Makassar.

Purchase Decision

Koyluoglu (2022) examined the effects of online comments on consumer buying behavior. For this purpose, the study was carried out at Selcuk University with a random sampling method using a google survey. A total of 400 people at the university were reached. In this way, the opinions of different segments including academics, university staff and students were asked. SPSS 22.0 program was used in the analysis of the collected data. Pearson correlation and multiple regression analyzes were used because the scale used in the study was a normal distribution and parametric tests were used. As a result, it was observed that as the positive perspective of the participants on consumer comments increased, buying behavior also increased. However, no significant relationship was found between attitude towards comment and buying behavior ($p > 0.05$).

Ekasari, and Jaya (2021) determined the steps for a new marketing strategy for healthy food products in Indonesia. The number of samples was 500 respondents. The variance-based Structural Equation Modeling (SEM)

method was used to conduct this investigation, which was similar to a marketing study. The findings show that in Indonesia, lifestyle and price perceptions influence healthy food product purchasing decisions. Meanwhile, brand awareness and customer attitudes had no bearing on healthy food products purchase decisions.

Sardar, Manzoor, Shaikh, and Ali (2021) investigated the mechanism through eWom antecedents influence eWom adoption and consumer purchase intention. The study also examines how eWom adoption mediates the impact of antecedents of eWom adoption (Quality, Consumer Attitude, Credibility, Usefulness, Needs, and Adoption) on customer's purchase intention. Using the hypothetic-deductive approach, the current study used a cross-sectional self-administered survey to collect data from a convenience sample of university students residing in Karachi. The SmartPLS software was used to analyze the collected data. Study findings reveal that all predictors of eWom adoption are significant. It was also found that eWOM adoption mediates the impact of eWom antecedents on consumer purchase intention.

Hypotheses

1. Extra-role behaviour from real-property sellers will not significantly correlate with buyers' number of real-property purchased.
2. Extra-role behaviour from real-property sellers will not significantly correlate with buyers' general purchase-decision style.
3. Extra-role behaviour from real-property sellers will not significantly correlate with buyers' different purchase-decision styles.

METHOD

Participants: The participants of this study comprise of 45 real estate developers drawn from Awka, Anambra State, Nigeria, aged 33 to 56 years with a mean age of 38.91 and a standard deviation of 8.14. Males were 39(82.9%), females were 6(17.1%), 16(31.4%) had PGD/MSc, 20(42.9%) had BSc, 6(17.1%) had HND, and 3(8.6%) had OND. The sampling technique adopted in this study was purposive

sampling technique. The purposive sampling is a non-probability sample that entails that a researcher purposively selects participants based on presumed relevance to the study as judged by the researcher and the objective of the study. It was used because the researcher chooses his participants based on his judgment about them meeting his purpose of study.

Instruments: Two instruments were used. They were Extra Role Behaviour Scale, Emotional and Reasoned Purchases Decision-Making Styles Inventory. **Extra Role Behaviour Scale by Maxham and Netemeyer (2003)** had 5 items designed to measure clients' evaluation of the degree to which a specific service representative has gone out of his/her way, beyond what was expected to resolve a problem in the service recovery process. The scale is rate on seven-point format: 1 = strongly agree, 2 = slightly agree, 3 = agree, 4=moderately, 5 = disagree, 6 = slightly disagree, 7 = strongly disagree. The scale has Cronbach alpha of 0.86. The researcher a pilot test using the 35 participants of the study and Cronbach alpha of 0.95 was confirmed.

Emotional and Reasoned Purchases Decision-making Styles Inventory by Soler-Anguiano, Bustos-Aguayo, Palacios, Zeelenberg, and Díaz-Loving (2019) contained 50 items designed to measure purchase decision: This decision has dimensions: Impulsivity, indebtedness, negative emotion, frustration, hedonism, savings, reasoning and information search. For the inventory, a frequency scale format of five points was used (1 = never – 5 = always). The inventory has internal consistencies of 0.88 for Impulsivity, 0.83 for indebtedness, 0.82 for negative emotion, 0.85 for frustration, 0.82 for hedonism, 0.90 for savings, 0.88 for reasoning and 0.84 for information search. 0.92 for the overall scale. The researcher a pilot test using the 35 participants of the study and Cronbach alpha of 0.91 for the overall scale. Subscales: 0.76 for impulsivity, 0.61 for indebtedness, 0.78 for negative emotion, 0.83 for frustration, 0.74 for hedonism, 0.69 for savings,

0.81 for reasoning, and 0.77 for search for information.

Procedure: The researcher personally administered the questionnaires to the real estate developers directly. The questionnaires were administered to them while in their offices. Instructions was given to them on how to fill the questionnaires. Considering the number of items in the questionnaire and to avoid response bias, the participants were allowed to go home with the questionnaires so that they can carefully fill them because of time schedule with their work. The completed questionnaires were collected after five days. There was **ethical considerations of informed consent** appropriately signed by the participated realtors. They consented before the questionnaires was issued to them. The researcher took time to debriefed them about the study and the right they have to withdraw from the study if they want to. **Issue of confidentiality and anonymity** was clearly guaranteed to the participants.

Design and Statistics: The study was a cross-sectional study that utilized correlational design and Pearson Product Moment Statistics. This design and statistics allowed the researcher to investigate interaction between two or more variables. Correlation and Pearson Product Moment Statistics is a statistical method that determines the degree of relationship between two different variables. It is also known as a "bivariate" statistic, with bi- meaning two and variate indicating variable or variance. The two variables are usually a pair of scores for a person or object. The relationship between any two variables are can vary from strong to weak or none. When a relationship is strong, this means that knowing a person's or object's score on one variable helps to predict their score on the second variable.

RESULTS

The data of the study were analyzed with the IBM SPSS version 25.

Table 1: Descriptive Results for Extra-Role Behaviour and Clients' Purchase Decision

	N	Minimum	Maximum	Sum	Mean	Std. Error	Std Deviation	Skewness	Kurtosis
GENDER	45	----	----	----	----	----	----	----	----
AGE	45	30.00	50.00	1751.00	38.9111	1.06117	7.11855	.155	-1.271
HIGHEST EDUCATION	45	----	----	----	----	----	----	----	----
MARITAL STATUS	45	----	----	----	----	----	----	----	----
INVESTED PROPERTY	45	----	----	----	----	----	----	----	----
FIVE-YEAR PERIOD PURCHASE	45	3.00	30.00	666.00	14.8000	1.24908	8.37909	.289	-1.202
EXTRA-ROLE BEHAVIOUR	45	6.00	36.00	963.00	21.4000	1.17267	7.86650	-.282	-.386
Impulsivity	45	12.00	49.00	1433.00	31.8444	1.34763	9.04020	-.016	-.616
Indebtedness	45	6.00	26.00	709.00	15.7556	.74070	4.96879	.170	-.557
Negative Emotions	45	7.00	31.00	897.00	19.9333	.97722	6.55536	-.446	-.731
Frustration	45	3.00	15.00	394.00	8.7556	.42540	2.85367	-.215	-.259
Hedonism	45	2.00	16.00	374.00	8.3111	.49830	3.34271	.025	-.731
Saving	45	10.00	56.00	1326.00	29.4667	1.44411	9.68739	.318	.320
Reasoning	45	6.00	35.00	825.00	18.3333	.98268	6.59201	.149	.685
Information Search	45	4.00	20.00	602.00	13.3778	.61897	4.15216	-.893	.939
PURCHASE DECISION	45	59.00	221.00	6492.00	144.2667	4.92924	33.06632	-.078	.248
Valid N (listwise)	45								

SOURCE: Primary Data from Questionnaire

From the table 1 above, the skewness for five-year period purchase was positive (.289) indicating positive and impressive buying of real property realtors in Awka, Anambra State, Nigeria. The kurtosis was negative (-1.202) below the kurtosis 3-point benchmark, indicating very limited buying of real property within the period. With the standard deviation of 1.24908, the participants vary so much in real property buying within the period. The mean was 14.8000 very slightly below the average point of 15, indicating very low buying of real property among the participants. The skewness for extra-role behaviour was negative (-.282) indicating the lack of extra-role behaviour by the realtors. The kurtosis was negative (-.386) contrary to the kurtosis 3-point benchmark, indicating non-outlier of consistent negative/lack of extra-role

behaviour by the realtors. With the standard deviation of 7.86650, the participants vary appreciably in their extra-role behaviour. The mean was 21.4000 of 36.00 indicating high influence of among the participants. For the purchase decision, its skewness was negative (-.078) indicating the participants' poor purchase decisions. The kurtosis was positive (.248) contrary to the kurtosis 3-point benchmark, indicating non-outlier consistent purchasing decision. With the standard deviation of 33.06632, the participants vary so much in their purchasing decision. With the standard deviation of 33.06632, the participants vary so much in their purchasing decision. The mean was 144.2667 indicating appreciable purchasing decision among the participants. The mean was 144.2667 indicating appreciable purchasing decision among the participants.

Table 2: Correlations for Extra-Role Behaviour and Clients' Purchase Decision

Pearson Correlation	1	2	3	4	5	6	7	8	9	10	11	12
1.AGE	1											
2. PURCHASE FOR 5-YRS	.14	1										
3. EXTRA-ROLE BEHAVIOUR	-.04	.11	1									
4.Impulsivity	.10	.29	.50**	1								
5.Indebtedness	.04	.13	.36*	.53**	1							
6.Negative Emotions	-.04	.13	.36*	.32*	.50**	1						
7.Frustration	.19	.03	.36*	.29	.43**	.59**	1					
8.Hedonism	.04	.13	.45**	.32*	.32*	.35*	.57**	1				
9.Saving	.24	.13	.46**	.60**	.58**	.44**	.47**	.47**	1			
10.Reasoning	.08	.14	.41**	.44**	.35*	.13	.13	.27	.42**	1		
11.Information Search	.12	.06	.47**	.41**	.60**	.29	.30*	.25	.51**	.61**	1	
12. PURCHASE DECISION STYLE	.19	.25	.67**	.67**	.67**	.53**	.61**	.62**	.79**	.57**	.74**	1

** significant @ $P \leq .001$ or * significant @ $P \leq .05$; Ho; N = 45; SOURCE: Questionnaire Primary Data

Hypothesis One: The first hypothesis states that “extra-role behaviour from real-property sellers will not significantly correlate with buyers’ number of real-property purchased”. Table 2 showed that extra-role behaviour from real property sellers negatively and non-significantly did not correlate with number of real-property purchased by realtors ($P > .05$, $r = -.058$, $N = 45$). This affirmed the hypothesis one. It indicates that the number of real-property purchased is not a function of the extra-role behaviour from real property sellers.

Hypothesis Two: The second hypothesis states that “extra-role behaviour from real-property sellers will not significantly correlate with buyers’ general purchase-decision style”. Table 2 showed that extra-role behaviour from real property sellers positively and significantly correlated with realtor’s general purchase decision style ($P > .001$, $r = .671$, $N = 45$). This disaffirmed the hypothesis two. This indicates that certain prosocial behaviours and personal

sacrifices from real property sellers to the realtors’ impact on the realtors’ decisions to purchase real property.

Hypothesis Three: The third hypothesis states that “extra-role behaviour from real-property sellers will not significantly correlate with buyers’ different purchase-decision styles”. Table 2 showed that extra-role behaviour from real property sellers positively and significantly correlated with realtor’s “impulsivity” ($P \leq .001$, $r = .498$, $N = 45$); “indebtedness” ($P \leq .05$, $r = .345$, $N = 45$); “negative emotions” ($P \leq .05$, $r = .359$, $N = 45$); “frustration” ($P \leq .05$, $r = .362$, $N = 45$); “hedonism” ($P \leq .001$, $r = .446$, $N = 45$); “saving” ($P \leq .001$, $r = .455$, $N = 45$); “reasoning” ($P \leq .001$, $r = .414$, $N = 45$); and “information search” ($P \leq .001$, $r = .472$, $N = 45$) purchase decision styles/perspectives respectively. The hypothesis three is therefore disaffirmed. It indicated that the type of decisions realtors make relates with the extra-role behaviour from real property sellers.

Figure 1: Plot of Five-Year Period Purchase

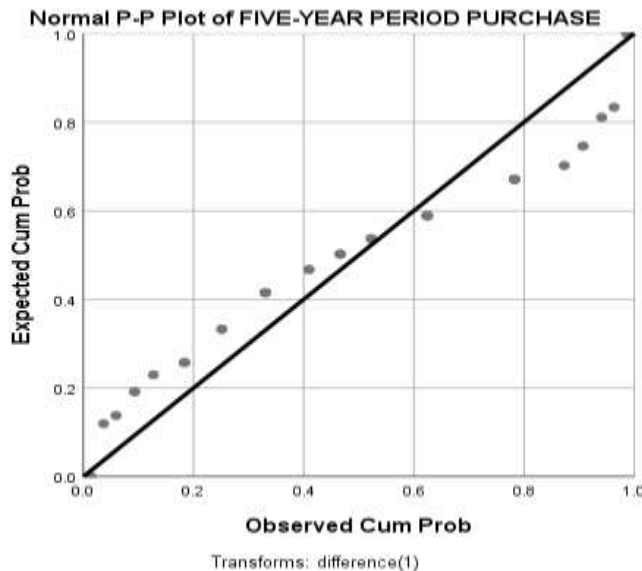


Figure 1 showed the plot along the linear graph for five-year period purchase. The plot showed irregular and pronounced deviations from the linear line. Again, it showed absolute lack of fit. This indicated high variations in the number of

real property purchased by the realtors within five year. The observed probability was totally outlier vis-à-vis the expected probability as the plot deviates from the line of fit.

Figure 2: Plot of Extra-Role Behaviour

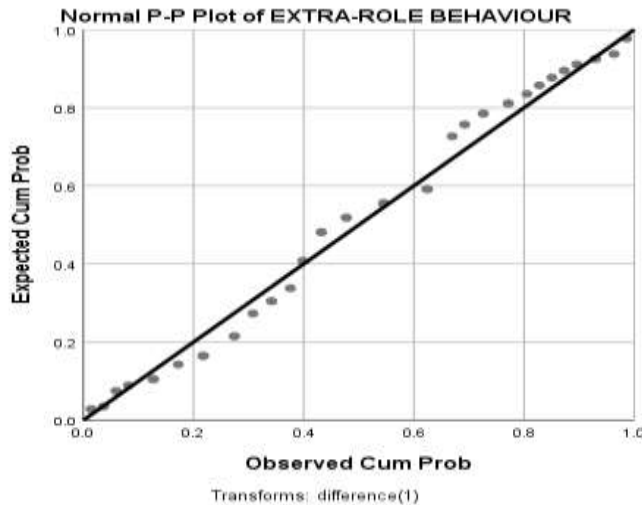


Figure 2 showed the plot along the linear graph of extra-role behaviour. The plot showed pronounced deviations along the linear line. It showed lack of fit. This indicated that the independent variables (extra-role behaviour from real property sellers) could not well account for

the manifestation of the dependent variable among the participants sampled. The observed probability could not well predict the expected probability because the plot deviates from the line of fit.

Figure 3: Plot of Purchase Decision Style

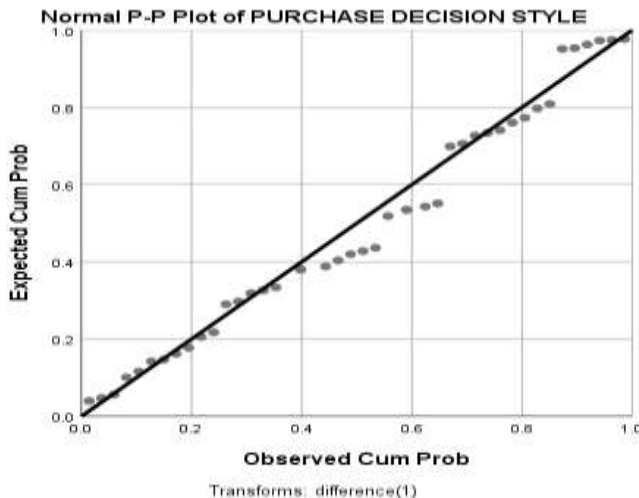


Figure 3 showed the plot along the linear graph for purchase decision style. The plot showed inconsistency and pronounced deviations along the linear line. Again, it showed manifest lack of fit. This indicated the erratic nature of the realtors' real property purchase style. The observed probability was inconsistent with the expected probability as the plot deviates from the line of fit.

Summary of Findings/Results

1. Extra-role behaviour from real-property sellers had negative and non-significant correlation with number of real-property purchased.
2. Extra-role behaviour from real-property sellers positively and significantly correlated with realtors' general purchase-decision style.
3. Extra-role behaviour from real-property sellers positively and significantly correlated with buyers' "impulsivity" as a perspective purchase-decision style.
4. Extra-role behaviour from real-property sellers positively and significantly correlated with buyers' "indebtedness" as a perspective of purchase-decision style.
5. Extra-role behaviour from real-property sellers positively and significantly correlated with buyers "negative emotions" as a perspective of purchase-decision style.
6. Extra-role behaviour from real-property sellers positively and significantly correlated with buyers' "frustration" as a perspective of purchase-decision style
7. Extra-role behaviour from real-property sellers positively and significantly correlated with buyers' "hedonism" as a perspective of purchase-decision style.
8. Extra-role behaviour from real-property sellers positively and significantly correlated with buyers' "saving" as a perspective purchase-decision style.
9. Extra-role behaviour from real property sellers positively and significantly correlated with buyers' as a perspective of purchase-decision style.
10. Extra-role behaviour from real-property sellers positively and significantly correlated with buyers' "reasoning" as a perspective of purchase-decision style.
11. Extra-role behaviour from real-property sellers positively and significantly correlated with buyers' "information search" as a perspective of purchase-decision style.

DISCUSSION

This study confirmed first hypothesis. The first hypothesis states that "extra-role behaviour from real-property sellers will not significantly correlate with buyers' number of real-property purchased". This finding did not agree with Alnaimi, and Rjoub (2021) observation that extra-role behavior, perceived

support, knowledge hiding behavior, psychological entitlement has a positive impact on purchase decision.

The second hypothesis states that “extra-role behaviour from real-property sellers will not significantly correlate with buyers’ general purchase-decision style” was confirmed. This finding agrees with Yu, Wu, Liu, and Gong (2021) evidence that show that purchase decision has a significant negative impact on realtors’ extra-role behavior. Negative emotion plays a mediating role in the relationship between purchase decision and extra-role behavior.

The third hypothesis states that “extra-role behaviour from real-property sellers will not significantly correlate with buyers’ different purchase-decision styles” was not accepted. The hypothesis three is therefore disaffirmed. This result of study is in line with Wahda, Mursalim, Fauziah and Asty (2020) study that extra-role behaviour directly and indirectly through justice had a positive and significant influence on the purchase decision of realtors. The direct relationship of extra-role behaviour, trust, and purchase decision means that perceived information quality served as fulfilling their needs and requirements, hence the realtors becomes more inclined towards purchase decisions (Cheung et al., 2008).

Implications of the Study

1. The outcome of the study revealed that extra-role behaviour of realtors will help promote good purchasing decision. This probably will reduce impulse decision making that are characterized by negative emotion and frustration among realtors.
2. These findings will also help the realtors to put-up extra role behavior that can get attention of their business partners. This extra role behavior could be altruism, sportsmanship, compliance and loyalty, conscientiousness, civility, individual initiative and self-development.
3. These findings will make realtors to know how to make good use of extra role behavior in purchase decision. This will help the realtors purchase decision that will attract buyers.

Conclusion

Knowing the factors which influence purchase decision will lead to better understanding and prediction of decision making in real estate business. Without an understanding of this behaviour, appraisers do not have systematic methods for minimizing the zone of uncertainty around the business. Therefore, this study explored extra role behavior as correlate of purchase decision among realtors. The outcome of the study showed that extra-role behaviour from real property sellers had negatively and non-significantly correlation with number of real-property purchased. It also showed that extra-role behaviour from real property sellers positively and significantly correlated with realtor’s general purchase decision style. Further, the study indicated that extra-role behaviour from real property sellers positively and significantly correlated with realtor’s impulsivity, indebtedness, negative emotions, frustration, hedonism, saving, reasoning, and information search, purchase decision styles/perspectives respectively.

Recommendations

Recommendations are made in the study as follows:

1. The realtors are enjoined to enroll for more self-development programme, basically on how to make purchase without impulses or stress. This could help in building up them future purchase.
2. There is need for improved extra-role behaviour considering that low behaviour that is associated with impulse purchase decision making that often good for business. This extra-role behaviour improvement should be in expertise, trustworthy and reputation.
3. Those in industrial/organizational psychology are expected to organize training and conference for those in real estate management. The core aim should be to enlightened them about the principle of purchase decision and how to get clients patronize their firms.
4. There is need for another study in the area that will be centered on property owners themselves not realtors. With

that, extra role behavior of these realtors in connection with purchase decision will be clearly affirmed.

Limitations of the Study

The limitations of this study were observed to have some impact on the interpretation of the outcomes. First, the study is limited to a sample of realtors in the Awka city, Anambra State, therefore, the outcomes may not apply to other city or states. Secondly, the one-shot survey only captures a certain point in time. Given the nature of developers behaviour, in-depth case studies may have added to the quality

of output and produced additional insights into realtors' purchase decision.

Suggestions for Further Studies

In the light of the study limitations, the following suggestions are made that study that involve all realtors in the major city in Anambra State maybe needed this is to help adopt this study for State. An in-depth study that involve qualitative and quantitative study is also needed in order to have holistic view of influences and interaction of the study variables.

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APPENDIX 1
SECTION A
DEMOGRAPHIC SECTION

Tick the box as applicable to you

- (1) Gender: Male Female
- (2) Age:
- (3) Highest Educational Level:
- (4) Marital status:
- (5) What type of real estate property do you normally buy?
 Housing Filling Station Landed Property Others(specify)
- (6) How many times have you bought property in last five years?
- (7) How many times have you bought property in last four years?
- (8) How many times have you bought property in last three years?
- (9) How many times have you bought property in last two years?
- (10) How many times have you bought property in last one year?

SECTION B
Extra Role Behaviour Scale

Instructions: There are five options against each statement, give your response by putting a tick mark (") in any one of them. Please answer to all questions. The scale is rate on seven-point format: 1 = strongly agree, 2 = slightly agree, 3 = agree, 4=moderately, 5 = disagree, 6 = slightly disagree, 7 = strongly disagree.

S/N	Items	1	2	3	4	5	6	7
1	For this particular encounter, the service representative I dealt with willingly went out of his/her way to make me satisfied.							
2	For this particular encounter, the service representative I dealt with voluntarily assisted me even if it meant going beyond his/her job requirements.							
3	For this particular encounter, the service representative I dealt with helped me with problems beyond what I expected or required.							
4	For this particular encounter, the service representative I dealt with frequently went out of his/her way to help me.							
5	For this particular encounter, the service representative I dealt with went "above and beyond the call of duty" in servicing me							

Developed by **Maxham, J.G., & Netemeyer, R.G. (2003)**

SECTION C
Inventory of Emotional and Reasoned Purchases Decision-Making Styles

Instruction: There are five options against each statement, give your response by putting a tick mark (") in any one of them. Please answer to all questions. Strongly Agree=1, Agree=2, Uncertain=3, Disagree=4, Strongly Disagree=5.

S/N	Items	1	2	3	4	5
	Impulsivity					
1	I bought compulsively.					
2	I buy things without thinking about the effect on my economy.					
3	When I do my buying, I do not limit myself.					
4	I buying excessively.					
5	When I do my buying, I think that if I want it I have it.					
6	I avoid thinking about the consequences when making my purchases.					
7	I decide fast without thinking, when I make purchases.					
8	When I want something, I immediately buy it.					
9	I have bought using instinct.					
10	I have accumulated things that I have bought and do not need.					
11	I have bought things that I like at the moment but not later.					
	Indebtedness					
12	I have generated debts when buying things.					
13	I have spent money that I do not have when buying things					
14	I have delayed making payments for services					
15	I have had a service suspended for not paying on time.					

16	It's common for me to end up in debt to satisfy my whims.				
17	I have borrowed money to make a purchase.				
	Negative Emotions				
18	When I'm depressed, I buy things.				
19	When I'm angry, I spend more than I should.				
20	When I'm desperate I buy the first thing that I see				
21	I have bought things on a whim.				
22	I have bought by anxiety.				
23	My purchase is initiated by emotional needs.				
24	I have bought things due to an outburst.				
	Frustration				
25	It anguishes me to have to decide between several properties.				
26	It frustrates me to have to decide between several properties.				
27	It makes me nervous to choose between different properties.				
	Hedonism				
28	Buying is a pleasant activity for me.				
29	Buying is one of the activities I enjoy most in life.				
30	I feel happy when I buy things.				
	Saving				
31	I take care every spend that I do.				
32	I control every expense before buying.				
33	When purchasing things, I look for properties that help me economize.				
34	I organize every expense that I carry out				
35	When I do my purchasing, I spend the right amount.				
36	When choosing what to buy, I make choices taking into consideration my economy.				
37	I make my purchases carefully to save money.				
38	I avoid buying things that aren't on my purchasing list.				
39	I avoid buying something so as not to get into debt.				
40	I previously list the properties that I need before buying them.				
	Reasoning				
41	I think about every purchase that I make.				
42	I'm analytical when I make my purchases.				
43	I reason with myself before buying something.				
44	I decide calmly when buying a property.				
45	I consciously decide what to buy when I make a purchase.				
46	When I go buying, I only buy the things that I had willing to buy.				
	Search for Information				
47	I am informed about the properties before buying them.				
48	I ask about the properties before deciding to buy them.				
49	Investigate information about the properties before buying them.				
50	I'm critical when deciding between which properties to buy				

Developed by Soler Anguiano, F. L., Bustos Aguayo, J. M., Palacios, J., Zeelenberg, M., & Díaz Loving, R. (2019).