

Research paper

Housing purchase intention: Functional factors and consumer happiness

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ABSTRACT

Introduction: this paper investigates the factors influencing people's desire to buy a home. We examine how consumer satisfaction may be influenced by factors such as price, housing features and the developer's reputation. We adopt a more comprehensive approach which differs from the traditional view of residential choice as a purely rational process. We consider how these crucial decisions can be influenced by our emotions and overall happiness.

Methodology: this research employed a structured questionnaire to gather data from 767 adult Chinese citizens and utilised partial least squares structural equation modelling (PLS SEM) to demonstrate sufficient levels of reliability and validity.

Results: consumer satisfaction is positively influenced by price and developer brand whereas the emotional dimension does not seem to be significantly affected by housing characteristics. On the other hand, housing features are the principal single influencer of buying intention. Similarly, consumer happiness has a relevant impact on this goal. In this type of research, price and brand are not directly related to purchase intention but indirectly linked through consumer happiness.

Conclusions: both functional and emotional factors influence housing investment. This indicates that marketing initiatives to maximise consumer happiness can be profitable for real estate developers, which is especially vital for improving a trusted brand, transparent communication and homes that help with comfort and daily life.

Intención de compra de vivienda: factores funcionales y la felicidad del consumidor

RESUMEN

Introducción: este artículo analiza en qué medida el precio, las características de la vivienda y la marca del promotor inmobiliario afectan la satisfacción del consumidor y, a su vez, la intención de comprar una vivienda. Frente a la visión tradicional de la elección residencial como una decisión puramente racional, el trabajo incorpora el bienestar subjetivo y las respuestas emocionales en un marco integrado de análisis.

Metodología: se les realizó una encuesta estructurada a 767 adultos que residen en China. Se analizó utilizando el modelado de ecuaciones estructurales junto con mínimos cuadrados parciales (PLS-SEM) y, por tanto, demostró suficiente fiabilidad y validez del modelo.

Resultados: el precio y la marca del promotor tienen un efecto positivo sobre la satisfacción del consumidor, pero los atributos de la vivienda no influyen significativamente en esta dimensión emocional. Pero las propiedades de la vivienda son el factor directo clave que impulsa la intención de compra. La felicidad del consumidor también es un factor importante en esta intención. La intención de compra no se ve afectada de manera directa por la marca y el precio, sino indirectamente, por medio de la satisfacción del cliente.

Conclusiones: la compra de vivienda está condicionada por factores funcionales y emocionales. Los resultados sugieren que las estrategias de marketing orientadas a incrementar la felicidad del consumidor pueden generar beneficios para los promotores inmobiliarios, especialmente mediante el fortalecimiento de una marca fiable, una comunicación transparente y el diseño de viviendas que faciliten la comodidad y la vida cotidiana.

Introduction

Due to population growth, affordability concerns and quality-of-life demands, urban housing markets have transformed significantly. Economic factors have a critical impact on lifestyle goals, long-term well-being and purchase decisions in China's large cities (Ahumada-Tello et al., 2025). Consumer behaviour research suggests that a combination of cultural, social and psychological factors influence home purchasing decisions (Zong et al., 2023). Post-pandemic, happiness and well-being have become central topics in global management and sustainable development (Ravina-Ripoll et al., 2023b). Especially in high-engagement situations, such as buying a house, emotional well-being helps consumers release stress and uncertainty (Díaz-García et al., 2024). Recent evidence indicates that for high-involvement products, consumer happiness can be enhanced through responsible consumption and ethical promotion, bridging the gap between objects and emotional fulfilment (Elías-Zambrano et al., 2023).

Consumer happiness can be viewed as a result and an influence on decision-making (Cuesta-Valiño et al., 2023; Hanaysha & Al-Shaikh, 2024). Ravina-Ripoll et al. (2019a) point out that happiness management is also important for creating positive environments to stimulate sustainable growth. Despite happiness having been considered a predictor of performance, empirical investigation linking housing attributes, developer brand and consumer satisfaction remains scarce (Cuesta-Valiño et al., 2024a; Dash et al., 2021; Ravina-Ripoll et al., 2019b), as traditional research often focuses largely on factors such as cost, location and physical attributes.

In light of the above, this research examines how price, housing attributes and developer brand affect consumer happiness and how this emotional response in turn affects purchase intention. The research has three main objectives. First, integrating the functional and emotional factors of real estate decision-making. Second, empirically testing

the hypothesis. Finally, investigating consumer happiness as a mediator in linking functional and brand evaluations to buying intention. Hence, the study deepens the understanding of rational and emotional interactions, providing insights for developers to coordinate business benefits with the consumer happiness through strategic marketing as well as social responsibility (Ravina-Ripoll et al., 2023a).

Conceptual framework and hypotheses

Understanding housing purchase intention requires considering both practical and psychological factors. Traditional real estate research has focused on economic and structural factors; however, recent studies point out that emotional responses and subjective well-being influence decision-making as well, especially in high-engagement situations. Based on these recent studies, the proposed framework examines how price, housing attributes, and developer brand affect consumer happiness, which in turn affects purchase intention. Strategic happiness management can create environments including positive emotions, creativity and subjective well-being (Galván-Vela et al., 2024). Figure 1 demonstrates our integrated model.

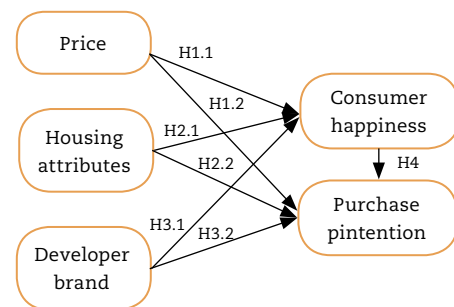


Figure 1. Structural model of consumer happiness and housing purchase intention

Source: Authors' own elaboration.

Price

Cognitive evaluation and emotional responses both rely on price. Financial values and price fairness may affect consumer happiness (Ernawati, 2025). Higher prices might imply better quality, but not happiness. On the contrary, lower prices may increase happiness because of savings but may weaken identity or indicate low quality (Dutta & Mandal, 2021).

Price remains crucial not just in terms of emotions. Valuations often reflect location utility, neighbourhood labelling and possible stigmas, even when all physical attributes are the same (Andersson et al., 2026). Affordability also depends on mortgage terms, income and expected price (Anenberg & Ringo, 2024; Hu et al., 2026). Ultimately, price serves as a financial barrier and an economic indicator (Kabir et al., 2024). Thus, the following could be set forth.

H1.1. Price has a positive effect on consumer happiness.

H1.2. Price has a positive effect on purchase intention.

Housing attributes

Housing attributes include structural and community features (Tse, 2002). Physical elements such as kitchen, balcony and green areas, can improve satisfaction and mental health (Hu et al., 2020). Beyond material elements, security, aesthetics and neighbourhood reputation will also enhance consumer happiness (Irving, 2023; Sadeghlou & Emami, 2023).

These attributes greatly influence purchase. Construction quality, architectural style and interior decoration often determine whether a property is suitable for long-term habitation and investment (Kavya & Almeida, 2026). Modern urban analytics emphasise that resident mobility patterns and neighbourhood safety levels are central to residential evaluations (Chen et al., 2026). Empirical studies have also shown that the combined impact of physical and location advantages shaped consumers' intention to purchase (Haddad et al., 2011). Grounded in prior research, this paper puts forward a set of hypotheses.

H2.1. Housing attributes have a positive effect on consumer happiness.

H2.2. Housing attributes have a positive effect on purchase intention.

Developer brand

In real estate, developer brand has been regarded as a crucial signal due to asymmetric information. It influences consumer happiness by projecting brand identity and inspiring loyalty and admiration through CSR initiatives (Cuesta-Valiño et al., 2024b; Tosun & Tavşan, 2024). Digital social platform strengthens consumer loyalty and buying desire, as digital interactions facilitate brand identity construc-

tion (Ali et al., 2026; Almohaimmeed, 2019). Furthermore, the collective behaviour within brand communities and consumer 'tribes' plays a decisive role in building brand meaning, impacting professional branding strategies (Sanz-Marcos & Elías-Zambrano, 2020). Other factors such as brand image, consumer brand identity, innovation, quality efforts, and sensory or social cues can also reinforce emotional connections, strengthen brand reputation, and promote overall well-being (Cuesta-Valiño et al., 2022; Cuesta-Valiño et al., 2023; Mrad et al., 2025).

Established brands are of great significance because they enhance consumer perception, trust and reliability during long-term financial commitments (Sato et al., 2023). Strong branding not only builds a positive reputation, but also help buyers make more informed decisions. According to this, the following are the proposed hypotheses.

H3.1. Developer brand has a positive effect on consumer happiness.

H3.2. Developer brand has a positive effect on purchase intention.

Consumer happiness

Consumer happiness has great impact on satisfaction, loyalty and behavioural intention, which also combines corporate interests with community well-being (Elías Zambrano et al., 2021). Consumer Brand Engagement (CBE) influences buying intention immediately and inherently, via the mediating role of consumer happiness (García Henche et al., 2023). Factors such as fairness, health, well-being and sustainable development goals generate active public participation and positive emotional responses (Galiano-Coronil et al., 2023; Galván-Vela et al., 2024). Online customisation, for example, can lead to a higher purchase willingness by empowering consumers (Alonso-García et al., 2023; Ettis & Sellami, 2025; Galiano-Coronil et al., 2024; Núñez-Barriopedro et al., 2023).

Happiness may act as a mediator between customer brand involvement and social marketing while making a purchase (Cuesta-Valiño et al., 2023b; Gutiérrez-Rodríguez et al., 2024a). It increases the pleasure of the interaction experience and the perceived value of the service when it works in a network environment, encouraging repeated purchases (Bukari et al., 2025; Jiménez-Marín et al., 2022). Likewise, CSR initiatives, perceived quality and brand loyalty can increase consumer happiness online and outdoors (Cuesta-Valiño et al., 2023c; Gutiérrez-Rodríguez et al., 2024b). Additionally, credibility and kindness foster consumer happiness, leading to positive purchase behaviour (Jamil et al., 2024; Ravina-Ripoll et al., 2023a). Thus, following theory can be put forward.

H4. Consumer happiness has a positive effect on purchase intention.

Methodology

Survey framework

This research utilises a quantitative, non-experimental and cross-sectional descriptive model based on a correlation framework with original data gathered via a systematic survey of a representative sample of individuals (18 years and older) residing in China between July and September 2025. A non-probability convenience sample was used for this study with defined inclusion criteria: participants have to currently live in major cities in China and have either experienced or had intention of engaging with housing purchase activity. To gather the information, an online survey was carried out on several platforms such as Huixiang Data, Wenjuanxing and WeChat. After data cleaning (cleaning incomplete or inconsistent responses), 767 valid responses remained, providing a 95.5% confidence level sampling error of $\pm 3.5\%$ (assuming $p = q = 0.5$) (see Table 1).

Table 1. Survey technical specifications

Item	Description
Study type	Quantitative, Correlational, and Non-experimental
Population	Males and female residents aged 18 and over in major cities in China
Time horizon	From July to September 2025
Sample	767 valid questionnaires
Sample error	$\pm 3.63\%$ with $p = q = 0.5$ and a 95.5% confidence level
Software	SmartPLS 4 (PLS-SEM)

Source: Authors' own elaboration.

The questionnaire was developed from validated scales widely used in housing research, consumer behaviour and brand management. It comprised three parts. The first part revealed respondents' real estate purchasing behaviour and experience. The second part comprised 49 items capturing the eleven aspects of the conceptual model, evaluated on a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). Sample features including personal backgrounds and financial status were gathered in the last section.

To ensure content validity, this paper adopted well-established multi-item measurement scales that have been drawn from previous studies. Four projects for price (Sundrani, 2018); four for location (LeSage & Charles, 2008; Levy & Kwai-Choi Lee, 2004; Lindberg et al., 1989); three for building features (Rahadi et al., 2015); four for housing conditions (Grum & Temeljotov Salaj, 2013; Njo & Sugeng, 2023; Rahadi et al., 2015); four for neighbourhood facilities (Agarwal et al., 2024; Tse, 2002; Żróbek et al., 2015); three for brand identity (Dash et al., 2021; Tsaur et al., 2016); four for brand image (Neupane, 2015); three for brand integrity (Khalid et al., 2024); three for brand interaction (Schivinski et al., 2016); ten for consumer happiness (Cuesta-Valiño et al., 2022; Theodorakis et al., 2019); and seven for purchase intention (Al-Nahdi et al., 2015; Njo & Sugeng, 2023). There is a translation and re-translation process used to make sure that all English projects maintain their original meaning (see Table 2).

Participation was completely voluntary, and respondents' identities were kept secret by anonymity. The study followed established ethical standards and every participant signed an informed consent form before taking part, the author declares no conflicts of interest. Data were analysed using PLS-SEM in SmartPLS 4, a robust approach for a model integrating both reflective and formative constructs.

Sample Overview

767 valid responses were kept for the empirical analysis. With 52.4% of the sample being men and 47.6% being women, the gender distribution is balanced. 70.7% of them are between 25 and 45 years old, rendering them the most active group in China's urban housing market. Moreover, 69.4% of the respondents were married, indicating an overlap between homeownership, marriage and family formation in urban China, and wanting to buy a home in urban China are connected (see Table 3).

The sample was relatively highly educated, as 65.1% of respondents possessed either an undergraduate or graduate degree. Regarding income, a little more than fifty percent of the respondents reported a monthly income of between 8,000 and 20,000 yuan (52.5%) and about a quarter had an income of more than 20,000 yuan (25.2%). This income distribution is consistent with the general income range of middle-class buyers in major cities in China. In terms of the purpose for buying a house, the demand for self-use is the most common (63.5%), followed by leasing (23.7%) and investment (12.7%), reflecting that the demand for residential self-occupation continues to dominate the market, and speculative demand still occupies a secondary position.

Table 2. Factor loading, reliability, and validity metrics of the measurement model

Construct & Project	Outer loadings/ Outer Weights	Sources
Price RVM: Cronbach's Alpha: 0.87, AVE: 0.72, Composite reliability: 0.91		
I consider the cost of the house to be a crucial factor in my decision to purchase.	0.85	
I compare the house price with the average prices in the neighbourhood before making a purchase decision.	0.87	Sundrani (2018)
My decision to purchase the house is influenced by its potential for future price appreciation.	0.85	
Discounts on the purchase price would make the house more attractive to me.	0.82	
Consumer happiness RVM: Cronbach's Alpha: 0.92, AVE: 0.60, Composite reliability: 0.94		
I feel more inclined to buy a house that has well-designed building features and high-quality construction.	0.78	
Purchasing a house with a convenient location and easy access to amenities really improves the quality of my life.	0.37	
I am more likely to purchase a house when it has good housing conditions and a well-maintained layout.	0.83	
I feel happier purchasing a house in a neighbourhood with good facilities such as shops, parks, and schools.	0.81	Theodorakis et al. (2019), Cuesta-Valiño et al. (2022)
I feel more confident purchasing a house from a developer with a clear and positive brand identity.	0.81	
I am more likely to buy a house from a developer with a good brand image and reputation.	0.81	
I feel more secure purchasing a house from a developer known for its brand integrity and trustworthiness.	0.78	
I am more willing to purchase a house from a developer that actively interacts with and values customer feedback.	0.81	
I feel happy and satisfied when purchasing a house that meets my needs and expectations.	0.78	
The happiness I feel about a property makes me more likely to proceed with the purchase.	0.83	
Purchase intention RVM: Cronbach's Alpha: 0.91, AVE: 0.21, Composite reliability: 0.93		
I am more likely to purchase a property that aligns with my needs and preferences.	0.81	
I would consider purchasing a property if it offers good value for money and meets my expectations.	0.80	
I am more inclined to buy a property in a neighbourhood with good facilities and a strong sense of community.	0.81	
I am willing to purchase a property that has high-quality features and is well-located.	0.79	Al-Nahdi et al. (2015), Njo and Sugeng (2023)
I intend to buy a property from a developer with a good reputation and positive brand image.	0.82	
I plan to purchase a property from a developer that I trust and have had positive interactions with.	0.81	
I am more likely to proceed with purchasing a property that makes me feel happy and satisfied.	0.79	
Location (Formative)		
Being close to my place of work is an important factor in choosing where to buy a house.	0.077	
Access to recreational facilities and green areas is important to me when selecting a place to live.	0.093	Lindberg et al. (1989), Levy and Kwai-Choi
Having shops and public transportation nearby is important to me when buying a house.	0.275	Lee (2004), LeSage and Charles (2008)
The presence of good schools and hospitals in the area is important when I consider purchasing a home.	0.218	
Building features (Formative)		
The exterior appearance of a house significantly influences my interest in purchasing it.	-0.022	
I am more likely to purchase a house if it is built with durable and high-quality materials.	0.040	
The overall aesthetic appeal of a house, including its design and finish, is important to me when considering a purchase.	0.258	Rahadi et al. (2015)
Housing conditions (Formative)		
A well-designed room layout and convenient floor plan significantly increase my interest in purchasing a house.	0.136	Grum and Temeljotov Salaj (2013), Rahadi et al. (2015), Njo and Sugeng (2023)
The view from the window is an important factor in my decision to purchase a house.	0.034	
I prioritise houses that offer ample and well-organised living space.	0.105	
The size of the house is an important factor in my decision to purchase.	0.174	
Neighbourhood facilities (Formative)		
I feel more secure knowing there is 24-hour patrol and CCTV cameras in the housing complex.	0.132	
Traffic noise and pollution levels in the area would affect my decision to purchase a house.	-0.028	Agarwal et al. (2024), Tse (2002), Żróbek et al. (2015)
Privacy and the potential for noise issues within the house are important factors for me.	-0.098	
The availability and quality of community services would influence my decision to purchase a house in a particular area.	0.061	

(Continued)

Construct & Project	Outer loadings/ Outer Weights	Sources
Brand identity (Formative)		
I think a well-known developer brand is the best choice for me when buying a house.	-0.179	Tsaour et al. (2016), Dash et al. (2021)
The brand's promise and reputation significantly impact my decision to purchase real estate.	0.163	
I am attracted to developer brands that have a clear and appealing market position.	0.128	
Brand image (Formative)		
I believe that a positive brand image indicates higher quality and better value in real estate.	0.097	Neupane (2015)
A positive brand image makes me more likely to consider purchasing real estate from that brand.	0.055	
I think innovative and competitive brands in real estate are more likely to meet my needs and provide better services.	0.052	
Consistency in brand image gives me confidence in the reliability of the real estate brand.	-0.052	
Brand integrity (Formative)		
Sincerity and clarity in a brand's messaging increase my confidence in their real estate offerings.	-0.006	Khalid et al. (2024)
I think that a brand's expertise and trustworthiness are important factors in deciding to purchase real estate.	0.074	
I believe that a credible brand reduces the perceived risk when purchasing real estate.	-0.004	
Brand interaction (Formative)		
I prefer brands that provide real-time and continuous interaction through technology and social media.	0.022	Schivinski et al. (2016)
I value developer brands that provide instant and ongoing interaction through digital platforms.	-0.074	
I am more likely to choose real estate brands that demonstrate ethical practices and commitment to sustainability.	0.829	

Note: RVM = Reliability and validity measures.

Source: Authors' own elaboration.

Table 3. Sample profile

	%	Total 767
Gender		
Male	52.4%	402
Female	47.6%	365
Age		
Under 25	7.8%	60
25-35	45.9%	352
36-45	24.8%	190
46-55	15.5%	119
Over 56	6%	46
Marriage Status		
Single	15.6%	120
Engaged	15%	115
Married	69.4%	532
Education Level		
Senior high school	12.5%	96
Associate degree	22.4%	172
Undergraduate and Postgraduate	65.1%	499
Monthly Income		
Lower than ¥8,000	22.3%	171
¥8,000-¥20,000	52.5%	403
Higher than ¥20,000	25.2%	193
Purpose of purchase		
Living	63.5%	487
For lease	23.7%	182
Investment (re-sale)	12.7%	97
Others	0.1%	1

Source: Author's own elaboration.

Reliability and validity evaluation of the measurement model

Before proceeding to the structural model estimation, the reliability and validity of the measurement model were established. As Table 2 shows, reflective constructs showed strong reliability and validity. With Cronbach’s α values all above 0.87 and composite reliability (CR) spanning 0.91 to 0.94, every indicator exceeded the 0.70 standard. All average variance extracted (AVE) values were above 0.50, demonstrating that the variance of each item’s constructions was sufficiently recorded (Fornell & Larcker, 1981). Indicator loadings varied between 0.78 and 0.87. One of the items related to consumer happiness performed significantly lower (0.37) but was retained in the model due to its theoretical significance rather than statistical weight.

Formative constructs such as location, building features, housing conditions, neighbourhood facilities, brand image, brand integrity, brand identity, and brand interaction, were evaluated with outer weights and multicollinearity. All variance inflation factor (VIF) values registered under 3.0, indicating that the variables did not significantly overlap. The outer weights were both significant and were in agreement with theoretical predictions, supporting how each indicator contributed to its latent variable. This model also gives us a reason to believe that these formative measures do a good job of capturing the many different aspects of housing attributes and developer brand.

We used the heterotrait-monotrait (HTMT) ratio and the Fornell-Larcker criterion for discriminant validity. All the HTMT values were less than 0.85, which means that there were big differences between the constructs at the empirical level (Henseler et al., 2015). These results show how reliable and valid the measuring model is at both the convergent and discriminant levels, offering a firm basis for subsequent structural analysis.

Results

To evaluate the connections that the conceptual model suggests, the hypothetical paths linking price, housing attributes, developer brand, consumer happiness and purchase intention were tested using PLS-SEM. The conceptual model showed satisfactory reliability and validity across both formative and reflective constructs. The outcomes for the structural model are detailed below, focusing on the estimated path coefficients, explanatory variances and hypothesis test conclusions.

As shown in Figure 2, the model explains 54.5% of consumer happiness ($R^2 = 0.545$) and 21.0% of purchase intention ($R^2 = 0.210$). These findings suggest that the model has moderate explanatory capability. Although these selected functional and emotional factors notably shape housing purchase intention, they represent only a portion of the factors and require further study.

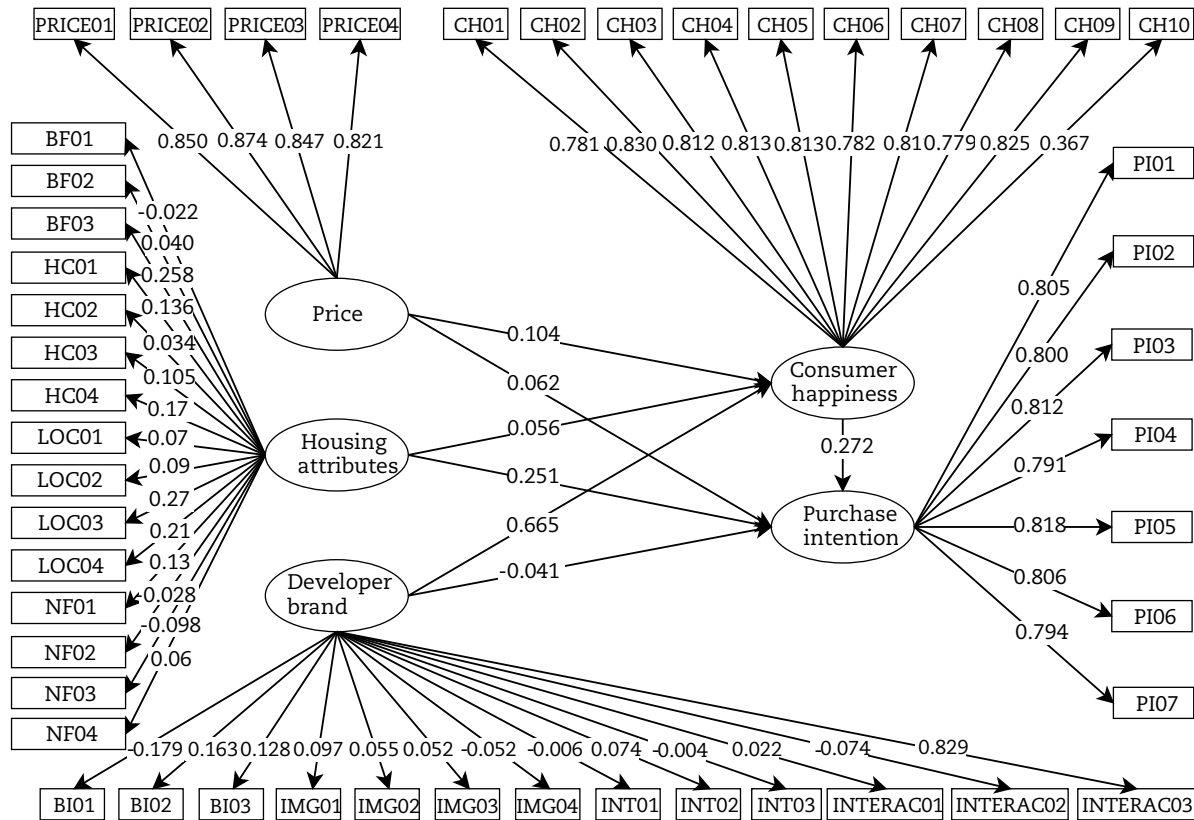


Figure 2. Structural model results

Source: Elaborated by authors based on SmartPLS 4.

When examining the leading factors of consumer happiness, the effects of price ($\beta = -0.104$, $p = 0.002$) and developer brand ($\beta = 0.665$, $p < 0.001$) reveal significant positive values, accepting hypotheses H1.1 and H3.1. On the contrary, the effect of housing attributes on consumer happiness is not significant ($\beta = 0.056$, $p = 0.125$), leading to hypothesis H2.1's rejection. These results indicate that consumers' emotional responses are more influenced by perceptions of price-value match and brand market signals than the functional housing features.

Focusing on purchase intention, two paths showed significant and positive effects. Firstly, housing attributes positively influence purchase intention ($\beta = 0.251$, $p < 0.001$). Secondly, consumer happiness positively influences purchase intention ($\beta = 0.272$, $p < 0.001$). These findings confirm hypotheses H2.2 and H4. On the contrary, neither price ($\beta = 0.062$, $p = 0.130$) nor developer brand ($\beta = -0.041$, $p = 0.391$) have a direct meaningful effect on purchase intention, leading to the rejection of hypotheses H1.2 and H3.2. Further mediation tests revealed consumer happiness to be the channel through which price and developer brand affect purchase intention, highlighting the fact that emotional factors significantly shape housing purchase decision (see Table 4).

Table 4. Results of the hypothesis test

Hypotheses	Path	Testing
H1.1	Price has a positive effect on consumer happiness	Supported
H2.1	Housing attributes have a positive effect on consumer happiness	Supported
H3.1	Developer brand has a positive effect on consumer happiness	Supported
H1.2	Price has a positive effect on purchase intention	Rejected
H2.2	Housing attributes have a positive effect on purchase intention	Supported
H3.2	Developer brand has a positive effect on purchase intention	Rejected
H4	Consumer happiness has a positive effect on purchase intention	Supported

Source: Authors' own elaboration.

According to the total effects research, developer brand has the most positive effect on consumer happiness, with price coming in second. Although housing attributes fail to significantly predict happiness, they are still the most influential direct determinant of purchase intention and pertain to both the comprehensive consideration of functional housing characteristics and consumers' emotional evaluations. It is essential to note that the lack of direct influence of developer brand on purchase intention means that brand perceptions primarily influence home buyers through emotional channels of consumer happiness, rather than simply through cognitive assessment.

Conclusions

The findings confirm that functional and emotional attributes strongly influence house-buying behaviour. Integrating subjective well-being and perceived happiness is critical for quality decisions at the individual and group level (Ahumada-Tello et al., 2022). Consumer happiness relates psychologically with price, developer brand and behavioural through emotional intention. Consequently, "Happiness Management" can guide marketing to generally enhance social well-being (Jiménez-Marín et al., 2020).

Managerially, real estate developers must transcend physical construction to foster emotional value and consumer welfare. Efficient consumption and sensory satisfaction strategies will maximise profit (Jiménez-Marín et al., 2021), while ethical communication builds consumer loyalty. Furthermore, projects should align with sustainable social requirements (Hernández García de Velazco et al., 2020), ensuring that functional attributes such as location harmonise with buyers' modern psychological aspirations.

Despite cross-sectional and geographic limitations, this research proves that emotional well-being significantly drives housing purchase intention. Further studies should explore longitudinal designs or different urban contexts. Ultimately, prioritising happiness in real estate enhances market performance while fostering long-term social sustainability and fulfilling fundamental human needs.

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Conflict of interest declaration

No other publication is reviewing this original submission, and the authors have disclosed no competing interests.

Declaration of the Use of Generative Artificial Intelligence (AI) and AI-Assisted Technologies

During the preparation of this manuscript, the authors used Gemini 3 Flash (Google) solely for language editing and writing improvement purposes. All content, suggestions, results, or outputs generated by this tool were critically reviewed, verified, and edited by the authors, who assume full responsibility for the accuracy, integrity, originality, proper citation, and academic interpretation of the manuscript. The AI tool did not replace the authors' intellectual judgment and was not listed as an author or co-author.

Authors' contribution

Estela Núñez-Barriopedro: conceptualisation, formal analysis, fundraising, research, methodology, project management, resources, software, supervision, validation, visualisation, writing (original draft), review, and editing; Alicia Ramírez Orellana: conceptualisation, formal analysis, research, methodology, resources, software, supervision, validation, visualisation, writing (original draft), revision, and editing; Wenshi Ou: conceptualisation, data curation, formal analysis, research, methodology, writing (original draft), writing (revisions based on peer review and editing).

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