Programme  Titles  Presenters  Topics
Monday 7th July
11.00 -  Registration for Doctoral Colloquium
Aberdeen Business School - Atrium
11.00 onwards  Academy of Marketing Executive Meeting
Room 608/9
12.00 - 13.00  Lunch
Health and Social Studies Building
13.00 - 14.00  Professor Mike Saren; Dr Angela Dobele
Room 423
14.00 - 15.30  Doctoral Colloquium Presentations
15.30 - 16.00  Coffee
Aberdeen Business School Atrium
16.00 - 17.30  Doctoral Colloquium Presentations

Doctoral Colloquium Dinner
18.00 - 21.00  Drinks Reception and Dinner
Health and Social Studies Building

Tuesday 8th July
9.00 - 9.30   Dr Avi Shanker
Room 423
9.30 - 11.00  Doctoral Colloquium Presentations
10.30-11.00  Coffee
Aberdeen Business School Atrium
11.00-12.30  Meeting of Regional and SIG chairs
Room 608/9
Research Committee Meeting
Room 527
11.00 - 12.30  Doctoral Colloquium Presentations
12.30-13.30  Lunch
Health and Social Studies Building
13.30 - 13.35  Conference opening
Welcome from the Vice-Principal and Pro Vice-Chancellor (Research and Commercialisation) Professor Peter Robertson
Room 225
13.35 - 13.45  Cultural Awareness - Dr Don Carney
Room 225
13.45-15.15  Keynote Speaker: Professor Neil Rackham
Ending the war between sales and marketing
Room 225

15.15 - 15.30 Coffee
Aberdeen Business School Atrium

15.30 - 17.30 Parallel sessions

Consumer Behaviour
Room 226

Marketing Communications
224

e-Marketing
Room 117/8

Retailing and Commercial Distribution
Room 608/9

Tourism
Room 421

Services Marketing
Room 119

Relationship Marketing
Room 218

Social and Non-Profit Marketing
Room 125

Marketing Education
Room 423

International and Cross Cultural Issues in Marketing
Room 428

17.30-18.30 Poster session
University Street

Civic Reception and Ceilidh
18.30 - 23.00 Buses leave from the Aberdeen Business School, Altens and the City Centre at 6.30
Welcome from the Dean of Aberdeen Business School Professor Rita Marcella and the Lord
Provost of Aberdeen Mr Peter Stephen,
Beach Ballroom Aberdeen

Wednesday 9th July

9.00 - 10.30 Parallel sessions

Social and Non-Profit Marketing
Room 226

Marketing Education
Room 119

Case Study
Room 117/8

Consumer Behaviour
Room 218

Marketing Communications
Room 224

Marketing of Higher Education
Room 608/9
Brand Identity and Corporate Reputation
Room 423
Retailing and Commercial Distribution
Room 125
Marketing in the Asia Pacific
Room 428
Marketing Strategy and NPD
Room 421

10.30 - 11.00  Coffee
Aberdeen Business School Atrium

11.00 - 12.30  Parallel sessions
Arts and Heritage Marketing
Room 226
Relationship Marketing
Room 224
Marketing Strategy and NPD
Room 119
Consumer Behaviour
Room 218
Reflective Marketing in a Material World
Room 423
Services Marketing
Room 125
Case Study
Room 117/8
Sports Marketing
Room 422
Qualitative Inquiry in Marketing
Room 428
Marketing of Higher Education
Room 421

12.30 - 14.00  Lunch
Health and Social Studies Building

14.00 - 15.00  Keynote Speaker: Professor Christian Gronroos
Moving from Inside-Out Marketing to Customer-Centric Marketing: Adopting a Promises Management Approach
Room 225

15.00 - 15.30  Coffee
Aberdeen Business School Atrium

3.00-16.30  Future Chairs Meeting
Room 521

15.30 - 17.30  Parallel sessions
Reflective Marketing in a Material World
Room 117/8
Consumer Behaviour
Room 226

The Young Consumer
Room 119

Services Marketing
Room 224

Social and Non-Profit Marketing
Room 218

Tourism
Room 422

Business to Business
Room 125

Qualitative Inquiry in Marketing
Room 421

Entrepreneurial and Small Business Marketing
Room 428

Marketing Communications
Room 423

17.30 - 18.30 Poster Session and Book Launch - Drinks and Nibbles (sponsored by Oxford University Press)
University Street

Optional Evening to Crathes Castle
Buses leave from the Aberdeen Business School from 18.00 onwards

Thursday 10th July

9.00 - 10.30 Parallel sessions

Arts and Heritage Marketing
Room 117/8

Brand Identity and Corporate Reputation
Room 423

Case Study
Room 428

Consumer Behaviour
Room 224

e-Marketing
Room 608/9

Marketing Communications
Room 226

Marketing Education
Room 119

Marketing of Higher Education
Room 125

Marketing Strategy and NPD
Room 218

10.30 - 11.00 Coffee
Aberdeen Business School Atrium
11.00 - 12.30  **Parallel sessions**

*Marketing Research and Quantitative Inquiry in Marketing*
*Room 428*

*Consumer Behaviour*
*Room 224*

*Consumer Behaviour Relating to Food and Drink*
*Room 119*

*Relationship Marketing*
*Room 218*

*Services Marketing*
*Room 125*

*Social and Non-Profit Marketing*
*Room 226*

*Arts and Heritage Marketing*
*Room 117/8*

*Brand Identity and Corporate Reputation*
*Room 423*

*e-Marketing*
*Room 608/9*

*Marketing Education*
*Room 421*

12.30 - 14.00  **Lunch**

*Health and Social Studies Building*

13.30-13.55  **Special Presentation: COEUR Business Creativity Module**
*Room 226*

14.00-15.00  **Keynote Speaker: Tim Ambler**

*Marketing Marketing*
*Room 225*

*Other session*

*Coffee*
*Aberdeen Business School Atrium*

15.30 - 17.00  **Parallel sessions**

*Services Marketing*
*Room 119*

*Selling and Sales Management*
*Room 125*

*Brand Identity and Corporate Reputation*
*Room 423*

*Case Study*
*Room 428*

*Consumer Behaviour*
*Room 224*

*e-Marketing*
*Room 608/9*

*Marketing Communications*
*Room 218*

*Relationship Marketing*
Room 226
Marketing Strategy and NPD
Room 117/8

15.30 - 16.30  Meet The Editors
Room 225

17.00  AGM
Room 225

Conference Dinner: Ardoe House Hotel

Buses leave from the Aberdeen Business School, Altens and the City Centre at 18.30

Conference Ends

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---|---|---|---
**Consumer Behaviour**

**Thursday 10th July**
Room 224

08.03  *The Voice Not Heard: The Factors Underlying Consumer Home Choice*
       Catheryn Khoo-Lattimore*, Maree Thyne

08.06  *Product involvement: An international assessment of wine consumers*
       Sharon Forbes*, David Cohen, David Dean

08.07  *Linking Experience Realms and Experiential Service Brand Loyalty: Determinants and Outcomes for Future Operationalization.*
       Ahmed Rageh*, TC Melewar, Charles Dennis

08.09  *Brand Risk Intelligence - New Brand Development Drivers in a Satiated Consumer Marketplace*
       Maktoba Omar*, Robert Williams, Jr.,, Danilo Hamann

08.19  *Evaluating the Influence of Lead Users and Opinion Leaders on Accelerating the Rate of Diffusion*
       Salah Hassan, Maha Mourad*, Ahmed Tolba
THE VOICE NOT HEARD: THE FACTORS UNDERLYING CONSUMER HOME CHOICE

Catheryn Khoo, Maree Thyne
Department of Marketing, School of Business, University of Otago
Corresponding Author: ckhoo@business.otago.ac.nz

Abstract
Despite the huge importance of the residential real estate market to New Zealand, our knowledge of the non-calculative reasons that drive home buyers’ choices is limited. This interpretive study sought to identify and understand the motives that underlie actual home choices through ZMET (Zaltman Metaphor Elicitation Technique). This paper focuses on Step Eight of the ZMET interview process where respondents have created mental maps using constructs that have been elicited throughout the interview. It identifies twenty key motives underlying home choices, presents three of these motives in detail and discusses their implications for academics and practitioners. It then concludes with a contribution to existing housing choice literature – that consumers’ choice for a home can be driven by non-economic, non-calcultative and non-tangible factors.

Keywords: Consumer behaviour, real estate, motivations, ZMET

Background
The purchase of a residential home is one of the most important decisions most people will ever make, fraught with not only the high financial risk, but also substantial physical disruption and much emotional investment. This is because each residential unit is characterised by a combination of unique attributes including its neighbourhood, transport and community amenities, structural design and its accessibility to work, schools, leisure and entertainment.

In New Zealand, the residential real estate is a growth industry and is largely fuelled by the strong encouragement for home ownership by New Zealand public policy. With a total market value of between NZ$450 and NZ$500 billion, New Zealand’s residential real estate market is the largest investment asset class in the country (DTZ 2004) and accounts for almost 50% of the total assets of the New Zealand population (de Bruin & Flint-Hartle 2003). At any one time, there are an estimated 50,000 houses for sale throughout New Zealand (Gibson, 2006a). Given the complexity of the purchase and the importance of the residential real estate market to an economy such as New Zealand’s, it is not surprising that housing choice has been and still is a focus of many housing research projects. However, because real estate is often treated as a financial asset, most academic study on real estate is based on neoclassical economics with a primary focus on finance. A significant amount of real estate research focuses on figures and numbers with an emphasis on appraisals, valuations, market analysis, investment analysis and brokerage studies. Only recently has there been an increased interest to understand the behaviour of real estate decision makers from a consumer marketing perspective (Black et al. 2003; D’Arcy & Kaleva 2003; Gibler & Nelson 2003) with the emphasis being placed on housing preferences and housing choices (Bates & Kane 2003; Black & Diaz 1996; Crews & Dyhrberg 2004; DTZ 2005; Findsen 2005; Jameson 2004; Reed & Conisbee 2005; Susilawati 2001; Watkins 2005). With the exception of Coolen & van Montfort (2001) and Timmermans & van Noortwijk (1995), most of these studies are based on choice processes from comprehensive models of complex consumer decision making. In doing so, these studies have not considered suggestions that purchases do not always involve decision-making and
that some purchases are subconscious and emotional. Research has shown that a non-decision purchasing behaviour does happen even for very expensive products (Allen 2002). Anecdotal evidence has also suggested that the choice for a home can be significantly influenced by an intuitive “This is it!” experience. Property researchers have largely ignored these non-calculative (emotional and intuitive) motives that drive home buyers’ choices. The absence of real estate research from the consumer perspective is an issue, because an understanding of the factors that underlie consumer home choice will benefit key stakeholders in developing more effective promotional strategies when marketing a residential property. Insights into why home buyers buy what they did provides practical value as marketing efforts that prompt the appropriate consumption emotions will hopefully result in purchase and profitability. Already, there is a call for property researchers to “consider all aspects of non-financial decision factors” and to “examine the human influences that real estate consumers have on real estate demand” (Gibler & Nelson 2003, p.63).

This paper begins to address this call by identifying various non-economic reasons for why people chose the house they did. These reasons were elicited from the respondents’ own mental maps created in Step Eight of the ZMET process (there are ten steps altogether - see Appendix A for details on each step). Step Eight is the first culmination point of the interview process, resulting in the respondents’ own mental maps and so is the ideal stage for discussions to be based upon. The rest of this paper explains the rationale for using ZMET and discusses findings based on the respondents’ mental maps.

**ZMET (Zaltman Metaphor Elicitation Technique)**

The aim of the research is to identify and understand the non-calculative motives that underlie actual home choices, hence finding a suitable method is pivotal. The method needs to allow respondents to express themselves in their own language, revealing deep-seated motives behind their choices.

Given that houses are always thought of and marketed through colours, pictures and photographs, ZMET is deemed to be the most ideal method for this research primarily because it utilises photography as an elicitation method. This is important because the use of respondents’ own photographs act as a springboard for them (particularly for those who are not very articulate) to begin their story of how and why they ended up choosing one house over other options. Due to the intangible nature of the motives that this research aims to uncover; photographs and pictures provide another avenue to “enable consumers to express their feelings, thoughts and intentions not only in words but also through visual images” (Zaltman & Higie 1993, p.1). There has been support for the use of photography as a research tool (Lee et al. 2003) and its reliability and validity in representing human thoughts have been recognised (Harper 2002). Another reason why ZMET is favoured as a method for the purpose of this research is its focus on eliciting and mapping consumers’ meaning about the personal relevance of a topic (in this case, it is the choice of their home). It does this by including the components of the Kelly Repertory Grid. The Repertory Grid, invented by George Kelly in 1955, is a way of getting people to reveal their own personal models (Reizenstein & Hofmann 1990). As a technique of eliciting personal constructs, the validity and reliability of the repertory grid has been recognised (Shaw & McKnight 1992). In addition, ZMET integrates the laddering technique - an in-depth interview using a series of probes, mainly asking “why is that important to you?” (Thyne 2001) in order to elicit hierarchical constructs that depict the relationship between product attributes and the personal values (Veludo-de-Oliveira, Ikeda & Campomar 2006). Furthermore, ZMET also incorporates in its ten core steps, the visual projection technique and a range of qualitative data-processing techniques, such as categorisation, abstraction of categories, comparison of instances within the data and dimensionalisation of the data (Spiggle 1994).
Clearly, ZMET is a hybrid method (Zaltman & Higie 1993) that would increase the likelihood of uncovering “hidden knowledge” (Zaltman 1997, p.425) – in this instance, the non-calculative reasons which underlie home choice. Considering its multiple-method approach, ZMET is believed to be a powerful tool to surface relevant constructs in consumer decision-making, be they conscious, subconscious or unconscious (Woodside 2004). Finally, as a qualitative research method, ZMET is befitting given recent encouragement for real estate researchers to adopt qualitative approaches to allow for a closer observation and deeper understanding of the buying behaviour of home purchasers (Levy 2006).

Research Methodology
The respondents were twelve potential home buyers who were sourced from open homes by real estate agents, mortgage brokers and an advertisement placed in the Staff Bulletin at the University of Otago. They were asked to contact the researcher when they had placed an offer for a home or attended an auction for the purpose of bidding for a house. After placing an offer for a home, the respondents are then asked to take and/or collect eight to twelve photographs and/or pictures that represented their reasons for the choice of the house that they have chosen to purchase. These photographs are then used in an in-depth interview lasting between sixty and ninety minutes. During the interview, the ten core steps in implementing the ZMET procedure were followed (Step Ten takes place after the interview). The first tangible output from the interview is in Step Eight, where the respondents generate their own causal models or mental maps (see Appendix B for a sample of these maps). The next section presents findings based on these maps.

Findings and Implications
Given Zaltman’s recommendation (Zaltman & Coulter, 1995) that at least a quarter of participants must mention a concept for it to be considered meaningful, only constructs mentioned by at least three people were acknowledged - twenty such key constructs are identified and attached as Appendix C. The top three reasons for why home buyers chose the home they did were attributed to warmth, potential and autobiographical memories, referring to “memories of past personal experiences” (Sujan, Bettman & Baumgartner 1993) and these are discussed in more detail in the following section.

Warmth
Ten out of the twelve respondents specifically had warmth in their mental maps as a major reason for the choice of their home over its competing options. Given the cold climate in Dunedin and the notorious reputation of New Zealand’s poorly insulated houses, a respondent summed up the importance of warmth, “…so the sun is important uhm cos it - it’s warm, and cos New Zealand houses aren’t insulated…” (R1, see Appendix B).

Some respondents even look for homes in areas that are perceived to be warmer areas such as the case of R3: “..we were looking Abbotsford, Sunnyvale, Green Island, cos it’s real – it’s nice and sunny out there, uhm it’s warm, it’s that little bit warmer….definitely the warmth out there was a big one…”

Respondents also described the availability of multiple sources of warmth as the motive for their choice. A respondent who was living in Japan before she moved to New Zealand commented, “And another very important reason was it was a warm place…And in the house we have the DVS system, the fireplace and a heat pump. The first thing we check, it was to have something warm…” (R11, see Appendix B). This motive is apparent not only in foreigners but also amongst the locals as evidenced in the case of R8, a young couple born and bred in Dunedin.
“…we definitely wanted somewhere warm with two lots of heating. So we wanted somewhere with a heat pump, or we were going to put one in ourselves. But that was another thing for us, it had a fire in the kitchen, a big fire, and a heat pump as well. And, yeah, that’s definitely something we wanted in a house and that does cost a lot to put in” (R8).

Whether or not this deciding criterion applies only to homebuyers in Dunedin where the climate is mostly cold, would make an interesting future research agenda. However, what is more important is the revelation of warmth as a significant factor that determines people’s home choices. Warmth is one non-calculative reason that past researchers in housing choice have failed to consider.

**Potential**

Although in varying degrees and nature, a property with potential is a major deciding factor for many homebuyers in this study. Homebuyers who bought properties that needed repair work obviously see the potential in their choices. Using a picture of an old man with wrinkles, a respondent describes her home choice as “…old and you can see it’s been – hasn’t been looked after well or something but it’s still got enough potential to make it really nice. So all he needs is a couple of facelifts…” (R1, see Appendix B). Another who bought a house that needed various repairs used a picture of icy grass to depict potential. He describes the house in the following way, “…there’s some things going on here. Uhm they look - they look kind of cold dead in this photo but, you know, it’s – it’s alive, it’s – it’s, you know, livable…” (R2).

Although it might seem evident that buyers see potential to add value in deteriorated houses, R5 who bought a modern two-bedroom house sees potential to add another bedroom in the future when she needs it should her family decides to live with her. Armed with a picture of her granddaughter, she describes the picture as portraying, “…a concept of growing, like opportunity for development in the future. It depends on my children of course like later on, so I took this picture showing opportunity of growing in the future” (R5). Another homebuyer who also bought a house that requires no further building work commented on the potential she sees in the garden: “I’ve always wanted to have a good vegetable patch and we’ve got potential for a really good vegetable patch if we get working hard at it” (R4).

It is interesting to note that potential signifies many different things to different homebuyers. It is not only houses needing repair work that could be marketed as having potential. Given that this is a popular deciding factor for homebuyers, successful marketing strategies should incorporate strategies to help homebuyers see potential in all aspects of all properties.

**Autobiographical Memories**

One of the most interesting findings is seeing how the respondents’ recollective memories have significantly influenced their decision-making process. More specifically, childhood memories seem to be the dominant trigger for most respondents when arriving at their home choices. One mentioned how the space in the house was an important deciding factor because, “…it probably comes from my childhood or something, we always had space, I mean we always had big houses and stuff…and I used to go on holidays – when I go to my grandparents, I mean they have a house that’s probably four hundred square metres…” (R7). Another respondent who looked at sixty houses prior to buying one because it is not only located in the neighbourhood where she grew up but “…there’s a room in the house that has the same ceiling, the same pattern, and – which is a similar pattern to the ceiling in my bedroom growing up. And I don’t know what it is, whether it’s a – a thing about that style of house that kind of makes it feel more like a home to me…” (R12). More accounts of the “This is it!” feeling were reported by another respondent who ended up with a house NZS50,000 above her initial budget. One of the reasons for this is described as follows, “… we didn’t really
search for particular house with particular garden but it just happened that we saw this garden and then we said, wait it’s similar to our villa (back in Jakarta). It’s like- yeah right that’s why I feel so this is it…this is it, this is what I want.” (R5)

More than a quarter of the respondents also take into account animals, particularly dogs, in their search for their new home. The link between wanting a home to accommodate a dog (whether or not they already have one) is traced to autobiographical memories. R10 talks about the compulsory criterion her new home must have for her relatively new puppy: “…our family’s always had dogs. But uhm I’ve never had a – a dog of my own so-to-speak. No. But our family’s always had pups and dogs and Labradors and all sorts of – terriers, schnauzers – yeah the lot. So yeah that is a pretty big thing for me. But uhm I wouldn’t get rid of him (Ziggy, the dog) to buy a house that’s for sure” (R12). Other respondents also talk about their home choices being able to accommodate the dog that they do not yet have: “…it is a big thing, I’ve always wanted one since I was little, I had one when I was younger uhm and we had to get rid of it, I’m really sad and I’ve just always wanted one ever since. And my partner is the same, he had one when he was little and it had to leave, under the same kind of circumstances...(R3). Another respondent ended up with a house she had no intention of buying. The property was a lifestyle block and which brought her and her husband back to the time when they were young (“…for me and my husband, it’s probably – goes back to when we were young. He was brought up on a farm… yeah and I was…my mum was brought up on a farm and my uncles and cousins and that, some of them had farms, so we spent a lot of time there” R6).

Real estate researchers should now be aware that while utilitarian factors (such as number of bedrooms and the amount one has to spend on a property) are important, other non-calculative factors such as emotions evoked by childhood memories and experiences are equally important. For real estate practitioners, understanding the role residential properties have played in the consumers’ past will be advantageous to understand what buyers want in the present. In addition, a customer’s defining memories can be used to construct effective autobiographical advertisements as a powerful means of connecting products (the properties) to customers (the potential homebuyers).

**Conclusion**

Given that property investors and home purchasers (Smith 1994) buy for very different reasons, the purchase of investment properties have been precluded from the discussion in this paper. Nevertheless, this research has contributed to the understanding that the functional attributes of a property no longer solely drive consumers’ home-buying behaviour. From a theoretical standpoint, this study contributes to the growing literature that calls for in-depth research that examines the human factors behind real estate needs and demands (Gibler & Nelson 2003; Levy 2006). One of the criticisms of property research is that it is often limited to the collection of standardised data on consumers that fails to go beyond statistical or verbal description (Black, 2003). By combining nonverbal images with verbal communication, the insights gained from this study are argued to better resemble consumers’ thoughts and emotions toward their choices. The ZMET method employed in the research allowed respondents to express themselves in their own language, revealing the deep-seated motives for their respective home choices hence providing better explanations for consumer home choice. The findings give insight into the key motives that underlie a homebuyer’s choice. An appreciation of how and what homebuyers choose what they did is advantageous to practitioners in predicting accurate property demands and value.
References


DTZ, NZ 2004, *Changes in the Structure of the New Zealand Housing Market Executive Summary*, Centre for Housing Research New Zealand 0-9582553-O-X.


Reed, R & Conisbee, N 2005, 'Identifying Linkages Between Generations and Community Development – the Effect on Residential and Retail Property', 11th Annual Pacific Rim Real Estate Conference, University of Melbourne, Australia.


DTZ, NZ 2004, *Changes in the Structure of the New Zealand Housing Market Executive Summary*, Centre for Housing Research New Zealand 0-9582553-O-X.


Reed, R & Conisbee, N 2005, 'Identifying Linkages Between Generations and Community Development – the Effect on Residential and Retail Property', *11th Annual Pacific Rim Real Estate Conference*, University of Melbourne, Australia.


Woodside, AG 2004, 'Advancing from subjective to confirmatory personal introspection in consumer research', *Psychology and Marketing*, vol. 21, no. 12, pp. 987-1010.


<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Step 1</strong></td>
<td><strong>Storytelling.</strong> Participant describes the content of each picture they have taken or brought. The interviewer from refrain from interpreting pictures during interview.</td>
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<td><strong>Step 2</strong></td>
<td><strong>Missed Images.</strong> Participant describes the picture(s) that he/she was unable to obtain and explains their relevance. Missed pictures may have important relevance too.</td>
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<td><strong>Step 3</strong></td>
<td><strong>Sorting Task.</strong> Participant sorts pictures into meaningful groups and to provide a label or description for each pile. This helps to establish themes or constructs that are relevant to the participant.</td>
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<td><strong>Step 4</strong></td>
<td><strong>Construct Elicitation.</strong> A structured interview where basic constructs and their interconnections are elicited using images as stimuli. This involves a modified version of Kelly Repertory Grid technique and the laddering technique.</td>
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<td><strong>Step 5</strong></td>
<td><strong>The Most Representative Picture.</strong> Participant indicates which picture is most representative and gives reasons for the choice.</td>
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<td><strong>Step 6</strong></td>
<td><strong>Opposite Images.</strong> Descriptions are elicited of pictures that describe the opposite of the task.</td>
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<td><strong>Step 7</strong></td>
<td><strong>Sensory Images.</strong> Descriptions are elicited of what does and does not describe the concept in terms of colour, emotions, sound, smell, taste and touch. Sensory thoughts are images too and hence important to capture.</td>
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<td><strong>Step 8</strong></td>
<td><strong>Mental Map.</strong> Participant creates a map or causal model using the constructs that have been elicited.</td>
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<td><strong>Step 9</strong></td>
<td><strong>Summary Image.</strong> Participant creates a summary image or montage expressing the topic under study by using digital imaging.</td>
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<td><strong>Step 10</strong></td>
<td><strong>Consensus Map.</strong> Researcher creates a map or causal model involving the most important constructs from the interview transcripts.</td>
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*Adapted from: Zaltman 1997*
### Key Motives for Home Buyers Choosing the Home They Did

*Note: Motives are presented in decreasing order of frequency as they appear in the individual mental maps.*

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<th>Motive</th>
<th>Frequency</th>
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<td>1</td>
<td>Warmth</td>
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<td>2</td>
<td>Potential</td>
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<td>3</td>
<td>Autobiographical memories</td>
<td>9</td>
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<td>4</td>
<td>Relaxing</td>
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<td>5</td>
<td>Space</td>
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<td>6</td>
<td>Friends &amp; Family</td>
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<td>7</td>
<td>Peaceful</td>
<td>6</td>
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<td>8</td>
<td>Character</td>
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<td>9</td>
<td>Low maintenance</td>
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<td>10</td>
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<td>11</td>
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<td>20</td>
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