

From Inquiry to Purchase: Decision-Making and Persuasion in Premium Residential Brokerage

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ABSTRACT

Background: Premium residential property brokerage involves high-value, high-involvement decisions in which consumer inquiry does not always convert into purchase execution.

Purpose: The current study explores how prospective and existing buyers evaluate premium residential properties and how brokerage firms facilitate persuasion, learning, and decision readiness.

Design/methodology/approach: The study adopted an exploratory descriptive design using survey data from 152 residential property buyers and secondary documentary data from three major brokerage firms in Indonesia. Survey responses were analyzed through descriptive statistics and cross-tabulation, while brokerage strategy was interpreted through content analysis. The interpretation was guided by the Consumer Decision-Making Process, the Elaboration Likelihood Model, and Consumer Learning Theory.

Findings/Result: Buyers relied on rational evaluation, extensive information search, agent credibility, and household consensus. Persuasion was mainly processed through central-route cues, while learning occurred through frequent comparison, visual exposure, and consultative interaction.

Conclusion: Brokerage firms could improve conversion by arranging information, reducing perceived risk, and supporting collective decision readiness rather than relying primarily on promotional incentives.

Originality/value (State of the art): The study links decision-making process, persuasion, learning, and brokerage strategy in an emerging premium residential market.

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INTRODUCTION

As part of Indonesia's growing property ecosystem, the residential real estate brokerage industry has experienced rapid expansion, driven by rising consumer demand and sustained engagement at the inquiry stage. Between 2023 and 2024, the number of registered property agents grew significantly, resulting in heightened competition within the residential market as multiple firms vie for the same pool of prospective buyers (Azhar, 2024). This growth has been particularly evident in urban residential markets, where high consumer engagement signals strong interest in property ownership. To stay competitive, brokerage firms must adapt to these shifts, improving their services and offerings to meet the increasing demand.

Despite the elevated inquiry activity, transaction performance in the premium residential segment has weakened. According to Bank Indonesia, sales of large residential units, representing the core segment of private premium housing, declined by 23.00% year-on-year in Q3 2025 (Bank Indonesia, 2025). Although sales of small residential units showed positive

growth, sales of medium and large units remained sluggish. As a result, there was an overall 1.29% year-on-year contraction in residential property sales in the primary market in Q3 2025, following a 3.80% contraction in the previous quarter (Bank Indonesia, 2025). This pattern indicates that overall sales growth was driven by lower-value housing segments, while higher-value residential markets continue to face conversion challenges. This divergence highlights a structural gap between sustained consumer interest and actual purchase behavior in the premium residential market, underscoring the need to better understand the decision-making processes and execution challenges involved in high-value residential property transactions.

Prior studies on residential property purchasing behavior have predominantly emphasized economic and attribute-based factors such as price, location, financing availability, and investment motivation (Foti & Devine, 2019; Arachchige et al., 2022). While these studies contribute to understanding housing demand, they typically conceptualize purchase decisions as individual and linear processes. However, transactions involving high-value residential properties often

require extended evaluation stages and collective decision-making, particularly within households where multiple stakeholders assess financial risks and long-term suitability (Lien et al., 2017). Despite this, empirical research exploring collective decision-making in premium residential markets remains limited, highlighting the need for further investigation into how such decisions are made and the factors that influence them.

Although the Elaboration Likelihood Model (ELM) has been widely applied in studies of persuasion and information processing, its application in residential property brokerage settings remains underexplored (Chang et al., 2019). Additionally, consumer learning processes through which individuals acquire, internalize, and reinforce complex purchase-related knowledge have rarely been integrated into analyses of property brokerage services (Arachchige et al., 2022). Furthermore, research explicitly linking consumer decision-making behavior with competitive positioning and selling strategies among major brokerage firms remains scarce, particularly in emerging markets like Indonesia (Ahlenius et al., 2025). The current study aims to address these gaps by offering an integrated analytical framework that connects consumer decision-making, persuasion mechanisms, learning processes, and competitive landscape analysis, providing a more comprehensive understanding of consumer behavior in property transactions.

Housing-purchase studies explain important economic and property-attribute factors, but they provide less insight into how consumers process persuasive communication, learn from interactions, and reach household-level decision readiness in premium residential transactions. The current study contributes by using CDMP as the decision-stage structure, ELM as the persuasion-processing model, and Consumer Learning Theory as the mechanism explaining how repeated information exposure builds or weakens purchase confidence.

To address the identified gaps, the model integrates an analytical approach combining the Consumer Decision-Making Process (CDMP), the Elaboration Likelihood Model (ELM), and Consumer Learning Theory. CDMP is employed to structure the stages through which consumers evaluate private premium residential properties, including problem recognition, information search, and alternative evaluation (Schiffman et al., 2019). ELM is applied to analyze how persuasive information is processed under high-involvement conditions, distinguishing between central and peripheral routes of persuasion (Petty & Cacioppo, 1986; Mothersbaugh et al., 2024). Involvement refers to the degree of importance that consumers attach to products or purchase decisions (Zaichowsky, 1985). High-involvement is typically associated with expensive, complex, or symbolic products that make consumers actively search and process product information (Bian & Moutinho, 2011).

Consumer Learning Theory is incorporated to explain how individuals acquire, retain, and reinforce purchase-related knowledge through cognitive reasoning and experiential learning across repeated interactions with brokerage services. Consumers form meaningful associations between

product cues and quality through learning processes, which subsequently influence expectations and purchase decisions, demonstrating the foundational role of learning in shaping consumer behaviour (Van Osselaer & Alba, 2000). Consumer learning occurs through multiple learning processes that update expectations based on experienced product performance (Janiszewski & van Osselaer, 2001) and reduce uncertainty in their decision-making (Kardes, Posavac & Cronley, 2004). Additionally, a competitive landscape analysis examines how major property brokerage firms position their services and selling strategies in response to the decision-making characteristics of consumers in private premium residential markets.

In our study, CDMP is used to classify survey findings into sequential decision stages; ELM is used to interpret whether consumers respond more strongly to product-related attribute cues or peripheral promotional cues; and Consumer Learning Theory is used to explain how repeated information search, visual exposure, and agent interaction reduce uncertainty. The competitive landscape analysis is then used to assess whether brokerage strategy supports consumer decision and learning patterns.

Based on the above considerations, to provide a comprehensive understanding of how inquiries are converted into execution in the private premium residential market, this research seeks to answer the following research questions (RQs):

1. RQ1: How do consumers move across the decision-making stages when evaluating private premium residential properties?
2. RQ2: Which persuasion cues are more salient in premium residential brokerage: central-route cues such as credibility and information quality, or peripheral cues such as discounts and promotional rewards?
3. RQ3: How do cognitive learning and conditioning learning interact to build purchase confidence and reduce perceived risk?
4. RQ4: How do the competitive approaches of leading brokerage firms align with the characteristics of premium consumers?

METHODS

The study employed both primary and secondary data sources. The mixed-data approach allowed triangulation across different information sources and strengthened the validity of the findings (Johnson & Onwuegbuzie, 2004). Primary data were collected from 152 prospective and existing residential property buyers in Indonesia. Secondary data were obtained from publicly available sources, including official company websites, marketing materials, corporate publications, press releases, and media coverage of three leading property brokerage firms, hereafter referred to as Ray White Indonesia, ERA Indonesia, and Xavier Marks.

Private premium residential properties were defined as high-value housing units located primarily within the Greater Jakarta Region. These properties were typically categorized as large residential units with a market valuation starting from

IDR 3 billion and above. The target market for this segment consisted of high-liquidity consumers, predominantly established entrepreneurs and professionals, who had monthly household expenditures exceeding IDR 20 million.

Data collection was conducted through two primary mechanisms: (1) Online Survey (primary data): the survey instrument was designed around the stages of the Consumer Decision-Making Process (CDMP) to capture actual consumer behaviors; and (2) Digital Observation (secondary data): the competitive landscape analysis was conducted using publicly available materials from the three major property brokerage firms mentioned previously.

Primary data were collected between October and November 2025. Respondents were recruited through purposive sampling via online property networks and client databases to ensure that they matched the premium buyer profile. Although this approach was necessary to target the specific niche, the use of non-probability sampling was acknowledged as a limitation that restricted the generalizability of the findings. Secondary data were gathered from publicly available sources, with the collection restricted to materials published within the twelve months preceding November 2025.

To support the analysis of high-involvement purchases, theoretical frameworks (CDMP, ELM, and Consumer Learning Theory) were integrated into one measurement model. While the survey questions directly asked consumers about their CDMP journey, ELM and Consumer Learning Theory were not measured through separate questions but were analyzed and mapped based on respondents' answers to the CDMP questions. This approach allowed the study to connect theoretical concepts with actual consumer behavior. The detailed operationalization was presented in Table 1.

Primary survey data were analyzed using descriptive statistics and cross-tabulation (e.g., by gender) to identify empirical patterns across the decision-making stages. These patterns were then analyzed to explain the underlying persuasion (ELM) and knowledge-acquisition (Learning) mechanisms. Finally, secondary data from the digital observation were analyzed using qualitative content analysis to evaluate how brokerage firms aligned their strategies with these consumer paradigms.

Table 1. Parameters for measurement model of CDMP, persuasion processing, and learning processes in the premium residential property brokerage market

Construct	Sub-Dimension	Measurement Indicator	Scale / Options
Consumer Decision-Making Process (CDMP)	Problem Recognition	Primary purchase motivation	Residence, Investment, Marriage, Family
		Party influencing initial purchase need	Self, Partner, Parents, Family
		Initial barriers before search	Approval, Financial, Information, None
	Information Search	Primary information sources	Marketplace, Agent, Website, Event, Family, Social Media
		Most desired content topics	Price, Facilities, Location, Reputation, Developer
		Preferred content format	Video, Photo, Review, Virtual Tour
	Alternative Evaluation	Main property comparison criteria	Price, Location, Facilities, Design, Reputation
		Agent trust-building factors	Responsive, Knowledgeable, Empathy, Transparent
	Purchase Decision	Final decision authority	Self, Partner, Parents, Family, Agent
		Most effective promotion trigger	Agent, Discount, Event, Reward
		Preferred payment method	Cash, Mortgage, Installment
	Post-Purchase Evaluation	Satisfaction with agent, promotion, service, and willingness to recommend	5-point Likert scale (ranging from 1 = Strongly Disagree to 5 = Strongly Agree)
Persuasion Processing (ELM)	Central-Route Persuasion	Evaluated via: Desired content topics & Agent trust factors	(Prioritizing: Facilities, Reputation, Knowledgeable, Price)
	Peripheral-Route Persuasion	Evaluated via: Most effective promotion trigger	(Prioritizing: Discounts, Rewards, Visuals)
Consumer Learning Theory	Cognitive Learning	Evaluated via: Information sources & Selection criteria	(Prioritizing: Comparison, Fact-checking)
	Conditioning Learning	Evaluated via: Most effective promotion trigger	(Prioritizing Reinforcement via Incentives)
Competitive Landscape		Firm positioning and value proposition	Trust, Service, Digital, Network
		Selling approach & agent role	Consultative, Informative, Promotional

As illustrated in Figure 1, the framework bridges the gap between consumer inquiry and purchase execution by converging demand-side consumer insights with supply-side competitive strategies. To address the complexity of high-involvement purchases, the framework first maps the buyer's journey across the Consumer Decision-Making Process (CDMP) (RQ1). Directly addressing previous methodological limitations, the model deeply operationalizes this behavioral data by analyzing the CDMP through two interpretive theoretical lenses: Persuasion Processing (RQ2), to determine the dominance of central versus peripheral routes, and Consumer Learning Processes (RQ3), to evaluate how cognitive reasoning and conditioning shape uncertainty reduction and household decision readiness. Parallel to this demand-side analysis, the framework evaluates the competitive landscape by interpretively comparing the service positioning and selling approaches of leading brokerage firms. Ultimately, these domains intersect to establish Market Alignment (RQ4).

RESULTS

The demographic, occupational, and financial profiles of respondents, presented in Tables 2 and 3, provide context for analyzing consumer decision-making in private premium residential property purchases. The sample is predominantly highly educated, with 55.92% holding a Bachelor's degree and 27.27% with a Master's degree, reflecting a well-informed consumer base potentially better equipped to

engage in complex, high-involvement purchasing decisions (Liu et al., 2016). This suggests that the respondents are likely to possess the knowledge and resources to make informed decisions in the property market. Most respondents reside in the Greater Jakarta Region, which aligns with previous empirical research that has identified the Jakarta Metropolitan Region as a central and influential market context for housing preference and property decision-making analyses in Indonesia (Rahadi et al., 2015). This region has been widely studied in real estate research due to its size, population concentration, and diversity of residential property attributes influencing buyer preferences.

Consumer Insights in Private Premium Residential Purchases

As illustrated in Figure 2, problem recognition in private premium residential purchases is primarily driven by the need for personal or family residence, followed by long-term investment. This confirms the duality of housing as both a consumption good and an asset (Thaker & Sakaran, 2016). However, a critical divergence from prior literature emerges in the transition from need recognition to active information search (Figure 3). Prior literature explains this transition as being strongly influenced by economic factors, such as access to financing and price expectations. In contrast, our findings reveal that in the premium segment, financial constraints are secondary. The primary bottleneck is the need for family approval.

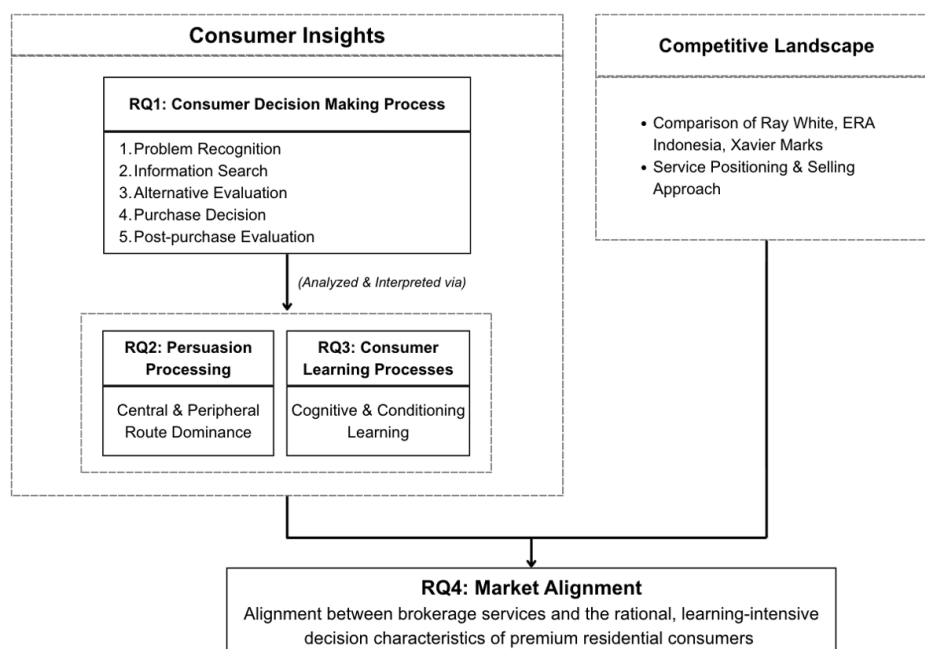


Figure 1. Framework integrating consumer decision-making, persuasion, and learning processes to determine market alignment in premium property brokerage

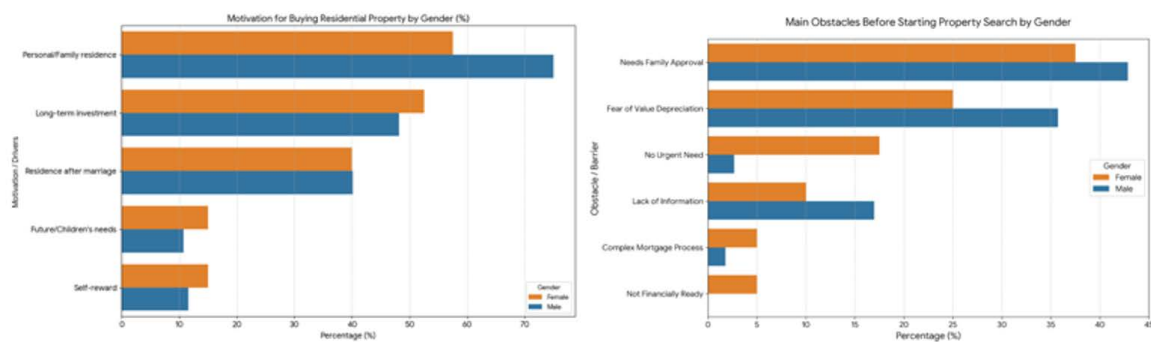


Figure 2. Motivations and initial obstacles in consumer decision-making process of high-value residential property

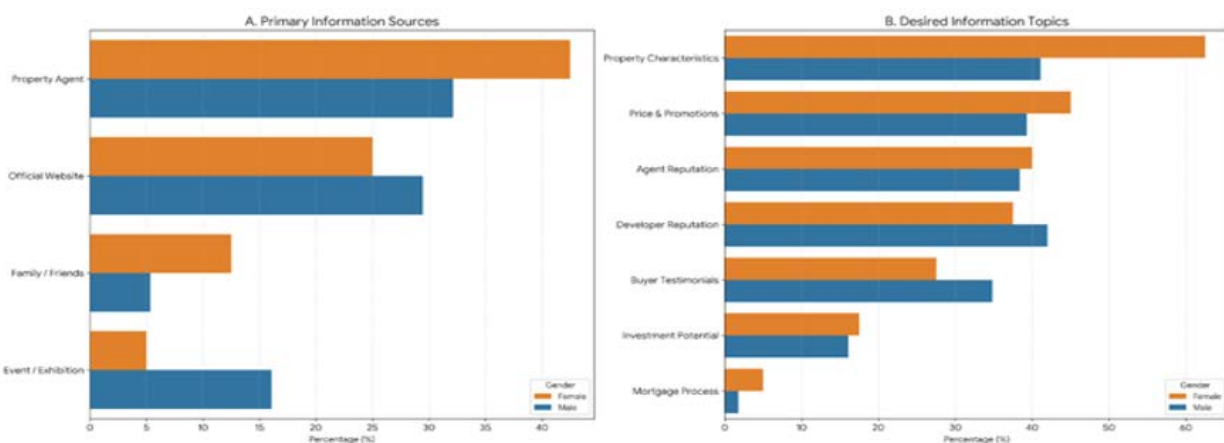


Figure 3. Information search behavior and content preferences in consumer decision-making process of high-value residential property

Beyond motivational drivers, problem recognition in this context is also shaped by the locus of influence within the household decision-making unit. While the overall motivational structure is similar, male respondents place a stronger emphasis on residential stability and are more likely to recognize purchase needs on their own, with 36.61% self-influenced. In contrast, female respondents tend to focus more on investment and future family needs, with problem recognition more strongly influenced by their partners (37.50%) and family members (30.00%). This pattern suggests that early decision awareness in premium residential purchases is not purely individual but is embedded within relational and familial considerations.

This relational dynamic directly impacts the transition from recognizing a need to actively search for a property (Figure 3b). Prior real estate and housing affordability studies have largely emphasized economic barriers to home search and homeownership, particularly housing affordability, access to mortgage financing, down payment capacity, and credit constraints (Abidoye et al., 2020). This research challenges the assumption that such delays are purely financial. The findings show that in the premium segment, financial constraints are only a secondary concern. Instead, the primary bottleneck is socio-cultural: securing family approval.

While Lien et al. (2017) observed similar “intergenerational negotiations” in broader emerging markets, our data isolates this behavior specifically among high-liquidity buyers. It reveals a theoretical paradox: abundant financial means do not automatically translate to higher transactional velocity. Instead, interpersonal consensus serves as a non-negotiable gatekeeper before any formal property search can even begin.

To address which persuasion cues are more salient in overcoming this gatekeeping stage, the findings highlight a hierarchy in cue effectiveness. At this early transition in the CDMP, peripheral cues (such as generic advertisements or flashy promotional rewards) appear insufficient to trigger the shift from ‘need’ to ‘active search’. This is because these surface-level incentives lack the substance required to facilitate household negotiation or resolve familial doubts. Instead, the process is driven by ‘Information Priming’ (central-route cues), where substantive details about a property’s value and long-term stability provide the necessary ‘argument quality’ for buyers to convince their family units. This suggests that the central-route cues are not only more salient but are essential; without high-quality information to justify the decision to the household, the search process remains stalled regardless of promotional intensity.

Table 2. Respondents by gender, age group, and marital status

Gender	Age Group	Marital Status	Frequency (f)	Percentage (%)	
Male	21-25	Married	1	0,66	
	26-35	Married	22	14,47	
		Unmarried	4	2,63	
	36-45	Married	71	46,71	
		Unmarried	10	6,58	
	46-54	Married	4	2,63	
Female	21-25	Married	1	0,66	
		Unmarried	1	0,66	
		26-35	Married	7	4,61
		Unmarried	4	2,63	
		36-45	Married	15	9,87
		Unmarried	8	5,26	
		46-54	Married	3	1,97
	≥55	Married	1	0,66	
	Total			152	100,00

Table 3. Respondents by employment status and monthly household expenditure

Employment Status	<10 million IDR	10-19 million IDR	20-35 million IDR	36-50 million IDR	>50 million IDR
Entrepreneur	1	15	47	9	1
Professional	0	3	48	14	0
Employee	0	4	1	1	0
Civil Servant	0	0	3	0	0
Homemaker	2	1	2	0	0
Total	3	23	101	24	1

Prior real estate literature often explains the information search phase through the lens of search frictions, information acquisition, and market efficiency (Piazzesi et al., 2020; Rekkas et al., 2020). Similarly, studies on digital real estate platforms tend to emphasize their role in reducing search costs and information asymmetry (Van Dijk & Francke, 2016; Aiello et al., 2025). While this perspective is useful, it does not fully explain how buyers interpret and use information differently once the search begins. Our findings challenge this relatively uniform view by showing that information processing in the premium segment is shaped by a distinct gender dichotomy and diverging cognitive learning strategies.

Female buyers display a curated, lifestyle-oriented search pattern, prioritizing internal features and spatial fit over financial benchmarking. They heavily rely on agents as personalized information filters, preferring a guided discovery process over navigating raw data. While prior research highlights the general importance of experiential attributes in housing (Gong et al., 2018; Lee & Liu, 2025), our data extends this literature by showing that female buyers use agents to cognitively validate lifestyle alignment, rather than merely collect property facts. Conversely, male buyers adopt a more systematic, risk-averse approach. They prioritize developer reputation as an institutional safety signal before evaluating product specifics, heavily relying on property marketplaces for data-driven benchmarking (Cheng & Yang, 2025). This divergence creates a theoretical nuance: digital property platforms do not merely deliver objective data; they are interpreted through different learning mechanisms. While

both genders converge on visual platforms such as YouTube and Instagram for vicarious learning, their underlying motivations diverge.

Within the ELM framework, these search patterns whether focused on spatial narratives or institutional benchmarking represent high-elaboration behavior where 'Argument Quality' (a central-route cue) becomes the primary driver of persuasion. Because premium buyers use these platforms to 'learn' and mitigate risk, they prioritize the 'diagnostic value' of information meaning how well the data helps them differentiate one property from another. In this context, peripheral cues such as generic slogans or promotional rewards are significantly less salient because they offer no substance for these specific learning mechanisms.

During the alternative evaluation phase, the assessment of property attributes functions as a rigorous cognitive learning process. While macro-factors like price and location serve as foundational anchors (Figure 4), specific micro-evaluators such as family facilities (55%) and 24-hour security (47%) dictate the actual comparison. Sutrisno (2023) demonstrated that price and location are often the dealbreakers in housing markets. However, our findings suggest a critical nuance in the premium segment: these physical and economic attributes merely serve as baseline prerequisites. The actual evaluation process cannot be finalized solely on property utility; it requires active validation through professional intermediaries.

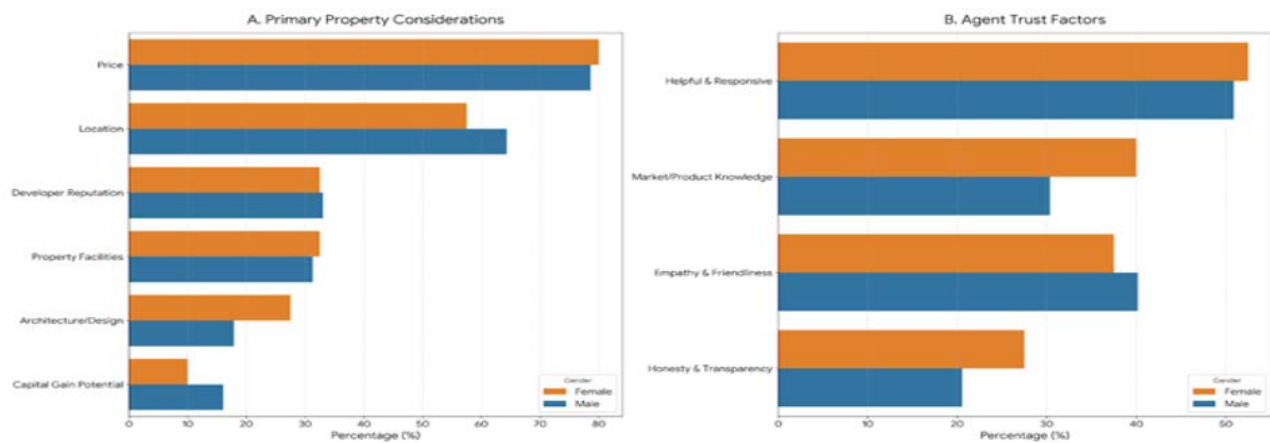


Figure 4. Evaluation phase: primary considerations and trust factors consumer decision-making process of high-value residential property

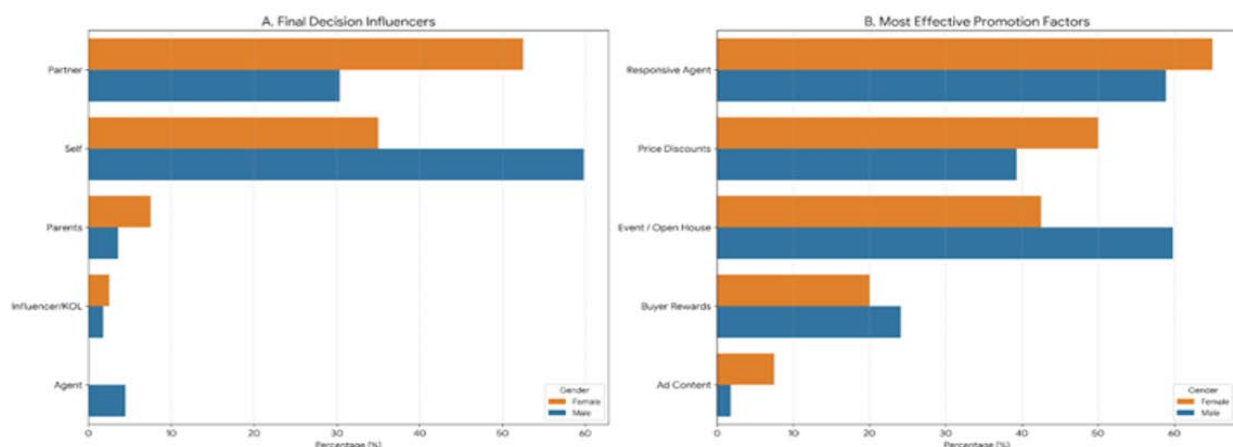


Figure 5. Final decision: drivers and influencing factors consumer decision-making process of high-value residential property

This reliance on agents (Figure 5b) captures the central-route persuasion mechanism within the Elaboration Likelihood Model (ELM). Because premium buyers engage in high-involvement cognitive learning to mitigate financial risk, they evaluate persuasive messages based on argument quality and expertise rather than superficial sales tactics. While both genders value responsiveness, female buyers exhibit a pronounced demand for an agent's deep market and product knowledge (40%). This indicates that in high-stakes transactions, the agent's role shifts from a traditional salesperson to a credibility intermediary.

Furthermore, the findings indicate that final purchase decisions in private premium residential transactions are primarily determined within the household decision-making unit. Male respondents tend to exercise stronger individual decision authority, with 59,82% identifying themselves as the most influential party, whereas female respondents rely more heavily on spousal influence (52,50%). Parental influence remains limited across both groups, confirming that final purchase execution is largely shaped by internal household consensus rather than external actors. This pattern aligns with prior research highlighting the central role of intra-household negotiation and spousal alignment in high-

value housing decisions (Lien et al., 2017), while extending the literature by showing how gendered influence patterns operate within otherwise aligned household units in premium market contexts.

Prior sales literature often indicates that peripheral cues (such as price discounts or promotional rewards) are highly effective in accelerating transaction closures (Febrianti & Yogatama, 2024). However, our findings show that responsive agent interaction outperforms these price-based incentives. Viewed through the lens of ELM, transactional promotions offer minimal upfront persuasive value. They do not trigger decisions; rather, they function merely as secondary conditioning reinforcement after cognitive readiness has already been established.

The transition to the actual purchase is remarkably frictionless, with approximately 50% of respondents reporting no significant execution obstacles. When late-stage friction does occur, it stems primarily from developer uncertainty (19%). The overwhelming preference for cash payments and the exceptionally low reliance on mortgages (<5%) illustrate that transaction delays at this stage are rooted in psychological risk. Because these high-liquidity buyers

largely bypass traditional credit pathways, they evaluate their final commitment based on institutional trust and professional validation.

Post-purchase evaluation, conducted among respondents with prior transaction experience, indicates a moderately high level of satisfaction across all professional touchpoints. Interaction with agents received the highest satisfaction score (3,92/5,00), followed by promotional programs (3,85/5,00), suggesting that the “human element” is the most successful aspect of the current property ecosystem. However, the slightly lower scores for Overall Service (3,58/5,00) and Recommendation Likelihood (3,58/5,00) point toward a gap in the post-transaction lifecycle, potentially related to administrative follow-through or after-sales support. These findings suggest that while premium buyers are highly satisfied with the initial sales engagement and the property’s physical attributes, long-term brand loyalty and advocacy are contingent upon the agent’s ability to maintain service excellence beyond the point of contract signing.

Consumer Learning Process

As summarized in Table 4, the learning patterns in the premium residential segment demonstrate a clear hierarchy that privileges Cognitive Learning over Conditioning mechanisms. While mass-market real estate strategies often rely on *Conditioning Learning* through aggressive promotional lures (Febrianti & Yogatama, 2024), our findings suggest that high-liquidity buyers operate primarily through Analytical Reasoning. Their high educational background and the significant financial risk involved necessitate a deliberate, knowledge-based approach where learning functions as a risk-reduction tool. This configuration confirms that consumer learning in high-value residential markets functions primarily to reduce perceived risk and uncertainty, positioning rational cognition as the central mechanism guiding purchase decisions.

Competitive Landscape

To contextualize consumer decision-making and persuasion mechanisms within the property brokerage industry, the competitive positioning of three major brokerage firms are further examined, as presented in Table 5. The analysis focuses on how each firm structures its promotional logic and selling approach in response to high-involvement, risk-intensive residential property decisions.

Ray White Indonesia is an international residential property brokerage network with a long-established presence in Indonesia, characterized by standardized operating procedures and a strong emphasis on institutional credibility and brand trust in high-value residential transactions. ERA Indonesia is a nationally established residential property brokerage firm with extensive local market coverage, emphasizing consultative selling practices and agent professionalism to support structured and rational consumer decision-making. Xavier Marks is a relatively younger residential property brokerage firm experiencing rapid growth, focusing on modern branding, digital engagement, and agent capability development to facilitate experiential and learning-oriented property search processes.

The three firms were selected because they are visible brokerage brands with active residential property marketing, established agent networks, and accessible public materials. The content analysis focused on recurring claims related to trust, agent professionalism, digital engagement, service guidance, and conversion support. Each firm was compared across the same dimensions to reduce interpretive bias.

Market Alignment

To synthesize the operational implications, Table 6 maps the current strategies of leading brokerage firms against the empirical realities of consumer behavior and insights, identifying critical areas of alignment and specific misalignments that require strategic correction.

Table 4. Consumer learning processes in private premium residential property purchases

CDMP Aspect	Observed Learning Behavior	Learning Mechanism
High property value & financial risk	Extended evaluation and careful deliberation prior to purchase	Cognitive Learning (Analytical Reasoning)
High educational background	Strong ability to process complex and detailed information	Cognitive Learning (Analytical Reasoning)
Active information search	Systematic comparison across multiple properties and agent attributes	Cognitive Learning (Analytical Reasoning)
Use of visual content	Learning through observation before physical inspection	Cognitive Learning (Vicarious Learning)
Rational multi-attribute evaluation	Logical assessment of price, location, developer, and facilities	Cognitive Learning (Analytical Reasoning)
Expectation of incentives	Reinforcement to strengthen purchase confidence	Conditioning Learning (Operant Reinforcement)

Table 5. Competitive landscape of major property brokerage firms in Indonesia

Dimension	Ray White Indonesia	ERA Indonesia	Xavier Marks
Primary Strategic Role	Institutional trust builder and risk mitigation	Consultative advisor and decision facilitator	Digital learning enabler and agent capability amplifier
Core Value Proposition	Credibility, procedural certainty, and reputational assurance	Professional guidance, service reliability, and analytical support	Accessibility, digital fluency, and experiential learning
Dominant Persuasion Logic (ELM)	Central route via credibility cues and institutional legitimacy	Central route via argument quality and expert validation	Central route supported by repeated exposure and visualization
Consumer Learning Orientation	Risk-reduction learning through institutional signals	Cognitive learning through structured explanation and comparison	Vicarious and cognitive learning through content and interaction
Role of the Agent	Trusted intermediary representing organizational authority	Professional consultant guiding rational evaluation	Skilled digital communicator facilitating pre-purchase learning
Fit with High-Involvement Decision-Making	High; reduces uncertainty in financially risky decisions	High; supports extended problem solving and evaluation	Moderate–High; accelerates knowledge acquisition prior to commitment
Emphasis in Purchase Conversion	Building confidence and transactional assurance	Strengthening analytical conviction and decision readiness	Enhancing familiarity and perceived competence before purchase

Table 6. Competitive landscape and strategic market alignment in the premium residential brokerage industry

Dimension	Current Industry Approach (Observed in Ray White, ERA, Xavier Marks)	Consumer Insights	Alignment Status	Required Strategic Shift
Persuasion Logic (ELM)	Utilizing central-route cues: emphasizing institutional trust, analytical data, and digital transparency.	Consumers actively filter out gimmicks; trust is built on agent knowledge, responsiveness, and argument quality.	Aligned	Maintain central-route consultative selling; avoid shifting to aggressive peripheral marketing.
Cognitive Learning	Facilitating structured evaluation through expert validation and comprehensive property information.	Consumers require extended, rigorous multi-attribute comparison to reduce perceived financial risks.	Aligned	Continue providing high-fidelity digital assets and factual benchmarking tools.
Conditioning Learning	Deploying price discounts and promotional rewards as early-stage hooks to accelerate transaction closing.	Incentives add limited persuasive value upfront; they mainly work as psychological reinforcement after cognitive readiness.	Misaligned	Reallocate promotional budgets; deploy incentives only at the final execution stage to reinforce an already-made rational decision.
Decision-Making Target (CDMP)	Structuring sales pitches and analytical tools tailored for a singular, individual decision-maker.	Execution is heavily delayed not by finance, but by the necessity of spousal or family approval.	Misaligned	Evolve agent training from "individual market analysts" to "household consensus facilitators" to help buyers mediate family approval.
Post-Purchase (CDMP)	Heavy operational emphasis on pre-purchase advisory and the signing of the transaction contract	High satisfaction with initial agent interaction, but a noticeable drop in overall service and recommendation likelihood post-transaction.	Misaligned	Extend service excellence beyond the contract signing; improve administrative follow-through to build long-term advocacy.

Theoretical Implications

Premium residential purchase behavior can be better understood when the decision stage, persuasion route, and learning mechanism are examined together. CDMP explains where consumers are in the journey, ELM explains how they process brokerage communication, and Consumer Learning Theory explains how repeated exposure and interaction build confidence. The integration shows that purchase execution in high-value brokerage is not only an outcome of property attributes, but also of structured cognition, trust validation, and household-level learning.

Managerial Implications

To secure a competitive advantage, premium property brokerages must evolve from mere information providers into cognitive facilitators who assist consumers in structuring and validating their knowledge. Managerial strategies should prioritize simplifying complex technical, legal, and financial data into relatable mental models to support cognitive learning mechanisms. Furthermore, promotional incentives should be repositioned as psychological reinforcements strengthening confidence after evaluation is complete rather than acting as primary decision triggers. Finally, as final execution depends on household consensus, agents must serve as mediators who facilitate collective learning and alignment within the

family unit. Overall, effectiveness in this high-value segment emerges from managing the buyer's cognitive readiness to decide, rather than from aggressive selling or promotional intensity.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Premium residential property decisions are shaped by rational evaluation, credibility assessment, and household-level validation. The findings align with high-involvement consumer behavior literature but extend attribute-based housing studies by showing that brokerage interaction and consumer learning also influence decision readiness. Central-route persuasion appears more relevant than promotional incentives because buyers evaluate argument quality, agent knowledge, developer credibility, and risk-reduction cues before committing. The competitive landscape analysis further suggests that brokerage firms are most aligned with premium buyers when they act as credibility intermediaries and learning facilitators rather than merely promotional sellers.

Recommendations

Based on these conclusions, property brokerage firms are encouraged to strengthen existing consultative approaches by aligning engagement strategies with consumers' decision stages and actively facilitating learning progression. Complex financial, legal, and technical information should be structured into clear explanations and relatable analogy-based cues to support cognitive learning without reducing analytical rigor. Conditioning-based incentives are best positioned as confidence reinforcement mechanisms applied after cognitive readiness has been established, while brokerage interactions should explicitly accommodate household decision-making units to facilitate shared understanding and consensus-building in premium residential transactions.

Several limitations of the current study are listed. First, the analysis is primarily descriptive and therefore should not be interpreted as evidence of causal relationships. Second, the sample size and sampling method limit generalizability to the broader Indonesian premium residential market. Third, the competitive landscape analysis relies on publicly available company materials, which may emphasize intended positioning rather than actual service performance. Future research should test the proposed propositions using inferential or structural modeling, compare different property segments, and include interviews with buyers, agents, and family decision-makers to capture the negotiation process more deeply.

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