The Family Life Cycle Difference in Dual Motive Property Decision

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ABSTRACT

The purpose of this research is to determine the difference between rational factors and irrational factors underlying dual motives in property decision based on a family life-cycle. The independent variables used in this study are rational factors and irrational factor. The variables used to measure rational factors are physical, location, environment, and financial. Correspondingly, the irrational factors are psychology, emotion, intuition and socialization variables. The dependent used in this study is dual motives, hence consumption and investment motives. The two data samples studied are younger couple and midlife household. The method of analysis used is non-parametric test, which compares the differences between the two independent groups. As a result, this research bears three findings: the first implies that physical, environment, intuition, and socialization significantly differentiate dual motives based on family life-cycle. Second, it is implied that physical and socialization significantly differentiate dual motives by younger couple. The last finding implies that no factors significantly differentiate dual motives in midlife household.

Keyword: Dual Motives, Family Life-Cycle, Rational and Irrational Factor