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The Changing Pattern of Consumer Behavior on Housing in Information-driven  
Society and Housing Perspectives in 21st Century

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In recent Japan, with the increase of their knowledge and intelligence, consumers have come to use not only information obtained from their own experiences, but a wide range of accurate information made available through various media; this trend has become so conspicuous that it has developed into behavioral changes of consumers. Consumers has now begun to behave as problem solvers who always use a wide range of information available from various sources. Many consumers are more sensitive to prices and are unwilling to pay prices they consider to be very high priced. The consumers do not only react to building costs more keenly but also to the differences in quality and basic technological differences in construction, and resulting in increased demand for generously sized spaces, multiuse spaces, and the floor plan designed to minimize wasted space. Now establishing interaction relationships with consumers constantly is essential in the development of housing marketing strategy. Interaction relationships refers to the dynamic linkage of housing marketer and consumers and the continual expansion in their interdependence.

As compared with the Western countries the Japanese society has successfully kept a stabilized structure and harmonious relations with a little of mobility and long term orientation. But the development of information-driven society and innovative behavior in recent years has been facilitating the Japanese society to change: The long term social relationship is falling down, and is being replaced by a structure that is mobility oriented to afford opportunity for dynamic problem solving to meet changing environments. Changes of the demands for housing taking place in recent years partly results from such structural changes of the Japanese society, and this shows that a real trend toward changes is now

firmly built in. The planning horizon of living space is developing annually. Demand for space for creative activities and for home-remodeling products is increasing.