

Consumer behaviour: results of an architecture survey

[Business](#), [Marketing](#)



Consumer Behavior al Affiliation) Methodology for the Survey The methodology that was used in the survey to collect data was basically an open-ended for of research questionnaire. An open-ended research questionnaire was imperative for this research owing to the fact that it created a platform where respondents could describe their perceptions and ideas regarding their choices of architectural designs. Moreover, it was selected a tool of data collection due to the fact that it creates an opportunity for comparing the answers given by the respondents. Consequently, this method was selected owing to the fact that it provides respondents with an opportunity to clarify their choice of selection of meaning of their answers.

Selection of the Respondents

Majority of the respondents were students from various departments, taking different courses; it was imperative to collect data from this group owing to the fact that it is composed of the younger generation that basically have a different perception on issues ascribed to architectural designs and patterns of city planning. Moreover, some of these students have knowledge on architectural designs of cities as well as construction, thus it was imperative to collect data from them in order to facilitate effective the collection of appropriate data.

On the other hand, some of the responds are people from various parts of the world, majorly those who have come to visit Dubai for varied reasons i. e. for tourism purposes, to study et cetera. It is a group that formed an imperative part of data collection during this research owing to the fact they provided their ideas regarding architectural designs, while also explaining

facets of architectural designs that attracted them to Dubai.

Consequently, a percentage of the respondents was made of people from various occupations i. e. Marketing Managers, architects and interior designers. This was important owing to the fact they provided important information regarding how the different architectural designs are imperative and affects social and economic facets in the contemporary society.

Results

Eight locals were interviewed during this project; however, they had different ideas regarding their choices of the five architectural designs that formed the basis of this discussion. In addition, residence students from various faculties as well as from various countries were interviewed during the data collection process: From the process, it was evident that from the ten students, each person had a unique preference of architectural design, basically indicating the reason why he/she preferred a certain type of building in the United Arab Emirates. However, taking a keen analysis of the data, majority of the student respondents preferred Burj Khalifa, majorly due to the fact that it is considered the tallest and most attractive. Some students also argued that Burj Khalifa is an icon of Dubai and is what has made Dubai known to other parts of the world hence, its popularity in Dubai. A number of tourists were also interviewed during the study, the results of this process indicated that majority of them were attracted by unique architectural designs situated in various parts of Dubai; however, they also indicated a high sense of preference to the Burj Khalifa citing its unique architectural design as well as its height as.