



**A STUDY ON FACTORS INFLUENCING HOUSE  
PURCHASING BEHAVIOR AMONGST CUSTOMERS IN  
MALACCA.**

**MOHD AMMAR BIN AFLUS (2012472404)**

**SITI NURUL HIDAYAH BINTI MOHD ARIPIIN (2012498046)**

**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

**JULY 2014**

## **DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

We, Mohd Ammar Bin Aflus (910205-14-6381)

Siti Nurul Hidayah Binti Mohd Aripin (910518-11-5260)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_ , \_\_\_\_\_

Date: 2 July 2014

## **LETTER OF SUBMISSION**

Faculty of Business Management  
Universiti Teknologi MARA Melaka  
Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah  
75300 Melaka.

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA, Kampus Bandaraya Melaka,  
110 Off Jalan Hang Tuah  
75300 Melaka

Dear Sir/Madam,

Attached is the project paper titled “A Study on Factors Influencing House Purchasing Behavior Amongst Customers in Malacca” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank You.

Yours sincerely,

MOHD AMMAR BIN AFLUS (2012472404)

SITI NURUL HIDAYAH BINTI MOHD ARIPIN (2012498046)

Bachelor of Business Administration (Hons) Marketing

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## **ABSTRACT**

These researches focus on the relationship between house purchasing with personal factors, location, product design and price. The purpose of the research is to investigate on the factors influencing house purchasing behavior amongst customers in Malacca. In addition, by doing this research the researchers will know whether there are any significant relationships between variables. The questionnaire was developed and distributed to 100 respondents in Malacca. Frequency distribution, reliability test, correlation analysis and regression analysis has been chosen by using SPSS system to find out the result. The findings indicate that a location is the most factors that influence house purchasing behavior amongst customers than personal factors, product design and price.

**Keywords:** House Purchasing, Personal Factors, Location, Product Design, Price.

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