



**COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA**

**FACTORS INFLUENCING MILLENNIAL TO PURCHASE A HOUSE: CASE
STUDY BANDAR SERI BOTANI, IPOH, PERAK**

**Academic Project Submitted in Partial Fulfilment of the Requirements
for the award of the Degree
Bachelor of Estate Management (Hons)**

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ABSTRACT

This study investigates the factors influencing millennials' decisions to purchase houses in the suburban areas of Perak, Malaysia, with a specific focus on Bandar Seri Botani. Data was collected through a structured questionnaire from 105 millennials aged 28 to 43 residing in the targeted suburban area, focusing on key factors such as affordability, safety, availability of facilities, location, and quality of life. This study tried to understand their preferences and motivations becomes essential for planners and real estate developers. The research aims to identify the purchasing levels of houses among millennials, examine the factors that influence their purchasing decisions, and rank these factors based on their significance. Utilizing a quantitative approach, the data analysis was conducted using statistical methods, employing SPSS software to perform descriptive and inferential statistics. Statistical analysis revealed that affordability is the most significant factor, followed by location and safety. The findings provide valuable insights into millennials' housing preferences, emphasizing the need for tailored solutions that meet their unique needs.

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CHAPTER 1

RESEARCH BACKGROUND

1.1 Introduction

Millennials, born between 1981 and 1996, are now entering their working and primary home buying years. Understanding their preferences is important for developers, policymakers and urban planners. In Perak, suburban areas offer a variety of attractive offers for millennials, as they combine urban amenities with suburban living.

Research shows that millennials prioritize affordability, location, and access to amenities when looking for a home (Charles, J. C. 2019). They are drawn to communities that are easily walkable, with access to public transportation, restaurants, and entertainment options (Lang & Winkler, 2018). Millennials also value energy efficiency and sustainable design, reflecting their growing environmental awareness (Glaeser et al., 2016).

The Malaysian housing market offers a unique context for understanding millennial housing choices. While there is research on millennial housing trends in general in Malaysia (Abdullah et al., 2012), research specifically on suburban areas is limited. This study aims to explore the factors influencing the housing choices of millennials in the suburban areas of Perak, specifically in Bandar Seri Botani. The