

# E-BOOK OF EXTENDED ABSTRACT

## THE 14<sup>TH</sup> INTERNATIONAL INVENTION, INNOVATION & DESIGN COMPETITION 2025



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# BUILT FOR THE PEOPLE: CRAFTING A DEMAND-DRIVEN AFFORDABLE HOUSING MODEL IN SELANGOR

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## ABSTRACT

Despite numerous government initiatives, Selangor's affordable housing sector continues to face persistent challenges such as oversupply, property overhang, and a high rate of rejected offers. This mismatch between supply and actual demand highlights a gap in existing definitions and criteria, which often fail to reflect the real needs of prospective homeowners. To address this, a new model for affordable housing in Selangor was developed, integrating foundational definitions and demand-driven criteria based on the perspectives of multiple stakeholders, including homebuyers, developers, and policymakers. The framework captures key elements such as financial aspects, property specifications, accessibility, safety, developer reputation, and government intervention, while aligning with regulatory requirements like price caps of RM300,000, household income limits, and first-home eligibility for Malaysian citizens. This model aims to bridge the gap between housing supply and public demand, providing a more comprehensive approach that addresses financial constraints and enhances the overall quality of life for residents. It offers valuable insights for policymakers, developers, and housing authorities in creating sustainable, demand-driven housing solutions that genuinely meet the needs of Selangor's diverse population.

**Keyword:** Affordable Housing, Selangor, Housing Model, Housing Criteria, Public Demand

## 1. INTRODUCTION

The demand for affordable housing in Selangor has become a critical issue due to rapid urbanisation, population growth, and escalating property prices. Despite various initiatives introduced by the state government through the RSKU scheme, along with federal initiatives such as PR1MA and PPAM, a significant gap persists between housing supply and actual public demand. This mismatch has resulted in a continued overhang of unsold housing units. Being the major contributor to Malaysia's GDP, Selangor faces increased housing demand due to population growth and migration (Mohamed Aris et al., 2020). The situation is further complicated by the lack of comprehensive, people-centric studies that consider the diverse perspectives of stakeholders such as developers, policymakers, and homebuyers. Existing research like Ab Majid et al. (2023), Afiqah et al. (2020), Ismail & Syed Mohamad (2021), Olanrewaju & Wong (2020), Soon & Tan (2020), and Zainon et al. (2017), have largely relied on quantitative approaches that emphasise financial metrics, overlooking critical social and structural factors that influence housing choices.

In response to these limitations, this study introduces a demand-driven affordable housing model in Selangor that is based on the actual needs and preferences of the people. This demand-driven model offers a comprehensive and inclusive approach by first establishing a clear definition of affordable housing in the context of Selangor, and then identifying key criteria based on people's actual needs and preferences. These criteria include financial aspects, housing features, accessibility, safety, and other influencing criteria that reflect the lived realities of prospective homebuyers in the state. By placing people at the centre of the planning and decision-making process, the proposed framework aims to realign housing supply with real public demand. This approach seeks to improve overall

quality of life and social well-being while offering meaningful insights for policymakers, developers, and housing authorities in creating sustainable and responsive housing solutions.

## 2. METHODOLOGY

This study employed a qualitative research design, guided by a constructivist philosophy, to deeply explore the perspectives and experiences of various stakeholders involved in affordable housing in Selangor. The research utilised purposive sampling to select participants who possess relevant knowledge and experience in the field, including policymakers, developers, homebuyers, and academic experts. Data was collected through semi-structured interviews, providing a flexible yet systematic approach to capturing insights into the factors influencing affordable housing demand. Thematic analysis was then applied to identify key themes and patterns within the qualitative data, ensuring a comprehensive understanding of the diverse factors shaping affordable housing needs.

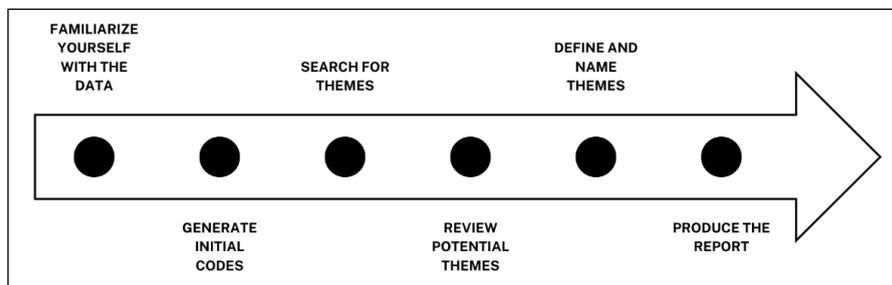


Figure 1 Six Phase Procedures of Thematic Analysis.

## 3. FINDINGS

The final framework for affordable housing in Selangor integrates the foundational elements established in the definition of affordable housing in Selangor with the demand-driven criteria identified through this study. Figure 2 presents the comprehensive framework, which captures the full spectrum of affordable housing models in the region.

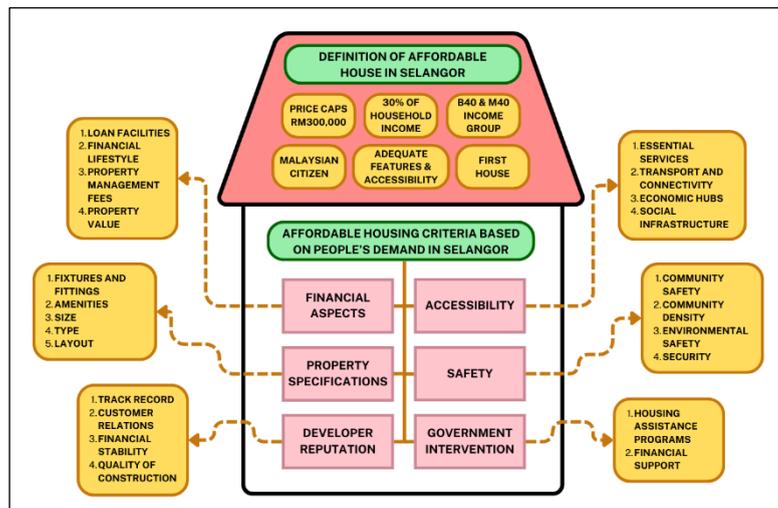


Figure 2 Demand-driven Affordable Housing Model in Selangor.

This model captures the essential elements required to address both regulatory requirements and the practical needs of potential homeowners. It integrates key affordability parameters, including price caps of RM300,000, housing costs not exceeding 30% of household monthly income, and a focus on the B40 and M40 income groups, who represent the lower and middle-income segments with significant financial constraints. It also incorporates critical eligibility criteria, prioritising Malaysian citizens and first-time homebuyers, while emphasising adequate features and accessibility to essential services.

Beyond these foundational elements, the framework reflects the broader expectations of potential homeowners, including financial aspects such as loan facilities, financial lifestyle, property management fees, and property value. It also considers property specifications, including fixtures and fittings, amenities, size, type, and layout, as well as accessibility factors like proximity to essential services, transportation and connectivity, economic hubs, and social infrastructure. Safety is another key concern, encompassing community safety, environmental security, and optimal community density. Developer reputation is equally critical, emphasising track record, customer relations, financial stability, and quality of construction. Government intervention further shapes housing affordability through targeted housing assistance programs and financial support, ensuring long-term affordability and housing stability.

Together, these insights form a comprehensive model that aligns the regulatory definitions of affordable housing with the actual needs and expectations of homebuyers in Selangor, ensuring that future developments are better tailored to the financial realities and lifestyle demands of the population.

#### 4. CONCLUSION

The demand-driven affordable housing model in Selangor presents a comprehensive model that aligns regulatory definitions with the real needs of prospective homeowners. By integrating financial aspects, property specifications, accessibility, safety, developer reputation, and government intervention, it effectively addresses the diverse expectations of the B40 and M40 income groups. This model not only overcomes financial barriers but also enhances the overall quality of life for residents, providing a valuable guide for policymakers, developers, and urban planners in delivering sustainable, demand-driven housing solutions that genuinely meet the needs of Selangor's diverse population.

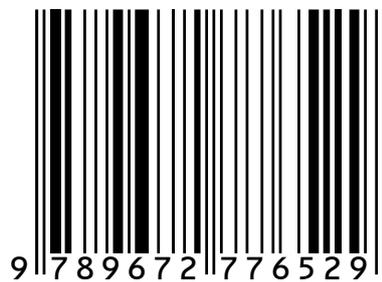
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