

**PROGRAM OF QUANTITY SURVEYING  
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AND TECHNOLOGY  
FACULTY OF ARCHITECTURE, PLANNING AND  
SURVEYING  
UNIVERSITI TEKNOLOGI MARA PERAK BRANCH**

**AWARENESS ON THE BENEFITS OF GREEN  
HOUSING TOWARDS SUSTAINABLE HOUSING  
DEVELOPMENT**

Dissertation submitted in partial fulfillment of the requirement for the  
award of Bachelor of Quantity Surveying (Honors)

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**SEMESTER : MARCH 2021 - JULY 2021**

## ABSTRACT

The Green Housing concept in Malaysia has been implemented in Malaysia since 14 years ago. The concept emphasizes improving the occupants' lifestyles and the surrounding environment by maintaining sustainability in a housing development. Nevertheless, the awareness level among home buyers in Malaysia is found to be under an unexpected low level. Even though this concept has been implemented for a while, the development for this type of housing is slow throughout the years which contributes for the home buyers to be unfamiliar about this concept. This paper aims to increase the level of awareness on the benefits of Green Housing among home buyers. The primary objective of this paper is to identify the level of awareness on the benefits of Green Housing among home buyers. Hence, this paper is also to seek the barriers that prevent home buyers' awareness of Green Housing. Moreover, this paper is expected to be able to suggest methods to increase the level of awareness among home buyers on the benefits of Green Housing. Quantitative method is applied by using questionnaire surveys and given out through online survey to 200 home buyers in Johor Bahru. The findings show that the home buyers are mostly moderately aware of the benefits of Green Housing with limited marketing and promoting, and lack of exposure and awareness provided by relevant parties as the major barriers that prevent them to be aware of the benefits of Green Housing. Most of them prefer social media as a medium to spread awareness easily. Thus, contributing to this paper may motivate the home buyers to find out about the Green Housing concept more in depth to increase the familiarity of this concept among them.

## **ACKNOWLEDGEMENT**

First and foremost, praises and thanks to God, the Almighty, for His blessings throughout my research work and for completing the research successfully.

I would like to express my deepest gratitude to my research supervisor for giving me the opportunity to do research and providing guidance throughout this research. Her sincerity and motivation have deeply inspired me. It was a great privilege and honor to work and study under her guidance. I am extremely grateful for what she has offered me.

I am extremely grateful to my parents for their prayers, sacrifices and caring for educating and preparing for my future. I am very thankful to my friends for their continuous support for me to complete this research work.

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# CHAPTER 1

## INTRODUCTION

### 1.1 INTRODUCTION

The adoption of Green Building in building and construction has been widely practised by developed countries such as Europe, America and Asia (Gray, 2015). Canada, Germany and the United States are countries that lead sustainability by being able to implement the concept of Green Building in their building and construction sector (Kibert, 2016). Ever since 2010, the implementation of green programs in Malaysia has been an agenda stated by the government which is called Agenda 21 (Elias and Lin, 2015). The green programs enhance living standards, promote sustainable development systems, preserve and conserve the environment, and supply green materials (Zainordin and Mei, 2015). It is clearly shown that sustainability is not a new trend in this country. A building such as a house can also be called “green” when its design, construction and operation processes are efficient in energy, water and resources usage, improved indoor quality and left a positive impact on the environment (Robichand and Anantatmula, 2011).

The primary purpose of the concept of sustainability is to ensure the future generations can benefit from current property developments, and at the same time, they are not affected due to the recent developments (Razali and Adnan, 2015). They also added that the concept of sustainability is now being adopted in the development process to ensure that interaction between environment and development is synergized. . Property is a critical issue for sustainable development due to the high usage of resources and energy consumption (Bugl et al., 2009). In contrast, a green building is commonly referred to as a building capable of saving energy and resources and fully utilising sustainable green material during construction. Eventually, the environment will remain unaffected due to the carbon reduction from resources and energy saving. Nevertheless, green building is