

**PROGRAM OF QUANTITY SURVEYING, DEPARTMENT OF
BUILT ENVIRONMENT STUDIES AND TECHNOLOGY,
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UNIVERSITI TEKNOLOGI MARA PERAK BRANCH**

**THE FACTORS THAT INFLUENCE THE DECISION OF
MEDIUM INCOME GROUP TO BUY GREEN BUILDING
CONCEPT IN SELANGOR**

Final Project submitted in partial fulfilment
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**PREPARED BY : HARISAH BINTI ISMAIL (2018297556)
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ABSTRACT

Nowadays, many buildings want to be certificated by the Green Building Index (GBI). The PropertyGuru article stated that the green buildings are all in the rage in Malaysia with the developments aiming for the GBI certification. The green buildings are designed to reducing trash, pollution, and degradation of the environment, to reduce the overall impact on the environment and human health. It is designed to protect the occupant's health and improving productivity other than using the energy, water, and other resources efficiently. The green building is environmentally responsible and resource-efficient throughout its life cycle. The green building design is the concern of the economy, utility, durability, and comfort. Green building has variables that good for the environment, economy, and society. By time pass, the demand for green building concept is increasing. Most people are realized of the green buildings and technologies implementing in residential buildings. The green building needs robust awareness. All the people in the construction industry and government are needed in spreading green buildings for green economic growth for future generations. The state of Selangor has been chosen as a case study because based on the Green Building Index (GBI) projects, there were a total of 166 green buildings in Selangor. From the information, the state of Selangor is the State that has the largest number of registered green building index projects. The quantitative method is used by spreading questionnaires to obtain data from respondents. This study aims to identify the factor that influences the decision of medium-income groups in Selangor to buy green building concept and nurture them to buy green building concept. From the research, it can be identified the factors that in influenced the medium income group to buy green building concept and show that family-oriented person or people with a family tends to buy green homes more than a single person.

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

Nowadays, green buildings are increasingly being seen as hot property in Malaysia. The aspiration of a green home is becoming a more popular concept with homebuyers. The developments of green buildings are springing up the entire country. Therefore, the developers are seeking to meet the demand for this environmentally positive style of property (PropertyGuru, 2020). There is no doubt that global warming is a well-known phenomenon of industrialization in the world. There are several research and reports that have proven the devastating concept of the current situation on our planet and its ongoing effects on humankind. By understanding the wide range of global warming impacts on human life, there is a growing interest in sustainable development as a global remedy (Wira, Milad & Nariman, 2013).

Green homes are a relative concept because it is impossible for a building to be 100% green as construction of any building, even green building, is likely to consume more resources from the earth than the building will ever return to nature (Bakhoum et al., 2015). The application of the green concept in houses is to focus on how to optimize the return whilst minimizing the intake. A green home is an energy efficient home constructed using sustainable resources to provide a healthy living environment for its residents. Besides creating less waste, the concept of a green home is all about using less energy, water, and natural resources (Alias et al., 2010). For a house to become 'green', every phase of the development process including designs, construction, and operation must incorporate with the environmental requirements (Abidin et al., 2012).