Cawangan Perak

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WELCOME SPEECH FROM THE CHAIRMAN

RISM 17th International Surveying Conference for Undergraduates (ISCU 2025)

بسم الله الرحمن الرحيم السلام

عليكم ورحمة الله وبركاته

Greetings to all,

It is with great pleasure that I welcome you to the 17th RISM International Surveying Conference for Undergraduates (ISCU 2025), themed *"Embracing Construction Revolution 4.0: Transforming Malaysia's Built Environment."* On behalf of the Royal Institution of Surveyors Malaysia (RISM), I also wish to express our sincere appreciation to Universiti Teknologi MARA (UiTM), Perak Campus, for graciously hosting this significant event.

As we navigate the era of the Fourth Industrial Revolution (IR4.0)—or in our context, Construction Revolution 4.0 (CR4.0)—we are witnessing transformative advancements across the global construction sector. Technologies such as Building Information Modelling (BIM), the Internet of Things (IoT), artificial intelligence (AI), robotics, big data analytics, and cloud computing are redefining the way we build, manage, and interact with our built environment. For Malaysia, embracing CR4.0 is a strategic imperative to achieve our socio-economic and environmental goals.

This conference serves as a vital platform to unite surveying undergraduates from various disciplines, fostering critical dialogue on industry challenges, enhancing professional networking, and preparing a new generation of talent for the rapidly evolving construction landscape. It is also an opportunity for employers to engage with and inspire our future professionals.

I would like to extend my heartfelt thanks to all industry speakers, paper presenters, judges, and participants for their time, contributions, and support in making ISCU 2025 a success. I also commend the organising committee for curating a meaningful and dynamic conference experience.

May the knowledge gained, connections formed, and ideas exchanged during this event inspire all participants to lead and innovate in their future endeavours.

Wishing everyone a productive and memorable conference.

Prof. Ts Sr Dr. Adi Irfan Bin Che Ani'
Chairman, Universities' Partnering Committee
RISM Session 2024/2025
May 2025

WELCOME SPEECH FROM CO-CHAIRMAN

RISM 17th International Surveying Conference for Undergraduates (ISCU 2025)

Bismillahirrahmanirrahim.

السلام عليكم ورحمة الله وبركاته and greetings to all.

It is my great pleasure to welcome everyone to the 17th International Surveyor Conference for Undergraduates (ISCU 2025), proudly hosted by Universiti Teknologi MARA (UiTM) Perak Branch in collaboration with the Royal Institution of Surveyors Malaysia (RISM). This event is a meaningful platform for students in the built environment to share ideas, showcase innovations, and build professional networks. We are honoured by your presence and enthusiastic participation, with 135 accepted papers and 78 poster presentations this year.

UiTM Perak, home to the College of Built Environment, has long been a hub for academic excellence in architecture, planning, and surveying. Our commitment remains strong in nurturing competent graduates who meet industry demands and contribute to nation-building.

While you're here, we invite you to experience the heritage and culture of Perak Tengah from the architectural richness of Rumah Kutai to the historical towns of Pasir Salak, Bota, and Kampung Gajah.

To all presenters and winners, congratulations on your achievements. Let your work today be a catalyst for future success and academic growth. We hope this conference will inspire you to explore new ideas, foster collaboration, and make lasting memories.

My deepest thanks to the Royal Institution of Surveyors Malaysia (RISM) and the organising committee for making this event a success.

We hope your experience here will be rewarding and unforgettable.

Thank you. Selamat datang dan selamat berjaya.

Associates Professor Dr. Nur Hisham Ibrahim, *PMP*
Co-Chairman, Universities' Partnering Committee
RISM Session 2024/2025
May 2025

WELCOME SPEECH FROM THE PROJECT DIRECTOR

RISM 17th International Surveying Conference for Undergraduates 2025

Alhamdulillah, all praise to Allah S.W.T. for His guidance and blessings in making the RISM 17th International Surveying Conference for Undergraduates (ISCU) 2025 a reality.

It is with great honour and gratitude that I welcome all participants, guests, academicians, and industry professionals to this prestigious event, proudly organized under the Royal Institution of Surveyors Malaysia (RISM). This 17th edition of ISCU stands as a proud testament to our collective dedication toward academic excellence, professional collaboration, and youth empowerment in the field of surveying.

I extend my heartfelt appreciation to RISM for its unwavering support, to the hardworking ISCU 2025 Organising Committee, and to all 16 partnering universities across Malaysia for their commitment and contributions. Your efforts have shaped this conference into a dynamic platform for knowledge exchange, innovation, and professional growth.

To the academicians and practitioners present, your insights are invaluable in bridging the gap between academic theory and real-world practice. To our undergraduate participants, your passion, curiosity, and commitment are the very foundation of our future. May this conference not only deepen your academic journey but also ignite a spirit of leadership, integrity, and sustainable thinking.

Let this gathering serve as more than an academic milestone. May it foster lifelong networks, inspire transformative ideas, and chart new directions in our shared professional journey.

Wishing everyone a rewarding and inspiring conference experience.

Sr Dr. Nurul Fadzila Zahari
Project Director
RISM 17th ISCU 2025

STRATEGIC INITIATIVES TO PROMOTE YOUNG GENERATION AWARENESS ON HOMEOWNERSHIP TRANSITION IN SERI ISKANDAR, PERAK

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ABSTRACT

Home ownership has become difficult for young Malaysians due to the rising cost of houses, increased living expenses, and low income. Additionally, many young adults lack financial literacy and awareness of homeownership initiatives, further hindering their ability to transition from renting to owning a home. This study aims to explore effective strategies that can support young Malaysians in acquiring homeownership, with a focus on existing initiatives and policy measures. The study was conducted through a comprehensive literature review of previous studies on existing regulations and guidelines to analyse the strategies influencing homeownership. The findings revealed that key strategies, such as financial education programs, government housing initiatives, and alternative schemes like rent-to-own, can assist in bridging the gap between renting and purchasing a home. These insights provide valuable recommendations for policymakers, developers, and other stakeholders in designing more effective housing solutions, ultimately promoting financial security and sustainable homeownership among the young generations.

Keywords: Young generation, strategies, homeownership, awareness

I. INTRODUCTION

Owning a home is an important step toward financial stability, but it has become more difficult for young Malaysians. Rising house prices, high living costs, and low income make it hard for many young adults to afford a home. According to Bank Negara Malaysia (2023), homes priced below RM300,000 are severely undersupplied, while the median income of young Malaysians remains insufficient to meet current market prices. At the same time, many are not aware of the housing programs available to help them or do not have the financial knowledge needed to plan for homeownership. As a result, many young people continue to rent instead of buying their own homes. Although the government has introduced several housing programs to support first-time buyers, many young Malaysians still struggle to take advantage of these opportunities. Factors like affordability, loan eligibility, and financial planning play a big role in their decision-making. Alternative options, such as rent-to-own schemes, could provide a solution, yet awareness and uptake of such programs remain limited.

Homeownership difficulties are further compounded by structural barriers such as strict loan requirements, urban housing shortages, and high debt service ratios. Strategic plans must equip young people with knowledge, money skills, and policy competence for homeownership readiness. Digital financial tools and online property platforms now offer new channels for homeownership education, but their impact remains underexplored in academic literature. This paper explores the life-cycle hypothesis and financial literacy theory to understand how young adults adopt homeownership decisions. It argues that strategic programs, such as financial literacy, policy incentives, and online engagement platforms, can enhance young adults' awareness and preparedness for homeownership. The paper analyzes the efficiency of these programs, identifies gaps, and provides recommendations for improving homeownership transition programs. It contributes to discussions on housing affordability and economic empowerment of youth.

Young Malaysians struggle to achieve homeownership due to rising house prices, high living costs, and low-income levels (Ismail et al., 2021; Mariadas et al., 2016). The increasing cost of living, particularly in urban areas, makes it difficult for young adults to save for a home or qualify for housing loans. Additionally, many young adults lack financial literacy and awareness of homeownership programs, preventing them from making informed housing decisions (Sohaimi, 2021). The government has made steps to address this issue by developing a number of affordable housing programmes, including the 1Malaysia People's Housing Program PR1MA (Kwong, Xiao Wei 2022), Strict loan requirements and financial burdens, such as student debt and rising rental costs, further complicate homeownership. A 2022 survey found that 59% of young Malaysians fear they will never afford a home (The Sun, 2022). These challenges highlight the need for financial education, policy improvements, and alternative homeownership strategies to support young buyers in securing a home.

This study aims to evaluate the effectiveness of strategies that promote homeownership among young Malaysians by reviewing recent literature and policy frameworks. It provides evidence-based recommendations for government agencies, property developers, and financial institutions to strengthen support for first-time buyers.

II. LITERATURE REVIEW

Definition of Young Generations
The term "young" is defined by the United Nations as individuals aged between 15 and 24 years old (United Nations, 2024). In contrast, UNESCO does not specify an exact age range, instead considering youth as individuals who are transitioning from compulsory education to their first employment. Generations, born in different social, economic, and cultural contexts, have distinct characteristics. Baby Boomers, born between 1946 and 1964, are hardworking, prosperous, and digitally savvy. Generation X, born between 1965 and 1980, experienced globalization and technological advancements. Millennials, born between 1981 and 1996, are educated, socially conscious, and heavily dependent on the internet and smartphones (Jannah & Adianto, 2024). In Malaysia, the Youth Societies and Youth Development Act 2007 (Act 668) defines young adults as individuals between the ages of 15 and 40. These young adults are commonly referred to as Generation Y or Millennials in various research studies.

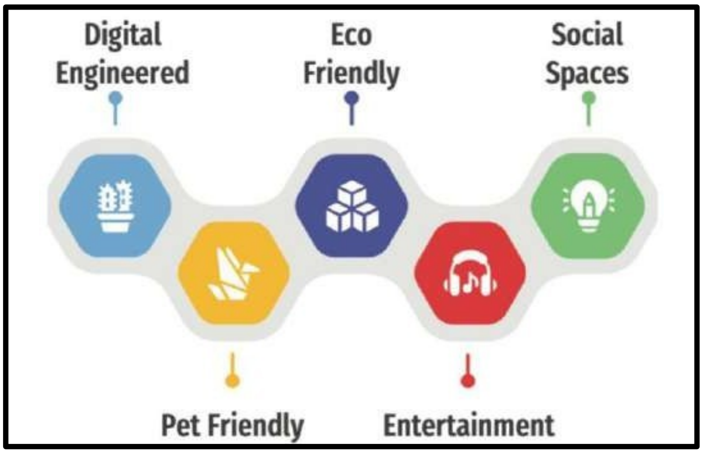

Figure 1: Young Generation Housing Neighborhood Criteria
(Source: The Edge Property, 2018 in Aziz *et al.,* 2022)

In 2018, TIME magazine referred to millennials also known as Generation Y or young adults. These individuals, typically born between 1981 and 1996, are currently aged between 28 and 44. However, the focus of this study is on the younger segment of this group, particularly those aged 22 to 30 years old, who are considered to be part of the working-age population and are at the early stage of financial independence and career development. This age group is crucial to study in the context of homeownership, as they begin making long-term financial decisions, including investments in housing.

Millennials are known for their distinct interests, workplace behavior, and spending habits, which are heavily influenced by technology, higher education, and social media exposure. They are often described as egocentric, anti-authoritarian, and impatient, with a strong emphasis on work-life balance compared to earlier generations. These attributes shape their lifestyle choices, including preferences for housing. According to The Edge Property (2018), young adults prioritize housing neighborhoods that are digitally connected, environmentally friendly, socially engaging, pet-friendly, and offer lifestyle amenities (refer to Figure 1).

The welfare of the occupants and the financial characteristics of the family are affected by home ownership in both social and physical ways. Therefore, owning a home provides several benefits for people, including improved physical and mental health, as well as social engagement and involvement for communities. Therefore, homeownership has a significant role in meeting human needs, including the provision of protection and security, which affects behavior, financial success, and physical health.

III. METHODOLOGY

To explore the strategic initiatives promoting homeownership transition for the younger generation, an analyzing literature review methodology was employed. This method allowed for a comprehensive understanding of the existing research, theories, and practices relevant to the topic. The aim was to identify key strategies and interventions that support young people in the transition to homeownership, with a focus on various factors such as financial literacy, housing policies, and the role of digital platforms.

Search Strategy

A systematic search strategy was implemented to gather relevant sources. The primary sources included peer-reviewed journal articles, books, and conference proceedings, as these types of publications are generally regarded as reliable and authoritative within academic circles. The search focused on publications that specifically discussed the strategies involved in the homeownership journey for the younger generation.

These search terms were chosen to capture a broad range of studies that intersect with young people's homeownership experiences, from financial preparedness and educational efforts to the impact of technological advancements in real estate.

Table: 1.1 Summary Of Finding Analysis of strategies by reviewing the previous research

NO.	AUTHOR	FLP	GHI	RTO	AHD	PFI	DPT
1.	Jannah and Joko Adianto (2024)	√				√	
2.	Baskaran *et al.* (2020)				√		
3.	Azhar *et al.* (2017)	√	√				√
4	Hamzah and Zyed (2021)	√	√	√			
5.	Yaacob and Noor (2023)			√			
6.	Ismail (2021)			√			
7.	Mahazril *et al.* (2022)		√				
8.	Napiórkowska-Baryła *et al*. (2024).			√			

Strategies: Enhancing Financial Literacy Programs (FLP), Government Housing Initiatives (GHI), Improvement on the Rent-to-Own (RTO) Schemes (RTO), Encouraging Affordable Housing Development (AHD), Providing Financial Assistance and Incentives (PFI), Digital Platforms and Technological Interventions (DPT)

IV. RESULTS AND DISCUSSION

Conceptual Framework for Strategic Initiatives

The conceptual framework is required for the understanding of the strategic interventions that can increase youths' awareness and preparedness for homeownership change. From the literature review of the previous studies, this study reveals that 6 strategic initiatives to enable young generation awareness toward homeownership transition which include enhancing financial literacy programs, increasing awareness of government housing Initiatives, Rent-to-Own (RTO) schemes, encouraging affordable housing development, providing financial assistance and incentives, and digital platforms and technological interventions. This model had been depicted in Figure 1 below. This theoretical framework provides a foundation for understanding the determinants of young individuals' entry into homeownership. Future studies can build on this framework by empirically testing its relevance in different socio-economic and cultural contexts.

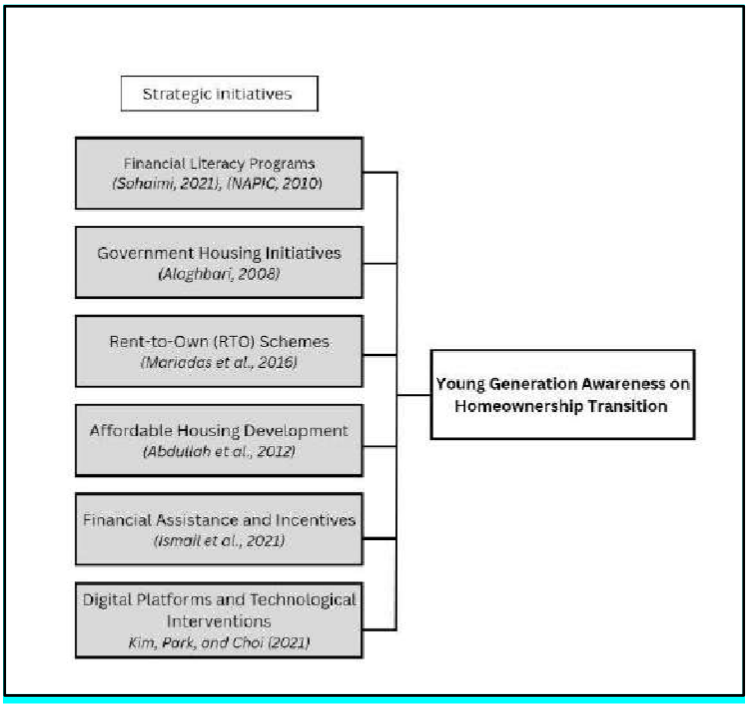

Figure 1.0 Conceptual Framework For Strategic Initiatives

To help young Malaysians transition from renting to homeownership, effective strategies must be implemented to address financial challenges and increase awareness of available support programs. The strategies consists of:

a) *Financial Literacy Programs*

Many young Malaysians struggle with financial management, making it difficult for them to plan for homeownership. Studies show that financial literacy plays a crucial role in helping individuals make informed housing decisions (Sohaimi, 2021). Implementing financial education programs in schools, universities, and workplaces can equip young adults with the necessary knowledge about budgeting, mortgages, and long-term financial planning. Digital platforms and mobile applications can also be used to provide interactive learning tools on financial literacy. The Malaysian Housing Price Index has seen a 99.3% increase since 2010 (NAPIC, 2010), making housing less affordable for many citizens, particularly young adults with low earnings and limited financial literacy. The hefty down payment requirement and financial obligations make homeownership difficult for many (Pepitih, 2018). To address this issue, compulsory financial literacy education for youths could be implemented, offering practical financial skills like saving for down payments and understanding mortgage options. Digital mediums could also be used to provide financial knowledge and housing resources, improving accessibility and engagement for the younger audience. This would empower young people to overcome financial barriers and create a responsible, sustainable homeownership culture.

b) *Government Housing Initiatives*

The Malaysian government has launched various programs to address housing affordability and assist young Malaysians in transitioning from renters to homeowners. These include the First Home Scheme, 1Malaysia People's Housing Programme (PR1MA), and the PPA1M housing program for civil servants. However, these programs are not reaching all potential beneficiaries due to limited awareness and understanding (Alaghbari, 2008). Economic factors like rising rent rates and inflation further exacerbate the housing affordability crisis. To improve accessibility and maximize government efforts, it is essential to integrate these initiatives with financial literacy education, improving communication, education, and accessibility.

c) Rent-to-Own (RTO) Schemes

Rent-to-own programs offer a pathway to homeownership by allowing tenants to gradually build equity in a property while renting. This model reduces the burden of high down payments and loan rejections (Mariadas et al., 2016). Rent-to-own programs are a viable option for young Malaysians struggling with homeownership costs. These programs allow renters to save monthly, allowing them to own a stake in the property without a large down payment. They also protect against rising rental prices and inflation, helping renters build financial stability, literacy, and creditworthiness. Government collaboration with private developers can diversify the affordable housing landscape with rent-to-own elements, and financial education components can ensure participants are prepared for the transition from renter to homeowner.

d) Affordable Housing Development

The supply of affordable homes remains a major concern in Malaysia's housing market (Abdullah et al., 2012). Developers, in collaboration with the government, should prioritize the construction of affordable housing projects tailored to young buyers. Providing incentives such as tax benefits or lower land costs to developers can help increase the availability of budget-friendly homes. Rental prices in Malaysia are hindering young people from transitioning from renting to owning a home. High demand and inflation make it difficult for young Malaysians to save for housing, leading to an ongoing cycle of renters spending money on rent without long-term wealth creation or value in space. To address this, financial literacy programs should focus on the monetary aspect of owning a home, including real-world tools and simulations. Transitional programs like rent-to-own opportunities can help young Malaysians see homeownership as a more rewarding option, leading to financial independence and stability.

e) Financial Assistance and Incentives

Many young Malaysians struggle with high down payments and strict loan requirements, making homeownership unattainable. Government incentives, such as housing subsidies, tax relief, and first-time buyer grants, can ease financial burdens and encourage property ownership (Ismail et al., 2021). Malaysia's government has introduced incentives to help young Malaysians achieve homeownership, including housing subsidies, tax relief, and first-time buyer grants. These measures aim to reduce financial strain on young buyers, making home ownership more affordable. International examples like Singapore and Australia have successfully promoted homeownership among youth, demonstrating the effectiveness of targeted government programs. These case studies offer valuable insights into the benefits of targeted government programs and offer lessons for Malaysia to enhance its efforts in supporting young people in achieving homeownership.

f) Digital Platforms and Technological Interventions

The emergence of digital platforms has transformed real estate transactions and homeownership education. Kim, Park, and Choi (2021) explored the role of online tools and mobile applications in enhancing financial literacy related to real estate. Digital platforms have significantly impacted real estate transactions and homeownership education, enhancing financial literacy and decision-making confidence. Online tools and mobile applications have improved knowledge retention and made it easier for first-time homebuyers to make informed decisions. PropTech solutions, such as mortgage calculators and virtual property tours, have also democratized access to essential knowledge. However, there are gaps in evaluating the effectiveness of these digital tools in real-world decision-making contexts. Further research is needed to understand how digital platforms affect consumer behavior and decision-making beyond theoretical and educational stages.

V. CONCLUSION

Homeownership remains a challenge for young Malaysians due to rising property prices, high living costs, and financial barriers. Many lack financial literacy and awareness of government housing initiatives, making it harder to transition from renting to owning a home. To address these issues, strategic approaches such as comprehensive financial education programs in schools and workplaces, increased promotion of housing schemes through targeted digital campaigns, relaxed loan eligibility criteria, and the expansion of Rent-to-Own (RTO) programs can significantly improve access to homeownership. Additionally, encouraging affordable housing development and employer-linked housing benefits can further support young buyers. By implementing these solutions, policymakers, financial institutions, and developers can create a more inclusive housing market, ensuring long-term financial stability and economic growth. Future research should explore the effectiveness of these strategic initiatives through empirical studies and pilot programs to assess their real-world impact on young adults' housing decisions. This framework offers a thorough understanding of the variables affecting young people's preparation for homeownership and useful information for financial institutions, educators, and legislators.

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