



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Perak

ISCU 2025

17TH RISM INTERNATIONAL SURVEYING CONFERENCE FOR UNDERGRADUATES

Embracing Construction Revolution 4.0 (CR4.0): Transforming Malaysia's Built Environment

16th - 17th May 2025 | Friday - Saturday

E-ISBN PROCEEDING VOLUME I



©Royal Institution of Surveyors Malaysia

Published by
Royal Institution of Surveyors Malaysia
3rd Floor, Bangunan Juurukur
64 & 66, Jalan 52/4
46200 Petaling Jaya
Selangor

E- PROCEEDING 17th RISM ISCU 2025 Volume 1

Editors: Lizawati Abdullah, Nor Suzila Lop, Nor Nazihah Chuweni, Suriani Ngah Abdul Wahab,
Hasnan Hashim

All Rights Reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other non-commercial uses permitted by copyright law.

eISBN 978-629-94789-0-4



(online)

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

UNDERSTANDING TRX MALL SUCCESS: A STUDY OF INFLUENTIAL FACTORS FOR NEW GENERATIONS

Nurul Atiqah Jamaluddin^{1*}, Zarina Shamsudin², Sabariah Eni³

^{1*}Real Estate Management, University Tun Hussein Onn Malaysia, Parit Raja, JOHOR DARUL TA'ZIM.
Email: atiqahjay37@gmail.com

²Real Estate Management, University Tun Hussein Onn Malaysia, Parit Raja, JOHOR DARUL TA'ZIM.
Email: zarinass@uthm.edu.my

³Real Estate Management, University Tun Hussein Onn Malaysia, Parit Raja, JOHOR DARUL TA'ZIM.
Email: saba@uthm.edu.my

*Corresponding Author

ABSTRACT

This study aims to investigate on what makes the Tun Razak Exchange (TRX) Mall attractive, especially to new generations. This research will help to understand what new generations like and why they choose to visit this mall. This research also wants to know if the mall's ways of advertising and getting people interested are working well. This research focuses on new generations because they have different needs and wants than other shoppers. They use technology a lot and want special experiences. To understand this, the researcher read many studies about how people shop and how stores try to get customers. These studies tell the researcher that new generations like shopping that feels like an adventure, using phones and computers, and seeing things on social media. Old studies show that new generations want unique experiences, not only just buying things. This means malls need to change to stay popular. In this study, will find out which ways of advertising work best for new generations. This includes using technology, social media, and events that bring people together. The researcher also wants to see how the mall itself, like its design and how easy it is to get around that affects the shopping experience. To do this, this research uses mixed method approach, comprising both qualitative and quantitative methods. First, the researcher will send out to the mall's visitor surveys questions while in-depth interviews are conducted with management and retailers to gain insights into operational strategies and customer engagement practices. This helps the researcher get a full picture of what is happening. The researcher hopes this study will help us understand what new generations want and how malls can use new ways of advertising to attract them. By connecting what we know from this study with what happens in real life, the researcher wants provide actionable recommendations for retail managers seeking to enhance visitor engagement and satisfaction in an increasingly competitive market.

Keywords: Investigates, new generations, Tun Razak Exchange (TRX) Mall, advertising, experiences.

I. INTRODUCTION

This introductory chapter establishes the significance of Kuala Lumpur's shopping malls within the context of evolving new generation consumer preferences, highlighting their dual role as retail and social hubs. It aims to explore the factors influencing consumer behavior, particularly how malls can adapt to younger demographics who prioritize experiences, entertainment, and social interaction over mere transactions. By outlining the study's objectives and significance, this research seeks to provide valuable insights for mall management to refine marketing strategies, enhance customer satisfaction and loyalty, and ultimately serve as a benchmark for sustainable growth in the retail sector by improving the overall shopping experience.

1.1 Research Background

This research investigates the factors attracting the new generation to the recently opened TRX Mall, aiming to provide comprehensive insights by understanding the issues surrounding this phenomenon. Furthermore, the study will explore TRX Mall management's marketing strategies, intending to offer valuable recommendations for future research and enhance the overall understanding of consumer behavior in this specific retail context.

1.2 Problem Statements

In today's trending era, shopping malls have evolved beyond mere retail spaces; they serve as social hubs for dining, entertainment, and leisure activities. The challenge for mall management, particularly at Tun Razak Exchange (TRX) Mall, is to maintain customer interest and foot traffic amidst the competition from numerous other shopping centers in Kuala Lumpur.

1.3 Research Questions

This section should include research questions of the study.

- (i) What are the factors related to trending that influencing new generations to go visit Tun Razak Exchange (TRX) Mall?
- (ii) How the management make decisions towards marketing strategies to attract customers visiting Tun Razak Exchange (TRX) Mall?

1.4 Research Objectives

This section should include research objectives of the study.

- (i) To identify the factors related to trending that influencing new generations to visit Tun Razak Exchange (TRX) Mall.
- (ii) To study the management decisions towards marketing strategies to attract customers visiting Tun Razak Exchange (TRX) Mall.

1.5 Scope of the Study

The research scope focuses on the factors influencing the new generation's visitation to the Tun Razak Exchange (TRX) Mall in Malaysia, specifically examining the impact of marketing strategies on customer attraction and retention. It encompasses an analysis of income classifications, including T20 and M40 groups, to understand diverse consumer preferences. The study aims to provide insights that can enhance the overall customer experience and inform effective marketing approaches for TRX Mall management.

1.6 Research Methodology

This study using a mixed-methods approach to gather data. The primary objective is to identify the factors influencing visitors to Tun Razak Exchange (TRX) Mall and to explore the management's marketing strategies aimed at attracting customers. For the qualitative component, I will conduct face-to-face interviews with TRX Mall customers, retailers, and management, along with observational research to identify the building's distinctive features. In the quantitative aspect, I will create a survey with structured questions to distribute to customers and retailers at 5 TRX Mall. By combining these methods, I aim to obtain legitimate insights from actual visitors, which will help address my research questions effectively.

1.7 Significance of the Study

The significance of this study lies in its potential to inform and enhance marketing strategies for the TRX Mall, particularly by identifying factors that influence the preferences of the new generation. By gaining insights into customer preferences, TRX Mall management can improve the overall customer experience and satisfaction, ultimately attracting more visitors. Additionally, the findings may serve as a benchmark for other shopping malls to develop successful strategies and mitigate potential risks in their marketing efforts.

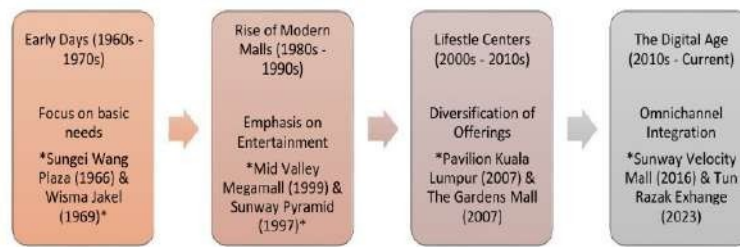
II. LITERATURE REVIEW

The literature review section describes all relevant literature related to the research and critically discussed. This section can be structured based on the stated objectives and focus of the study or any logical order as deemed appropriate.

2.1 The Evolution of Shopping Malls

Shopping malls have undergone significant transformations, evolving from basic retail spaces to multifaceted destinations that cater to diverse consumer needs. Initially, malls like Sungei Wang Plaza focused on specific products, such as electronics, while Wisma Jakel catered to fabric goods. As urbanization progressed, modern malls began to incorporate entertainment options, creating a more engaging environment for shoppers and families seeking leisure activities beyond traditional retail according to Chung & Xu, (2009).

Figure 2.2.1: The Evolution of Shopping Malls in Malaysia, Researcher (2024).



In the 2000s, the rise of luxury shopping malls marked a new phase in Malaysia's retail landscape, appealing particularly to younger consumers. These malls not only offered high-end brands but also integrated eco-friendly practices and green spaces, reflecting a growing awareness of sustainability. The current trend emphasizes creating unique shopping experiences that resonate with the new generation, who prioritize engagement and social interaction in their shopping journeys.

However, the proliferation of shopping malls also presents challenges, such as overcrowding, high operational costs, and environmental concerns. As stated by Tan Sri Datuk Eddy Chen, the President of Malaysia shopping malls (*Persatuan Pengurusan Kompleks Malaysia*), as consumer preferences continue to evolve, mall management must adapt their marketing strategies to remain relevant and competitive. By focusing on innovative approaches, such as interactive installations and community engagement, malls can enhance customer satisfaction and loyalty, ensuring their sustained success in an ever-changing retail environment.

2.2 An Overview of Tun Razak Exchange (TRX) Mall

Opened on November 29, 2023, the Tun Razak Exchange (TRX) Mall is a prominent shopping center in Kuala Lumpur, part of a 70-acre development aimed at establishing Malaysia as a global financial hub (Park, 2022). Known for its luxurious offerings, unique sustainable architecture, and modern aesthetics, the mall features energy-efficient systems and the 10-acre TRX City Park rooftop garden, which provides a refreshing green space. Its strategic location and status as Malaysia's third-tallest building enhance its appeal to local and international visitors. TRX Mall's management focuses on creating a vibrant atmosphere that blends luxury retail, entertainment, and community spaces to attract diverse clientele, especially the new generation, aiming to be a premier destination for shopping and social interaction.

2.3 Population Class

Population classes, often referred to as generations, categorize individuals born within specific timeframes, typically spanning 15 to 20 years, and are shaped by shared experiences influenced by historical events, cultural trends, and technological advancements. These generational cohorts, such as Baby Boomers, Generation X, Millennials, and Generation Z, exhibit distinct values, attitudes, and behaviors that reflect the unique contexts in which they grew up, impacting their communication styles, career aspirations, and consumer habits.

2.4 Factors of Influencing People to Visit Shopping Mall

Several key factors influence people's decisions to visit shopping malls, with convenience being a primary driver. Malls offer a centralized location where consumers can access a wide variety of stores, services, and entertainment options, allowing them to fulfill multiple needs in a single trip. This time-saving aspect is particularly appealing to busy individuals and families, as it eliminates the hassle of traveling to different locations. Additionally, the controlled environment of malls provides comfort from adverse weather conditions, enhancing the overall shopping experience. (Downs, 1970).

Another significant factor is the experiential offerings that modern malls provide, which cater to the desire for social interaction and memorable encounters. Features such as interactive installations, themed events, and recreational activities, like cinemas and arcades, transform shopping into a leisure experience. Aesthetic appeal also plays a crucial role, as visually engaging environments with thoughtful design elements attract consumers and encourage them to spend more time and money. By understanding these factors, mall management can implement

effective strategies to enhance customer satisfaction and loyalty, ensuring continued patronage in a competitive retail landscape. By Porral & Mangin, (2017).

2.5 Factors of Influencing New Generations to Visit Shopping Malls in Kuala Lumpur

The shopping behavior of new generations in Kuala Lumpur is significantly influenced by their prioritization of experiences, authenticity, and meaningful connections. They are drawn to malls that offer unique and engaging experiences, such as interactive installations, themed events, and live performances, which cater to their desire for social interaction and memorable encounters. Additionally, sustainability and social responsibility are crucial considerations for this demographic, as they prefer brands and businesses that prioritize ethical practices and eco-friendly initiatives, making malls that support local communities and promote conscious consumption more appealing.

Aesthetic appeal is another vital factor, as new generations are attracted to visually engaging environments that enhance their shopping experience. Elements such as interior design, music, decorations, and lighting contribute to creating an inviting atmosphere that encourages longer visits. As shopping malls in Kuala Lumpur adapt their marketing strategies to align with these evolving preferences, they must focus on innovative approaches that integrate experiential offerings and sustainability to effectively attract and retain the patronage of this socially conscious demographic

Factor	Description
Tenant diversity	Variety of stores, brands, and services offered.
Entertainment options	Cinemas, arcades, live music, and events.
Mall ambiance	Aesthetics, atmosphere, and overall design.
Marketing strategies	Effective promotions, social media engagements, etc.
Sustainability and social responsibility	Eco-friendly practices and community involvement.

Table 2.6: Summary of the factors (Researcher, 2024)

2.6 The Management Decisions Towards Marketing Strategies of Shopping Malls in Kuala Lumpur

According to Elmashhara & Soare, (2019), management decisions regarding marketing strategies for shopping malls in Kuala Lumpur must evolve to meet the changing preferences of new generations. This involves prioritizing the creation of unique and engaging experiences that extend beyond traditional retail offerings. By incorporating interactive installations, themed events, and social spaces, malls can foster community engagement and attract a diverse range of visitors, ensuring they remain relevant in a competitive market.

Niche marketing campaigns are becoming increasingly important as malls segment their customer base according to demographics and interests. By tailoring marketing strategies to specific groups, such as sports enthusiasts or health-conscious individuals, malls can deliver relevant offers and promotions that resonate with their target audience. This focused approach not only enhances customer satisfaction but also drives foot traffic and sales, ultimately contributing to the mall's success.

III. RESEARCH METHODOLOGY

The research methodology section describes all the necessary information that is required to obtain the results of the study. The research methodology consists of detailed information regarding workflow, strategy, and approach. The methodology adopted in carrying out the study should be well explained.

3.1 Research Design

Research design serves as the foundational framework for any study, providing a structured approach that guides the entire research process. It outlines the steps and procedures necessary to achieve the desired outcomes, akin to

a blueprint for a building. A well-defined research design enhances the efficiency and effectiveness of the research by ensuring that all necessary components are considered and planned in advance, thereby minimizing the risk of losing focus. It also bolsters the credibility and reliability of findings by carefully selecting appropriate methods and procedures, which help to control for bias and confounding variables. Ultimately, a robust research design is crucial for conducting systematic, rigorous, and ethical research that effectively addresses the core research problem.

3.2 Research Area

The research area was obtained through a survey of Tun Razak Exchange (TRX) Mall which is located at the centre of Kuala Lumpur, Malaysia. TRX has been selected for this research because TRX was already well-known shopping mall even before it opened on November 2023 until today. TRX is the 3rd tallest building in Malaysia and it is one of the high prestigious buildings in Kuala Lumpur, it brings the luxuriousness in the building. The building is so unique, it has a garden park called as TRX City Park at rooftop with an area of 10 acres.

3.3 Research Flow

The research flow systematically outlines the study's progression, starting with problem identification and title selection in consultation with a supervisor to define objectives and scope, specifically focusing on factors attracting the new generation to TRX Mall. This is followed by a comprehensive literature review to build foundational knowledge. Subsequent stages involve collecting primary data through surveys and interviews, and secondary data from non-printed sources. The collected data is then analyzed using appropriate tools to derive generalized findings, leading to the formulation of conclusions and recommendations for future research, all while ensuring a rigorous and ethical process for credible and reliable results.

3.4 Data Collection

Data collection in mixed methods research requires meticulous planning to effectively integrate both qualitative and quantitative data, with the choice of methods tailored to specific research questions and overall design. Quantitative data is typically gathered through structured methods such as surveys, experiments, and observations, allowing for the collection of standardized information on attitudes and behaviors. In contrast, qualitative data collection emphasizes in-depth exploration through interviews, focus groups, and participant observation, providing rich insights into human experiences. Successful integration of these diverse methods hinges on ensuring relevance to research questions, appropriateness for the target population, and adherence to ethical standards, ultimately enabling researchers to gather comprehensive data that enhances understanding of the research phenomenon.

3.5 Data Analysis

Data analysis known as a procedure that converts raw data collected into comprehensible forms. In this study, data analysis carried out by using the Statistical Package for Social Sciences (SPSS) software. Raw data input and result obtained from software illustrated in forms of tables and various types of graphical forms in order to make them easier to follow.

3.6 Sample Design.

The sample design serves as a blueprint for selecting participants in the research study, ensuring that the findings accurately reflect the broader population. This study employs probability sampling methods, such as simple random sampling, to minimize bias and enhance the reliability of generalizations. The targeted respondents include individuals aged 20 to 65 who have visited or worked at Tun Razak Exchange (TRX) Mall, with criteria established to ensure a representative sample that encompasses diverse demographics, including gender and income levels. By carefully selecting participants based on these criteria, the research aims to yield meaningful and relevant insights into the factors influencing the popularity of TRX Mall among the new generation.

3.7 Research Techniques.

Research techniques are the practical tools and procedures used to collect and analyze data, distinct from broader research methods. Quantitative research uses techniques like surveys to gather numerical data for pattern identification, while qualitative research employs methods such as interviews and focus groups to gain in-depth insights into human experiences. The selection of these techniques is crucial, guided by the research question, data type needed, resources, and ethical considerations. For instance, this study will combine quantitative questionnaires for visitor feedback with qualitative interviews with management to comprehensively understand the factors influencing TRX Mall's appeal to the new generation, aiming for robust findings.

ACKNOWLEDGEMENTS

We sincerely appreciate the support from Universiti Tun Hussein Onn Malaysia, UTHM, and supervisors and panels from Department of Real Estate, FFTP. We are especially thankful for the financial support from the Valuation and Property Services Department through the National Real Estate Research Coordinator (NAPREC); research on Urban Regeneration studies (Grant K002). Additionally, we extend our gratitude to the supervisor, Sr Zarina Shamsudin; and Dr Sabariah Eni plus anonymous reviewers for their thoughtful comments and recommendations, which have significantly improved this work

REFERENCES

- Ahmed, Z. U., Ghingold, M., & Dahari, Z. (2007). Malaysian shopping mall behavior: An exploratory study. *Asia Pacific Journal of Marketing and Logistics*, 19(4), 331–348. <https://doi.org/10.1108/13555850710827841>
- Cheung, K. S., & Yiu, C. Y. (2024). Touristification and retail diversity: theory and evidence. *Humanities and Social Sciences Communications*, 11(1). <https://doi.org/10.1057/s41599-02403805-9>
- Elmashhara, M. G., & Soares, A. M. (2020). Entertain me, I'll stay longer! The influence of types of entertainment on mall shoppers' emotions and behavior. *Journal of Consumer Marketing*, 37(1), 87–98. <https://doi.org/10.1108/JCM-03-2019-3129>
- Goh, B. H., Yuen, C. W., & Onn, C. C. (2023). Improvement of trip generation rates for mixed-use development in Klang Valley, Malaysia. *Scientific Reports*, 13(1). <https://doi.org/10.1038/s41598023-29748-w>
- Kang, N., & Niu, X. (2024). Revisiting factors influencing consumer travel for purchasing goods and experiencing services in Shanghai, China. *Scientific Reports*, 14(1). <https://doi.org/10.1038/s41598024-79658-8>
- LeHew, M. L. A., & Fairhurst, A. E. (2000). US shopping mall attributes: an exploratory investigation of their relationship to retail productivity. *International Journal of Retail & Distribution Management*, 28(6), 261–279. <https://doi.org/10.1108/09590550010328535>
- Park, J. (2022). *Project in-depth: Tun Razak Exchange*. Rethinking the Future. <https://www.rethinkingthefuture.com/case-studies/a9522-project-in-depth-tun-razak-exchange/>
- Schill, M., & Godefroit-Winkel, D. (2022). Consumer responses to environmental corporate social responsibility and luxury. *Journal of Services Marketing*, 36(6), 769–780. <https://doi.org/10.1108/JSM-11-2020-0472>
- The Exchange TRX*. (2025). Trip Advisor. https://www.tripadvisor.com.my/Attraction_Reviewg298570-d27107411-Reviews-The_Exchange_TRX-Kuala_Lumpur_Wilayah_Persekutuan.html



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Perak

eISBN 978-629-94789-0-4



(online)