



**TO STUDY THE FACTORS CONSIDERED ON PURCHASING DECISION FOR
RESIDENTIALPROPERTY: A STUDY ON IOI PROPERTIES BERHAD**

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BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

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UNIVERSITY TECHNOLOGY MARA (UITM)

CITY CAMPUS OF MALACCA

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**Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with (Hons) Marketing**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TECHNOLOGY MARA

CITY CAMPUS OF MALACCA

JULY 2013

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TECHNOLOGY MARA
CITY CAMPUS OF MALACCA**

I, (SHARIFAH HASLINDA BINTI SAID ALWI) , I/C NUMBER: (890424-01-5394)

Here by declared that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for these degrees or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

July 2013

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
University Technology MARA (UiTM)
City Campus of Melaka
75300 Bandaraya Melaka

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Enclosed herewith is my project paper entitled “**TO STUDY THE FACTORS CONSIDERED ON PURCHASING DECISION FOR RESIDENTIAL PROPERTY: A STUDY ON IOI PROPERTIES BERHAD**” for your kind perusal.

It is very much believed that this thesis will fulfill the requirement necessary for the completion of the course, Bachelor in Business Administration (Hons) Marketing.

Your kind acceptance and recognition will be much valued and highly appreciated.

Thank You.

Yours sincerely,

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SHARIFAH HASLINDA BINTI SAID ALWI

2010738299

Bachelor of Business Administrative (Hons) Marketing

ABSTRACT

Fast-forward and five-and-a-half decades later, Malaysians today are better educated and enjoy higher standard of living. Malaysia has grown by leaps and bounds, yet some issues affecting the 'Rakyat' remain to be solved. One of them is residential issue. This study is carried out to examine the factors attributes when purchasing a residential property and to determine if there is any association between Product in term of Residential Characteristic, Price, Location and Branding factor when purchasing the residential property. The title of this research is "To Study the Factors Considered on Purchasing Decision for Residential Property: A study on IOI Properties Berhad.". The purpose of this research is to see the relationship between the variables. This study also attempts to improve the understanding of the customer satisfaction among the residents of IOI Properties Berhad's development property projects.

This study has been conducted through literature study as well as questionnaire administered survey. Simple random sampling procedure has been used to determine sampling frame and size and a convenience sample of hundred respondents of different age groups, income and occupation have been considered for the survey. The collected data were analyzed to comply with the objectives and also to draw conclusions.

In this research found that the independence variable which are Product, Price and Location are significant with the dependent variable which is Purchasing Decision. The most dominant factor is Price where influencing the purchasing decision on residential property.