FACTOR THAT INFLUENCE PURCHASE OF PR1MA HOUSING PROPERTY:

PERBADANAN PR1MA MALAYSIA

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ABSTRACT

The isssue of housing preference has been widely researched in housing literature, because it provides valuable information for the planning and development of housing for various residential groups with different needs.

The main purpose of this thesis is to investigate factors influencing the the purchase decision of PR1MA housing property. To achieve this, different theories concerning consumer buying preferences and factors influencing have been discussed to achieve a deeper understand of consumer preference. To enable me comprehend the influence factors that influence the purchase decision as a consumer, an interview with related question was performed. The results of the interview indicates that purchasers preference, safety, price,and other factor that influence by others and availability are the major factors influencing the purchase decision of PR1MA property.

CHAPTER 1

1.1 BACKGROUND OF THE STUDY

In today's rapidly changing world, there is a drastic change of Malaysian citizen lifestyle. People prefer to have a comfortable living with a modern dressing styles and rich look, sumptuous food, air- conditioned rooms, luxury cars and homes with complete facilities and amenities surrounding the area instead of to have a basic shelter. On top of that, a housing property nowadays becomes a needs instead of an option.

This thesis examines housing preference among Malaysian citizen developed by PR1MA with focus on condominiums and landed property due to strong demand of the residential group. This study also conducted to study the factor attributes affected the customer preferences of purchasing PR1MA property.

Analysis of the empirical data shows that, households are most concerned about developers' commitments and basic quality of the housing units. They appreciate friendly qualities of the living environment, as well as child-friendly facilities and services. The analysis also reveals that price is the most influential attribute to household's preference, followed by location and floor area. Of the households, majority prefer living close to city centers in order to have good access to jobs, schools, health-care and recreational services while a small portion choose to live further from city center to get better living conditions, larger space, and lower price.

The preferences are then discussed in connection to current conditions from Malaysian citizen preference. The actual problem will show the relevant recommendation to both parties developers and purchasers where by a shelter nowadays are becomes a need instead of wants. There will be no financial issue where they will buy their affordable house