



**BUYERS' PURCHASING BEHAVIOR IN BUYING HOUSES
FROM
LEMBAGA PEMBANGUNAN PERUMAHAN
DAN
BANDAR (LPPB), SABAH.**

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ABSTRACT

A special low-cost housing programme, namely, Program Perumahan Rakyat Bersepadu (PPRB) was launched by the Government in December 1998, with the objective of resettling squatters in urban areas within Malaysia. The history of low-cost public housing in the State of Sabah spans more than three decades and really started picking up momentum some six years after the formation of the Malaysian Federation. The main objective for providing low-cost housing was to address the acute problem of affordable housing for the low-income earners within the State. It is therefore important for the organization to be able to deliver their product (houses), based on meeting and fulfilling their target market demands.

The study was conducted in order to understand more on the buyers' purchasing behavior in buying houses, to identify factors that influence their purchase behavior and to be able to provide recommendation to LPPB on building quality houses in the future.