



**COLLEGE OF BUILT ENVIRONMENT
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**HOMEBUYERS' PERSPECTIVE ON GREEN FEATURES OF PROPERTY
DEVELOPMENT IN SUBANG JAYA, SELANGOR**

**Academic Project Submitted in Partial Fulfilments of the Requirements
For the award of the Degree Bachelor of Estate Management**

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ABSTRACT

In recent years, there has been a significant increase in the number of green residential properties. The increasing demand for sustainable housing solutions has emphasized the importance of integrating green features into property developments. Green Living Concept (GLC) housing, which promotes eco-friendly lifestyles and environmental protection, serves as the study's core framework. The research identifies homebuyers' priorities, evaluates the significance of green features, and analyse their preferences using statistical analysis. Thus, the purpose of this study is to examines the perspective of homebuyers in Subang Jaya, Selangor, regarding green housing features. This research aiming to identify the homebuyers' perspective on green features of property development in Subang Jaya, Selangor. A survey conducted online has been disseminated, and secondary research was selected as the research methodology to collect data and analyse the findings. The Statistical Package for Social Science (SPSS) has been used to examine the data gathered from the questionnaire. The authors gathered data by distributing an online questionnaire among 275 homebuyers' in Subang Jaya, Selangor. From this research, shows that neighborhood is the most influential features affecting the homebuyers' perspective on green features of property development in Subang Jaya, Selangor. Other than that, from this research also shows that features related to building design, operation and services, occupants' comfort, health and safety, and neighborhood has been used to examine the data gathered from the questionnaire. Developers, the government, consumers aiming to optimize green housing projects in Malaysia. This study offers valuable insights to advance sustainable housing strategies that meet environmental and consumer needs in Subang Jaya, Selangor.

Keywords: Green residential properties, sustainable housing, eco-friendly lifestyles, green housing features, buyers' preferences, Subang Jaya, Selangor, neighborhood, building design, operation and services, occupant comfort, health and safety.

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CHAPTER 1

RESEARCH BACKGROUND

1.1 Introduction

Green Living Concept (GLC) housing has become a world-renewed agenda to assure sustainability and increase individuals' standard of living while protecting the environment from the damage caused by economic pursuit through rapid development (Lee et al., 2017). Housing with a GLC refers to a place with its unique characteristics and functions, where people can live, work, shop and interact with their neighbours. It advocates for improving lifestyles by not damaging the environment and protects nature in the long run (Sarip and Lee, 2015).

The sustainable green property development housing with Green Living Concept (GLC) exhibits a high level of walkability, social cohesion and stability and neighborhood resilience amidst changing economic and sociopolitical conditions (Lee et al., 2017). Such housing contributes to the long-term environmental sustainability and hence becoming a valued alternative option compared to conventional property development and construction projects that cause harm to the environment (Yigitcanlar et al., 2015). With the increase in public awareness of protecting the natural environment, the development of green buildings has become a primary concept in construction activities in recent years (Ding et al., 2018). Several pieces of evidence support the growth of green buildings, for example, green buildings in China have increased from 10 units to 1,092 units between 2008 and 2014 (Zhang et al., 2017), Between 2000 and 2013, the number of green-certified projects in the United States climbed dramatically from 2 to 5,557, while the United Kingdom registered a total of 24,607 structures for building research establishment environmental certification assessment method (BREEAM) since 1990 (BREEAM, 2014) in addition to many green developments in other countries.