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**THE CHALLENGES IN IMPLEMENTING GREEN  
HOME DEVELOPMENT**

Final Project submitted in partial fulfilment  
of the requirement for the award of  
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## ABSTRACT

The green movement has been steadily developing, despite the fact that individuals and businesses have only started creating green homes for the past thirty years. Green builders looked at a variety of options for making a building more environmentally friendly. One of the primary challenges that has an impact on resource preservation is the materials used to create buildings. Numerous research study of green development had been done in order to determine the challenges to implement it. However, the sustainable development in Malaysia are still slow. The present study are aim in one place which is Perak. The main objective of this study is to identify the challenges in implementing green home development. The previous related study had been read through in order to carry out this study. The literature review that have been done consists of ten previously validated survey variables used in questionnaire design. Quantitative method is been used to analyze the findings for the present study which was the questionnaire survey. Total of 120 questionnaire were distributed to the contractor's firm and only 65 out of it was returned. The analysis based on the mean score and ranking, low in enforcement and incentives by the government was indicated as the highest mean score and became the most challenges variables. Besides that, low in demand has the lowest mean score. At the last, a wider perspective from all construction players had been recommended for the future research. Next, an interview surveys can be done for the future research as a support to the questionnaire survey. This is because an interview can be more reliable as the respondents can understand the objectives clearly as it will be explain face to face.

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## TABLE OF CONTENTS

<b>CONTENTS</b>	<b>PAGES</b>
ABSTRACT	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	iii
LIST OF FIGURES	viii
LIST OF TABLES	ix
LIST OF APPENDICES	x
LIST OF ABBREVIATIONS	xi
<b>1.0 CHAPTER 1: INTRODUCTION</b>	
1.1 Introduction	1
1.2 Background of Research	1
1.3 Problem Statement	4
1.4 Research Aim and Objectives	6
1.5 Research Questions	6
1.6 Scope of Research	6
1.7 Definition of Operational Terms	
1.7.1 Green	7
1.7.2 Green home	7
1.7.3 Sustainable Development	7
1.8 Research Methodology	8

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 INTRODUCTION**

This chapter discusses the background of the research which is about the challenges in implementing green home development. This chapter also presented the research problems, research aim, research objectives, and research questions. Furthermore, the summary of the research methodology for this research also will be explained in this chapter. Therefore, this introductory chapter addresses the structure of this research from the initial stage until the final stage.

### **1.2 BACKGROUND OF RESEARCH**

Nowadays, a lot of environmental issues occur such as pollution, climate changed, and energy crisis that being an attention in Malaysia. These issues eventually focus on the construction industry as it consumes enormous energy compared to other industries. As the devastating concept of the current situation has been proven, also showing an impact on human life, it grows the interest in developing sustainable development to remedy all of the issues. High energy consumption, solid waste generation, global greenhouse gas emissions, external and internal contamination, environmental impact, and resource depletion are all caused by ecologically constructed buildings.

Thus, to execute sustainable development in Malaysia, the government introduced the