



**A STUDY ON FACTORS IN TERM OF CONSUMER BEHAVIOR IN
BUYING RESIDENTIAL PROPERTY IN JOHOR BAHRU, JOHOR**

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“DECLARATION OF ORIGINAL WORK”

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Hereby, declare that,

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

Signature: _____

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LETTER OF SUBMISSION

TH APRIL 2011

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title '**A STUDY ON CONSUMER BEHAVIOR IN BUYING RESIDENTIAL PROPERTY IN JOHOR BAHRU, JOHOR**' to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Your sincerely.

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ABSTRACT

The term consumer behaviour is defined as the behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. Consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. That includes what they buy it, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase, the impact of such evaluations on future purchases, and how they dispose of it. Clearly, as individuals, we are all unique. However, one of the most important constants among all of us, despite our differences, is that, above all, we are consumers. Due to this statement, researcher feels exuberant to conduct a study to measure the Consumer Behavior in Buying Residential Property in Johor Bahru, Johor.

The independent variables of this study were the consumer behavior dimensions which are group influences, Individual/ Psychological Influences, and Marketing Mix while the dependent variables are the Factor Influencing Buyer's Decision Making. As for the instrument to find the result of the study, researcher used SPSS Version 14 and Paired T-test to testing the hypotheses. The findings of this study will give the benefits to UDA Land (South) Sdn Bhd to improve their consumer behaviour and try to win the customers heart and loyalty.

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