

IABC 2019

The 6th International
Accounting and Business
Conference

THE 6TH INTERNATIONAL ACCOUNTING & BUSINESS CONFERENCE 2019

*Towards Greater Transparency, Accountability
& Sustainability in Financial Governance*

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**CUSTOMER PREFERENCES IN PURCHASING RESIDENTIAL
PROPERTY: AN INTERVIEW SURVEY**

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Abstract

The economic crisis has prompted a pressing need for the housing property sector to enhance sales. Many developers face obstacles in catering to increasing demand and different customer tastes. Developers must deliver customer demands or risk experiencing losses and poor sales. The current study conducted an interview survey of 10 customers among chosen developer organizations in the Klang Valley. Analysis of the responses indicated that facilities, investment and location are what customers prioritize when choosing property. They also show a preference for condominiums and landed homes. These results suggest that developers must continue to apply relevant tactics in managing customer demands.

Keywords: *House Property, Interview Survey, Customer Decision, Customer Purchase*