



CONSUMER PREFERENCES TO BUY A HOUSE AT
KOTA BHARU, KELANTAN

SYARIFAH HANIS BINTI SYED MOHD

2009317965

BACHELOR OF BUSINESS ADMINISTRATION

(HONS) FINANCE

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS KOTA BHARU

KELANTAN

JANUARY 2012

LETTER OF TRANSMITTAL

Bachelor of Business Administration (Hons) Finance
Faculty of Business Management
Universiti Teknologi MARA
Kota Bharu Campus
Wisma KUB, Jalan Sultan Ibrahim
15050 Kota Bharu
Kelantan Darul Naim

December 2011

The Head of Program
Bachelor of Business Administration (Hons) Finance
Faculty of Business Management
Universiti Teknologi MARA Kota Bharu Campus
Wisma KUB, Jalan Sultan Ibrahim
15050 Kota Bharu
Kelantan Darul Naim

Dear Sir,

SUBMISSION OF PROJECT PAPER (FIN 667)

Attached is the project paper titled "A STUDY ON VARIABLES THAT INFLUENCE THE DEMAND FOR LIFE INSURANCE" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Your valuation for this project paper is highly appreciated.

Thank you.

Yours sincerely,

.....
SYARIFAH HANIS BINTI SYED MOHD
2009317965
Bachelor of Business Administration (Hons) Finance

ACKNOWLEDGEMENT

“In the name of Allah, The most Gracious and Merciful”

Alhamdulillah, praise to Allah S.W.T. the Lord of the universe, for his wisdom, strength and blessing to complete this project paper successfully. Without His permission, I may be incapable to complete this task, which is to fulfil the requirement of the subject's (FIN 667) project paper.

First and foremost, I would like to express my profound gratitude and special thanks to my advisor, Encik Rustam Bin Shaari who has given me his advice, guidance, comments and support which is very useful in preparing this project paper. May God bless him.

Not forgetting to Encik Mohd Sayuti Bin Salleh as my second advisor for his consideration to accept my late submission of proposal. Thank you for being supportive, patience and so understanding with the situation faced by me.

Finally, bouquets will be shared with my family and friends especially my parents. Thanks for the encouragement, understanding, love and support during this study was conducted. I hope this project paper would benefit other researchers for further observation. Once again thanks to all. Thank you.

Abstract

House is one of the human basic needs. It s become everyone's dream to own a house. Regardless how big or what type of the house, everyone will try to fulfil this needs. This is because house not only provides us a place to live and protect us from uncertainty conditions but the role of house is more than it could be. House is expected to give us some of peace, happiness and provide better lifestyle. In economic views, housing is one of the important sectors that help to boost the economic of a country since increase in housing transaction can be contribute to the increase in GDP. Housing developers tried to build and construct houses to be market in property market. However, not all of the houses are able to be sold. As the result, they faced with greater losses since it involved some big amount of money. It is important to identify the main factors that influence the consumer preferences to buy a house. By doing this, housing developers are able to provide houses that can best suite the consumers' need. A study has been carried out to identify the main factors that influence consumer preferences to buy a house. Through some reading, the research come up with three main factors which are financial, location and housing attributes. The respondents for this study are people who already bought at least a house. At the end of this study, the researched found that the housing attributes is the most factors that influence people to buy a house.

TABLE OF CONTENTS

Letter of transmittal	i
Declaration of original work	ii
Acknowledgement	iii
Abstract	iv
Table of contents	v
List of table	ix
List of figure	xi
Chapter 1: Introduction	
1.0 Introduction	1
1.1 Background of study	2
1.2 Problem statement	3
1.3 Research objectives	5
1.4 Theoretical framework	6
1.5 Research questions	6
1.6 Hypothesis	7
1.7 Definitions of terms	8
1.7.1 Abandoned project	8
1.7.2 REHDA	9
1.7.3 Housing developers	9
1.8 Limitations of study	
1.8.1 Lack of computer expertise	9
1.8.2 Time constraint	10
1.8.3 Questionnaires development	10
1.8.4 The problem of getting required number of respondents	10
1.9 Significance of study	
1.9.1 To the researcher	11
1.9.2 To the housing developers	11