



**A DESCRIPTIVE STUDY OF PURCHASE INTENTION  
TOWARDS RESIDENTIAL PROPERTY: ECOWORLD  
DEVELOPMENT GROUP BERHAD IN MALAYSIA**

**NUR ASIMA BINTI DAMSIAH**

**2015428638**

**BACHELOR IN BUSINESS ADMINISTRATION (HONS)  
MARKETING**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**JOHOR**

**JUNE 2018**

## LETTER OF TRANSMITTAL

28<sup>th</sup> JUNE 2018

Mardziyana Mohamad Malom  
Ketua Pusat Pengajian (Ijazah)  
Fakulti Pengurusan Perniagaan  
Universiti Teknologi MARA,  
85009 Segamat  
JOHOR DARUL TAKZIM

Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the research report title "A Descriptive Study Of Purchase Intention Towards Residential Property: Ecoworld Development Group Berhad In Malaysia" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



---

Nur Asima Binti Damsiah

2015428638

Bachelor of Business Administration (Hons) Marketing

## TABLE OF CONTENT

### CHAPTER 1:

ABSTRACT.....	viii
INTRODUCTION.....	1
1.0 BACKGROUND OF THE STUDY.....	1
1.0.1 PURCHASE INTENTION.....	1
1.0.2 REAL ESTATE INDUSTRY MALAYSIA.....	1
1.0.3 ECO WORLD DEVELOPMENT GROUP BERHAD.....	3
1.1 PROBLEM STATEMENT.....	6
1.2 RESEARCH QUESTIONS.....	9
1.3 RESEARCH OBJECTIVES.....	9
1.4 SIGNIFICANCE OF THE STUDY.....	10
1.5 SCOPE AND LIMITATION.....	10
1.5.1 SCOPE OF STUDY.....	10
1.5.2 LIMITATION OF STUDY.....	11
1.6 TERMS AND DEFINITION OF THE STUDY.....	11
1.6.1 PURCHASE INTENTION (PI).....	11
1.6.2 DEMOGRAPHIC CRITERIA.....	11
1.6.3 PROPERTY ATTRIBUTE (PA).....	11
1.6.4 PROPERTY VIEW (PV).....	12
1.6.5 PROPERTY SURROUNDING (PS).....	12

### CHAPTER 2:

INTRODUCTION.....	13
2.1 PURCHASE INTENTION TOWARDS A RESIDENTIAL PROPERTIES.....	13
2.2 DEMOGRAPHIC CRITERIA.....	14
2.3 PROPERTY ATTRIBUTES (PA).....	15
2.4 PROPERTY VIEW (PV).....	16
2.6 THEORITICAL FRAMEWORK.....	18

## ABSTRACT

This study explores how much the demographic and property criteria influenced the purchase intention of EcoWorld home buyer towards residential area: EcoWorld. Few property criteria such as Property Attributes (PA), Property Views (PV) and Property Surroundings (PS) by Rohayu et. al (2012) were elaborated in this study. The results will be analyzed by the frequency method as the variables are adapted from previous study. The findings shows the percentage on how the element that are tested has an important impact on the EcoWorld home buyer purchase intention towards residential property in EcoWorld. The findings of this chapter will help the marketers focus on the criteria and can perform their task well. In addition, it helps reader to have better insights to understand the property criteria before purchase a house. Findings on this study proven that this information were helpful to the organization in improving their quality of products and understanding their products buyer

## CHAPTER 1

### INTRODUCTION

In this chapter, the background of study and company that are related were discussed in detail to give a better insight for readers. There are several reasons why researcher decided to conduct this research. By doing this research, researcher is able to find the answer on how much the demographic and property criteria influence the purchase intention of EcoWorld home buyer in Nusajaya, Johor. Thus, the contextual of the study which include the problem statement, research question, research objectives, scope of the study, limitation and the significance of the study were discussed further.

#### 1.0 BACKGROUND OF THE STUDY

##### 1.0.1 REAL ESTATE INDUSTRY MALAYSIA

The residential property in Malaysian market has always been an important component of the domestic economy. Housing development programme are normally used to stimulate economic activity. The Ministry of Finances (MOF), Valuation and Property Services Department (JPPH) categorize the property market in Malaysia into six segments, namely the residential, commercial, industrial, agricultural, development land and others sub-sectors (Hassanudin Mohd Thas Thaker and K. Chandra Sakaran,2016).

This studies are within the residential area. The residential area may be widely categorize into houses, flats, flats and condominiums. In Malaysia, this market ha proven a signal of maturity with greater educated ad sophisticated hose buyers tending to end up selective and stressful requiring quality top area appealing features, designs and pleasant finishes. Builders such as developer turning into improving their creativity through offering modern functions and designs prepared with appealing panorama and centres. Housing is extraordinarily important to everyone. Refuge is an essential need, and house ownership has been considered as one of the important elements of excessive residing requirements. House ownership gives protection, independence and privacy (Hassanudin Mohd Thas Thaker and K. Chandra Sakaran,2016).

The median monthly household income for Malaysians in 2016 improved 6.6% to RM5,228 from RM4,585 in 2014 established by the statistician of Malaysia Dr Mohd Uzir Mahidin (The Star Online,2017). Ministry of Finance, Valuation and Property Services Department (2015) release that developers continue to stay positive in the primary property market, with a better range of recent launches recorded in 2017 (NAPIC,2017).