UNIVERSITI TEKNOLOGI MARA

A FRAMEWORK FOR FACTORS INFLUENCING HOMEBUYES' ATTITUDES IN PURCHASING A GREEN HOME CONCEPT

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ABSTRACT

Mismatch in the demand and supply of housing has been a worldwide concern. While many countries have suffered from the housing shortage, housing surplus also generates equally substantial problems. The circumstance of property overhang in Malaysia is getting serious and serious in the few past years which is leads the property market into a dilemma. The reasons for the unexpected overhang and unsold housing scheme have been posited to include inconvenient locations, unattractive physical characteristics of the housing, pricing, and unfavorable financial arrangements in the transaction process. In densely developed urban housing scheme settings, it is reported that green amenities such as parks and open spaces play an important role in creating a pleasant living environment. Urban living has its necessities but living in an eco-friendly neighbourhood provides a way for us to achieve a balance between both tangents. However, the housing scheme which uses the green home concept or eco-friendly is still new among Malaysian citizens, they do not understand the benefits and concept of the green home. The benefits of living in eco-friendly housing do not only do it improve our health but it also helps with the health of the environment as well. Buying a house is a major decision that homebuyers will make because expenditure on homeownership has an influence on the homeowner's quality of life. Therefore, this research aims to explore the homebuyer's attitudes in purchasing a green home by outlining 3 objectives namely 1) To identify factors influencing homebuyers' attitudes in purchasing a green home concept 2) To analyse the significant factors influencing homebuyers' attitudes in purchasing a green home concept. 3) To recommend a framework for factors influencing homebuyers' attitudes in purchasing a green home concept. This research applied a case study approach involving a selected area in Kinta District, especially in Ipoh. A survey questionnaire with closed-ended questionnaire was distributed to 300 respondents. Data from the questionnaire were analysed quantitively by using inferential analyses (CFA analysis). The findings have revealed, there are 34 attributes out of 54 are significant factors influencing the homebuyer's attitudes in purchasing a green home concept while these variables are illustrated by recommended the framework of significant factors influencing homebuyers in purchasing a green home. The framework will be significant in promoting green home development and enhancing economic growth.

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