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College of
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Poster Book

IIIDBEE X 2023
20 JANUARY 2023
*International Invention, Innovation & Design Exposition
for Built Environment and Engineering 2023*

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**Unleashing Potentials
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CONTENTS

01 Contents

02 Preface

03 Welcome remarks

04 Exhibition layout

05 Event programme

06 List of entries

**07 Poster category: Academician &
Professionals**

08 Poster category: Postgraduate

09 Poster category: Undergraduate

10 Appreciation

DETERMINANT OF YOUTH INSIGHT ON SUSTAINABLE HOME FEATURES TOWARDS HOMEOWNERSHIP IN PERAK

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INTRODUCTION



CONTRIBUTE
40%
(Huynh, 2021)



SUSTAINABLE HOME IS ACCURATE CHOICE TO COMBAT CLIMATE CHANGE

- According to the Brundtland framework, **sustainable home development plays a critical role** in reducing negative human influence on the natural environment. Due to that, sustainable homes raise the interest of potential homebuyers and become significant housing trends shaping the future of sustainable living.
- This can be supported based on research conducted by (Ling et al., 2011); potential homebuyers in Singapore are willing to pay more for environmentally friendly homes. Besides, **Hemingway & Charles Scribner's Sons (2011) also state that house buyers in Malaysia, in general, were willing to pay more to live in a sustainable neighborhood.**
- This research aims** to identify the youth's preference for owning a sustainable home and explore their perception of the importance of sustainable home features towards homeownership.

ISSUES/ PROBLEM STATEMENT

- Most of the public policies and regulatory **framework do not encourage the sustainable housing development.** The government policies keep changing and makes them confuse about the industry's real condition. Malaysia Plan (Housing), it did not set the rules to implement sustainable housing concept, according to Chen Goh., et al (2013).
- Many parties, particularly **stakeholders and homebuyers, misunderstanding sustainable housing concept,** hence the approach towards sustainability has become ineffective (Kamaruddin et.al., (2020).
- In Malaysia, stressed knowledge and local experience in green technology are still scarce.** Developers are unable to include the affordability and sustainability notion into their project development due to a scarcity of experts.
- This concept **mainly focuses on higher-end features, the housing price became more expensive.** As a result, it became a challenge for most of the public, especially youth, to own a house.
- Economic and financial issues** in implementing sustainable housing concept

OBJECTIVES

Objective 1
To explore the sustainable features of homes development

Objective 2
To determine the youth's perception of the importance of sustainable home features towards homeownership.

METHODOLOGY

This study is based on the quantitative method and the stratified random sampling approach is used for sampling



Questionnaire was distributed **via online** to 269 youth as sample

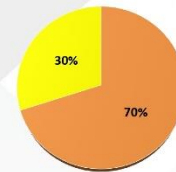
Perak was selected as the **study area.**

Data were analyzed for **Descriptive and Frequency** analysis by using the **Statistical Package for Social Sciences (SPSS) version 27**



FINDINGS

Analysis on the youth's preference for owning a sustainable home



Majority respondents **188 (70%) have the intention to buy a sustainable home feature** in Perak. This have given a **good reflection towards the stakeholders** to develop sustainable home features in the future. **There are only 81 respondents (30.1%)** did not have the intention to buy sustainable house feature in Perak.

Analysis on Youth's Perception of The Importance on Sustainable Home Features Towards Homeownership

Code	Features	Mean	Standard Deviation	Scale Importance
Features 1: Building materials and concept				
FB1	Uses of energy efficiency materials	4.04	0.9880	Very Important
FB2	Use of quality innovation materials	3.70	1.0485	Important
FB3	Reuse building materials resources	3.91	0.9694	Neutral
FB4	Adapt appropriate green technology in construction	4.07	0.9135	Very Important
FB5	Adequate and proper maintenance and management plan	4.23	0.8750	Very Important
Features 2: Government incentives and policies				
FG1	Adequate funding and provision	4.10	1.0212	Very Important
FG2	Effective legal and policy framework	4.12	0.8956	Very Important
FG3	High-rate approval of Certificate for Occupancies (CFO)	4.10	1.0594	Very Important
FG4	Rebates for buying green homes	3.95	1.0551	Important
FG5	Special loans for sustainable homes buyer	4.07	0.9574	Very Important
Features 3: Property characteristics				
FP1	Property is in flat topography	4.10	0.943	Very Important
FP2	Property with aesthetic quality	3.83	1.013	Important
FP3	Property developed with natural ventilation	4.14	0.982	Very Important
FP4	Property with green landscape	4.20	0.933	Very Important
FP5	Property near with public transport hub	3.91	1.046	Important
FP6	Appropriate land use plan	4.10	1.048	Very Important
Features 4: Environment				
FE1	Elimination of nuisance	4.17	0.878	Very Important
FE2	Mitigate risks for natural disasters	3.94	0.981	Important
FE3	Maintain the environment clean	4.30	0.940	Very Important
FE4	Capable to adapt with current climate change	4.35	0.822	Very Important
Features 5: Community development				
FC1	Homes environments create job opportunities	4.29	0.831	Very Important
FC2	Encouraging social communities	4.02	0.932	Very Important
FC3	Homes environment that enhances resident's livability	4.16	0.923	Very Important
FC4	Well connected to workplace or job	4.36	0.806	Very Important

NOVELTY

- According to the author's knowledge, **there is a lack of thorough studies dedicated to finding out how essential and crucial sustainable home features are to youth perceptions of homeownership.** There is lack of published analysis on the insights of the youth towards sustainable home features **using the descriptive analysis.**
- Although the success of earlier studies on sustainable housing features has been acknowledged, **these studies have not comprehensively considered on youth perspective, and none have thoroughly evaluated the sustainable elements, such as government incentives and policies and climate change**
- Therefore, this study contributes the novelty of fulfilling the gap in order to improve the stakeholder's development on sustainable homes via youth's insight

CONCLUSION

- Most youth wanted to own a sustainable home** because they believed that such homes greatly reduced pollution and promising better lifestyle
- The study suggested **stakeholders should take the youth's perception in order to increase the ownership of sustainable homes.**
- It would be preferable if the **study continued to use a qualitative methodology** to solicit judgement from experts in the academic field.
- Thus, **the findings of this study will enhance the real estates player,** such as developers and the government, to be critically aware of the needs of the youth generation for suitable sustainable homes.

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