



**COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA**

**A STUDY ON HOMEOWNERSHIP CONSTRAINTS AMONG MILLENIALS
IN BANDARAYA MELAKA**

**Academic Project Submitted in Partial Fulfillment of the Requirements
For the award of the Degree
Bachelor of Estate Management (Hons)**

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ABSTRACT

In comparison to earlier generations, millennials are having more difficulty becoming homeowners due to shifting socioeconomic conditions and growing housing costs. This research aims to find out the homeownership constraints among the millennial generation from demographic and others related factor. To achieve the aims of this research, two (2) objective was developed which are objective one: to identify the factors that influence homeownership constraints among millennials, objective two: To rank the most important factor influence the homeownership constraints among millennials. When referring to the constraints, barriers, and delays in homeownership, a few factors identify in this paper, such as liability, location, financial, neighborhood, and developer. The survey was distributed to 163 millennial respondents of various statuses. The data was analyzed using the descriptive statistics in SPSS in order to rank the factors that influence home ownership constraints. The results of the study show that although the majority of the respondents agree that financial constraints are the main factor influencing homeownership constraints compared with the other factors.

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CHAPTER 1

RESEARCH BACKGROUND

1.1 Introduction

This chapter focus on the research background that determines the financial constraints to the reason for the research need to be conducted. The chapter provides brief insight on the situations and threats faced among millennials. The constraints and threats faced by nowadays could be affected the financial and lead to delaying purchasing property among millennials. However, the perceptions from them can be taken for conservation works in future. The problem statement that leads to research objectives are discussed in-depth of this chapter. Scope, limitations, and significance of the research also will be covered in this chapter.

1.2 Background of Research

Property prices will keep increasing yearlong and affect all parties not to mention the Millennial generation. The millennial generation or known as Generation Y is a group of people who share characteristics such as thinking outside the box, having freedom of expression, having a high level of technological literacy (IT Savvy & Al-Azmi Bakar, 2016). In addition, property is one of the ambitions of each individual as it is a basic human need that produces for various purposes such as shelter or economic interest. Based on Maslow's Theory of Hierarchy (1943), shelter is one of the physiological needs that satisfy first compared to other needs such as the need for security, the need for love, the need for self-esteem, and the need for self-improvement (Ridzuan Masri, Arman Ahmad & Razlina Abd Rani, 2018).