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**THE HOUSING PREFERENCE FOR THE FIRST TIME HOME BUYER
IN KOTA BHARU, KELANTAN**

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

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ABSTRACT

Nowadays, housing is very important as a basic necessity for everyone. The problem of house-ownership for the first-time homebuyer was critical since they were constrained by affordability in order to select the appropriate choice of houses to suit their needs, and they were also subjected to a variety of constraints when they wanted to buy a house. However, buying a house is not an easy decision to make because it requires an extensive commitment and several factors that sometimes incur. That is why buyers should make an informed decision when purchasing a home, especially if they are first-time home buyers with no prior experience. Thus, the aim of this research is to identify what is the housing preference for the first-time home buyer in Kota Bharu Kelantan and what are the Most Considered Factors by The First Time Home Buyer in Buying a House. Basically, the method of this study is quantitative research where it has used a questionnaire in collecting the data and information of the population around the area focus and the researcher finally got 384 respondents that has participate with this survey. Through the survey, the researcher has analysed the data collected to arrive on the research findings in order to achieving the objective of this research study. Lastly, by carry out this research, the researcher finally found the findings on the research objective which are most of the respondents are prefer to buy their first house by considering the neighbourhood, distance physical environment and social environment factors. In addition, most of the respondents also prefer to buy a semi-detached with 4 number of rooms around the price of RM200,000 to RM300,000 for their first home. At the end of this research, it has recommended the developers to know the housing preference and the factors that the buyer is consider in buying a house before starting a housing project because it can help the housing developer to supply the house based on the demand of house and depends to the factors that contribute to the housing preference by the first-time home buyer.

Keywords: *Factors, First-time Home Buyers, Housing, House Ownership, Preference.*

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CHAPTER 1

RESEARCH BACKGROUND

1.1 Introduction

Purchasing a house is one of everyone life accomplishment in the tops nearly our bucket list. Searching for a home are included a different consideration. So, people will look for a property that will keep for a long term to stay in that property for the future. The problems of first-time homebuyers are quite critical because they are constrained to choose the appropriate choice in buying a house to suit their needs. Everyone's house wish list is different because they should consider what's type of property they will prefer to buy.

Looking at the price house in Malaysia, the price depends on specific types and locations either in cities big or small town (Moorthy & Jeronn, 2014). Has become a habit and still there is some parties cannot afford to issuing capital to purchase their own property. That is why, first-time home buyer must to consider their ability to buy a house suit to their budget. However, they should consider the type of residence that serve their needs, what they can afford which is their commitment, how much the financing secures for their first home, and who will help to conduct their search (Moorthy & Jeronn, 2014).

Choosing a house is not an easy thing that everyone can make because it was involved a big commitment on it and buying a house also involving a large cost in the household spending (Assaf et al., 2010). As a result, home buyers should make an informed decision when purchasing a home, especially first-time home buyers who have no prior experience purchasing a home.