ATTRIBUTES INFLUENCING HOME BUYERS' PURCHASE DECISION: A STUDY OF RESIDENTIAL PROPERTY IN SETIA ALAM

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APRIL 2016

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A research project submitted in partial fulfillment of requirement for the degree of

Master of Business Administration

Universiti Tunku Abdul Rahman

Faculty of Accountancy and Management

April 2016

Attributes Influence Home Buyers' Purchase Decision: A Study of Residential Property in Setia Alam

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DECLARATION

I hereby declare that:

(1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) The word count of this research report is 26,804.

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ACKNOWLEDGEMENTS

First and foremost, I would like to express my gratitude to Ms. Tai Lit Cheng who has been giving me a lot of advices during the research process. I am grateful to receive his support and guidance during the research. Ms. Tai Lit Cheng also provided the best and sincere to achieve the study objective.

Secondly, I would like to thank to my family and friends who have been giving me support and strength while completing my research. I am thankful to have supportive family members and friends, which inspired me and keep me going. Without their support, I may not be able to complete the dissertation.

Last but not least, I would like to show my appreciation to the previous researchers who have contributed in relevant topics which are helpful in this research.

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Preface

This research project unit MKMA 2996 Research Project is done by a student of Master of Business Administration (MBA) in order to complete the Master program. The title of the thesis is Attributes Influence Home Buyer's Purchase Intention: A Quantitative Study of Residential Property in Setia Alam. It is also a project that assembles the intellectual interest and critical thinking of the student. This enhances the integration of capabilities and abilities of the postgraduates in the application of theoretical elements.

The main purpose of this research project is to investigate the independents variable that affect the purchase intention towards a residential property in Setia Alam. Throughout this project, there are three variables has been identified which are Property View (PV), Property Attribute (PA) and Property Surrounding (PS).

ABSTRACT

The most concern part of this study would be the factors Property View (PV), Property Attribute (PA) and Property Surrounding (PS). As we know that, there are plenty of developers in the market in this challenging economy conditions. These researches hopefully will benefits developers, marketers, investors, property, buyers and future researchers to help to identify the purchase intention towards a residential property in Setia Alam.

The purpose of this study was to examine the purchase intention towards a residential property in Setia Alam. The data for this study was collected using a survey questionnaire. For this research, the target populations were the customers that walk into the sales gallery of Setia Alam Welcome Centre in Setia Alam. A sample of 150 questionnaires was distributed to the respondents who have an intention to purchase a residential property in Setia Alam. The Statistical Package for Social Sciences (SPSS) version 23.0 was used to analyze the data collected through the survey. A few recommendations are presented to propose beneficial suggestions and call for further studies.

CHAPTER 1

1.0 Introduction

Chapter one provides the overall picture of the research. First, we discuss about the research background, secondly problem statement, the research objective and lastly the research question. Next we will discuss about the hypothesis of the study followed by the significant of study and finally the chapter layout.

1.1 Research Background

The property sector in Malaysia is still in a promising growth spurt. The government is taking some initiatives to rebuild the image of the sectors and it is taking on new dimensions, for example, the Ninth Plan, which calls for remarkable new provision for the country infrastructure. In the Ninth Malaysia Plan, together with the 'Malaysia My Second Home', namely Visit Malaysia Year, the Government embarked on an impressive number of provisions, including the removal of restrictions to increase the foreign investment in the property market. In April 2007, the Malaysian property market became more significantly attractive when the government eliminated capital gains tax on all property deals (Cheah, 2012).

Statistic shown that Malaysia's household debt rose to a new high of 86.8% of gross domestic product (GDP) in 2015 from 80.5% of 2014 GDP, out of the total GDP, 44.2% was obtained to fund acquisition of residential properties (Bank Negara Malaysia 2015). This evidence proved that houses are the biggest investment for Malaysian and by saying that the demand and supply for property will increase from time to time just because a house is a need for human being. Loan for property is the most secured bet as it is collateralized by property and may be higher than its value. In Malaysia, the maximum for housing loan is 90% for the first two property loans

and subsequently 70% for third house and above. In normal situation, the property value will appreciates and rarely depreciates.

Government has initiated a temporary exemption for stamp duty on real estate transactions and real property gains tax (RPGT) through an exemption order (Tan,2011b).The coercive government helps stimulate primary and secondary real estate market in the short and medium term and this has resulted in speculations that promote healthy activities in the real estate sector. Bank Negara Malaysia has also introduced a policy of low interest rates. As a result, the economy has recovered earlier than the neighboring countries in Asia such as Thailand and Indonesia. As what is expected by the Government, Bank Negara Malaysia's efforts have shown positive results in the banking system to avoid deteriorating. The measures have been gradually restored, rejuvenated, and ultimately speed up the real estate market activity (Tan, 2011b).

Setia Alam is a township development covered over 2500 acres or 10 km2 of land. It falls under the jurisdiction of the Shah Alam City Council (MBSA) which had placed restrictions on the establishment of entertainment outlets such as cinemas or live music venues. SP Setia Berhad opened this township on 2003 and it was owned by See Hoy Chan Group and known as North Hummock Estate. However, instead of developing the land into a township they sold the land to SP Setia. The area consists of 2 major developments marketed as Setia Eco Park which is fully a gated and guarded and consist of high end Semi-D and Bungalows development and Setia Alam is a township consist of mixed residential and commercial development. The property development of Setia Alam is currently focusing on several precincts which are Precinct 6, 7, 8, 11 and 1

1.2 Problem statement

The background of this study is to identify the attributes influencing home buyers' purchase decision: A study of residential property in Setia Alam. Basically, there are a lot of factors people taking into consideration when making decisions to buy property as it involve a huge amount of money and long term commitments. There are many housing developers in the market such as SP Setia, UEM Land, Mah Sing, and IJM, due to that the supply of the residential houses increased drastically. Developers were competing with each other's in terms of sales, branding, marketing and market shares (Tan, 2011b). Hence, the developers need to find some solutions and answer what is the purchaser will look into when they intended to buy a residential houses.

In Klang Valley, there are many developers offering a wide range of products, namely from residential, offices and commercial property. Due to many developers in the market, consumers have a variety of choices to choose because developers may find it difficult to sell their products due to high competition. Part of it is the location, amenities, reputation of the developers and price (Tan, 2011b). Saying that, there will be more and more supply in the market and the market will be more competitive and intense. When there are a lot of choices in the market, buyer will have more criteria's to look into it such as price of the house, design of the house, location, rebates and promotions and free goodies (Tan, 2011b).

Developers in Malaysia are mushrooming and varieties of property are being offered. Saying that, people tend to make a crucial decision on which one to consider first whether the location of the property, price of the property, monthly repayment involved and monthly commitment for long term. The property price in Malaysia keep on rising and doesn't show signs of depreciation especially in prime location in Kuala Lumpur city. As the time goes, more and more reputable developers such as KLCC Property Holding Bhd, SP Setia Group, , IGB Corporation Bhd, IJM Land Bhd , UEM Land Bhd and Sunway Property competing each other in building more and more residential properties particularly. As such there will be more residential properties offered in the market as the supply will increase and the demand will

decrease thus because there is also more and more small developer begin to venture into the market. This research tends to look into criteria such as Property Attribute (PA), Property View (PV) and Property Surrounding (PS) has an impact when buying a residential property in Setia Alam. Additional information, such as price, amenities, safety and securities, image of the developer's and house sizes has an impact when buying a residential house in Setia Alam.

When the rivalry intense is high in the market, it is good for the buyers as they will have more demands and it may fulfill their needs in buying a residential property. However, from the perspective of developers, when there are more developers, it may affect their sales, profit, market shares and eventually will affects the company performance overall. Therefore, the developers will come out with a huge amount of discounts or packages to attract the buyers. This including, do more advertisement and marketing to promote the products and increase market awareness about the company.

As aware that there are plenty of developers out there, a top developer like SP Setia has reputations as the top developers in Malaysia. The portfolio of SP Setia expended in United Kingdom, Australia, China, Singapore, Vietnam and locally. Without doubt, SP Setia has gone internationally in their business profiles. SP Setia also has won numerous of awards locally and internationally. Setia Alam is one of SP Setia biggest township developments. Therefore, we would like to do a research whether the location, price, amenities, GST, safety and securities, the sizing and the monthly commitments have an impact when buying a residential property in Setia Alam. According to a research done by (Tan, 2011b), a good locational attributes are generally linked to the proximity and accessibility towards local amenities such as school, shopping malls and transportation centers. Since the implementation of GST in April 2015, this research hopefully can help to see whether the GST really effect on the property sales.

1.3 Research Objective

1.3.1 General Objective

The main objective of this research was to find the reason that purchaser look into when buying a property in Setia Alam that mentioned in the problem statement by prepared a general objective then scoped down further more to a specific objective.

1.3.2 Specific Objectives

The primary objective of this study is to analyze and to find out the reasons and factors that influence home buyer's intention when buying a residential property in Setia Alam. Beside, this study will benefit and can help to identify the property features which have been most preferred by buyers when buying a residential property in Setia Alam.

1.3.2.1 To determine the significant difference between Independent Variables (IV) namely Property Attribute (PA), Property Surrounding (PS) and Property View (PV) towards purchase intention when buying a residential property in Setia Alam.

1.3.2.2 To determine the strongest predictor (i.e Purchase Intention (PI), Property Attribute (PA), Property Surrounding (PS) and Property View (PV) towards purchase intention when buying a residential property in Setia Alam.

1.3.2.3 To determine the relationship between (i.e Purchase Intention (PI), Property Attribute (PA), Property Surrounding (PS) and Property View (PV) towards purchase intention when buying a residential property in Setia Alam.

1.4 Research Questions

This section of study intended to grasp the attention of the readers. The research questions were:

1. Is there any significant difference between the independent variables (PA, PS and PV) towards purchase intention when buying a residential property in Setia Alam?

2. Which is the strongest predictor (i.e. Purchase Intention (PI), Property Attribute (PA), Property Surrounding (PS) and Property View (PV) towards purchase intention when buying a residential property in Setia Alam?

3. What are the relationships between (i.e. Purchase Intention (PI), Property Attribute (PA), Property Surrounding (PS) and Property View (PV) towards purchase intention when buying a residential property in Setia Alam?

1.5 Hypothesis

1.5.1 Demographic Criteria

1. H1a: Genders has significant difference towards home purchase intention when buying a residential property in Setia Alam.
2. H1b: Age has significant difference towards home purchase intention when buying a residential property in Setia Alam.
3. H1c: Ethnicity has significant difference towards home purchase intention when buying a residential property in Setia Alam.
4. H1d: Marital status has significant difference towards home purchase intention when buying a residential property in Setia Alam.
5. H1e: No of household has significant difference towards home purchase intention when buying a residential property in Setia Alam.
6. H1f: Monthly gross income has significant difference towards home purchase intention when buying a residential property in Setia Alam.

7. H1g: Educational background has significant difference towards home purchase intention when buying a residential property in Setia Alam.
8. H1h: Property owned has significant difference towards home purchase intention when buying a residential property in Setia Alam.

1.5.2 Property Attribute

H2o: There is no positive relationship between property attribute (PA) and home purchase intention when buying a residential property in Setia Alam.

$H2_1$: There is a positive relationship between property attribute (PA) and home purchase intention when buying a residential property in Setia Alam.

1.5.3 Property View

H3o: There is no positive relationship between property view (PV) and home purchase intention when buying a residential property in Setia Alam.

$H3_1$: There is a positive relationship between property view (PV) and home purchase intention when buying a residential property in Setia Alam.

1.5.4 Property Surrounding

H4o: There is no positive relationship between property surrounding (PS) and home purchase intention when buying a residential property in Setia Alam.

$H4_1$: There is a positive relationship between property surrounding (PS) and home purchase intention when buying a residential property in Setia Alam.

1.6 Significant of the study

The importance of this research is to find out the main reasons that drive Malaysians to buy a property in Setia Alam, Selangor. It focused on home buyer's purchase intention on a residential property in Setia Alam. These research studies contribute a level of knowledge to S P SETIA and to raise awareness on the buyers' criteria before buying residential houses. The descriptive research help the property developer to understand the preferences of Malaysian property buyers in terms of the choice of residential property investment, demographic preferences, and the property features that have been most preferred by property purchasers. Simultaneously, this study will provide an outlook of the general behavior and investment strategies of individual. By understanding buyer's preferences, S P SETIA will be able to gain more understanding of their products and potential purchasers (Tan, 2011b). This study will also help individual and buyers in making decision in property investments by understanding the top features of properties that buyers considering when buying a property.

Furthermore, this research is useful for S P SETIA. Developers can understand the buyers' wants and preferences before they launch any new projects. This research can help S P SETIA to capture many customers and prevent market share loss. One example is through looking how social influence variable influences their purchase intention on residential property in Setia Alam. Only reputable and good developers will create positive words of mouth and products produce by the developers may spread throughout the social circle of an individual that had purchased the property from the developers. This research enables S P SETIA to consider the factors that will influence buyers purchase decision in purchasing a residential property in Setia Alam.

This research contributes to academic researcher (Tan, 2011b) who wish to understand the relationship between the customers purchase intention and the factors that affect the buyer's purchase decision in buying a residential property in Setia Alam. Throughout the research, students will gain more knowledge and information about the residential property in order to help understand the property market. Students will be able to understand more about property sector especially in

residential property. This research study also could be a guideline or references for other researchers who were interested to study more about the property market and related research areas. This research will help them to find out more about the purchaser decision in buying a residential property in generally.

In Malaysia context, the Ministry of Housing has yet to take an initiative to raise the awareness and the study of the residential property throughout the whole nation (Tan, 2011b). Therefore, with the help of this research, the ministry will be able to gain a comparative knowledge about the factors that led to purchaser decision in buying a residential property. The ministry can promote campaigns, events, seminar, talk and forums which able to raise the public awareness about residential property in general. In this study, the ministry can acts as a factor that influence the customer's purchase decision in purchasing a residential property in Setia Alam which can help the developers to have a better understanding about the purchase attitude. This study will also help the developer to find the criteria purchaser looking when buying a dream house. Eventually it will help the developers to increase the sales when they can match the demands by the market. Furthermore, hopefully this research can provide more information's for the students, future buyers, future researcher and many more. Looking at the trend, this research will find an appropriate reasons and trends of the purchaser particularly.

Lastly, the application of this research study provided great information to the marketer about customers purchase pattern in regards with the factor that influence their purchase intention on the residential property in Setia Alam. Thus, it places the marketer a huge obstacle to overcome which they need to spend huge amount of money for marketer to launch their property projects. Therefore, this research provided crucial information for developers to launch their housing projects. The marketer played a significant important role in raised information's about the purchaser intention and factors they will considering when purchase a residential property. Beside than that, this study will find out whether amenities like schools, bank, medical centre, public transportation, and more will play an important role for purchaser to buy a property. With the booming of the property price and property developers getting more, is the property developer branding make any significant to

this study. This research will contribute to the future home buyer, developers, Ministry of Housing and future researchers.

1.7 Chapter Layout

The body of the research consists of five chapters as following:

In Chapter 1, there will be the research overview which acts as the synopses of Chapter 2, 3, 4, and 5. The initial introduction of the research project which is relevant to purchase intention in residential property is included. Besides this, the research background in the problem statement and the research objectives, research questionnaire and significant of the study are further discussed.

In Chapter 2, the introduction and review of the relevant literature about the context will be discussed. Moreover, the review of the relevant theoretical models is needed and the conceptual framework will be recommended for further study. Therefore, relevant hypotheses will be developed and finally conclusion of Chapter 2 will be drawn.

In Chapter 3, the research design will be specified. Furthermore, the data collection methods will be discussed. Subsequently, sampling design and construct measurement will be discussed. Besides that, data preparation process will be described and data analysis that states the program used to analyzed the data is discussed. Ultimately, there will be the conclusion for Chapter 3 by providing a summary of the major themes addressed in the chapter.

In Chapter 4, there will be the descriptive analyses that further discuss the respondents' demographic profile and central of tendencies measurement of constructs. Besides that, inferential analyses are included as it is important for examining the individual variables and its relationship with other variables. Lastly, conclusion of Chapter 4 will provide the linkage for next chapter.

In the Chapter 5, it provides the introduction as a linkage to the main themes of the previous chapter and outline of the aim and organization of the Chapter 5. This

chapter will provide the summary of the statistical analyses of the entire descriptive and inferential analyses. Moreover, it also includes the discussions of the major findings to validate the research objectives and hypotheses. The implications of study which includes the managerial implications provide the practical implications for policy makers and practitioners. Finally, the limitation of the study will be discussed.

1.8 Conclusion

In research background, we discuss about the development and current trend of property offered by developer and purchaser buying intention specifically in Setia Alam. Problem statements are discussed in the next section regarding the problems or limitation of previous studies in residential property particularly.

Next, we will discuss about the research objectives. There are one broad objective, and three specific objectives in this research. Three research questions and four hypotheses have been discussed. Lastly, we discuss the significant of this study. This research is important for manager, employees, customers, and further researchers to enhance the residential property in Setia Alam and Malaysia particularly because when the property developer want to launch a new development, this research can become a guide to them.

CHAPTER 2: LITERATURE REVIEW

2.0 INTRODUCTION

In this chapter, the literature review will discuss, followed by review of relevant theoretical model and proposed conceptual frameworks.

2.1 Review of the literature

2.1.1 Dependent Variables

2.1.1.1 Purchase Intention

Intention is an indication of a person's willingness to perform the behavior, and it is an immediate antecedent of behavior (Han & Kim, 2010). In this study, intention is the dependent variable and it is predicted by independent variables, which are Property Attribute (PA), Property View (PV) and Property Surrounding (PS). A research by Kim et al (2005), found out that intention vary from time to time and as the time interval increases, the lower is the correlation between intention and action. Taylor & Todd (1995) suggest that intention is a strong predictor of human behavior. Therefore, the intention to purchase is an antecedent to a purchase-decision (Tan, 2012b).

According to Sidi & Sharipah (2011), purchase intention referred as a subjective judgement by customers whom it reflected after customer evaluates whether to buy a product or a service. Purchase intention covered several meanings such as (1) customer's willingness to consider buying a certain product or services; (2) customer's purchase intention in the future; (3) customer decision of repurchase, (Han et al, 2010). Purchase intention measured the possibility of a customer to purchase a product or service. The higher the purchase intentions, the higher the willingness of a customer to purchase the product or service (Schuler, 2003). According to Han et al, (2010), purchase intention indicated customer followed their preferences, past

experiences and external environment to collect information and to evaluate available alternative before making any decision.

According to (Zawawi et al, 2004), purchase intention of a customer has positive effect on customers actual purchase behavior on a residential property. Therefore, if a customer's willing to spend money to buy a properties, he or she more likely to have higher intention to purchase it. Thus, customer with strong intention to buy the residential properties, he or she will be more likely to transfer the intention into actual buying behavior (Zawawi et al, 2004).

2.1.2 Independent variable

2.1.2.1 Demographic

Many research studies has found to use purchase intention as dependent variable to measure to what extend does the purchase intention are influence by underlying factors (independent variable)(refer to Appendix 1).

According to Nayyab et al, (2011), demographics changes will usually be represented by certain criteria to make them more functional and significant and according to (Schuler & Adair, 2003), these criteria particularly affect the behavior of buyers in the decision-making process to choose the right unit as their home (Jain & Mandot, 2012; Suaid, 2012). In addition, differences in buyer behavior will encourage buyers to purchase different units that are the best for their own needs (Majid, 2010).

Thus economists and policymakers have noted that the demographic criterion, namely the distribution of age, gender, marital status, qualifications, employment, number of households, annual income implement and education level as the main factors that have an impact on property purchase activity (Jain & Mandot, 2012; Bujang et al, 2010). However Ariyawansa (2007) note that all demographic criteria actually do not influence the activity of the housing market and purchase of property. Therefore it is vital for researchers to identify the meaning and function of each demographic criterion, which has a relationship with the housing market.

Age is an important aspect of handling property criteria as there are diverging priorities between the adult and the older generation. According to Hurtubia *et al* (2010), retired people prefer to buy a home with a simple design that gives the flexibility of movement space in the house. He agreed that age will help them to identify the current life cycle of the household for the young families and elderly couple. This will influence them to make any decisions that differ in their needs. Hurtubia *et al* (2010) found out that the age will identify the total demand in the housing market. Krainer (2005) found out that people above 65 years old are more reluctant to buy a home even if they are able to; instead, young people are more penchants to buy a house (Evans, 2004).

According to (Lutfi, 2010), those below 30 years old are less likely to commit to buying real estate because many will not reach their financial stability. Bajari& Kahn, (2005), say that ethnicity or nation to become one of the socio-economic aspects that can differentiate by country and skin color. In Malaysia particularly, each of the ethnic groups of Malays, Chinese and Indians have their own different cultures and perspectives when comes to buying a home. A demographic factor influences the choice of residence in terms of selection (Hurtubia et al., 2010) and thus creates various situations in the property market (Bajari & Kahn, 2005). Therefore, race has been considered in determining the level of demand and property purchasing (Leppel, 2007; Bajari & Kahn, 2005).

According to (Lutfi, 2010) marital status affects' decision-making process of buyers. Suaid, (2012), say that different marital status buyers' such as single, married, single parents, divorced and widowed will lead to different preferences. This will affect the basic needs of individuals and restrict the capacity or budget to purchase housing units (Majid, 2010). According to (Leppel, 2007; Fontenla & Gonzalez, 2009), married people usually prefer to have their own house. However, (Morrel, 2001) argue that young people who are married do not have the intention to have a home of their own. At the same time the old married couple also refused to buy houses because of small household size (Morrel, 2001).

Schuler & Adair, (2003) argue that single person intends to stay with their parents rather own a house. However, he also says that the divorce cases among people contribute to growing needs for new houses among single parents. Lauridsen et al., (2009) reveal that marital status should be analyzed to determine house purchasing decision by people.

Hurtubia et al (2010) observed that household size can be measured by the number of people living in a house. The size of the household will form a clear formation and it will encourage new demand for such property. According to (Majid, 2010), family with kids would prefer a simple design and with extra space for move around. Suaid, (2012), found out that household size also determines the needs of family members that living in a size and number of rooms. The number of family will contribute to the needs and design of home in a good location, access, education and recreation (Hurtubia et al., 2010).

While the level of education is also an indicator of lifestyle buyers, Barlow & Ozaki, (2003), Barlow et al. (2003) found that higher education has been criticized as the main groups that influence the housing system. Fontenla & Gonzalez, (2009), say that the higher the education level and it will affect people to be choosier in buying a property. This also supported by Hurtubia et al., (2010) and found out that ddifferent levels of education among the people will encourage them to demand a variety of home

The level of higher education can encourage people to buy expensive homes Barlow,(2003) and according to Majid, (2010) while a lower level than the level of education will slow down their desire to buy a house. This research supported by Lauridsen et al., (2009) saying that the effect of educational level on the buying intention has been studied by many researchers before. However, Morrel (2001) observed that the increase in the level of education will reduce the number of potential buyers, in every ten years.

Bujang et al (2010), say that revenue will affect people in purchasing a home and according to Schuler & Adair, (2003) and Garcia & Hernandez, (2008), the level of

income will affect the housing market cycle and will increase the buying power of the buyer (Miron, 2004). Chiu & Ho, (2006), suggest that the income level will change and can be classified into several groups such as low income, high, medium and. He also suggests that, the selection of a house will vary based on the level of income related to their ability. Usually married household will have higher purchasing power as compared to single people (Fontenla & Gonzalez, 2009).

Turner & Lue, (2009) found out that due to this situation, it will encourage people to buy new property, and Ariffin, (2010), also agreed that the higher the income, they tend to prefer to buy high end property. Meanwhile, Turner & Lue, (2009) argue that low income people would have difficulties in buying any houses. However Kranz & Hon (2006) research contradict and argue that household income does not have much effect on the value of demand and buying decision and that the impact of these criteria is low and demand is negligible.

Livette (2007) mentioned that males and females may have different purchase decision when buying a property. Males focus more on certain criteria or tasks but females will focus more on their activities. Females' brain is most likely influence by the emotional but males' brain are most likely influence by understanding (Livette, 2006). Therefore, other people are less dominant than males in purchasing the product. When males think that the product is tempted enough to purchase then he is willing to pay for that product.

Appendix 1 Past research studies that used purchase intention as dependent variable

Citation	Title of Research	Dependent Variable	Underlying factors (IV's)
Ramayah et al (2010)	Green product purchase intention: Some insights from a developing country	Purchase Intention	1. Environment 2. Individual consequences 3. Self-enhancement value
Sabbir et al (2012)	A Conceptual Study on Customer's Purchase Intention of Broadband Services: Service Quality and experience economy Perspective	Purchase Intention	1. Service Quality and Customer Perception 2. Technical Quality 3. Competence Issue 4. Responsiveness Issue
Chan (2013)	Customers purchase intention of green products: An investigation of the drivers and moderating variable.	Purchase Intention	1. Self-efficacy 2. Social Influence 3. Store image 4. Willingness to pay more
Yulihasri et al (2011)	Factors that Influence Customer's Buying Intention on Shopping Online	Buying Intention	1. Salient Beliefs of Usefulness and Ease of Use 2. Salient Beliefs of Compatibility, Privacy and Security 3. Salient beliefs Normative-Beliefs and Self-Efficacy

Tan (2013)	Use of Structural Equation Modeling to Predict the Intention to Purchase Green and Sustainable Homes in Malaysia	Purchase Intention	1. Green and sustainable homes 2. Structural equation modeling
Yoon et al (2011)	Ladies' purchase intention during retail shoes sales promotions	Purchase Intention	1. Social Surrounding 2. Temporal Perspective 3. Task definition 4. Physical Surrounding
Rezai et al (2011)	Consumers' awareness and consumption intention towards green foods	Purchase Intention	1. Attitude and awareness 2. Subjective norms 3. Perceived Behavioral control
Wang (2014)	Customers purchase intention of shoes: Theory of Planned Behavior and desired Attributes	Purchase Intention	1. Shoe Attributes 2. Attitude, subjective norms, and Perceived Behavior control 3. Demographic and Shopping Behavior Variables
Sangkakoon et al (2010)	The Influence of Group References in Home Purchase Intention in Thailand	Purchase Intention	1. Subjective Norms 2. Attitude 3. Perceived Behavior Control
Tawfik et al (2015)	Factors Influencing the Intention to Purchase Real Estate in Saudi Arabia: Moderating Effect of Demographic Citizenship	Purchase Intention	1. Attitude 2. Subjective Norms 3. Perceived Behavior Control

Source: Developed for the research

2.1.2.2 Property Attribute (PA)

In Property Attribute (PA) consist of questionnaire for house price area has an impact to me when buying a house in Setia Alam, house type (e.g. double storey, semi D) area has an impact to me when buying a house in Setia Alam, house finishing (e.g. Air-Cond, kitchen cabinet) area has an impact to me when buying a house in Setia Alam, house design (e.g. façade) area has an impact to me when buying a house in Setia Alam, the age of the house (e.g. new house, sub-sales) area has an impact to me when buying a house in Setia Alam and property title (e.g. freehold, leasehold) area has an impact to me when buying a house in Setia Alam.

According to Bajari (2015), price refers to ways adopted by a company to set its selling price. Normally, it depends on the firm's average costs, and on the customer's perceived value of the product in comparison to the perceived value of the products. Different pricing methods place varying degree of emphasis on selection, estimation, and evaluation of costs, comparative analysis, and market situation.

Price is a tool in the state of payment or compensation between two buyers who agree with the transaction and who will get goods or services as in return. Besides that, price is also a medium of consideration in exchange activities in term of transfer of ownership or other commercial transactions purposes. In perspective of property, the prices imposed by the developer are the current market price; the price also can be considered as a key factor for the property buyer in making any decision to buy a house. Most of the buyer will find the most affordable property price. The price can be higher or lower depend on a few relative factors. According to Bajari (2015), buyers will look into factors such are design, accessibility, facilities, community concept and security. In addition, external factors also influence the housing prices which are the speculator itself (Bajari, 2015).

According to Cupchik & Gicnac, (2003) housing attributes have studied in many literatures ranging from intrinsic housing attributes such as interior design, living spaces, extrinsic attributes such as exterior design and exterior space. Bhatti &Church, (2004), say that neighborhood and locational play and environmental

qualities. Most people, especially families prefer residential houses than other types of homes. Terrace houses in Malaysia including semi-detached houses and single detached houses. They come into one (1), two (2) or three (3) storeys.

Noor & Zaimi, (2012) mentioned that in residential houses they are two-storeys and the upper third storey is the attic, lower ground is the third storey which is a basement. Terrace houses in Malaysia also consider landed properties and usually come together with land and linked to other houses but separated by wall or fences.

She also say that, apartment is a high-rise or low-rise building with basic facilities while a condominium consists of more facilities such as swimming pool, convenience store, tennis courts, gym, and other amenities. Apartments are relatively self-contained housing unit in a building which is often rented out to a family or one or more people for their exclusive use. It is sometimes called a flat Noor & Zaimi, (2012).

Built-up is a main factors in the household decision-making process for upgrading. The built-up is usually determined by its size (Cheah, 2012). Some think that household always tries to increase the built up area (by demolish and renovate it to make it bigger) as it could mean more luxury for them. However, some families rather stay in a smaller house to reduce the maintenance cost.

Homeowners who live in a different house types might affect the length tenure and the property values. Property values and long tenure may be expected to rise with larger house size. In Malaysia, built-up area of high-rise apartments is generally smaller than terrace, semi-detached and detached houses Noor & Zaimi, (2012). Some homeowners want to buy bigger house because it reflect the status and symbol. As a result, these investments could be reflected in the form of higher property values and improved household stability in the neighborhood Noor & Zaimi, (2012).
Various types of home (terrace, semi-detached and detached) are often considered by the buyer in making the decision to live in a residential building. House furnishings would also be emphasized by the residents (Opoku, Abdul-Muhmin, 2010) beside the

variety of attractive design from residential buildings (Opoku, Abdul-Muhmin, 2010; Al-Momani, 2000). Ideally, the house designs would meet and support the needs of a family.

The discussion of the concept of the housing markets vary from one researcher to another since housing is a complex good made up of several attributes such as space (internal or external), location and other physical characteristics (Barlow, 2003). Under normal market conditions, houses, unlike any other goods and services, have become expensive over time when compared to income (Barlow, 2003). Gabriel (2003) identify the value households place on housing attributes such as floor space, number of bedrooms, central heating, garage, type of unit, the type of street in which the unit is situated and the amount of open space in the neighborhood. In addition, locations, areas and markets with similar features are also considered by households (Barlow, 2003).

Today, buyers generally want to live in the neighborhood with freehold title. The freehold property is for life where the owners own the land, building and anything that is on the land. There is no time frame for the owner as the freehold land lies with the title holder until the land owner transferred to third party. According to Tan, (2010a) there is a difference between leasehold and freehold. For the leasehold land, the land is to be returned to the government after the expiry of the period which is usually for 99 years. When the land expired, the government can take back the land or lease it further. The lesser the number of year left on the lease, the less valuable the land becomes. It is widely known that freehold properties, as compared to leasehold properties, tend to perform better in terms of long-term capital appreciation.

Tan, (2010a) says that home owners who own a freehold property can stay in their land for life. Given the reduced mobility that home owners possess, it is reasonable to expect that home owners are committed to remaining in the neighborhood for a long time. Positive externalities are expected if home owners stay in the neighborhood longer.

Choguill (2008) say the age of the house also will be taken into consideration in the decision making process. Indeed, less the house offers means, in most situations, better heat insulation (and hence lower heating costs) as well as better sound insulation. For households in the process of buying a housing unit, choosing a newer dwelling implies that less maintenance work will have to be carried in the future. On the other hand, it is interesting to note that a house older than fifty years old sometimes may become a positive attribute because of cachet considerations.

2.1.2.3 Property View (PV)

The Property View (PV) consist of questionnaire for house exterior features (e.g. façade) area has an impact to me when buying a house in Setia Alam, house layout area has an impact to me when buying a house in Setia Alam, Built-up area has an impact to me when buying a house in Setia Alam , Land area Topography (e.g. location) area has an impact to me when buying a house in Setia Alam, View of the housing area (e.g. North, South direction) has an impact to me when buying a house in Setia Alam.

The property industry in Malaysia is highly regulated by the government. All housing activities, except individual and group housing, are subject to get approval from the relevant state and federal authorities. This approval processes including land conversion for housing development, submission of layout plans, building and structure plans, planning of infrastructure and assessment on environmental impact that involvement government agencies, both at federal and local levels.

Fontella (2009) found out that satisfaction contains three elements – the design including space organization, layout and facilities provided, the management practices (in public housing), and the surrounding of the property development. Households have to decide between looking for a high rise or a landed house. In some urban areas that have high density populations and to live in a house (or single-family unit) is consider a luxury and where not all family affordable to buy. For that reason, situations when households who want to live in a house might have to locate in

suburban areas, yielding high density factors. The decision to favor a personal housing stock is also based on the willingness of the household to live near green spaces and on the desire to benefit from a garden (for example a playground). For example, families with young children often tend to choose landed just because of it luxury and bigger spaces. On the contrary, it is more likely that singles and young couples prefer flats in urban areas.

Green et al (2005) mentioned that the land area, floor area, the number of rooms and bathrooms is obviously an aspect that is taken into consideration. When it is likely that a household upgrade from one to three persons will mostly favor the bigger space property, spacious rooms, larger families will rather prefer a large number of rooms that each person has its own personal space.

According to Green et al (2005), the quality and design of the housing also a major consideration in the decision making process. However, these are often secondary attributes in comparison with built-up or cost considerations and they are moreover hard to quantify. For example, views of the open spaces or architectural design are difficult to measure.

2.1.2.4 Property Surrounding

Property Surrounding (PS) consist of questions for proximity to commercial area has an impact to me when buying a house in Setia Alam, proximity to facilities and infrastructure has an impact to me when buying a house in Setia Alam, proximity to education has an impact to me when buying a house in Setia Alam, proximity to work place has an impact to me when buying a house in Setia Alam, environment quality has an impact to me when buying a house in Setia Alam, security (e.g. Gated and Guarded) has an impact to me when buying a house in Setia Alam and lastly is traffic congestion has an impact to me when buying a house in Setia Alam.

Other characteristics such as the location, like the presence of public transportation, will have an effect on residential location choice. Majid, (2010), found out that in

some urban areas, the closer to high quality green public spaces will gives more attractiveness to the property.

Location plays a most important influence on the success of a residential development. Good property in good location will give a high profit return. The topography of the area can inspires the architect to design an impressive architecture work. The other factors that would affect the location are its' local economy and activities around the property. However, these factors are more towards income and social status. In addition, other factors that can influence the choices of location for the buyers are the status and values of investments. These factors are quite important because the population in housing area more prestige.

According to Miron, (2004), the factors that people should consider before buying a house are location, location and location. Study done by Zhang and Lin (2011) prove that the effect of location on a sense of community as people living in homes with elevators or in the gated community has more value and appreciation. Different design and location of the residence will give different values in terms of social status, the presence of public goods, job opportunities, and the use of personal items, (Jansen et al., 2011), the location is the main factors that lead to quality housing and welfare homes.

Buyer should consider the surroundings of the property before making any decisions to buy a house. The surroundings is where the residents have been living in and arranged by mutual and beneficial, Hong, (2011), therefore, good surroundings will affect the residential price. There are many types of surroundings concept which can be used by developers in particular to attract people to buy their property. A study by Hong, (2011) said that the best way to determine the type of surroundings is by looking at the properties of the environment and facilities.

The impact and strength of the residential environment appears to be unrelated to the environmental (Cantarero & Potter 2012). The main reason why most of the property buyers want a property that is fence up and guarded because of the status and symbols that go along with an owning property. According to Okunola & Amole (2012),

another reason to live in gated and guarded communities is the factors of safety or less crime is a very important indicator of the quality of life for residents in any neighborhood. In fact, gated neighborhood is related to the lifestyle of the residents which earned high income and they need to be feel safe (Sakip et al., 2013).

Almatarneh, (2013), stated that standard amenities such as transportation, educational area and utilities like electricity and water supply areas also an important role for property buyers to decide which property will give them the appreciations. Public transport is intertwined with economic growth and helps in disseminating information such as business opportunities, reduce sprawl and create a scenario where it is good to live. According to Almatarneh, (2013), a compound, that has an efficient and effective facilities, good amenities supply within area will make the home owner feels more safely and enjoys residing there. This also supported by Yakob et al., (2012), a well-planned zone for the use of land residential, provision of open space and recreational areas and community facilities are among the aspects that can generate impact on people's living environment.

2.2 Review of relevant Theoretical Models

2.2.1 Theoretical Framework by Rohayu et al (2012)

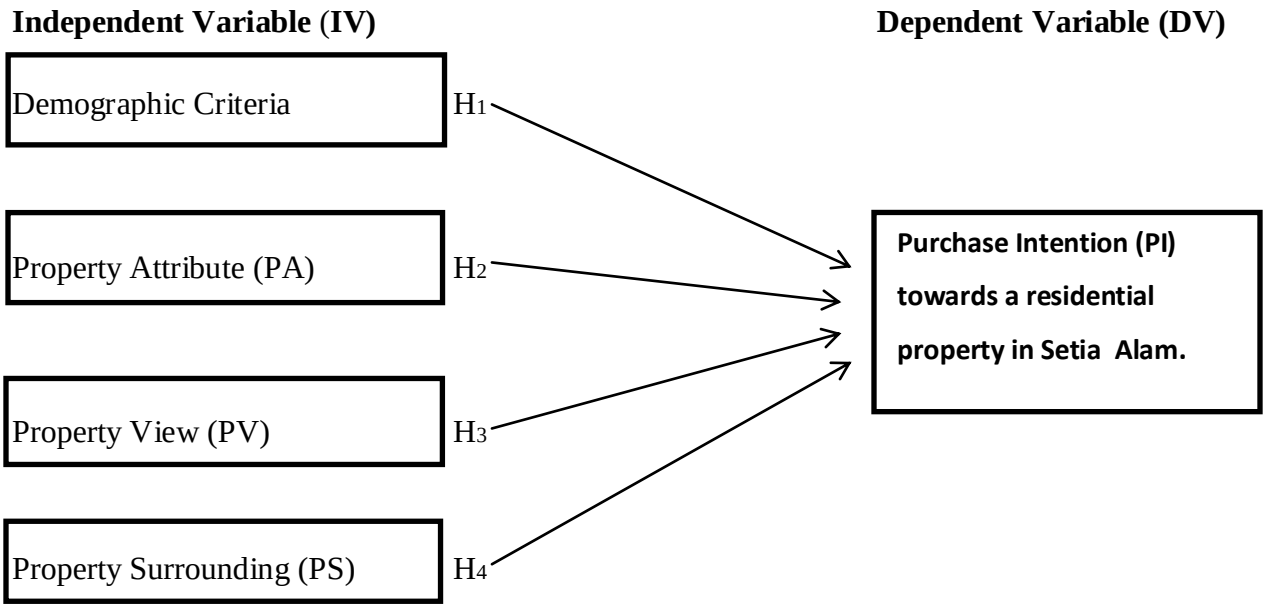


Figure 1: Impact of property criteria on purchase intention

The diagram above represents the proposed framework of the research project. This proposed conceptual framework has been adopted by Rohayu et al (2012), this research project intended to examine the attributes influencing home buyer's purchase intention: A quantitative study of residential property Setia Alam.

2.3 Hypothesis Development

2.3.1 Gender

H1a: Gender has significant difference towards home purchase intention when buying a residential property in Setia Alam.

Livette (2007) found that males and females may have different decision when making the purchase decision. Males will focus more on certain criteria or tasks but females will focus more on their activities. Females' brain is most likely influence by the emotional but males' brain are most likely influence by understanding (Livette, 2007). Therefore, other people are less dominant than males in purchasing the

product. When males think that the product is tempted enough to purchase then he is willing to pay for that product.

According to Krithika (2005), said that, with the comparing gender between male and female across four countries as Thailand, Singapore, Australia and USA, found out that, when making purchase decision males will make the decision faster and more efficient than females. Because of, males are playing more leader role than females and also have the different characteristic if compare with females. The characteristic of females are preferred to negotiate intellectual and compromise will make them slower than males when making the decision.

However, males characteristic are, do not like to ask for advice and consult from other people. Therefore, other people will less dominant to males in purchasing the product. Once males think that, the product is fascinated enough then he is willing to pay for that product (Krithika, 2005).

2.3.2 Age

H1b: Age has significant difference towards home purchase intention when buying a residential property in Setia Alam.

Age is an important aspect of handling property criteria as there are diverging priorities between the adult and the older generation. According to Hurtubia et al(2010), retired people prefer to buy a home with a simple design that gives the flexibility of movement space in the house. Hurtubia et al (2010) agreed that age will help them to identify the current life cycle of the household for the young families and elderly couple. This will influence them to make any decisions that differ in their needs. Hurtubia et al (2010) found out that the age will identify the total demand in the housing market. Krainer (2005) found out that people above 65 years old are more reluctant to buy a home even if they are able to; instead, young people are more penchants to buy a house (Evans, 2004). According to (Lutfi, 2010), those below 30

years old are less likely to commit to buying real estate because many will not reach their financial stability.

2.3.3 Ethnicity

H1c: Ethnicity has significant difference towards home purchase intention when buying a residential property in Setia Alam.

Bajari & Kahn, (2005), say that ethnicity or nation to become one of the socio-economic aspects that can differentiate by country and skin color. In Malaysia particularly, each of the ethnic groups of Malays, Chinese and Indians have their own different cultures and perspectives when comes to buying a home. A demographic factor influences the choice of residence in terms of selection (Hurtubia et al., 2010) and thus creates various situations in the property market (Bajari & Kahn, 2005). Therefore, race has been considered in determining the level of demand and property purchasing (Leppel, 2007; Bajari & Kahn, 2005).

2.3.4 Marital Status

H1d: Marital status has significant difference towards home purchase intention when buying a residential property in Setia Alam.

According to (Lutfi, 2010) marital status affects' decision-making process of buyers. Suaid, (2012), say that different marital status buyers' such as single, married, single parents, divorced and widowed will lead to different preferences. This will affect the basic needs of individuals and restrict the capacity or budget to purchase housing units (Majid, 2010). According to (Leppel, 2007; Fontenla & Gonzalez, 2009), married people usually prefer to have their own house. However, (Morrel, 2001) argue that young people who are married do not have the intention to have a home of their own. At the same time the old married couple also refused to buy houses because of small household size (Morrel, 2001).

2.3.5 No of household

H1e: No of household has significant difference towards home purchase intention when buying a residential property in Setia Alam.

Hurtubia et al (2010) observed that household size can be measured by the number of people living in a house. The size of the household will form a clear formation and it will encourage new demand for such property. According to (Majid, 2010), family with kids would prefer a simple design and with extra space for move around. Suaid, (2012), found out that household size also determines the needs of family members that living in a size and number of rooms. The number of family will contribute to the needs and design of home in a good location, access, education and recreation (Hurtubia et al., 2010).

2.3.6 Monthly Gross Income

H1f: Monthly gross income has significant difference towards home purchase intention when buying a residential property in Setia Alam.

Bujang et al (2010), say that revenue will affect people in purchasing a home and according to Schuler & Adair, (2003) and Garcia & Hernandez, (2008), the level of income will affect the housing market cycle and will increase the buying power of the buyer (Miron, 2004). Chiu & Ho, (2006), suggest that the income level will change and can be classified into several groups such as low income, high, medium and. He also suggests that, the selection of a house will vary based on the level of income related to their ability. Usually married household will have higher purchasing power as compared to single people (Fontenla & Gonzalez, 2009).

Turner & Lue, (2009) found out that due to this situation, it will encourage people to buy new property, and Ariffin, (2010), also agreed that the higher the income, they tend to prefer to buy high end property. Meanwhile, Turner & Lue, (2009) argue that low income people would have difficulties in buying any houses. However Kranz & Hon (2006) research contradict and argue that household income does not have much

effect on the value of demand and buying decision and that the impact of these criteria is low and demand is negligible.

2.3.7 Educational Background

H1g: Educational background has significant difference towards home purchase intention when buying a residential property in Setia Alam.

The level of higher education can encourage people to buy expensive homes Barlow,(2003) and according to Majid, (2010) while a lower level than the level of education will slow down their desire to buy a house. This research supported by Lauridsen et al., (2009) saying that the effect of educational level on the buying intention has been studied by many researchers before. However, Morrel (2001) observed that the increase in the level of education will reduce the number of potential buyers, in every ten years.

2.3.8 H2: There is a relationship between Property Attribute (PA) and home purchase intention when buying a residential property in Setia Alam.

Fontella (2009) found out that satisfaction contains three elements – the design including space organization, layout and facilities provided, the management practices (in public housing), and the surrounding of the property development. Households have to decide between looking for a high rise or a landed house. In some urban areas that have high density populations and to live in a house (or single-family unit) is consider a luxury and where not all family affordable to buy. For that reason, situations when households who want to live in a house might have to locate in suburban areas, yielding high density factors.

Today, buyers generally want to live in the neighborhood with freehold title. The freehold property is for life where the owners own the land, building and anything that is on the land. There is no time frame for the owner as the freehold land lies with the title holder until the land owner transferred to third party. According to Tan,

(2010a) there is a difference between leasehold and freehold. For the leasehold land, the land is to be returned to the government after the expiry of the period which is usually for 99 years. When the land expired, the government can take back the land or lease it further. The lesser the number of year left on the lease, the less valuable the land becomes. It is widely known that freehold properties, as compared to leasehold properties, tend to perform better in terms of long-term capital appreciation.

A study on housing prices in Australia between 1970 and 2003 finds that quality tends to rise overtime. The quality includes size, which increased by approximately 2 percent per annum; specific attributes such as garage, swimming pool, heating and kitchen; location attributes reflecting neighborhood or infrastructure improvement; and repair and maintenance, on which households regularly spend about 2 percent of GDP (Abelson & Chung 2005).

Tan, (2010a) says that home owners who own a freehold property can stay in their land for life. Given the reduced mobility that home owners possess, it is reasonable to expect that home owners are committed to remaining in the neighborhood for a long time. Positive externalities are expected if home owners stay in the neighborhood longer.

Choguill (2008) say the age of the house also will be taken into consideration in the decision making process. Indeed, less the house offers means, in most situations, better heat insulation (and hence lower heating costs) as well as better sound insulation. For households in the process of buying a housing unit, choosing a newer dwelling implies that less maintenance work will have to be carried in the future. On the other hand, it is interesting to note that a house older than fifty years old sometimes may become a positive attribute because of cachet considerations.

2.3.9 H3: There is a relationship between Property View (PV) and home purchase intention when buying a residential property in Setia Alam.

Green et al (2005) mentioned that the floor area, the number of rooms and bathrooms is obviously an aspect that is taken into consideration. When it is likely that a household upgrade from one to three persons will mostly favor the bigger space property, spacious rooms, larger families will rather prefer a large number of rooms that each person has its own personal space. Built-up is a main factors in the household decision-making process for upgrading. The built-up is usually determined by its size (Cheah, 2012).

Some think that household always tries to increase the built up area (by demolish and renovate it to make it bigger) as it could mean more luxury for them. However, some families rather stay in a smaller house to reduce the maintenance cost. According to Miron, (2004), the factors that people should consider before buying a house are location, location and location. Study done by Zhang and Lin (2011) prove that the effect of location on a sense of community as people living in homes with elevators or in the gated community has more value and appreciation. Different design and location of the residence will give different values in terms of social status, the presence of public goods, job opportunities, and the use of personal items, (Jansen et al., 2011), the location is the main factors that lead to quality housing and welfare homes.

Location plays a most important influence on the success of a residential development. Good property in good location will give a high profit return. The topography of the area can inspires the architect to design an impressive architecture work. The other factors that would affect the location are its' local economy and activities around the property. However, these factors are more towards income and social status. In addition, other factors that can influence the choices of location for the buyers are the status and values of investments. These factors are quite important because the population in housing area more prestige.

Majid, (2010), found out that in some urban areas, the closer to high quality green public spaces will gives more attractiveness to the property. Other characteristics such as the location, like the presence of public transportation, will have an effect on residential location choice.

2.3.10 H4: There is a relationship between Property Surrounding (PS) and home purchase intention when buying a residential property in Setia Alam.

According to Almatarneh, (2013), a compound, that has an efficient and effective facilities, good amenities supply within area will make the home owner feels more safely and enjoys residing there. This also supported by Yakob et al., (2012), a well-planned zone for the use of land residential, provision of open space and recreational areas, community and commercial facilities are among the aspects that can generate impact on people's living environment.

Almatarneh, (2013), stated that standard amenities such as transportation, educational area and utilities like electricity and water supply areas also an important role for property buyers to decide which property will give them the appreciations. Public transport is intertwined with economic growth and helps in disseminating information such as business opportunities, reduce sprawl and create a scenario where it is good to live.

Buyer should consider the surroundings of the property before making any decisions to buy a house. The surroundings is where the residents have been living in and arranged by mutual and beneficial, Hong, (2011), therefore, good surroundings will affect the residential price. There are many types of surroundings concept which can be used by developers in particular to attract people to buy their property. A study by Hong, (2011) said that the best way to determine the type of surroundings is by looking at the properties of the environment and facilities.

The main reason why most of the property buyers want a property that is fence up and guarded because of the status and symbols that go along with an owning property. According to Okunola & Amole (2012), another reason to live in gated and guarded

communities is the factors of safety or less crime is a very important indicator of the quality of life for residents in any neighborhood. In fact, gated neighborhood is related to the lifestyle of the residents which earned high income and they need to be feel safe (Sakip et al., 2013).

2.4 Conclusion

In literature review, there will be a discussion about the past studies for the interdependent variables Property Attribute (PA), Property View (PV) and Property Surrounding (PS) and the dependent variable (residential property purchase intention in Setia Alam.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter explained whole research study with the research design. Next, it followed by method used for the data collection. It focuses on sampling design and operational definitions of constructs. Besides, it emphasized on the measurement scales and methods of data analysis that been used to answer the hypothesis and problem statement that were developed in previous chapter.

3.1 Research Design

Research design was basically a plan for a study that provide the specifications of procedures to be followed by researchers in order to accomplish their research question or test the hypothesis formulated for their studies (Kumar, Abdul Talib and Ramayah, 2013). This study has adopted the quantitative research and seeks to quantify the data and conclude the evidence to identify the factors that influence buyer decisions to purchase a residential property in Setia Alam. Quantitative research is a logical and data base approach which providing a measure of what people think from a statistical and numerical point of view. Quantitative research can gather a large amount of data that can be easily organized and manipulated into reports for analysis.

Descriptive research design has been adopted in this study as it was the most suitable research design to be used. Descriptive research "describes" something which could be a phenomenon, a current situation or characteristics of a group of organization, people, etc. The objective of descriptive research is to describe things such as market potential, acceptance of new business concept or the demographics and attitudes of customers (Kumar et al, 2013). The reason to use descriptive research design is it best describes the characters of specific relevant groups such as customers and market areas. It also useful to answer the question of who, what, where, when and how of a particular issue or situation. This type of data was very useful in this study as it provided the prior knowledge and to identify the factors that influence buyer decisions to purchase a residential property in Setia Alam.

3.2 Data Collection Methods

This research divided into two types of data collection methods which are primary data and second data that been collected for conducting the research.

3.2.1 Primary Data

Primary data represent 'first-hand' raw data structures that have not had any type of meaningful interpretation (Hair, Bush and Ortinau, 2006). According to Burns and Bush (2006), primary data is developed or collected by researchers especially for the research problem on hand. Primary data does not actually exist until it is generated through the research process as part of the consultancy or dissertation or project, Hair et al., (2006)

Primary data are more accurate and relevant than secondary data because it is more simple, reliable and the used of fixed response questions that can reduced the variability in the result that might cause by varies among the interviewers. Primary data is closely related to and has implication for the methods and techniques of data collection. For example, primary data will often be collected through various techniques such as interviewing, observation and survey questionnaire, Hair et al., (2007).

In this research study, survey questionnaire is the most suitable method to be used to collect primary data that are relevant to residential property. Researcher used online survey questionnaire which generated in Google Doc and hand-in-hand survey questionnaire. The underlying reason of using online survey questionnaire to collect primary data is to take advantage of the increased used on internet in various segment of audience which possibly not reachable through other channels (Caroline and Barry, 2002). Online survey questionnaire is relatively quick in collecting data as compare to other approaches such as interview and observation.

This method is being used as it helps the survey to be completed in a easy and cost efficient way. Moreover, the data obtained is original as it was obtained directly from

the target samples. About 150 sets of questionnaire were distributed by hand to the customer in Setia Alam Welcome Centre and the samples need to fill in the questionnaire and return it immediately after they have answered. The samples questionnaires were chosen in collecting primary data. The questionnaires were distributed to respondents through face to face. This method of distribution is an effective way to collect data from a large sample of working people within a short period of time.

3.2.2 Secondary Data

Secondary data is data that are gathered and recorded by someone else prior to (and for the purposes other than) the current project. Secondary data usually are historical and already assembled (Zikmund, Babin, Carr and Griffin, 2010). The primary advantage of secondary data is their availability. This type of data required very little time to obtain, easy to find and less expensive than acquiring primary data.

For this research study, most of the secondary data was obtained using books and internet. Website such as UTAR LIBRARY OPAC contains lot of e-journals from different online databases. Online databases such as Jstor, Science Direct, SAGE Publications and Emerald-Sight do helped for better understanding on this research topic. Some example of e-journals that used to support this research study was International Journal of Marketing Studies, Social Science, Journal of International Business and Management and Journal of International Journal of Business

3.3 Sampling Design

Sample size is the total number of respondents or targets to be studied in this research (Malhotra and Peterson, 2006). In this research, 150 sets of questionnaire were distributed to the public and household in Setia Alam because according to Kline (2005), the sample size less than 100 considered small, between 1 00 to 200 were considered medium and exceed 200 considered large. Based on Sekaran (2011) research, too large or too small of sample size is not appropriate to generate good result. Therefore, the sample size of 150 respondents was used and was considered medium.

3.3.1 Target Population

Target population is the whole group that researchers were interested in desire to draw a conclusion (Hitzig, 2009). In this research, the target population will focus on the potential buyers and owners. The reason to choose public and households in Setia Alam is due to they were the existing resident or future resident in Setia Alam and the purchase decisions will determined the reason to purchase a residential property in Setia Alam.

The questionnaire was distributed to the samples in Setia Alam Welcome Centre by hand. The respondents need to fill up the questionnaire immediately and return the questionnaire without missing any questions. The questionnaires were distributed to the sample in Setia Alam Welcome Centre from 2nd March till 31 March. Once all the 150 sets of questionnaire were fully answer by the respondents, the process of gathering data stops for data key in.

3.3.2 Sampling Frame and Sampling Location

According to Zikmund (2010), a sampling frame is the list of elements where sample may be collected. However, sampling frame was not relevant in this research because non probability sampling have been applied in this research. The sampling location is focused in Setia Alam. The reason to choose Setia Alam because it is easy to distribute survey questionnaire to households and public and it is very time consuming to target on other places. Besides that, it is very convenient for households and public that is staying in Setia Alam and can help to distribute questionnaire to households which including their families and friends.

3.3.3 Sampling Elements

In sampling elements, the target respondents are households and public which fall in the ages range from fewer 21 years old to more than 50 years old and above. The respondents are selected randomly regardless of age and gender to ensure the objectivity of the research. The sampling elements of this subject are the demographic information's such as gender, age, marital status, ethnicity, no of household, educational background, monthly gross income and property owned.

3.3.4 Sampling Technique

Sampling technique is a method used to select a sample from population (Saunder, Lewis and Thornhill, 2009). It can be divided into two main sampling techniques which are probability sampling and non-probability sampling. In this research, non-probability sampling is being used because there is no sampling frame. Non-probability sampling is any process in which elements do not have equal chances of being selected in a sample. In non-probability sampling, sample selected based on the basis of convenience and personal judgement.

In this research, convenience sampling and snowball sampling method were used. The convenience sampling is samples that are collected to the convenience of

researcher because it is fast to collect large number of respondents (Shiu et al, 2009, p. 480, p. 726). As public and household in Setia Alam easy to access to this Setia Alam Welcome Centre, it is a great chance to approach large number of potential respondents successfully. Questionnaire will be distributed in survey paper or via internet to the samples. The reason of using convenience sampling is because it is cost efficient and save time.

Besides that, snowball sampling is being used in this research because the initial respondents identify additional respondents (Orcher, 2005). This research will request the student to distribute questionnaire to household which included family and friends on attributes influencing home buyer's purchase decision to purchase a residential property in Setia Alam.

3.3.5 Sample Size

Sample size is the total number of respondents or target to be studied on the research (Malhotra and Peterson, 2006). The larger the sample size, the lower the sampling errors to generalize the population of study (Saunders, Lewis and Thornbill, 2009). In this research, 150 sets of questionnaire were distributed to public and household in Setia Alam.

Besides that, 30 set of questionnaire have been distributed for pilot test on 7th March 2016. The feedback received from the respondents is to improve the quality of the questionnaire and make correction of the mistake before a formal survey start.

A self-administrated survey questionnaire has been developed for the purpose of this research. The items in the questionnaire have been adopted from previous research studies by various authors and minor adjustments have been made according to the local context. The questionnaire consists of three parts, Section A, Section B, and Section C.

Section A

Respondents are asked to evaluate all the independent variables by using 7- points Likert Scales from 1 which indicates "strongly disagree" and 7 which indicates "strongly agree". All the scale items are coded so that the higher score reflects higher levels of the measured construct.

In this section, respondents are requested to provide their demographic information including: gender, age range, marital status, ethnic group, property owned and household income.

Section B

This section examines the dependent variables which are factors that will influence residential home buyer when buying a residential property in Setia Alam.

Section C

This section will examine the independent variables where the questionnaire in this section includes items for Property Attribute (PA), Property View (PV) and Property Surrounding (PS).

For this research, there were 150 sets of questionnaire has been distributed to the samples in Setia Alam Welcome Centre. During this process, all the questionnaire were collected back immediately after the respondents completed the questionnaire. The respondents were brief about the purpose and objective of this research and the respondents has been assured that all the information's for this research will be kept private and confidential.

3.4 Research Instrument

Questionnaire is a method of data collection that respondents were requested to answer the same set of questions in a predetermined order (Devaus, 2002). In this research, questionnaires were distributed to get primary data from respondents on attributes influencing home buyer's purchase decision to purchase a residential property in Setia Alam. Self – administered questionnaire have been used in this research which is the respondent takes the liability to read and answer the questions, either on the questionnaire papers or via internet (Zikmund and Babin, 2010).

3.4.1 Design of the Questionnaire

In this research, English language has been adopted in the design of questionnaire as it is an appropriate to communicate with the respondent. Closed – ended questions are used in the questionnaire because it is easier for the respondents to answer and complete the questionnaire as it save time (Zikmund et al, 2010).

In the layout of the questionnaire, a brief introduction and main objective of conducting this research are attached at cover page. The questionnaires were divided into three sections. In section A, the questionnaire is on demographic information's such as gender, age, marital status, ethnicity, no of household, educational background, monthly gross income and property owned. This section helps to identify the respondents' profile.

Section B is about construct measurement of the study where three independent variables which consist of Property Attribute (PA), Property View (PV) and Property Surrounding (PS). In section C, it is on the dependent variable which is the attributes influencing home buyer's purchase decision: A quantitative study of residential property in Setia Alam. Both Section B and Section C are tested to explore the relationship between independent variables and dependent variable. To enhance the validity and reliability of the data collected, the respondents were being asked their willingness to take part in the questionnaire.

3.5 Construct Measurement

3.5.1 Construct Measurement

Measurement is foundation of any scientific investigation which commonly researchers begin to measure the variables that required in particular studies. Measurement defines as a systematic and replicable process where the objects being quantified and classified with a particular dimension (Jonathan, 2007). Scale of measurements comes in four levels which are ordinal, nominal, interval ratio and scales which used to measure things numerically. Nominal scale commonly used on natural categories such as gender (male or female) which often called categorical scales or dichotomous scales where there are only two provided categories (Brown, 2011). In the questionnaire provided, Section A consists of questionnaire that used nominal scale such as gender, ethnicity and marital status. Besides, ordinal scale refers to the data that is orderly place or to rank the items based on its own provided value which from the greatest value to the lowest value (Brown, 2011). In this research question, respondents' monthly gross income was categorized as ordinal scale question.

Furthermore interval scale shows the order of items that are equal length and the zero value is under predictable which means no true zero value. In section B of the research questionnaire, the interval scale is used to measure the respondents view towards the independent variables (Property Attribute (PA), Property View (PV) and Property Surrounding (PS). In Section C of the questionnaire, the dependent variable (attributes influencing home buyers purchase decision: A quantitative study of residential property in Setia Alam) is tested using interval scale. In this questionnaire, the degree of satisfaction is being identified using 7 point Likert scale. The Likert scales are ranged from Strongly Disagree (1) to Strongly Agree (7) as shown in the Table 3.2.

Table 3.2: (7 – point Likert Scale of Measurement)

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

Source: Developed for the research

3.5.2 Operational definition

Table 3.3 shows list of question in three different independent variables (property attribute, property view and property surrounding) and one dependent variable (attributes influencing home buyer's purchase decision: A quantitative study of residential property in Setia Alam).

Table 3.3 Operational Definitions

Variables	List of Questions	Source
Purchase Intention (PI)	Q1. I will continue to buy house in the future. Q2. I intend to buy house frequently in the future. Q3. I plan to buy house. Q4. I will try to buy house. Q5. I want to buy house.	Factors Affecting Purchasing Behavior in Real Estate in Saudi Arabia(Tawfik et al,2015)
Property Attribute (PA)	Q1. House price has an impact to me when buying a house in Setia Alam. Q2. House type (e.g. double storey, semi D) has an impact to me when buying a house in Setia Alam. Q3.House finishing (e.g. Air-Cond, kitchen cabinet) has an impact to me when buying a house in Setia Alam. Q4. House design (e.g. façade) has an impact to me when buying a house in Setia Alam. Q5. The age of the house (e.g. new house, sub-	The Impact Of Buyers' Demography On Property Purchasing (Rohayu et al, 2012)

	sales) has an impact to me when buying a house in Setia Alam. Q6. Property title (e.g. freehold, leasehold) has an impact to me when buying a house in Setia Alam.	
Property View (PV)	Q1. House exterior features (e.g. façade) has an impact to me when buying a house in Setia Alam. Q2. House layout plan has an impact to me when buying a house in Setia Alam. Q3. Built-up area has an impact to me when buying a house in Setia Alam. Q4. Land area has an impact to me when buying a house in Setia Alam. Q5. Topography (e.g. location) has an impact to me when buying a house in Setia Alam. Q6. View of the housing area (e.g. North, South direction) has an impact to me when buying a house in Setia Alam.	The Impact Of Buyers' Demography On Property Purchasing (Rohayu et al, 2012)
Property Surrounding (PS)	Q1. Proximity to commercial area has an impact to me when buying a house in Setia Alam. Q2. Proximity to facilities and infrastructure has an impact to me when buying a house in Setia Alam. Q3. Proximity to education area has an impact to me when buying a house in Setia Alam. Q4. Proximity to work place has an impact to me whenbuying a house in Setia Alam. Q5. Environment quality has an impact to me when buying a house in Setia Alam. Q6. Security (e.g. Gated and Guarded) has an	The Impact Of Buyers' Demography On Property Purchasing (Rohayu et al, 2012)

	impact to me when buying a house in Setia Alam. Q7. Traffic congestion has an impact to me when buying a house in Setia Alam.	

Source: Developed for the research

3.6 Data Processing

Data processing involves closely related operations which are performed provided with the purpose of summarizing the collected data and organize it in the manner that the respondents answer their research questions. The sample was fully checked to ensure no missing data as it proceeds to next step which data is to be edited (Dawson and Catherine, 2002). According to Wong et al (2012), data processing involved data editing, data coding, data checking, data transcribing and data cleaning.

3.6.1 Data Checking

Data checking is crucial part of data processing as it is important to check the data to ensure it is accurate. Data checking was used to minimize the error occurs as minimal as possible to get a high accuracy data. Due to entering data process into Statistical Package for Social Sciences (SPSS) is lengthy, it often lead to error thus it is advisable to have a second person or researchers to recheck the data entered (Dawson and Catherine, 2002).

3.6.2 Data Editing

As proceed to next step from data checking, data editing is performed to identify the omission, ambiguities and errors in responses which often conducted by researchers. Problem that often identified in data editing is the interviewer error, lack of cooperation between respondents and interviewers and the ineligible respondent (Aaker, Kumar and Day, 2007).

3.6.3 Data Coding

After complete editing the data, a data coding process need to be conducted because the data collected are not formed in proper manner which not in sequence. The data from the closed-ended questions are coded to specify how the responses are to be entered in the SPSS. According to Aaker, Kumar and Day, (2007), open-ended questions are more difficult to be coded as compare to closed-ended questions. The reason open-ended questions are difficult to be code because the lengthy list of possible response is being generated in open-ended questions.

3.6.4 Data Transcribing

Data transcribe process where the data coded previously are being transferred into the SPSS software to process the data collected from the distributed questionnaire.

3.6.5 Data Cleaning

According to Chapman (2005), data cleaning is a process used to identify and remove the detected error which found in the collected data to improve the quality of data. The errors can be due to inaccurate data, incomplete data or omission of data. The process including the format checks, completeness checks, omission checks and assessment of the data.

3.7 Data Analysis

Data analysis is the process of generating useful and important information for decision making through evaluation and interpretation of data. Before data can be analyzed, Statistical Package for Social Science (SPSS) software will be used for analysis data. SPSS software is a common and widely analysis tool. SPSS provides a powerful statistical-analysis and data-management systems to generate information into tables and graphs.

3.7.1 Descriptive Analysis

Descriptive analysis refers to the information of raw data that has been transformed into a form that are easy to understand and explanation where the data is collected through observation, survey questionnaire and personal interview and others which is the first step of the data analysis (Aaker, Kumar and Day, 2007). For the nominal and ordinal data, frequency and percentage are used to present the respondent's demographic data such as gender, race, age, income level, education level and others which in Section A of the survey questionnaire. Moreover, central tendency such as mean, median, mode and standard deviation is used to measure the amount of scatter or spread on the answer. Hence, the mean and standard deviation are the most useful descriptive statistics for researchers to use when interpreting data.

3.7.2 Scale Measurement

The Scale of measurements is a level of measurement and it is used to measure variables in the study. In the survey questionnaire, the scale measurements used based on nominal scales, ordinal scales, and 7-point Likert rating technique.

In Section A of the questionnaire, nominal scales and ordinal scales will be used to collect the respondent's personal information such as gender, race, income level, marital status and others whereas in Section B, a seven point Likert scale is used with numerical score assigned to each opinion.

3.7.2.1 Reliability Test

Reliability analysis is important when independent variables are used to predict the outcome. It refers to the extent to which a measure is free from error and therefore produces stable and consistent result (Zikmund, Babin, Carr and Griffin, 2010). The main purpose of the reliability test is to avoid the error occur in the questionnaire and improve the data become more consistent and accurate.

Below is the table of the rule of thumb about Cronbach's Alpha Coefficient Size.

Table 3.5 Rules of Thumb about Cronbach's Alpha Coefficient Size

Alpha Coefficient Range	Strength of Association
< 0.60	Poor
0.60 to < 0.70	Moderate
0.70 to < 0.80	Good
0.80 to < 0.90	Very Good
< 0.90	Excellent

Source: (Hair, Money, Samouel and Babin, 2003). Essential of Business Research Method.

According to George and Malley (2003), Cronbach's Alpha Reliability Coefficient normally ranges between 0 and 1. If the coefficient value is more than 0.7, it is good and reliable result. If the alpha is 0.6 and below, it means that the result is poor. The rule of thumb has mentioned that there will be more reliability coefficient when the figure of Cronbach's alpha is more nearest to 1.0 (Gliem and Gliem, 2003).

3.7.3 Inferential Analysis

Inferential analysis is used to generalize from a sample to a population (Zikmund et al, (2010). A sample must be drawn by random procedure in order to ensure that everyone has the equal chance of being selected for the sample.

3.7.3.1 Pearson Correlation Coefficient Analysis

Correlation is a technique to investigate the relationship between the two variables which is dependent variable (Y) and the independent variable (X) whereby Pearson's correlation coefficient (r) is a measure of the strength of the association between the two variables. The coefficient ranges from -1 to +1, where -1 means perfect negative relationship, +1 mean perfect positive relationship and 0 means no linear relationship. In general, the closer the value is to -1 or +1, the stronger the linear correlation (Zikmund, Babin, Carr and Griffin, 2010). In addition, in this study, Pearson Correlation Coefficient is used to analyze correlation between independent variables (Property Attribute, Property View and Property Surrounding) and dependent variable (Attributes influencing home buyers purchase decision: A quantitative study of residential property in Setia Alam). If r is positive, the factors that influencing home buyers purchase decision: A quantitative study of residential property in Setia Alam is directly related whereby if r is negative, they are conversely related. The larger the value of r, the stronger the linear relationship between Y and X.

3.7.3.2 Multiple Regression Analysis

Multiple linear regressions are used to identify the relationship between a single dependent variable (DV) ad two or more independent variable (IV). Purpose of multiple regressions is to learn more about the relationship between several independent or predictor variables and a dependent variables. It also helps to determine the most significant predictor of the factors that influencing home buyers purchase decision: A quantitative study of residential property in Setia Alam. The equations of the multiple regressions analysis are as follow:

$Y = a + b1X1 + b2X2 + b3X3 + \ldots$

Where Y = dependent variable

X = independent variables

a = constant value / Y-intercept

b = unstandardized coefficient

The positive or negative relationship between the dependent variable and independent variable is based on the result of the multiple regressions analysis. In this research, the significant level in Pearson Correlation test is 0.05 which mean that confidence level of 95% is being set. Therefore, if p-value is less than 0.05, the hypothesis (H1) will be accepted whereas H0 will be rejected which mean H1 there was a positive relationship between independent variables and dependent variable.

3.7.3.3 Independent Sample T-test

The independent sample t-test used to test the different between the two independent groups. In this research, the group was using Independent Sample T-test to carry out the existence whether the means for two independent groups were significant difference between each other. The independent sample t-test was normally known as between-group design which used to analyzed control of experimental group. The grouping variable separate cases into two mutually exclusive groups, RM0 – RM2000 or RM2001 and above for the grouping variable income level, while the test variable explain cases on qualitative dimension which was the factors that influencing home buyers purchase decision: A quantitative study of residential property in Setia Alam. Other than that, if p-value was less than level of significance (0.05), then hypothesis was supported.

3.7.3.4 ANOVA

The reason for doing an ANOVA is to see if there is any difference between groups on some variable. Researches using a two-variable design provide huge advantages over using a one-variable design. The advantages are to increase the efficiency. This is because the two-variable design contains all of the elements of using two, one-variable designs. From this, using one, two variable design is more cost-effective than researching two, one-variable design experiments.

Second advantage is that it can analyze the interaction of the two variables in the framework. This will help to understand how the combinations of that variables that will influence behavior. In particular, it allows understanding and analyzing the interactive effects between the two independent variables on the dependent variable. In this, interaction means that the effect of one independent variable is influenced by another independent variable; or, interaction means that the relationship between an independent variable is different at various levels (types) of another independent variable.

3.7.3.5 Frequency Distribution

Calculating frequency distribution and percentage distribution are the most common ways of summarizing data. Frequencies procedure providing a statistics and graphical displays that are useful for describing many types of variables. Researchers can label charts with frequencies or percentage. Frequency distribution also provides a clear picture on the demographic and general section.

3.8 Conclusion

In conclusion, Chapter 3 discussed the research methodologies that involved in this study. The chapter has provided a summary of the methodology, research design, data collection method, sampling design, research instrument, construct measurement, data processing and data analysis. Therefore, a total of 150 set of survey questionnaire were distributed to the respondents.

Descriptive and quantitative researchers are used for research design in order to understand the market phenomenon and to gather numerical and measurable data. Questionnaire that conducted is considering as primary data, secondary data is obtained through reviewing and summarizing the articles, books, journals and internet.

Research instrument describe include the purpose of questionnaire. The construct measurements describe in three parts which are scale measurement, origin of construct and conceptualization construct. The following chapter report on the results of the statistical analysis as well as discussion and interpretation of results of hypotheses. Chapter 4 will provide a detailed analysis of the data obtained through the use of the methodologies in Chapter 3.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter analyzes the results of 150 set of survey questionnaire distributed. Statistical Package for Social Science (SPSS) Version 23.0 was used to analyze the 150 respondent's data. Descriptive analysis, scale measurement and inferential analysis are included in the discussion of this chapter.

4.1 Descriptive Analysis

4.1.1 Respondent's Demographic Profile

Section A of the survey questionnaire was about the demographic section which comprises with 8 questions differently respondent's gender, age, ethnicity, marital status, no of household, monthly gross income, educational background and property owned.

4.1.1.1 Gender

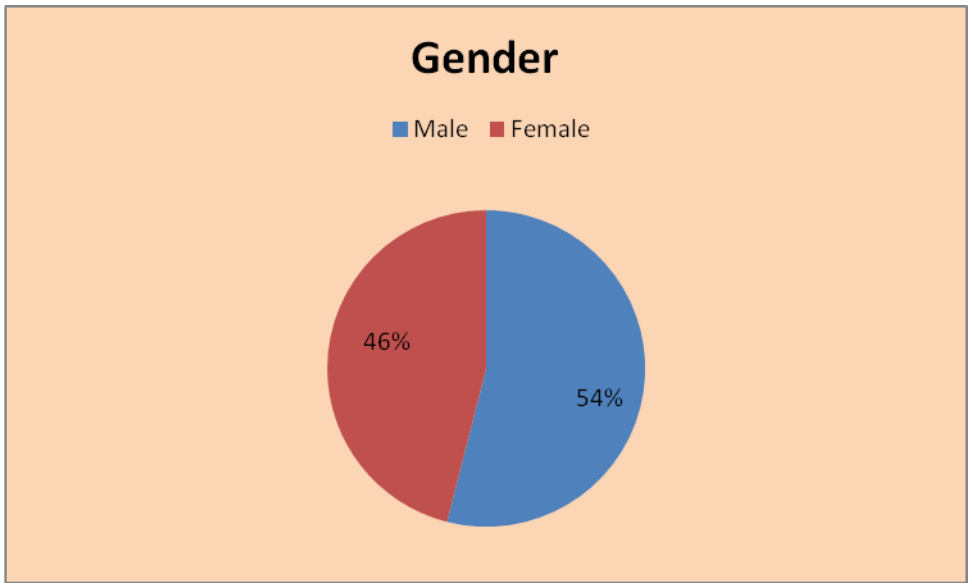
Table 4.1 Gender of the Respondent's

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	81	54.0	54.0	54.0
	Female	69	46.0	46.0	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Figure 4.1 Gender of the Respondent's



Source: Developed for the research

Table 4.1 and Figure 4.1 show the differences of male and female who responded to the questionnaire. Out of 150 respondents, 81 of the respondents were male and remaining 69 respondents were female. Male represents 54% and female represents 46%.

4.1.1.2 Age

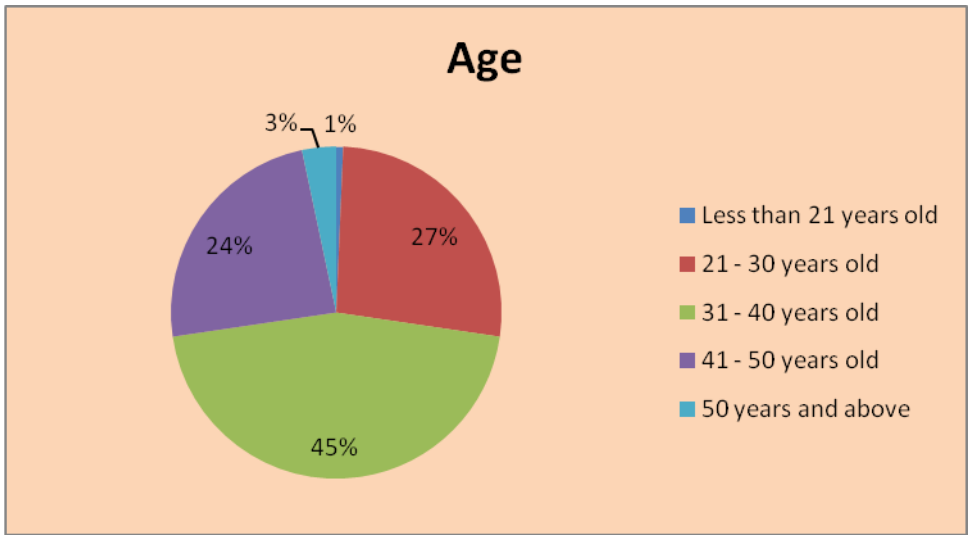
Table 4.2 Ages of the Respondents

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 21 years old	1	.7	.7	.7
	21 - 30 years old	40	26.7	26.7	27.3
	31 - 40 years old	68	45.3	45.3	72.7
	41 - 50 years old	36	24.0	24.0	96.7
	50 years and above	5	3.3	3.3	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Figure 4.2: Age of the Respondents



Source: Developed for the research

Table 4.2 and Figure 4.2 show the respondent's age who participate in the survey questionnaire. All 150 respondents were categorized into five groups according to their age selection. Age group 31 – 40 years old carries the highest percentage, 45.3% with 68 respondents, followed by age 21 – 30 years old (26.7%) or 40 respondents, while group 41 – 50 years old, 24% or 36 respondents, and age group that more than 50 years old carries 3.3% with 5 respondents. Age group that holds the least percentage of responds is those who are less than 21 years old, 0.67% with 1 respondent.

4.1.1.3 Ethnicity

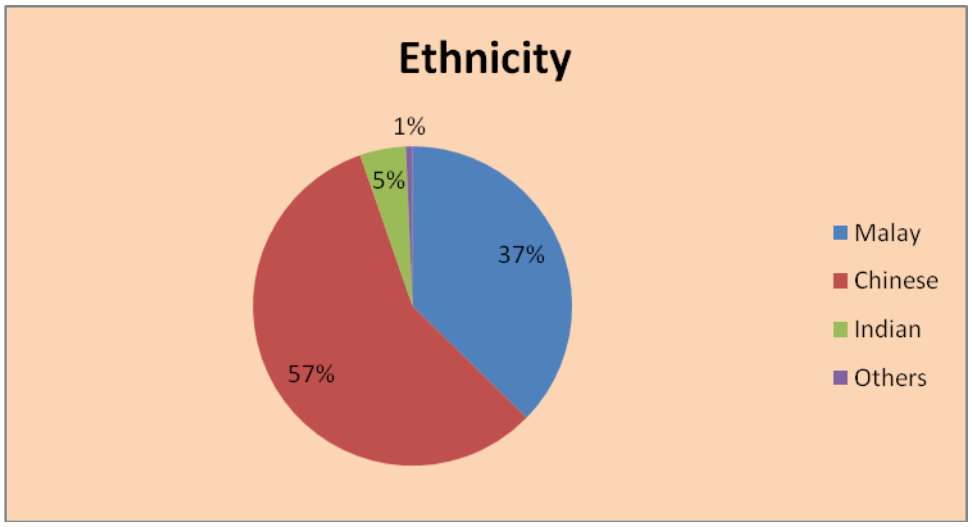
Table 4.3 Ethnicity of the Respondents

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	56	37.3	37.3	37.3
	Chinese	86	57.3	57.3	94.7
	Indian	7	4.7	4.7	99.3
	Others	1	.7	.7	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Figure 4.3: Ethnicity of the Respondents



Source: Developed for the research

Table 4.3 and Figure 4.3 shows the ethnicity of 150 respondents which consist of Malay, Chinese, Indian and others. From the 150 respondents, 86 respondents was done by Chinese community (57.3%), 56 respondents was done by Malay community (37.3%) while 7 respondents was done by Indian community (4.7%) and the remaining 1 respondent was done by other ethnicity (0.7%).

4.1.1.4 Marital Status

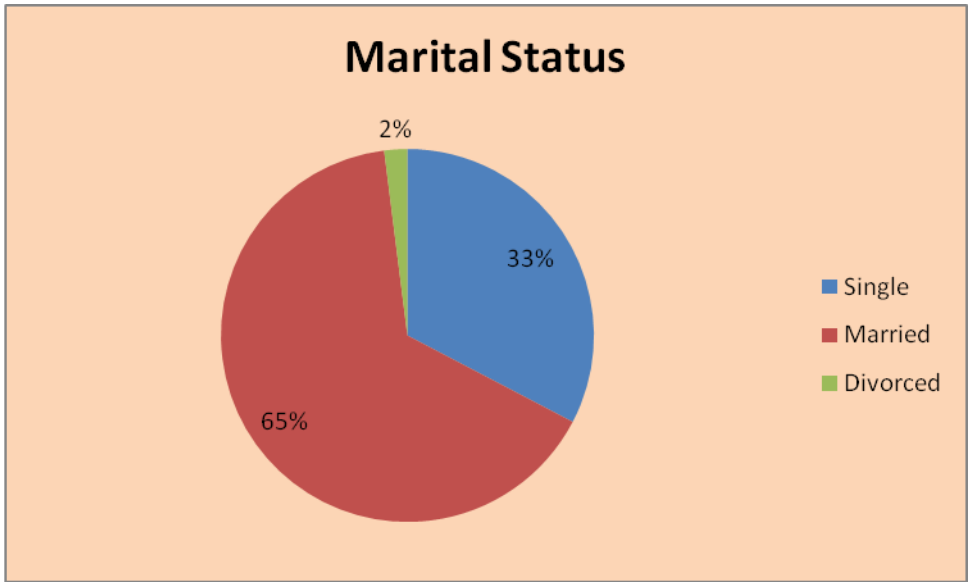
Table 4.4: Marital Status of the Respondents

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	49	32.7	32.7	32.7
	Married	98	65.3	65.3	98.0
	Divorced	3	2.0	2.0	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Figure 4.4: Marital Status of the Respondents



Source: Developed for the research

Based on Table 4.4 and Figure 4.4, out of 150 respondents who responded to the survey, 98 of them are married (65.3%) followed by 49 of the respondents were single (32.7%) while the remaining two percent (2%) was divorced respondents.

4.1.1.5 No of Household

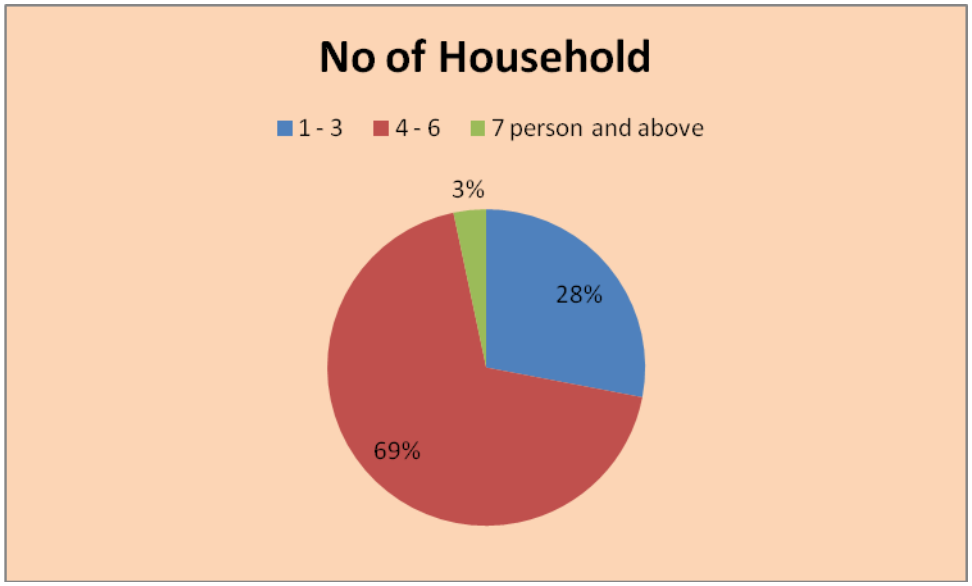
Table 4.5 No of Household

No of Household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - 3	42	28.0	28.0	28.0
	4 - 6	103	68.7	68.7	96.7
	7 person and above	5	3.3	3.3	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Figure 4.5: No of Household



Source: Developed for the research

Based on Table 4.5 and Figure 4.5, out of 150 respondents who responded to the survey, 103 of them have 4 – 6 household (68.7%), followed by 42 of the respondents have 1 – 3 household (28%) and 5 respondents have 7 person and above (3.3%).

4.1.1.6 Monthly Gross Income

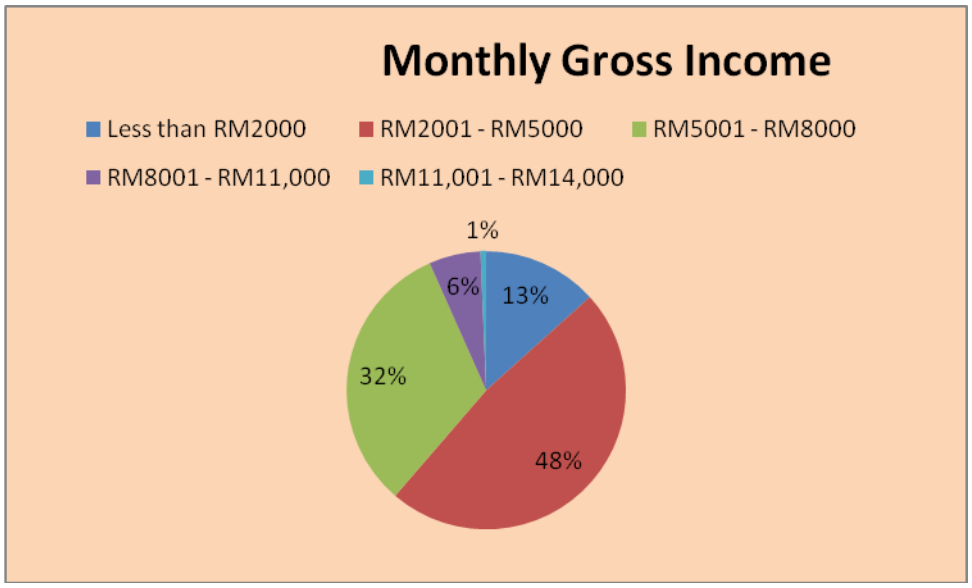
Table 4.6: Monthly Gross Income of the Respondents

Monthly Gross Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than RM2000	20	13.3	13.3	13.3
	RM2001 - RM5000	72	48.0	48.0	61.3
	RM5001 - RM8000	48	32.0	32.0	93.3
	RM8001 - RM11,000	9	6.0	6.0	99.3
	RM11,001 - RM14,000	1	.7	.7	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Figure 4.6: Monthly Gross Income of the Respondents



Source: Developed for the research

According to the Table 4.6 and Figure 4.6, majority of the respondents were earning between the range of RM2001 – RM5000, which consist of 72 respondents (48%) while the second highest income were earning RM5001 – RM8000 which consist of 48 respondents (32%), the third highest income were earning less than RM2000 which consist of 20 respondents (13.3%) while the second lowest income earners were those earning RM8001 – RM11,000 consist of 9 respondents (6%) and the RM11,001 – RM14,000 which consist only one respondent (0.7%).

4.1.1.7: Educational Background

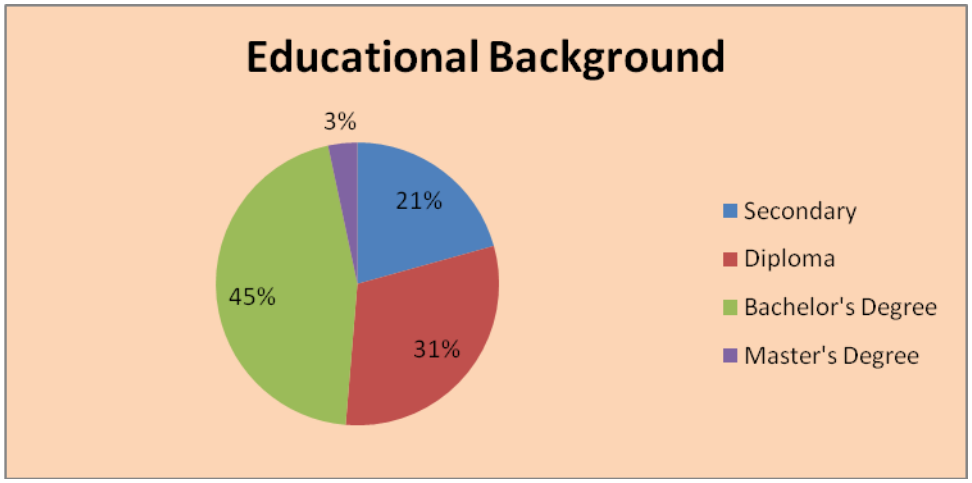
Table 4.7: Educational Background

Educational Background

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary	31	20.7	20.7	20.7
	Diploma	46	30.7	30.7	51.3
	Bachelor's Degree	68	45.3	45.3	96.7
	Master's Degree	5	3.3	3.3	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Figure 4.7: Educational Background



Source: Developed for the research

Table 4.7 and Figure 4.7 shows that majority of the respondents were a Bachelor's Degree holder with 45.3% (68 respondents), the second highest were Diploma holder 30.7% (46 respondents), while Secondary 20.7% (31 respondents) and the lowest was Master's Degree holder 3.3% (5 respondents).

4.1.1.8 Property Owned

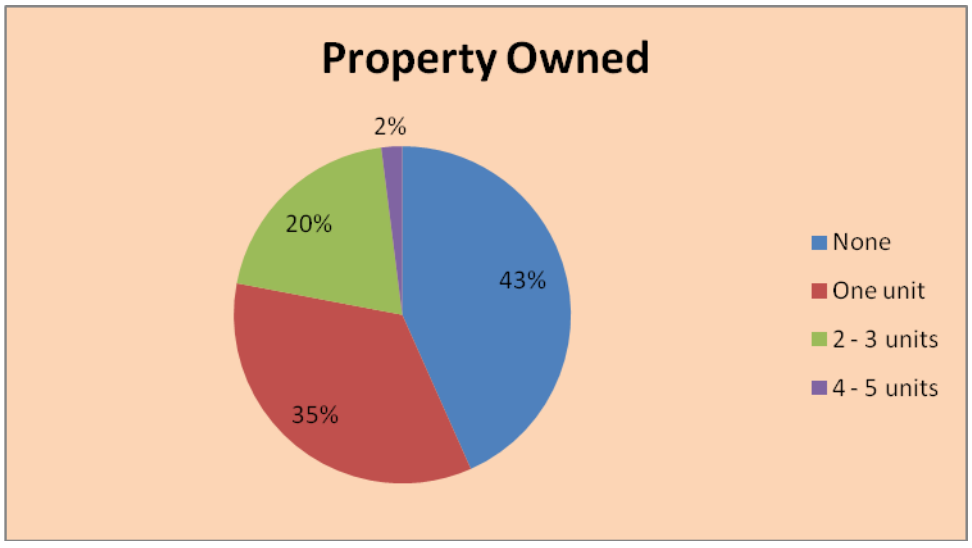
Table 4.8: Property Owned

Property Owned

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	65	43.3	43.3	43.3
	One unit	52	34.7	34.7	78.0
	2 - 3 units	30	20.0	20.0	98.0
	4 - 5 units	3	2.0	2.0	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Figure 4.8: Property Owned



Source: Developed for the research

According to Table 4.8 and Figure 4.8, out of 150 respondents, 65 of the respondents does not owned any house (43.3%), while 52 of the respondents owned at least one house (34.7%), out of 150 respondents 30 respondents owned 2-3 houses (20%) and only 3 respondents owned 4-5 units of house (2%).

4.1.1.9 Respondents Intention to Purchase Residential Property in Setia Alam

Table 4.9 Respondents Intention to Purchase Residential Property in Setia Alam

		Frequency	Percent (%)	Valid Percent	Cumulative Percent
Valid	Yes	150	100	100	100
	No	0	0	0	
	Total	150	100	100	

Source: Developed for the research

Table 4.9 shows that all the 150 respondents who responded to our survey has an intention to purchase a residential property in Setia Alam.

4.2 Purchase Intention

Table 4.10 Centre Tendencies Measurement of Purchase Intention

Statistics

		I will continue to buy house in the future	I intend to buy house frequently in the future	I plan to buy house	I will try to buy house	I want to buy house
N	Valid	150	150	150	150	150
	Missing	0	0	0	0	0
Mean		5.6267	5.7867	5.9133	6.6467	6.6800
Median		5.0000	5.0000	6.0000	7.0000	7.0000
Mode		5.00	5.00	5.00	7.00	7.00

Source: Developed for the research

Table 4.10 shows the Centre Tendencies Measurement of purchase intention. The statement "I want to buy house" was ranked number one with the mean of 6.68 and is the highest among six statements. Secondly, the statement of "I will try to buy house" with the mean of 6.64. Thirdly, it is followed by the statement "I plan to buy house"

with the mean of 5.91. The next statement "I intend to buy house frequently in the future" with the mean of 5.78 and lastly the statement of "I will continue to buy house in the future" with the mean of 5.62.

4.2.1 I will continue to buy house in the future

Table 4.11 Purchase Intention - I will continue to buy house in the future

Purchase Intention - I will continue to buy house in the future

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly Disagree	1	.7	.7	.7
	Neutral	19	12.7	12.7	13.3
	Slightly Agree	65	43.3	43.3	56.7
	Agree	15	10.0	10.0	66.7
	Strongly Agree	50	33.3	33.3	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Based on the table 4.11, there were five statements of purchase intention. In this statements there are 150 respondents responded to the questions. Out of that, 65 respondents or (43.3%) has SLIGHTLY AGREE that "I will continue to buy house in the future". Meanwhile, 50 respondents or (33.3%) is STRONGLY AGREE that "I will continue to buy house in the future". The result also shows that 19 respondents or (12.7%) is NEUTRAL that "I will continue to buy house in the future". From the findings, 15 respondents or (10%) are AGREE that "I will continue to buy house in the future". Lastly, there is only one respondent or 0.7% is SLIGHTLY AGREE that "I will continue to buy house in the future".

4.2.2 I intend to buy house frequently in the future

Table 4.12 Purchase intention – I intend to buy house frequently in the future

Purchase intention – I intend to buy house frequently in the future

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly Disagree	1	.7	.7	.7
	Slightly Agree	75	50.0	50.0	50.7
	Agree	28	18.7	18.7	69.3
	Strongly Agree	46	30.7	30.7	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

From the table 4.12, there are 150 respondents responded to this questionnaire. Out of 150 respondents, 75 respondents or 50% is SLIGHTLY AGREE that "I intend to buy house frequently in the future". There are 46 respondents or 30.7% is STRONGLY AGREE that "I intend to buy house frequently in the future". Meanwhile, 28 respondents or 18.7% is AGREE that "I intend to buy house frequently in the future" and lastly, 1 respondent or 0.7% is SLIGHTLY DISAGREE that "I intend to buy house frequently in the future".

4.2.3 I plan to buy house

Table 4.13 Purchase Intention – I plan to buy house

Purchase Intention – I plan to buy house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly Agree	55	36.7	36.7	36.7
	Agree	53	35.3	35.3	72.0
	Strongly Agree	42	28.0	28.0	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Table 4.13 show the purchase intention of I plan to buy house. Out of 150 respondents, 55 respondents or 36.7% is SLIGHTLY AGREE that "I plan to buy house". There are 53 respondents or 35.3% is AGREE that "I plan to buy house" and lastly 42 respondents or 28% STRONGLY AGREE that "I plan to buy house".

4.2.4 I will try to buy house

Table 4.14 Purchase Intention – I will try to buy house

Purchase Intention – I will try to buy house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly Agree	1	.7	.7	.7
	Agree	51	34.0	34.0	34.7
	Strongly Agree	98	65.3	65.3	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

From the table 4.14, out of 150 respondents 98 respondents or 65.3% is STRONGLY AGREE that "I will try to buy house". While 51 respondents or 34% is AGREE that "I will try to buy house" and lastly 1 respondent or 0.7% SLIGHTLY AGREE that "I will try to buy house".

4.2.5 I want to buy house

Table 4.15 Purchase Intention – I want to buy house

Purchase Intention – I want to buy house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	48	32.0	32.0	32.0
	Strongly Agree	102	68.0	68.0	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Table 4.15 revealed the purchase intention – I want to buy house. The data show that out of 150 respondents, 102 respondents or 68% is STRONGLY AGREE that "I want to buy house" and 48 respondents or 32% is AGREE "I want to buy house".

4.3 Property Attribute (PA)

4.3.1 Property Attribute (PA)

Table 4.16 Centre Tendencies Measurement of Property Attribute

Statistics

	House Price	House Type	House Finishing	House Design	Age of the House	Property Title
N Valid	150	150	150	150	150	150
Missing	0	0	0	0	0	0
Mean	6.0333	5.2733	4.7933	4.9533	5.5067	6.2133
Median	6.0000	5.0000	5.0000	5.0000	5.0000	6.0000
Mode	6.00	5.00	5.00	5.00	5.00	6.00
Std. Deviation	.65964	.69414	.68832	.61673	.66299	.60852
Minimum	5.00	3.00	2.00	4.00	4.00	4.00
Maximum	7.00	7.00	7.00	7.00	7.00	7.00

Source: Developed for the research

According to Table 4.16, it shows the six statements of property attribute. The statement start with "Property title (e.g. freehold, leasehold) has an impact to me when buying a house in Setia Alam" was ranked number one with the mean of 6.21 was the highest among the six statements. The statement with "House price has an impact to me when buying a house in Setia Alam" was ranked number two with the mean of 6.03. The third ranked was statement starts with "The age of the house (e.g. new house, sub-sales) has an impact to me when buying a house in Setia Alam" with the mean of 5.50, follow by statement of "House type (e.g. double storey, semi D) has an impact to me when buying a house in Setia Alam" with the mean of 5.27. While the statement of "House design (e.g. façade) has an impact to me when buying a house in Setia Alam" was ranked number fifth with the mean of 4.95 and the last ranked was statement of "House finishing (e.g. Air-Cond, kitchen cabinet) has an impact to me when buying a house in Setia Alam" with the mean of 4.79.

4.3.2 House Price

Table 4.17 House Price

Property Attribute - House Price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly Agree	30	20.0	20.0	20.0
	Agree	85	56.7	56.7	76.7
	Strongly Agree	35	23.3	23.3	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

The Table 4.17 shows the results for the Property Attribute (PA) of the house price. In this statements the total respondents was 150. Out of 150 respondents, 85 respondents AGREE that the house price has an impact to them when buying a residential house in Setia Alam (56.7%) while 35 respondents STRONGLY AGREE

that the house price has an impact to them when buying a residential house in Setia Alam (23.3%) and 30 respondents are SLIGHTLY AGREE that the house price has an impact to them when buying a residential house in Setia Alam, about 20% of the total respondents.

4.3.3 House Type

Table 4.18 House Type

Property Attribute - House Type

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly Disagree	1	.7	.7	.7
	Neutral	14	9.3	9.3	10.0
	Slightly Agree	82	54.7	54.7	64.7
	Agree	49	32.7	32.7	97.3
	Strongly Agree	4	2.7	2.7	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

The Table 4.18 shows the Property Attribute (PA) of the house Type. Out of 150 respondents, 82 of the respondents or 54.7% choose "Slightly Agree" that the house type has an impact to them when buying a residential house in Setia Alam. While the second ranked are "Agree" with 49 respondents or 32.7% follow by "Neutral" 14 respondents or 9.3%, while the "Strongly Agree" statements with 4 respondents or 2.7% while the lowest respondents is "Slightly Disagree" with 1 respondent or 0.7%.

4.3.4 House Finishing

Table 4.19 House Finishing

Property Attribute - House Finishing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	.7	.7	.7
	Slightly Disagree	1	.7	.7	1.3
	Neutral	44	29.3	29.3	30.7
	Slightly Agree	87	58.0	58.0	88.7
	Agree	16	10.7	10.7	99.3
	Strongly Agree	1	.7	.7	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Table 4.19 shows the variable of Property Attribute of house finishing. Out of 150 respondents, 87 respondents or 58% choose "Slightly Agree" that the house finishing has an impact to them when buying a residential property in Setia Alam. This was follow by "Neutral" variables with 44 respondents or 29.3% was ranked second. The third ranked was variable of 'Agree" with 16 respondents or 10.7% agreed that the house finishing has an impact when buying a residential property in Setia Alam. Three variables such as "Disagree", Slightly Disagree" and Strongly Agree" has one respondent or 0.7%.

4.3.5 House Design

Table 4.20 House Design

Property Attribute - House Design

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	30	20.0	20.0	20.0
	Slightly Agree	99	66.0	66.0	86.0
	Agree	19	12.7	12.7	98.7
	Strongly Agree	2	1.3	1.3	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Table 4.20 shows the information for the house design. From this table, we can see that 99 respondents or 66% choose "Slightly Agree" that the house has an impact when buying a residential property in Setia Alam. The second ranked are "Neutral" with 30 respondents or 20%, while the third ranked are "Agree" with 19 respondents or 12.7% and the last ranked are "Strongly Agree" with two respondents or 1.3%.

4.3.6 Age of the House

Table 4.21 Age of the House

Property Attribute - Age of the house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	6	4.0	4.0	4.0
	Slightly Agree	70	46.7	46.7	50.7
	Agree	66	44.0	44.0	94.7
	Strongly Agree	8	5.3	5.3	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

The Table 4.21 shows the information gather for the age of the house. Out of 150 respondents, 70 respondents or 46.7% has "Slightly Agree" that the age of the house has an impact to them when buying a residential property in Setia Alam. However, there are 66 respondents or 44% has "Agree" that the age of the house has an impact to them when buying a residential property in Setia Alam. Eight respondents or 5.3% "Strongly Agree" that the age of the house has an impact to them when buying a residential property in Setia Alam and six respondents or 4% has "Neutral" about the impact to them when buying a residential property in Setia Alam.

4.3.7 Property Title

Table 4.22 Property Title

Property Attribute - Property Title

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	1	.7	.7	.7
	Slightly Agree	12	8.0	8.0	8.7
	Agree	91	60.7	60.7	69.3
	Strongly Agree	46	30.7	30.7	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Table 4.22 shows the results for the property title. In this table, we can see that 91 respondents or 60.7% "Agree" that the property title such as freehold and leasehold has an impact to them when buying a residential property in Setia Alam. This follow by 46 respondents or 30.7% were "Strongly Agree" that the property title such as freehold and leasehold has an impact to them when buying a residential property in Setia Alam, while 12 respondents or 8% that the property title such as freehold and leasehold has an impact to them when buying a residential property in Setia Alam and ranked last are "Neutral" with one respondent or 0.7%.

4.4 Property View

4.4.1 Property View

Table 4.23 Centre Tendencies Measurement of Property View

Statistics

		House Exterior	Layout Plan	Built up area	Land area	Topography	View of the house
N	Valid	150	150	150	150	150	150
	Missing	0	0	0	0	0	0
Mean		4.8800	4.8800	4.8067	4.9133	5.1067	5.5333
Median		5.0000	5.0000	5.0000	5.0000	5.0000	5.0000
Mode		5.00	5.00	5.00	5.00	5.00	5.00
Std. Deviation		.51709	.61218	.69221	.68480	.69656	.84874
Minimum		4.00	4.00	4.00	4.00	4.00	4.00
Maximum		6.00	7.00	7.00	7.00	7.00	7.00

Source: Developed for the research

The Table 4.23 shows the Centre Tendencies Measurement of Property View. This statistic shows that "View of the housing area (e.g. North, South direction) has an impact to me when buying a house in Setia Alam" recorded the highest mean score of 5.53, while the "Topography (e.g. location) has an impact to me when buying a house in Setia Alam" was the second highest mean score with 5.1. The third highest mean score of 4.91 are "Land area has an impact to me when buying a house in Setia Alam". There is two variables that scored the same mean of 4.88 which consist of "House exterior features (e.g. façade) has an impact to me when buying a house in Setia Alam" and "House layout plan has an impact to me when buying a house in Setia Alam". The lowest mean score are "Built-up area has an impact to me when buying a house in Setia Alam" with the score of 4.8.

4.4.2 House Exterior

Table 4.24 House Exterior

Property View - House Exterior

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	30	20.0	20.0	20.0
	Slightly Agree	108	72.0	72.0	92.0
	Agree	12	8.0	8.0	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Table 4.24 shows the results for the Property View (PV) of the house exterior. Form the table, 108 respondents or 72% were Neutral about the "House exterior features (e.g. façade) has an impact to me when buying a house in Setia Alam". The second highest with 30 respondents or 20% were "Neutral" about the "House exterior features (e.g. façade) has an impact to me when buying a house in Setia Alam" and the lowest with 12 respondents or 8% are "Agree" with the "House exterior features (e.g. façade) has an impact to me when buying a house in Setia Alam".

4.4.3 Layout Plan

Table 4.25 Layout Plan

Property View - Layout plan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	36	24.0	24.0	24.0
	Slightly Agree	98	65.3	65.3	89.3
	Agree	14	9.3	9.3	98.7
	Strongly Agree	2	1.3	1.3	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Table 4.25 shows the results for the Property View (PV) of the layout plan analysis. From the table, 98 respondents or 65.3% are "Slightly Agree" house layout plan has an impact to me when buying a house in Setia Alam follow by 36 respondents or 24% are "Neutral" about house layout plan has an impact to me when buying a house in Setia Alam. The result also shows 14 respondents or 9.3% are "Agree" that house layout plan has an impact to me when buying a house in Setia Alam and the lowest score with 2 respondents or 1.3% has "Strongly Agree" house layout plan has an impact to me when buying a house in Setia Alam.

4.4.4 Built up area

Table 4.26 Built up area

Property View - Built up area

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	52	34.7	34.7	34.7
	Slightly Agree	76	50.7	50.7	85.3
	Agree	21	14.0	14.0	99.3
	Strongly Agree	1	.7	.7	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Table 4.26 shows the results for the Property View (PV) of the built up area. From the table, 76 respondents or 50.7% has "Slightly Agree" that built-up area has an impact to me when buying a house in Setia Alam, secondly ranked with 52 respondents or 34.7% are "Neutral" about built-up area has an impact to me when buying a house in Setia Alam. This were follow by 21 respondents or 14% has "Agree" that built-up area has an impact to me when buying a house in Setia Alam and the last ranked with 1 respondents or 0.7% are "Strongly Agree" when come to built-up area has an impact to me when buying a house in Setia Alam.

4.4.5 Land Area

Table 4.27 Land Area

Property View - Land area

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	41	27.3	27.3	27.3
	Slightly Agree	82	54.7	54.7	82.0
	Agree	26	17.3	17.3	99.3
	Strongly Agree	1	.7	.7	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

From the table 4.27 show the results for the Property View (PV) of the land area analysis. The highest ranked with 82 respondents or 54.7% are "Slightly Agree" land area has an impact to me when buying a house in Setia Alam. The second ranked with 41 respondents or 27.3% are "Neutral" about land area has an impact to me when buying a house in Setia Alam. The third ranked with 26 respondents or 17.3% were "Agree" that land area has an impact to me when buying a house in Setia Alam and the lowest ranked with 1 respondent or 0.7% "Strongly Agree" about land area has an impact to me when buying a house in Setia Alam.

4.4.6 Topography

Table 4.28 Topography

Property View - Topography

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	24	16.0	16.0	16.0
	Slightly Agree	91	60.7	60.7	76.7
	Agree	30	20.0	20.0	96.7
	Strongly Agree	5	3.3	3.3	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

The table 4.28 shows the results for the Property View (PV) of the Topography analysis. From the table, there are 91 respondents or 60.7% "Slightly Agree" that Topography (e.g. location) has an impact to me when buying a house in Setia Alam. This followed by 30 respondents or 20% "Agree" that Topography (e.g. location) has an impact to me when buying a house in Setia Alam. Out of 150 respondents, 24 respondents or 16% has "Neutral" about Topography (e.g. location) has an impact to me when buying a house in Setia Alam and the last ranked with 5 respondents or 3.3% has "Strongly Agree" about Topography (e.g. location) has an impact to me when buying a house in Setia Alam.

4.4.7 View of the house

Table 4.29 View of the house

Property View - View of the house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	12	8.0	8.0	8.0
	Slightly Agree	69	46.0	46.0	54.0
	Agree	46	30.7	30.7	84.7
	Strongly Agree	23	15.3	15.3	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Table 4.29 shows the results for the Property View (PV), view of the house. From the table, 69 respondents or 46% are "Slightly Agree" that the view of the housing area (e.g. North, South direction) has an impact to me when buying a house in Setia Alam. The second highest with 46 respondents or 30.7% are "Agree" that the view of the housing area (e.g. North, South direction) has an impact to me when buying a house in Setia Alam. This followed by 23 respondents or 15.3% has "Strongly Agree" that the view of the housing area (e.g. North, South direction) has an impact to me when buying a house in Setia Alam. The lowest ranked with 12 respondents or 8% are "Neutral" about the view of the housing area (e.g. North, South direction) has an impact to me when buying a house in Setia Alam.

4.5 Property Surrounding

4.5.1 Property Surrounding

Table 4.30 Centre Tendencies Measurement of Property Surrounding

Statistics

		Commercial area	Facilities	Education	Workplace	Environment	Security	Traffic
N	Valid	150	150	150	150	150	150	150
	Missing	0	0	0	0	0	0	0
Mean		5.0667	5.1400	5.3867	5.5267	5.1000	5.4600	5.7733
Median		5.0000	5.0000	5.0000	6.0000	5.0000	5.0000	6.0000
Mode		5.00	5.00	5.00	6.00	5.00	5.00	6.00
Std. Deviation		.53928	.75111	.68333	.63136	.63192	.66181	.76979
Minimum		4.00	4.00	4.00	4.00	4.00	4.00	4.00

Source: Developed for the research

The Table 4.30 shows the Centre Tendencies Measurement of Property Surrounding (PS). The table shows that traffic congestion has an impact to me when buying a house in Setia Alam recorded the highest mean score of 5.77, followed by second ranked is proximity to work place has an impact to me when buying a house in Setia Alam with the mean score of 5.52. The third ranked with the mean score of 5.46 are Security (e.g. Gated and Guarded) has an impact to me when buying a house in Setia Alam. The fourth ranked is proximity to education area has an impact to me when buying a house in Setia Alam with the mean score of 5.38. The fifth ranked of mean score of 5.14 are proximity to facilities and infrastructure has an impact to me when buying a house in Setia Alam. Followed by ranked six with the mean score of 5.10 are environment quality has an impact to me when buying a house in Setia Alam and the last ranked are with the mean score of 5.06 are proximity to commercial area has an impact to me when buying a house in Setia Alam.

4.5.2 Commercial Area

Table 4.31 Commercial Area

Property Surrounding - Commercial Area

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	16	10.7	10.7	10.7
	Slightly Agree	109	72.7	72.7	83.3
	Agree	24	16.0	16.0	99.3
	Strongly Agree	1	.7	.7	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Table 4.31 shows the results for the questionnaire on the Property Surrounding (PS); proximity to commercial area has an impact to me when buying a house in Setia Alam. From the results, 109 respondents or 72.7% have "Slightly Agree" that proximity to commercial area has an impact to me when buying a house in Setia Alam. Second ranked with 24 respondents or 16% have "Agree" that proximity to commercial area has an impact to me when buying a house in Setia Alam. Third ranked with 16 respondents or 10.7% with the results of "Neutral" and last place with one respondents or 0.7% had "Strongly Agree" that proximity to commercial area has an impact to me when buying a house in Setia Alam.

4.5.3 Facilities

Table 4.32 Facilities

Property Surrounding - Facilities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	29	19.3	19.3	19.3
	Slightly Agree	75	50.0	50.0	69.3
	Agree	42	28.0	28.0	97.3
	Strongly Agree	4	2.7	2.7	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Table 4.32 shows the results for the Property Surrounding (PS), proximity to facilities and infrastructure has an impact to me when buying a house in Setia Alam. From the results, 75 respondents or 50% of the respondents had "Slightly Agree" that proximity to facilities and infrastructure has an impact to me when buying a house in Setia Alam. Ranked second with 42 respondents or 28% respondents had "Agree" that proximity to facilities and infrastructure has an impact to me when buying a house in Setia Alam. Meanwhile, 29 respondents or 19.3% of the respondents had "Neutral" that proximity to facilities and infrastructure has an impact to me when buying a house in Setia Alam. The lowest results are "Strongly Agree" with 4 respondents or 2.7%.

4.5.4 Education

Table 4.33 Education

Property Surrounding - Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	13	8.7	8.7	8.7
	Slightly Agree	70	46.7	46.7	55.3
	Agree	63	42.0	42.0	97.3
	Strongly Agree	4	2.7	2.7	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Table 4.33 shows the results for Property Surrounding (PS); proximity to education area has an impact to me when buying a house in Setia Alam. From the table, 70 respondents or 46.7% of the respondents choose "Slightly Agree" that proximity to education area has an impact to me when buying a house in Setia Alam. This was followed by 63 respondents or 42% had "Agree" that proximity to education area has an impact to me when buying a house in Setia Alam. Out of 150 respondents, 13 respondents or 8.7% had "Neutral" about proximity to education area has an impact to me when buying a house in Setia Alam. From the result, there are 4 respondents or 2.7% had "Strongly Agree" that proximity to education area has an impact to me when buying a house in Setia Alam.

4.5.5 Work Place

Table 4.34 Work Place

Property Surrounding - Work place

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	8	5.3	5.3	5.3
	Slightly Agree	58	38.7	38.7	44.0
	Agree	81	54.0	54.0	98.0
	Strongly Agree	3	2.0	2.0	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Table 4.34 shows the results for Property Surrounding (PS); proximity to work place has an impact to me when buying a house in Setia Alam. From the results, we can see that 81 respondents or 54% had "Agree" that proximity to work place has an impact to me when buying a house in Setia Alam. This followed by 58 respondents or 38.7% had "Slightly Agree" that proximity to work place has an impact to me when buying a house in Setia Alam. Out of 150 respondents, there are 8 respondents or 5.3% had "Neutral" about proximity to work place has an impact to me when buying a house in Setia Alam, and only 3 respondents or 2% were "Strongly Agree" about proximity to work place has an impact to me when buying a house in Setia Alam.

4.5.6 Environment

Table 4.35 Environment

Property Surrounding - Environment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	20	13.3	13.3	13.3
	Slightly Agree	98	65.3	65.3	78.7
	Agree	29	19.3	19.3	98.0
	Strongly Agree	3	2.0	2.0	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Table 4.35 revealed the results for the Property Surrounding (PS); environment quality has an impact to me when buying a house in Setia Alam. From the results, 98 respondents or 65.3% had "Slightly Agree" about environment quality has an impact to me when buying a house in Setia Alam. This was followed by 29 respondents or 19.3% were "Agree" that environment quality has an impact to me when buying a house in Setia Alam. From 150 respondents, 20 respondents or 13.3% had "Neutral" about environment quality has an impact to me when buying a house in Setia Alam. However, only 3 respondents or 2% had "Strongly Agree" about environment quality has an impact to me when buying a house in Setia Alam.

4.5.7 Security

Table 4.36 Security

Property Surrounding - Security

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	6	4.0	4.0	4.0
	Slightly Agree	77	51.3	51.3	55.3
	Agree	59	39.3	39.3	94.7
	Strongly Agree	8	5.3	5.3	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Table 4.36 shows the results for the Property Surrounding (PS); security (e.g. Gated and Guarded) has an impact to me when buying a house in Setia Alam. From the table, 77 respondents or 51.3% had "Slightly Agree" that security (e.g. Gated and Guarded) has an impact to me when buying a house in Setia Alam. Out of 150 respondents, 59 respondents or 39.3% "Agree" that security (e.g. Gated and Guarded) has an impact to me when buying a house in Setia Alam. The results also shows that 8 respondents or 5.3% were "Strongly Agree" that security (e.g. Gated and Guarded) have an impact to me when buying a house in Setia Alam. However, there are only 6 respondents or 4% choose "Neutral" about security (e.g. Gated and Guarded) has an impact to me when buying a house in Setia Alam.

4.5.8 Traffic

Table 4.37 Traffic

Property Surrounding - Traffic

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	4	2.7	2.7	2.7
	Slightly Agree	53	35.3	35.3	38.0
	Agree	66	44.0	44.0	82.0
	Strongly Agree	27	18.0	18.0	100.0
	Total	150	100.0	100.0	

Source: Developed for the research

Table 4.37 shows the results for the Property Surrounding (PS); traffic congestion has an impact to me when buying a house in Setia Alam. From the results, there are 66 respondents or 44% had "Agree" that the traffic congestion has an impact to me when buying a house in Setia Alam. While 53 respondents or 35.3% had "Slightly Agree" that the traffic congestion has an impact to me when buying a house in Setia Alam. Out of 150 respondents, 27 respondents or 18% had "Strongly Agree" that the traffic congestion has an impact to me when buying a house in Setia Alam. However, only 4 respondents or 2.7% had "Neutral" about the traffic congestion has an impact to me when buying a house in Setia Alam.

4.6 Scale Measurement

4.6.1 Reliability Analysis

Table 4.38: Internal Reliability Test

No	Variables	Cronbach's Alpha	Number of items
1	Property Attribute	0.76	6
2	Property View	0.73	6
3	Property Surrounding	0.739	7
4	Purchase Intention	0.864	5

Source: Developed for the research

In the study of Tavakol and Dennick (2011) stated that Alpha was first developed back in the year 1951 by Lee Cronbach then named it as Cronbach alpha to measure the internal consistency of an item and item's result was stated in number between 0 and 1. According to Gliem and Gliem (2003), the increasing value of alpha value is dependent on the number of item used for test. A research by George and Mallery (2003), the rule of thumb of Cronbach alpha was alpha value greater than (>0.9) was consider excellent; alpha value in the range of (0.80-0.89) was consider good; alpha value range of (0.70-0.79) was acceptable; alpha value in the range of (0.60-0.69) is questionable; alpha value in the range of (0.5-0.59) is poor consistency while any alpha value that is below 0.5 was unacceptable.

The Cronbach alpha for this survey was computed using SPSS version 23.0 and the value was listed in Table 4.38. For property attribute (PA), the consistency of item tested with 6 items and it falls in an acceptable category with 0.76 alpha values. Besides, property view (PV) was tested with 6 items and it falls in an acceptable category where alpha value was 0.73. Furthermore, property surrounding (PS) was tested with 7 items and it falls into an acceptable category where alpha value was 0.739. The value of these three independent variables has averagely acceptable reliability for home buyer purchase intention to purchase a residential property in Setia Alam. All these three independent variables fall into acceptable category. Moreover, these three variables were tested against purchase intention and the value

was 0.864 which is considering good. Thus the entire variables were tested and none of the variable falls in the poor or unacceptable categories.

4.7 Inferential Statistics

Inferential statistics is the mathematics to use in generation of conclusion from sample characteristics to population characteristics (Gabrenya, 2003). In this research, Pearson Correlation analysis and multiple regression analysis will be used to examining the relationship between the independent variables and dependent variable.

4.8 Independent Sample T-test

The independent sample t-test used to test the difference between the two independents groups. In this research, the group was using Independent Sample T-test to carry out the existence whether the means for two independent groups were significant difference between each other. The independents sample t-test was normally known as between-groups design which used to analyzed gender and purchase intention. The grouping variable separate cases into two mutually exclusive groups, Male and Female for grouping variable , while the test variable explain cases on qualitative dimension which was the purchase intention towards residential property in Setia Alam. Other than that, if the p-value was less than level of significant (0.05), then the hypothesis was supported.

Table 4.43 Independent Sample T-test (difference between gender and purchase intention)

Independent Samples Test

Variable	Mean	Std. Deviation	t	df	p
Gender					.039
Male	6.0444	.59498	-1.810	148	
Female	6.2319	.67355	-1.792	136.995	

Source: Developed for the research

From the table 4.43, the independent sample t-test between gender and purchase intention shows that, there is a significant value at (0.039) between gender and purchase intention towards residential property in Setia Alam. Female show higher tendency in purchase intention (M= 6.2319, SD=0.67355) than male (M6.0444, SD=0.59498). It indicated that the female has higher tendency compare to male. Therefore, gender level has significant level and was supported.

Table 4.44 Independent Sample T-test (difference between age and purchase intention)

ANOVA

Purchase Intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.443	4	.361	.886	.474
Within Groups	59.036	145	.407		
Total	60.479	149			

Source: Developed for the research

Table 4.44 shows the independent Sample T-test (ANOVA) between age and purchase intention. The result shows that there is no significant value at (0.474) between age and purchase intention. Therefore, age level has no significant level and was not supported.

Table 4.45 Independent Sample T-test (Difference between ethnicity and purchase intention)

ANOVA

Purchase Intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.737	3	.246	.601	.616
Within Groups	59.742	146	.409		
Total	60.479	149			

Source: Developed for the research

Table 4.45 shows the result for independent sample T-test (ANOVA) between ethnicity and purchase intention. From the findings, the result shows that there is no

significant value at (0.616) between ethnicity and purchase intention. Therefore, there is no significant level and the result was not supported.

Table 4.46 Independent Sample T-test (Difference between marital status and purchase intention)

ANOVA

Purchase Intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.238	2	1.119	2.825	.063
Within Groups	58.241	147	.396		
Total	60.479	149			

Source: Developed for the research

Table 4.46 shows the results for the independent T-test (ANOVA) between marital status and purchase intention. From the table, the result shows that there is no significant value at (0.063) between marital status and purchase intention. Therefore, it can be conclude that there is no significant level and the result was not supported.

Table 4.47 Independent Sample T-test (Difference between no of household and purchase intention)

ANOVA

Purchase Intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.897	2	.449	1.107	.333
Within Groups	59.582	147	.405		
Total	60.479	149			

Source: Developed for the research

Table 4.47 shows the independent sample T-test (ANOVA) between no of household and purchase intention. From the findings, there is no significant level (0.333) between no of household and purchase intention. Therefore, there is no significant level between no of household and purchase intention.

Table 4.48 Independent Sample T-test (Difference between monthly gross income and purchase intention)

ANOVA

Purchase Intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.247	4	.562	1.399	.237
Within Groups	58.232	145	.402		
Total	60.479	149			

Source: Developed for the research

Table 4.48 shows the independent Sample T-test (ANOVA) between monthly gross income and purchase intention. The findings show that there is no significant level (0.237) between monthly gross income and purchase intention. Therefore, there is no significant level between monthly gross income and purchase intention.

Table 4.49 Independent Sample T-test (Difference between educational background and purchase intention)

ANOVA

Purchase Intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.212	3	.737	1.848	.141
Within Groups	58.267	146	.399		
Total	60.479	149			

Source: Developed for the research

Table 4.49 shows the independent Sample T-test (ANOVA) between educational background and purchase intention. The findings show that there is no significant level (0.141) between monthly gross income and purchase intention. Therefore, there is no significant level between educational background and purchase intention.

Table 4.50 Independent Sample T-test (Difference between property owned and purchase intention)

ANOVA

Purchase Intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.296	3	.432	1.066	.366
Within Groups	59.183	146	.405		
Total	60.479	149			

Source: Developed for the research

Table 4.50 shows the independent Sample T-test (ANOVA) between properties owned and purchase intention. The findings show that there is no significant level (0.366) between monthly gross income and purchase intention. Therefore, there is no significant level between educational background and purchase intention.

4.9 Pearson Correlation

Table 4.51: Pearson Correlations Analysis

		PA_1	PV_1	PS_1	PI_2
Property Attribute(PA)	Pearson Correlation				
	Sig. (2-tailed)				
	N	150			
Property View(PV)	Pearson Correlation	.447**			
	Sig. (2-tailed)	.000			
	N	150	150		
Property Surrounding(PS)	Pearson Correlation	.280**	.359**		
	Sig. (2-tailed)	.001	.000		
	N	150	150	150	

Purchase Intention(PI)	Pearson Correlation	.304**	.276**	.227**	
	Sig. (2-tailed)	.005	.001	.001	
	N	150	150	150	150
**. Correlation is significant at the 0.01 level (2-tailed).					

Source: Developed for the research

From the table 4.51 Pearson Correlations Analysis, all the p-value of independent variable and dependent variable was 0.01 and 0.05 which was significant at the 0.05 level. The Property Attribute (PA) was the strongest variable, 0.304, followed by Property View (PV), 0.276, and lastly Property Surrounding (PS) with 0.227. With all the positive value, there is a significant positive relationship between dependent and independent variables.

4.10 Multiple Linear Regressions

Table 4.52: Model Summary of independent variable and purchase intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.88[a]	.828	.639	.31640
a. Predictors: (Constant), Property Surrounding, Property Attribute, Property View b. Dependent Variable: Purchase Intention				

Source: Developed for the research

From the table 4.52 above, R square 0.828 and the regression of purchase intention were 0.88. This shows that 82% of the variance of dependent variable, purchase intention was explained by all the independent variables which included Property Attribute, Property Surrounding (PS) and Property View (PV).

Table 4.53 Anova of independent variables and purchase intention

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.006	3	8.669	43.39	.00
	Residual	55.472	146	0.38		
	Total	60.479	149			
a Dependent Variable: Purchase Intention b Predictors: (Constant), Property Surrounding, Property Attribute, Property View						

Source: Developed for the research

From the table 4.53 ANOVA (Stepwise method), the F value was 43.39 and the significant level of 0.00. Therefore, it can be concluded that the regression model was work well to predict that the Property View (PV), Property Attribute (PA) and Property Surrounding (PS) in explaining the purchase intention.

Table 4.54 Coefficients between independent variables and purchase intention

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.754	1.796		0.972	.000
	Property Attribute	-.015	.119	-.011	-.123	.002
	Property View	.425	.126	.312	3.383	.001
	Property Surrounding	.131	.131	.086	3.003	.009
a. Dependent Variable: Purchase Intention						

Source: Developed for the research

From the table 4.54, the regression equation was formed below:

Purchase Intention = 0.754 + (-0.015) (Property Attribute) + 0.425 (Property View) + 0.131 (Property Surrounding)

There is a significant relationship between property Attribute (PA), Property View (PV) and Property Surrounding (PS). Based on the equation formed, the regression coefficient of Property View (PV) was 0.425. It shown the level of purchase intention will increase 0.425 units when Property View (PV) increased one unit while other remains. Furthermore, the regression coefficient of Property Surrounding (PS) was 0.131 which means that the level of purchase intention will increase 0.131 when Property Surrounding (PS) increase one unit whiles other remains.

There is a significant relationship between Property Attribute (PA) and purchase intention. Based on the equation formed, the regression coefficient of Property Attribute (PA) was -0.015 and this means the level of purchase intention will decrease -0.015 units when Property Attribute (PA) decreased one unit while other remains.
In conclusion, the standardized coefficients indicate that Property View (PV) had the highest influence on purchase intention when buying a residential house in Setia Alam. Thus, Property View (PV) was an important predictor of purchase intention and followed by Property Surrounding (PS) with β=0.131.

4.11 Test of Significant

Table 4.55 Test of Significant

Construct Variables	Significant Value
Property Attribute (PA)	0.00
Property View (PV)	0.00
Property Surrounding (PS)	0.00
Gender	0.39

Hypothesis 1: Demography – Age

H1: Genders has significant difference towards home purchase intention when buying a residential property in Setia Alam.

From the table 4.11, the significant value of gender was 0.39, which was lower than the p-value of 0.05. Therefore, H1 was supported, this show that there is a positive relationship between gender and customers purchase intention when buying a residential property in Setia Alam.

Hypothesis 2: Property Attribute (PA)

H2: There is a positive relationship between property attribute (PA) and home purchase intention when buying a residential property in Setia Alam.

From the table 4.11, the significant value of Property Attribute (PA) was 0.00 which was lower than the p-value of 0.05. Therefore, H2 was supported and this shows that there is a positive relationship between Property Attribute (PA) and customers purchase intention when buying a residential property in Setia Alam.

Hypothesis 3: Property View

H3: There is a positive relationship between property view (PV) and home purchase intention when buying a residential property in Setia Alam.

From the table 4.11, the significant value of Property View (PV) was 0.00 which was lower than the p-value of 0.05. Therefore, H3 was supported and this shows that there is a positive relationship between Property View (PV) and customers purchase intention when buying a residential property in Setia Alam.

Hypothesis 4: Property Surrounding

H4: There is a positive relationship between Property Surrounding (PS) and home purchase intention when buying a residential property in Setia Alam.

From the table 4.11, the significant value of Property Surrounding (PS) was 0.00 which was lower than the p-value of 0.05. Therefore, H4 was supported and this shows that there is a positive relationship between Property Surrounding (PS) and customers purchase intention when buying a residential property in Setia Alam.

4.12 Conclusion

As a conclusion for this chapter, the demographic profile and customers purchase intention when buying a residential property in Setia Alam, a total of 150 respondents was analyzed with descriptive analysis. Besides that, internal consistency of each variable was tested with Cronbach alpha while further down the relationship between each independent variable (Property Attribute (PA), Property View (PV) and Property Surrounding (PS)) and dependent variable (Purchase Intention towards a residential property in Setia Alam was tested using multiple regressions. Thus Chapter 5 researches will focus on discussing major findings and provide conclusion for the research study.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

In chapter 5, researcher discussed the findings from the previous chapter. Topic to be discussed includes the summary of statistical analysis which comprised of descriptive and inferential analyses, followed by the discussion of major findings and implications. The limitation and recommendations for future research and conclusion will also be discussed in this chapter.

5.1 Summary of Statistical Analyses

A summary of entire description analysis of the demographic profile, scale measurement, Pearson correlation and multiple regression analysis which were presented in Chapter 4 will be discussed in this section.

5.1.1 Descriptive Analysis

Based on the research done in Chapter 4 descriptive analyses, the demographic profile had been conducted to analyze the respondents' gender, age, ethnicity, marital status, monthly gross income, educational background and property owned.

From this research, majority of the respondents are male which represents 54% (81 respondents) and female respondents with only 46% (69 respondents). These finding was supported by Livette (2007) mentioned that males and females may have different purchase decision when buying a property. Males will focus more on certain criteria or tasks but females will focus more on their activities. Females' brain is most likely influence by the emotional but males' brain are most likely influence by understanding (Livette, 2006). Therefore, other people are less dominant than males in purchasing the product. When males think that the product is tempted enough to purchase then he is willing to pay for that product.

Besides, the target respondent was categorized into 5 different age groups. The largest group is 31 – 40 years old with 45.3% or (68 respondents). Secondly, by group age of 21 – 30 years old with 26.7% or 40 respondents. The age group of 41 – 50 years old with 24% or 36 respondents, where group age of 50 years old above with 3.3% or 5 respondents, lastly is group less than 21 years old with one respondent or 0.7%.

The results in ethnicity of the respondents illustrated that Chinese were the largest portion among all ethnics which consist 57.3% or 86 respondents, followed by Malay with 37.3% or 56 respondents, while Indian with 4.7% or 7 respondents and lastly others with 0.7% or 1 respondents. Furthermore, the two largest marital status categories of respondents were married with 65.3% or 98 respondents and single with 32.7% or 49 respondents while the remaining percentage of 2% or 3 respondents were divorced.

In the no of house hold results, majority of the respondents were with the household of 4 – 6 person 68.7% or 103 respondents, while no of household of 1 – 3 with 28% or 42 respondents and lastly no of household 7 and above with 3.3% or 5 respondents. Meanwhile, majority of the respondents were earning income between RM2001 – RM5000, which consist of 72 respondents or 48%, while respondents earning income between RM5001 – RM8000 with 32% or 48 respondents. The earning income group less than RM2000 has 20 respondents or 13.3%, followed by earning income between RM8001 – RM11,000 with 9 respondents or 6% and lastly group of earning income between RM11,001 – RM14,000 with 1 respondent or 0.7%.

The results for educational background shows that majority of the respondents were a Bachelor's Degree holder with 45.3% or (68 respondents), the second highest were Diploma holder 30.7% or (46 respondents), while Secondary 20.7% or (31 respondents) and the lowest is Master's Degree holder 3.3% or (5 respondents). Out of 150 respondents, 65 of the respondents does not owned any house or (43.3%), while 52 of the respondents owned at least one house or (34.7%), out of 150

respondents 30 respondents owned 2-3 houses or (20%) and only 3 respondents owned 4-5 units of house or (2%).

5.1.2 Scale Measurement

Table 4.56 Scale Measurement

No	Variables	Cronbach's Alpha	Number of items
1	Property Attribute	0.76	6
2	Property View	0.73	6
3	Property Surrounding	0.739	7
4	Purchase Intention	0.864	5

Source: Developed for the research

Based on the Cronbach's Alpha reliability test, internal reliability of 4 construct with 24 items was measured. The highest variables for Cronbach's Alpha value are purchase intention with 0.864, followed by Property Attribute (PA) with 0.76, while Property Surrounding (PS) with 0.739 and lastly Property View (PV) with 0.73. Purchase Intention (PI) with 0.864 falls into good category and the other three independent variables fall into acceptable category. Therefore, all the variables were tested and none of it falls into unacceptable categories.

5.1.3 Inferential Summary

5.1.3.1 Pearson Correlation Analysis

Based on results from chapter 4, all independent variables Property View (PV), Property Surrounding (PS) and Property Attribute (PA) had positive relationship with the purchase intention towards residential property in Setia Alam. According to the results of Pearson Correlation Analysis, Purchase Intention variables had the strongest correlation among the other independent variable with 0.864 which fall in good category.

5.1.3.2 Multiple Regression Analysis

According to the results, two independent variables were supported and one independent variable was not supported. Therefore, the independent variables with significant value less than p value of 0.05 which include Property View (PV) and Property Surrounding (PS) had significant relationship with the customer purchaser intention towards residential property in Setia Alam. Property Attribute (PA) was not supported because of the significant relationship with customers purchase intention towards residential property in Setia Alam.

As a result from ANOVA, the F-value is 43.39 and significant value is ($p<0.05$). It can be concluded that the regression model was reliable to predict the independent variables Property View (PV), Property Surrounding (PS) and Property Attribute (PA) in explaining purchase influence.

Therefore, the regression equation was formed as below:

Purchase Intention = 0.754 + (-0.015) (Property Attribute) + 0.425 (Property View) + 0.131 (Property Surrounding)

By referring to table 4.42, the results indicated that there is a significant relationship between Property View (PV), Property Surrounding (PS), Property Attribute (PA) and purchase intention. Based on the equation model formed, the regression coefficient of Property View (PV) was 0.425, followed by Property Surrounding (PS) was 0.131. Whereas there is insignificant relationship between Property Attribute (PA) and purchase intention with regression coefficient of -0.015. Besides that, among three independent variables, Property View (PV) has the highest influence on purchase intention towards residential property in Setia Alam with the standardized $\beta=0.312$.

Thus Property Attribute (PA) was an important predictor of purchase intention and followed by Property Surrounding (PS) with $\beta=0.86$. As a result, only Property View (PV) and Property Surrounding (PS) role were supported with significant value less

than 0.05 whereas Property Attribute (PA) was not supported with significant value more than 0.05.

5.2 Discussions of Major Findings

Table 4.57: The summary of the hypothesis and result

Hypothesis	Results	Supported/Not Supported
H1: Demographic has significant difference towards home purchase intention when buying a residential property in Setia Alam	P=0.03 (P<0.05)	YES
H2: There is a positive relationship between property attribute (PA) and home purchase intention when buying a residential property in Setia Alam.	P=0.00 (P<0.05)	YES
H3: There is a positive relationship between property view (PV) and home purchase intention when buying a residential property in Setia Alam.	P=0.00 (P<0.05)	YES
H4: There is a positive relationship between property surrounding (PS) and home purchase intention when buying a residential property in Setia Alam.	P=0.00 (P<0.05)	YES

Source: Developed for the research

5.2.1 Demographic

5.2.1.1 Gender

H1a: Genders has significant difference towards home purchase intention when buying a residential property in Setia Alam.

Based on the table 4.44, the multiple regression analysis indicated that there was a positive relationship between gender and customers purchase intention towards residential property in Setia Alam as the value was 0.03, which was lower than p value 0.05. Therefore, $H1_a$ was supported. According to the results, this hypothesis was accepted and supported by few past research study and one of them is Livette (2007).

The hypothesis was supported because as by mentioned Livette (2007) that males and females may have different decision when making the purchase decision. Males will focus more on certain criteria or tasks but females will focus more on their activities. Females' brain is most likely influence by the emotional but males' brain are most likely influence by understanding (Livette, 2006). Therefore, other people are less dominant than males in purchasing the product. When males think that the product is tempted enough to purchase then he is willing to pay for that product.

5.2.1.2 Age

H1b: Age has significant difference towards home purchase intention when buying a residential property in Setia Alam.

Based on Table 4.42, the multiple regression analysis indicated that there was no positive relationship between age and customers purchase intention towards residential property in Setia Alam as the value is 0.474 which was higher than $p<0.05$. Therefore, H1b was not supported. Age is an important aspect of handling property criteria as there are diverging priorities between the adult and the older generation. According to Hurtubia *et al* (2010), people with the age 50 and above prefer to buy a home with a simple design that gives the flexibility of movement

space in the house. He said that age will help them to identify the current life cycle of the household such as young families and elderly couple. This will influence them to make decisions that differ in their needs. Hurtubia *et al* (2010) found out that the age will identify the total demand in the housing market. According to Krainer (2005); people above 65 years old are reluctant to buy a home even if they are able to, instead, young people are more penchants to buy a house (Evans, 2004). According to (Lutfi, 2010), those under 30 years old are less likely to commit to buying real estate because many will not reach their financial stability.

5.2.1.3 Ethnicity

H1c: Ethnicity has significant difference towards home purchase intention when buying a residential property in Setia Alam.

Table 4.45 shows the result for results between ethnicity and purchase intention. From the findings, the result shows that there is no significant value at (0.616) between ethnicity and purchase intention towards residential property in Setia Alam which as the value was higher than $p<0.05$. Therefore, there is no significant level and the result for H1c was not supported.

In Malaysia particularly, each of the ethnic groups of Malays, Chinese and Indians have their own different cultures and criteria when buying a home. A demographic factor will affect the choice of residence in terms of site selection (Hurtubia et al., 2010) and thus creates various situations in the property market (Bajari & Kahn, 2005). Therefore, race has been considered in determining the level of demand and property purchasing (Leppel, 2007; Bajari & Kahn, 2005).

5.2.1.4 Marital Status

H1d: Marital status has significant difference towards home purchase intention when buying a residential property in Setia Alam.

Table 4.46 shows the results between marital status and purchase intention. From the table, the result shows that there is no significant value at (0.063) between marital status and purchase intention which as the value was higher than $p<0.05$. Therefore, it can be conclude that H1d is not significant and the result was not supported.

According to (Lutfi, 2010) marital status affects' decision-making process of buyers. Suaid, 2012, say that different marital status buyers' such as single, married, single parents, divorced and widowed will lead to different preferences. This will affect the fundamental needs of individuals and restrict the capacity or budget to purchase housing units (Majid, 2010). According to (Leppel, 2007; Fontenla & Gonzalez, 2009), married people usually prefer to have their own house. However, (Morrel, 2001) argue that young people who are married do not have the intention to have a home of their own. At the same time the old married couple also refused to buy houses because of small household size (Morrel, 2001). Schuler & Adair, (2003) argue that single person intends to stay with their parents rather own a house. However, he also says that the divorce cases among people contribute to growing needs for new houses among single parents. Lauridsen et al., (2009) reveal that marital status should be analyzed to determine house purchasing decision by people.

5.2.1.5 No of household

H1e: No of household has significant difference towards home purchase intention when buying a residential property in Setia Alam.

Table 4.47 shows the results for no of household and purchase intention. From the findings, there is no significant level (0.333) between no of household and purchase intention which as the value was higher than $p<0.05$. Therefore, there is no significant level between no of household and purchase intention, it can be concluding that H1e is not significant and the result was not supported.

Hurtubia et al (2010) observed that household size can be measured by the number of people living in a house. The size of the household will form a clear formation and it will encourage new demand for such property. According to (Majid, 2010), family with kids would prefer a simple design and with extra space for move around. Suaid, (2012), found out that household size also determines the needs of family members that living in a size and number of rooms. The number of family will contribute to the needs and design of home in a good location, access, education and recreation (Hurtubia et al., 2010).

5.2.1.6 Monthly Gross Income

H1f: Monthly gross income has significant difference towards home purchase intention when buying a residential property in Setia Alam.

Table 4.48 shows the findings between monthly gross income and purchase intention. The findings show that there is no significant level (0.237) between monthly gross income and purchase intention as the value was higher than $p<0.05$. Therefore, there is no significant level between monthly gross income and purchase intention and it can be conclude that H1f is not significant and the result was not supported.

Bujang et al (2010) stated that revenue will affect people in buying a home and according to Schuler & Adair, (2003) and Garcia & Hernandez, (2008), the level of income will affect the housing market cycle and will increase the buying power of the buyer (Miron, 2004). Chiu & Ho, (2006), suggest that the income level would vary from time to time and can be classified into several groups such as low income, high, medium and. He also suggests that, the selection of a house will vary based on the level of income related to their ability (Chiu & Ho, 2006). Usually married household will have higher income as compared to unmarried people (Fontenla & Gonzalez, 2009).

Turner & Lue, (2009) found out that due to this situation, it will encourage people to buy new property, and Ariffin, (2010), also agreed that the higher the income, they tend to prefer to buy high end property. Meanwhile, Turner & Lue, (2009) argue that low income people would have difficulties in buying any houses. However Kranz & Hon (2006) research contradict that household income does not have much effect on the value of demand and buying decision and that the impact of these criteria is low and demand is negligible.

5.2.1.7 Educational Background

H1g: Educational background has significant difference towards home purchase intention when buying a residential property in Setia Alam.

Table 4.49 shows the results for educational background and purchase intention. The findings show that there is no significant level (0.141) between monthly gross income and purchase intention as the value was higher than $p<0.05$. Therefore, there is no significant level between educational background and purchase intention and it can be conclude that H1g is not significant and the result was not supported.

While the level of education is also an indicator of lifestyle buyers, Barlow & Ozaki, (2003), Barlow et al. (2003) found that higher education has been criticized as the main groups that influence the housing system. Education level also influences people

to be more careful in buying a home (Fontenla & Gonzalez, 2009). This also supported by Hurtubia et al., (2010) and found out that different levels of education among the people will not encourage them to demand a variety of home.

The level of higher education can encourage people to buy expensive homes (Barber & Terrance, 2001, and according to Majid, (2010) while a lower level than the level of education will decrease their desire to buy a house. This research supported by Lauridsen et al., (2009) saying that the effect of educational level on the buying activity has been studied by researchers before. However, Morrel (2001) observed that the increase in the level of education will reduce the number of potential buyers, in every ten years.

5.2.1.8 Property Owned

H1h: Property owned has significant difference towards home purchase intention when buying a residential property in Setia Alam

Table 4.50 shows findings between properties owned and purchase intention. The findings show that there is no significant level (0.366) between monthly gross income and purchase intention. Therefore, there is no significant level between educational background and purchase intention and it can be conclude that H1h is not significant and the result was not supported.

There are no findings to support that the more property you owned, the more you will buy in the future. This is due to tighten and difficulties in secure a bank loan from financial institution. Furthermore, when you have a lot of property in your portfolio you will tend to have more burdens.

5.3 Implications of the Study

The results and outcomes of the study had provided a greater understanding on the factors that influences the purchase intention towards residential property in Setia Alam. The implications in this study can provide some ideas for policy makers and practitioners about Property View (PV), Property Surrounding (PS) and Property Attribute (PA) which can be used to increase purchase intention of customers on residential property in Setia Alam.

5.3.1 Managerial Implications

These findings from this study have certain practical and managerial implications for marketing and public policy. The implications are majorly related to segmentation, targeting and positioning strategies and in particular to what types of messages were built to pursue people to buy residential property in Setia Alam. Useful information can be applied by companies in planning, developing and implementing their marketing strategies especially for a property developer.

Marketers also can carry out some strategies to enhance the customers purchase intention towards residential property in Setia Alam. Because of the purchasing process and behavior towards residential property in Setia Alam can vary as a function of personal values, the appeals of persuasive marketing communication should also different according to the values of the target. Marketing communications focus on promoting the peoples need and buying attitude and habits may try to match the focus of the expected benefits to the predominant values of the target. For example, advertising appeals that stress group benefits as the consequences of individuals buying can be better accepted by Malaysian customers (Asma and Pedersen, 2003). Marketers and policy maker were recommended to use communication message developing the connection between customers' property choices and the improvement of community life. Applied to the segmentation and targeting strategies, promotional messages can be niche to collectivistic people with

an appeal that focusing on the important of their role in improving the community and environment in property development for the benefits of the customers.

In this research, there are about 43% of the respondents does not owned any property. This is a serious issue as there are a lot of people who can't afford to own a house. This also an indication that the property prices in Malaysia is beyond the affordable for normal income earners. Therefore, developers and government should play and important roles in ensuring that the people can afford to own a house. One of the ways is to develop and built affordable house for these people. By doing this, people who can't afford to buy any house will actually have the opportunities to have their own property call home. Thus, property developers and government have responsibility to make sure that there are sufficient of affordability for the lower income earners.

5.4 Limitations of the study

Several limitations has been identified during the process of conducting this research and it is important for researchers to pinpoint it out as for an acknowledgement purpose to ensure that it further assist future studies. The first limitations are the insufficient amount of study conducted in the property sector in the context of Malaysia. There are not much study conducted in the property sector and it is difficult for researchers to find sufficient products and journals as there are only few researches done in Malaysia. Therefore, lack of past studies does not provide sufficient knowledge and better findings.

The second limitations to be pointed out was how accurate and how sincere the respondents in answering the questionnaire. Some questions such as monthly gross income were so sensitive to some people as they do not want anyone to know how much they earned a month. In this case, the answer provided may not be so accurate. Besides that, question like marital status also will not answer sincerely by the respondents as some will not know whether they are married or single, some

respondents also reluctant to answer they were actually divorced. This is due to that they scared the communities may have a negative perception towards their status.

The last limitation to be pointed out was the time and financial constraint in this research. The time period used to conduct this research is slightly short which only one long semester and one short semester. Therefore, researchers have a difficulty in accessing a wider area of respondents such as respondents and related documents which was useful for the study. The limitation of time may unable to explore more issues that had been discussed by previous research; the results of this study will be more reliable.

5.5 Recommendation for Future Research

Recommendations were suggested by researchers to improve this study field in the future investigation and to overcome the limitation of studies listed in Section 5.4.

Firstly, researchers in this study would like to recommend to future researchers to focus more on the context of residential property as it provide a better insight for future readers. As more research conducted on purchase intention towards residential property, it will provide a better findings and understanding for individual and firms such as future researchers, marketers, developers and government.

Secondly, instead of using same variable that has been tested in this research study (Property Attribute(PA), Property View (PV) and Property Surrounding (PS), future researchers may include other overlooked variables such as attitude towards commercial property, secondary market, economy factors and property appreciations to gain better insight on the customers intention of towards property.

Third, the time frame for conducting a research should be extended where longer period of time to allow researchers to look through other important component such as related variables, related past a study which helps the researchers to provide a more reliable finding and understanding in purchase intention towards property.

At last, the information and telecommunication technology rapidly changes nowadays therefore; future researcher may consider conduct research through mobile platform such as Android, IOS and Microsoft. Yet, the traditional approach to have better coverage on different living style, social class and elder group which has been emphasize on the beginning of limitation. Therefore, a hybrid method is suggested to gather sample from different demographic background.

5.6 Conclusion

This chapter ends with providing an explanation on summary of statistical analysis which had been done in the earlier in this chapter. Besides, the research objective and hypothesis had been discussed with the support of test result done in Chapter 4. The managerial limitations were built up to assist related firms or organization that wishes to know the factors influencing customers purchase intention towards a residential property in Setia Alam. At last the limitation of studies had been provided and in contrast the recommendations were suggested to overcome the limitations. In conclusion, the objective of this research had been achieved by determining the factors that influence customers purchase intention towards residential property in Setia Alam.

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APPENDIX A

UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT
MASTER OF BUSINESS ADMINISTRATION (MBA)

Dear Respondents,

I'm a final year student from Universiti Tunku Abdul Rahman (UTAR), Faculty of Accountancy and Management, pursuing a Master of Business Administration. I'm currently conducting a study on **"ATTRIBUTES INFLUENCING HOME BUYER'S PURCHASE INTENTION: A QUANTITATIVE STUDY OF RESIDENTIAL PROPERTY IN SETIA ALAM"** for the final year project (FYP). The purpose of this survey is to examine the relationship of property attribute, property view and property surrounding towards purchase intention in buying a residential house in Setia Alam.

I would like to thank you for your willingness to participate in this survey. Your answer will be kept PRIVATE and CONFIDENTIAL and used solely for academic purpose. This questionnaire will only take approximately 10 – 15 minutes to complete.

Thank you for your participation.

Yours sincerely,

Name	Student ID
Chin Kok San	13UKM01695

Section A: Demographic

The question contain in this section allow us to gather the demographic samples. Please read **EACH** question carefully and provide the correct information by placing a **TICK (√)** in the boxes provided.

1. Gender
   ( ) Male

   ( ) Female

2. Age
   ( ) Less than 21 years old

   ( ) 21 – 30 years old

   ( ) 31 – 40 years old

   ( ) 41 – 50 years old

   ( ) 50 years old and above

3. Ethnicity
   ( ) Malay

   ( ) Chinese

   ( ) Indian

   ( ) Others

4. Marital Status
   ( ) Single

   ( ) Married

   ( ) Divorced

   ( ) Widow

5. No. of household
   ( ) 1 – 3 person

   ( ) 4 – 6 person

   ( ) 7 person and above

6. What is your monthly gross income?
   ( ) Less than RM 2000

   ( ) RM 2001 – RM 5000

   ( ) RM 5001 – RM 8000

   ( ) RM 8001 – RM 11,000

   ( ) RM 11,000 – RM 14,000

   ( ) RM 14,001 and above

7. Educational Background
   ( ) Primary

   ( ) Secondary

   ( ) Diploma

   ( ) Bachelor's Degree

   ( ) Master's Degree

   ( ) Doctorate

8. Property Owned
   ( ) None

   ( ) One unit

   ( ) 2 – 3 units

   ( ) 4 – 5 units

   ( ) 6 units and above

Section B: Factors that affect the purchase intention of residential property in Setia Alam.

This section provides a list of questions which related to your understanding and discernment towards the purchase intention of residential property in Setia Alam. Please **CIRCLE** the following choices provided to indicate agree and disagree.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

DEPENDENT VARIABLES

Purchase Intention (PI) Question Items

Q1. I will continue to buy house in the future.	1	2	3	4	5	6	7
Q2. I intend to buy house frequently in the future.	1	2	3	4	5	6	7
Q3. I plan to buy house.	1	2	3	4	5	6	7
Q4. I will try to buy house.	1	2	3	4	5	6	7
Q5. I want to buy house.	1	2	3	4	5	6	7

INDEPENDENT VARIABLES

Property Attribute (PA) Question Items

Q1. House price has an impact to me when buying a house in Setia Alam.	1	2	3	4	5	6	7
Q2. House type (e.g. double storey, semi D) has an impact to me when buying a house in Setia Alam.	1	2	3	4	5	6	7
Q3. House finishing (e.g. Air-Cond, kitchen cabinet) has an impact to me when buying a house in Setia Alam.	1	2	3	4	5	6	7
Q4. House design (e.g. façade) has an impact to me when buying a house in Setia Alam.	1	2	3	4	5	6	7
Q5. The age of the house (e.g. new house, sub-sales) has an impact to me when buying a house in Setia Alam.	1	2	3	4	5	6	7

Q6. Property title (e.g. freehold, leasehold) has an impact to me when buying a house in Setia Alam.	1	2	3	4	5	6	7

Property View (PV) Question Items

Q1. House exterior features (e.g. façade) has an impact to me when buying a house in Setia Alam.	1	2	3	4	5	6	7
Q2. House layout plan has an impact to me when buying a house in Setia Alam.	1	2	3	4	5	6	7
Q3. Built-up area has an impact to me when buying a house in Setia Alam.	1	2	3	4	5	6	7
Q4. Land area has an impact to me when buying a house in Setia Alam.	1	2	3	4	5	6	7
Q5. Topography (e.g. location) has an impact to me when buying a house in Setia Alam.	1	2	3	4	5	6	7
Q6. View of the housing area (e.g. North, South direction) has an impact to me when buying a house in Setia Alam.	1	2	3	4	5	6	7

Property Surrounding (PS) Question Items

Q1. Proximity to commercial area has an impact to me when buying a house in Setia Alam.	1	2	3	4	5	6	7
Q2. Proximity to facilities and infrastructure has an impact to me when buying a house in Setia Alam.	1	2	3	4	5	6	7
Q3. Proximity to education area has an impact to me when buying a house in Setia Alam.	1	2	3	4	5	6	7
Q4. Proximity to work place has an impact to me when buying a house in Setia Alam.	1	2	3	4	5	6	7
Q5. Environment quality has an impact to me when buying a house in Setia Alam.	1	2	3	4	5	6	7
Q6. Security (e.g. Gated and Guarded) has an impact to me when buying a house in Setia Alam.	1	2	3	4	5	6	7
Q7. Traffic congestion has an impact to me when buying a house in Setia Alam.	1	2	3	4	5	6	7

APPENDIX B

PERSONAL DATA PROTECTION STATEMENT

Please be informed that in accordance with Personal Data Protection Act 2010 (PDPA) which came into force on 15 November 2013, Universiti Tunku Abdul Rahman (UTAR) is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

Notice:

1.The purposes for which your personal data may be used are inclusive but not limited to:-

- For assessment of any application to UTAR
- For processing any benefits and services
- For communication purposes
- For advertorial and news
- For general administration and record purposes
- For enhancing the value of education
- For educational and related purposes consequential to UTAR
- For the purpose of our corporate governance
- For consideration as a guarantor for UTAR staff/ student applying for his/her scholarship/ study loan

2.Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

3.Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

4.UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

1.By submitting this form you hereby authorize and consent to us processing (including disclosing) your personal data and any updates of your information, for the purposes and/or for any other purposes related to the purpose.

2.If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

3. You may access and update your personal data by writing to us at _____.

Acknowledgment of Notice

[ ] I have been notified by you and that I hereby understood, consented and agreed per UTAR above notice.
[ ] I disagree; my personal data will not be processed.

……
Name:
Date: