

# HOUSE BUYERS' PURCHASE DECISION MAKING IN NEGERI SEMBILAN

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## ABSTRACT

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Based on the research from National Property Information Centre (NAPIC), the results showed that number of property transaction of residential property is extremely high in Negeri Sembilan for first half 2010 even though the housing price is increasing year by year. Therefore this study was focused on determining the factors influencing house buyers' purchase decision making in Negeri Sembilan, Malaysia. The target sample for this study was mainly focused on recent house buyers who made house purchase decision making in Jelevu and Seremban within year 2009 to 2010. The factors that influence buyers' house purchase decision making (dependent variable) on this study were divided into five(5) constructs or independent variables that are Demographic Factors (age, gender, income); Personal Characteristics (motivation, lifestyle); Situational Factors (reference groups); Sales Offering (product, price, location); and Housing Loan. Questionnaire survey was used to capture the quantitative information provided by the buyers, and then Statistical Package for Social Science (SPSS) method was used to carry out most analysis in the study. The results showed that there were significant relationships of the constructs with house purchase decision making. Findings in this study, has provided beneficial information and knowledge to housing developers to be more understanding on house buyers' needs, perceptions and expectation that will affect house purchase decision making.

***Keywords:*** House, Buyers, Purchase Decision Making, Demographic Factors, Personal Characteristics, Situational Factors, Sales Offering, Housing Loan.