An Investigation of the Determinants of Purchase Intention for Landed Property among Home Buyers in Malaysia

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Abstract

This study investigates if price, quality, location, and superstitious beliefs influence home buyer purchase intention for landed property in Malaysia. The research proposes an extension from past studies for the property market by including the factors in the field of interest of the researcher. The research methodology used in this investigation was a quantitative-based descriptive research method. A total of 396 data was collected from respondents in Malaysia by distributed online Google survey form. The study is measured by the 5-point Likert scale method in the questionnaire, where the factors influencing the purchase intention were assessed and quantified. The collected data and results are then analyzed using Smart PLS 3 for Pilot and Preliminary tests, Reliability tests, Multiple Regression, and coefficient tests. The hypotheses test finding indicated that price and quality factors have a positive relationship and significant influence on home buyer purchase intention. In contrast, location and superstitious belief factors do not significantly influence home buyer purchase intention. The Multiple regression analysis result for R square is 0.19, which means that the independent variables can explain about 19% of the variation in the dependent variable. While other variables outside this model influence the remaining 81%. The research is helpful for marketers and researchers to understand the factors influencing home buyer purchase intention for landed property in Malaysia. Developers can use the research outcome for future planning on marketing strategy priorities in how to reduce the building cost without sacrificing the quality of promoting their product to consumers.

Keywords: *Price, Location, Quality, Superstitious belief, Housing*

1. INTRODUCTION

According to empirical research comparing housing choice and socio-demographic backgrounds, home ownership is highly related to life cycle stages, family presence, and employment kinds and locations (Lim and Chang, 2018). When dealing with methods for marketing their products and services to the market, it is vital to identify different elements that might drive house buyers to pick their property, as this will help marketers to understand the nature and features of the market segment (Rachmawati et al., 2019). According to a study done in Kota Kinabalu, Malaysia, factors such as house characteristics, finance, distance, surroundings, and attitudes show significant positive associations with the intent to acquire a home. In reality, property preferences are impacted by socio-demographic characteristics and purchasers' ambitions and financial standing (Lim and Chang, 2018). According to Lim and

Chang (2018), residential housing is the most prevalent property category in Malaysia's real estate market. The residential sector of the Malaysian real estate market accounted for 42,620 units or 69.5 percent of the total in the third quarter of 2021, making it the largest subsector of the Malaysian real estate market as a whole. In the third quarter of 2021, landed property accounted for 3,028 units (61.1%), while high-rise property accounted for 1,928 units (38.9%) of residential new releases (JPPH, 2022). According to JPPH, residential properties in Malaysia are divided into four categories: terrace, semi-detached, detached home, and high-rise (Lim and Chang, 2018). In 2021, the average price of a terrace home was RM410,781, the average cost of a semi-detached house was RM663,725, and the average price of a detached house was RM639,291. Generally, the average housing price for all homes increased by only 0.6% from 2020 to 2021. (JPPH, 2022).

Landed property research may be conducted from several vantage points and landed property research is impacted by several factors (Lim and Chang, 2018). Consequently, this article highlights the most influential factors influencing a homebuyer's intention to purchase a property in Malaysia. Recent years have seemingly witnessed a deterioration in the property market's sales performance (Thanaraju et al., 2019). According to the summary of the JPPH property market report by REHDA Institutional 2020, both residential new launches units and sales performance in Malaysia exhibited a decreasing trend from 2017 to 2020, from 77,570 units launched and 32.6% sales performance to 47,178 units found and 28.7% sales performance. Most newly launched units were landed property and terrace houses; 2-3 story (10,944 units) and single-story (9,409 units) accounted for 43.1% of the total units, followed by condominium and apartments at 39.0%. (18,717 units) (REHDA, 2020). According to Wong (2022), a mismatch between supply and demand has led to an oversupply of high-rise serviced apartments and a shortage of landed residential residences, which are still in demand. TheEdge in 2022 the housing unit that the developer provided to homebuyers, on the other hand, did not meet their preferences and requirements, which was one of the principal reasons why the newly released housing units remained unsold (Thanaraju et. al., 2019). For instance, Murthy, Mariadas, Perumal, et al. (2018) claimed that the primary factors in selecting a new residence are the quality of the site, the convenience of service access, and a feeling of community. JPPH defines overhang as dwelling units that have been constructed but remains unsold for more than nine months (Mang et. al., 2020). Despite a decline in the number of newly launched units, the total number of unsold residential units climbed from 24,613 units in the first half of 2017 to 57,154 units in the first half of 2021, valued at RM41.54 billion (TheStar, 2021).

2. REVIEW OF THE LITERATURE

Liu, Yu, and Huang (2018) define home buyer perceived value as the purchasers' subjective evaluation of a given residential commodity based on the benefits they perceive in the product rather than the sacrifice they feel in paying the price. According to a study conducted in Turkey by Likos, Nakip, and Gokmen (2019), a purchase intention is formed when a customer in the real estate sector is the purchaser or the market as a whole. The market consists of parties with unmet needs, disposable income and assets, and a willingness to purchase to satisfy those needs. On the other hand, Kurniawan, Dewi, Maulatsih, et al. (2020) from Indonesia emphasizes that the purchase decision process requires a match between the wants and the items given, as well as having passed the stage of positive and negative engagement from others. According to a study performed in Auckland, the correct homeowner purchasing decision improves the business chances of the home builder, and homebuyers may decide swiftly to acquire a home if each component of service quality meets their needs

(Dananjoyo, Hoseini, Riyadh, et al., 2020). According to Rahadi and Mulyano (2021), consumer purchasing intentions are correlated with consumer behavior toward product offerings in Indonesia. So a better and more in-depth understanding of consumer behaviour and purchasing strategies can lead to more effective marketing campaigns and tremendous success in competitive markets.

2.1 Price

Considering that customers are very rational when calculating the benefits they anticipate gaining from acquiring the goods they pay for, the stated price is a crucial factor in purchase intentions, as it influences the selection of which store or product to accept (Albari and Safitri, 2018). Particularly in developing nations where most people cannot afford to acquire homes at market price, housing affordability becomes a significant concern (Ismail, Mansor and Mohamad, 2020). The high cost of property in Malaysia has made it difficult for potential homebuyers, particularly young Malaysians, to acquire a home (Soon and Tan, 2019). Thus, the following hypothesis is developed.

H1: Price influences home buyer purchase intention for landed property in Malaysia.

2.2 Location

According to a poll by Chong and Dastane (2017), location is the most influential element in residential property investment decisions. Strategic placement will impact homebuyer intent since a location close to daily activities and easily accessible will make it simpler for customers to reach the area (1). (Chong and Dastane, 2017) clarify further that if a residential property is close to these locations, homebuyers can save money on daily commuting if the distance to these locations is short. Another finding by Mang et al. (2020) explains that homebuyers prefer house locations close to schools because working parents who need to send their children to school can drop them off at school on the way to work. Their children can arrive home earlier than usual because the school is close to their homes. Thus, the following hypothesis is formed:

H2: Location influences home buyer purchase intention for landed property in Malaysia.

2.3 Quality

The quality of Malaysian residential homes has continued to rise, primarily due to technical advancements in the building industry and the Malaysian population's need for excellent dwelling units (Chong and Dastane, 2017). Although developers focus on completing the project on time, within budget, and by the expectations of the house buyer, purchasers are concerned with affordability, timely completion, and the quality of the residential unit (Aslan, Arditi, and Celik, 2021). Consumers consider the quality of construction materials and building design because excellent quality provides durability and comfort in the home and building design (Rachmawati et. al., 2019). Thus, the third hypothesis of this study is formulated:

H3: Quality influences home buyer purchase intention for landed property in Malaysia.

2.4 Superstitious belief

It is typical for Malaysian developers such as Mah Sing Group, SP Setia, and UEM Group to employ geoscientists during the primary planning phase of development projects (Mal et. al., 2018). According to B.'s findings, most Malaysians maintain superstitious beliefs and

consider them in addition to house price and location when purchasing real estate. The result is consistent with (Keong et al., 2019: Chia, Harun, Kassim, et al., 2016) research findings that residential properties should be built far from waste ponds, higher than main roads, away from crossroads and T-junctions, and superstitious numbers associated with the number four and thirteen should be replaced with letters such as 3A because these factors had the greatest influence on consumers' attitudes, beliefs, and perceptions of their ability to control behaviour. The notion among Chinese property purchasers in Malaysia that good Feng Shui would have long-term positive benefits on house values, including good fortune and luck (Mal et. al., 2018). The debate concludes with the final hypothesis.

H4: Superstitious belief influences home buyer purchase intention for landed property in Malaysia.

2.5 purchase intention

Liu, Yu, and Huang (2018) define home buyer perceived value as the purchasers' subjective evaluation of a given residential commodity based on the benefits they perceive in the product rather than the sacrifice they feel in paying the price. According to a study conducted in Turkey by Likos, Nakip, and Gokmen (2019), a purchase intention is formed when a customer in the real estate sector is the purchaser or the market as a whole. The market consists of parties with unmet needs, disposable income and assets, and a willingness to purchase to satisfy those needs. On the other hand, Kurniawan, Dewi, Maulatsih, et al. (2020) from Indonesia emphasizes that the purchase decision process requires a match between the wants and the items given, as well as having passed the stage of positive and negative engagement from others. Moreover, according to a study performed in Auckland, the correct homeowner purchasing decision improves the business chances of the home builder, and homebuyers may decide swiftly to acquire a home if each component of service quality meets their needs (Dananjoyo, Hoseini, Riyadh, et al., 2020). According to Rahadi and Mulyano (2021), consumer purchasing intentions are correlated with consumer behavior toward product offerings in Indonesia. Therefore, a better and more in-depth understanding of consumer behaviour and purchasing strategies can lead to more effective marketing campaigns and tremendous success in competitive markets.

2.6 Theoretical Exposition

This study's independent variables are supported by the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB). Using TRA to characterize the relationship between behaviors and attitudes, it analyzes how people respond to their behavioral intention and pre-existing behavior (Tham, 2021). TPB's purpose is to investigate the prediction of choices in which an individual's behavior is impacted by their attitude towards behavior, expected behaviour, and subjective standards (Sussman and Gifford, 2018). TPB is a technique for anticipating the desire to purchase a product or service, and it is possibly the most well-recognized explanation of human behaviour (Sussman and Gifford, 2018). According to Chung et al. (2018), TPB is an upgraded model of the Theory of Reasoned Action (TRA). Many academics have embraced and utilized this theory in studies relating to property or real estate purchasing intents in various countries to explain and predict human behavior (Chung et. al., 2018). TPB comprises three fundamental components: attitudes toward the behavior, subjective norms around the conduct, and perceived control over the behavior (Sussman and Gifford, 2018).

2.7 Research Framework

Based on the literature review, here the author draws the reaearch framework of this study.
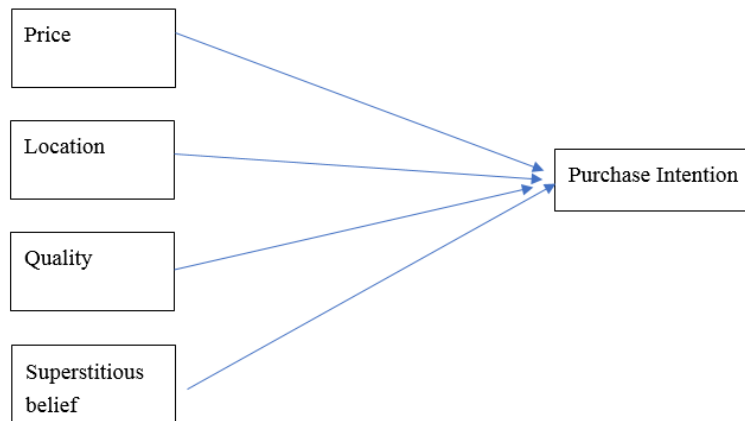
3. METHODOLOGY

This study aims to examine the phenomena of homebuyer desire to purchase Malaysian landed property. This study used a quantitative correlation approach to determine whether a link exists between the IVs and DVs (Hussami, Hammad and Alsoleihat, 2017). The dependent variables of the proposed study are price, location, quality, and superstition. The DV represents buying intent. In this study, a descriptive studies technique is employed to support existing practice and examine the development of ideas using descriptive research (Hoe et. al., 2018). This study utilized quantitative research in which electronic and paper copies of questionnaires were delivered to respondents (Thanaraju et. al., 2019). Seen in this study are the principal sources of data gathering, with minimal intervention in the process (Chong and Dastane, 2017). A structured survey questionnaire is utilized to gather data and test hypotheses to examine the relationship between variables and analyze the association between the variables (Hoe et. al., 2018). The research environment is natural since environmental variables do not impact it, and there is no modification of the environment and variables (Lim and Naysary, 2022). This study has a cross-sectional time horizon since data from surveys are collected from respondents from diverse demographic groups at a single point in time (Chung et. al., 2018). Individuals serve as the unit of analysis, with working adults as the respondents, to discover the factors influencing their willingness to acquire landed property in Malaysia (Hiver, Hoorie and Freeman, 2022).

3.1 Sampling Design

Non-probability sampling approaches are less objective than probability procedures because they do not ensure that every member of a target population will participate in an investigation. Instead, participants are selected by the researcher, directed to the researcher, or volunteer their participation (Strattin, S.J., 2021). In this research, the sample design is based on non-probability sampling procedures, and questionnaires are sent via Google form and hard copies to working people in Malaysia (Tham, 2021). According to Saunders, Leweis, and Thornhill (2020), the following formula is used to compute and determine the needed sample size.

Table 1: Level of confidence and associated z values

Level of confidence	z value
90% certain	1.65
95% certain	1.96
99% certain	2.57

Source: Saunder et al. (2020)

According to Taherdoost (2017), the recommended variance of the population (p) is 150. With this estimation, the conflict can be maximized, and the sample size can be maximized. In social research, a margin of error (e) of 5% is acceptable; the smaller the e value, the larger the sample size required. The sample size necessary for different combinations of accuracy, confidential levels, and a 50% population percentage of variability is shown in Table 2 below. Thus, the simple size of this study is 108. As 8 respondents is invalid to use, the valid respondents is 100.

Table 2: Sample size based on desired accuracy with a Confident Level of 95%

	Variance of the population P=50%		
	Confidence level=95%		
	Margin of Error (e)		
Population Size	5%	3%	1%
50	44	48	50
75	63	70	74
100	79	91	99
150	108	132	148
200	132	168	196
250	151	203	244
300	168	234	291
400	196	291	384
500	217	340	475
600	234	384	565
700	248	423	652
800	260	457	738
1000	278	516	906
1500	306	624	1297
2000	322	696	1655
3000	341	787	2286
5000	357	879	3288
10000	370	964	4899
25000	378	1023	6939
50000	381	1045	8057
100000	383	1056	8762
250000	384	1063	9294
500000	384	1065	9423
1000000	384	1066	9513

Source: Taherdoost (2017)

4. RESULTS

Table 3: Demographic Profile

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	39	39.0	39.0	39.0
Female	61	61.0	61.0	100
Total	100	100	100	
Age	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	4	4.0	4.0	4.0
26-33	29	29.0	29.0	33.0
33-41	40	40.0	40.0	73.0
42-49	16	16.0	16.0	89.0
50 above	11	11.0	11.0	100
Total	100	100	100	
Work Industry	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Government Sector	2	2.0	2.0	2.0
Private Sector	79	79.0	79.0	81.0
Own/Family Business	8	8.0	8.0	89.0
Others (Freelancer)	11	11.0	11.0	100
Total	100	100	100	

The respondent's gender is divided into male and female categories, of which 39% of the female respondents took part in the questionnaire, equivalent to 31 out of 100 respondents. This is followed by 61% who are male which is equivalent of 61 out of 100. The respondent's age is divided into five age groups ranging from 18-25 years old, 36-33 years old, 33-41 years old, 42-49 years old and above 50 years old. 40% of the respondents who took part in the questionnaire are in the age group of 33-41 years old, which is equivalent to 40 out of 100 respondents. This is followed by a 29% which is 29 out of 100 respondents who is in the age group of 26-33 years old, 16% which is 16 out of 100 respondents who is in the age group of 42-49 years old, 11% which is 11 out of 100 respondents who is in the age group of above 50 years old and lastly, the lowest percentage is 4% whereby there are only 4 respondents in the age range of 18-25 years old. The respondents' work industry is divided into the government sector, private sector, own or family business, and freelancing. A large number of the respondents are in the private sector, which is 79%, equivalent to 79 out of 100 respondents. This is followed by 11% of them in freelancer positions, which are 11 respondents. 8% of them are from own or family businesses, which consists of 8 respondents and lastly, only a small number of 2 respondents from the government sector which consists of 2 out of 100 respondents. In general, 79% of the respondents are salaried employees and therefore they can be impacted by financial or economic struggles.

Table 4: *Result of Measurement Model*

	Factor Loading	Cronbach's Alpha	Composite Reliability	AVE Value
LOCATION 1	0.811			
LOCATION 2	0.501			
LOCATION 3	0.672	0.766	0.839	0.517
LOCATION 4	0.814			
LOCATION 5	0.749			
PI1	0.721			
PI2	0.730	0.876	0.910	0.669
PI3	0.800			

PI4	0.801			
PI5	0.656			
PRICE 1	0.833			
PRICE 2	0.819			
PRICE 3	0.853	0.798	0.860	0.553
PRICE 4	0.770			
PRICE 5	0.812			
QUALITY 1	0.831			
QUALITY 2	0.821			
QUALITY 3	0.817	0.842	0.889	0.618
QUALITY 4	0.825			
QUALITY 5	0.614			
SB1	0.601			
SB2	0.819			
SB3	0.725	0.840	0.865	0.565
SB4	0.837			
SB5	0.752			

The factor loadings illustrate the link between each variable and the underlying factor (Zeynivandnezhad, Rashed and Kanooni, 2019). The minimum factor loading value recommended is more than 0.5, and any item with a factor loading of less than 0.6 should be eliminated from the measurement model. (Zeleke and Singla, 2019) Before doing the primary analysis in this study, it is necessary to validate the research instruments, such as the reliability test. Using Cronbach's Alpha (), reliability analysis analyses internal consistency (consistency across items measuring the same concept) (Almaiah, Alamri and Rahmi, 2019). It is a coefficient whose values range from 0 to 1 that evaluates the correlation between the responses to a survey questionnaire by analysing the profile of the respondent's responses. The closer an indicator is to one, the more trustworthy it is. The usually accepted lower limit is lowered to 0.6 from 0.70 in exploratory research. (Gottems, Carvalho, Guilhem, et. al., 2018). Cronbach's Alpha ranges from 0.766 to 0.876 in this study.

According to Table 4, AVE values varied between 0.517 and 0.669. These figures were much more than the necessary criteria of 0.50, suggesting that all structures were valid. Discriminant validity was examined using the Fornell–Larcker criterion (Fornell and Larcker, 1994). This required the use of inter-construct correlation to compare the square-root AVE values. As seen in Table 5, each sssssssssssssssssssssssss is greater than the comparable inter-construct correlations.

Table 5: *Result of Fornell-Larcker Criterion*

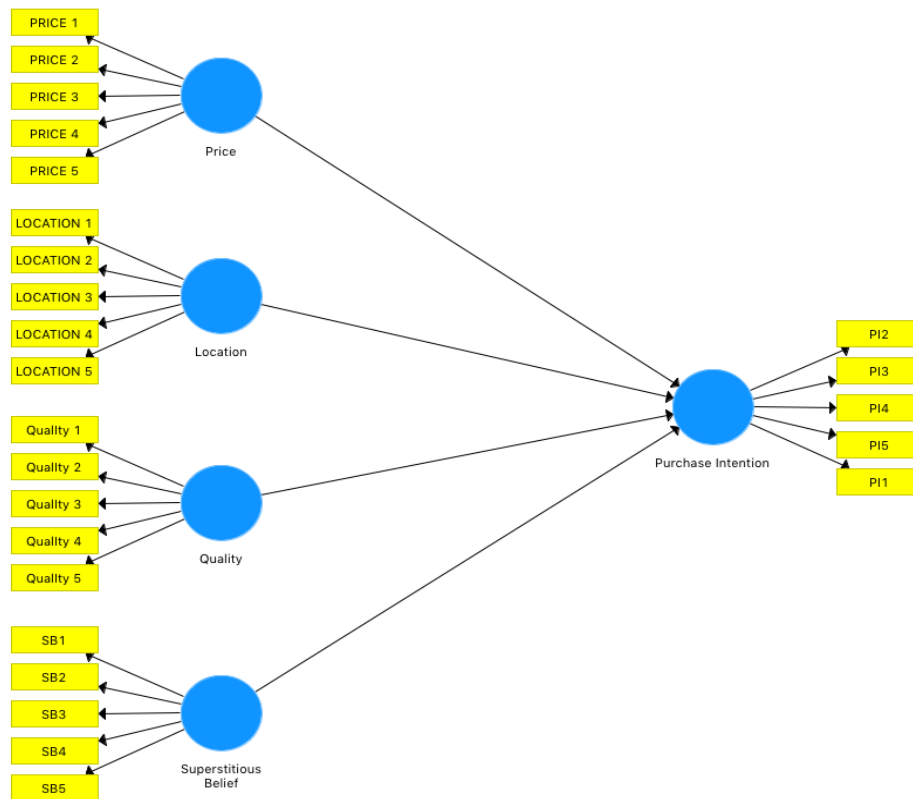|	Location	Price	Purchase Intention	Quality	Superstitious Belief
Location	0.719				
Price	0.761	0.818			
Purchase Intention	0.675	0.718	0.744		
Quality	0.752	0.777	0.758	0.786	
Superstitious Belief	0.024	0.035	0.117	0.176	0.752

Figure 1:- *Graphic of the Measurement Model*

Table 6: *Hypotheses Testing*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV.)	T Statistics (|O/STDEV|)	P Values
Location -> Purchase Intention	0.138	0.138	0.067	2.077	**0.038**
Price -> Purchase Intention	0.271	0.274	0.065	4.167	**0.000**
Quality -> Purchase Intention	0.438	0.433	0.064	6.870	**0.000**
Superstitious Belief -> Purchase Intention	0.027	0.037	0.041	0.650	**0.516**

The results of path analysis are exhibited in Table 6. The first IV, Location, directly impacts Purchase Intention ($\beta = 0.138$, $t = 2.077$, $p = 0.038$). The second IV, Price, significantly and directly impacts Purchase Intention ($\beta = 0.271$, $t = 4.167$, $p = 0.000$). The third IV, Quality, significantly and directly impacts Purchase Intention ($\beta = 0.438$, $t = 6.870$, $p = 0.000$). At the same time, the fourth IV, Superstitious Belief, has no significant and direct impact on Purchase Intention ($\beta = 0.027$, $t = 0.650$, $p = 0.516$).

5. DISCUSSION

Research Objective 1: Pricing affects homebuyers' intentions to purchase land in Malaysia.

The results of the hypothesis testing indicate that price has a positive link with and a considerable impact on homebuyers' intentions to purchase landed property in Malaysia. In Table 19, the research findings reveal a substantial impact with a significance value of 0.001, which is less than 0.05. A beta value of 0.162 demonstrates a positive link between price and homebuyers' propensity to acquire Malaysian landed property. The findings of this study are consistent with those of Ismail et al. (2021) and Mariadas et al. (2019). A previous study has demonstrated that pricing is the most crucial consideration when acquiring a residential home. Since most individuals are afraid to assume the financial risk of high interest rates and monthly payments beyond their means, researchers accepted that income level would impact homebuyers' purchasing decisions.

Research Objective 2: Location impacts homebuyers' intentions to purchase landed property in Malaysia.

The results of the hypothesis testing indicate that location has a positive link with homebuyers' intentions to purchase landed property in Malaysia but no significant effect. In Table 19, the research results indicate no significant impact with a significance value of 0.663, which is more than 0.05. A beta value of 0.022 suggests a fragile positive link between location and the desire of Malaysian homebuyers to purchase landed property. This conclusion was consistent with Chung et al. (2018) and Mariadas et al. (2019) previous research indicating that location did not influence purchasing intent. It suggests that homebuyers often do not expect a greater room or a location that is too advantageous owing to the pricing aspect. That is also supported by a poll by PropertyGuru (Malaysia's most recent bimonthly consumer mood assessment for H1 2022), which revealed that 55% of Malaysians were seeking residences outside the city center during the transition period to 2040. Respondents are open to relocating to the suburbs to enjoy more room at a reduced cost and are certain that flexible work arrangements are here to stay. If they are not required to make regular commutes, a lengthier commute to the workplace is a suitable compromise since the advantages of living outside the city still outweigh the drawbacks (New Straits Times, 2022).

Research Objective 3: **The effect of quality on homebuyers' intentions to acquire land in Malaysia.**

The results of the hypothesis testing indicate that quality has a positive link with and a substantial impact on homebuyers' intentions to acquire land in Malaysia. In Table 19, the research reveals an enormous impact with a significance value of 0.001 or less than 0.05. A beta value of 0.285 suggests a positive link between quality and the propensity of Malaysian homebuyers to purchase landed property. This conclusion is comparable to that of several writers (Ismail et. al., 2021; Rachmawati et. al., 2019; Chia et.al., 2016). When buyers want to acquire a home, they place a premium on certain characteristics, such as building quality, construction time, and house size. The quality component is the most concrete and obvious aspect for homebuyers to evaluate when acquiring a home.

Research Objective 4: Superstitious beliefs impact the intention of Malaysian homebuyers to purchase landed property.

The results of the hypothesis testing indicate that superstitious beliefs have a positive link with house buyers' intentions to purchase landed property in Malaysia but have no significant effect. In Table 19, the research results indicate no significant impact since the significance value of 0.062 is greater than 0.05. A beta value of 0.095 suggests a weak positive link between superstitious beliefs and the intention of Malaysian homebuyers to purchase landed property. This conclusion is inconsistent with some of Keong et al. earlier research (2019). Even if the overall effect of superstitious beliefs on purchasing intention was modest in a prior study, the researcher discovered that superstitious beliefs still have a role in home purchase intention. These results are probably attributable to the fact that younger generations (18-39 years old) comprise the biggest sample group in this study (73%). Instead of following the superstitious beliefs passed down from the preceding generation, this group may follow their rationale and conduct while considering the purchase of a property.

6. IMPLICATIONS

The study's findings were utilized to enlighten academics about the elements that impact homebuyers' intentions to purchase landed property in Malaysia. Several scholars have explored the topic of homebuyer desire to purchase in previous scholarly works. Nevertheless, there needs to be more research on the factors impacting landed property in Malaysia and throughout the endemic phase shift. This study will aid other researchers in understanding the four elements that determine purchase intent: price, location, quality, and superstitious belief. It is anticipated that scholars, particularly those in the academic and education disciplines, would derive more advantages from this investigation. Therefore, academic academics can appreciate this study's issues and limitations and adapt their own research accordingly. Consequently, the research contributes to future academic literature. Regarding contribution to the industry, the current results significantly aided developers and marketers in gaining a more profound knowledge of the elements that impact homebuyers' intentions to purchase landed property in Malaysia. Developers or marketers can use the research outcome and planning on marketing strategy to promote their product to consumers through advertising, word-of-mouth, and a focus on how rebates or discounts will be offered. Further, owning a home can improve their quality of life, increase their sense of security, and hedge against future inflation due to property price appreciation. In addition, developers should collaborate with their bankers and attorneys to provide consumers with complete information regarding terms and conditions, price, house features, down payment, all related fees, and loans to increase transparency and confidence in their ability to purchase a home. This study result may also be given as prospective remedies to three problem statements from chapter 1: falling sales performance, demand mismatch, and unaffordable home prices. Knowing the elements that impact homebuyer purchase intent makes it possible to enhance a housing project's sales performance, reduce demand mismatch, and reduce the rate at which housing prices become unaffordable. As property development is one of Malaysia's primary drivers of economic growth, if the property market phenomena improve, the projecting overhang holding down financial performance will be resolved.

7. LIMITATION, THE RECOMMENDATION FOR FUTURE WORKS, AND CONCLUSION

7.1 Limitations

Due to time restrictions, only four (4) independent factors impacting homebuyers' intentions to acquire land in Malaysia are examined in this study. According to the R square value, these four independent factors can only explain 19% of the variance in purchase intention, while variables beyond the scope of this model impact the remaining 81%. Other variables may be investigated in a future study to grasp the study better. The questionnaire was given randomly by mail and social media to associations, friends, and various organizations in Malaysia. Nonetheless, it is evident that some respondents may have yet to answer the questions truthfully or fully comprehend them, which would have lowered the study's accuracy by analyzing responses that did not accurately reflect the respondent's thinking. The data is collected via an English-language online survey and distributed via email and social media. As a result, the data is restricted to respondents with English proficiency and familiarity with the Internet and social media. Owing to the other overlooked group, which consists of neither English-speaking, digitally adept, nor active on social media, this may not accurately represent the whole Malaysian population.

7.2 Recommendations

Based on the preceding discussions, this research suggests that property developers should prioritize reducing building costs without sacrificing quality, meeting the expectations of potential house buyers for landed residential house projects, and promoting residential properties through innovative marketing strategies. Even while special pricing may entice clients, the home's quality must be commensurate with the price given. These upgrades will help real estate developers to generate positive and substantial client intent to purchase. It is advised that the property developer's marketers refine and increase their rebates and overall package of properties and improve and maintain high craftsmanship and quality to boost homebuyers' opinion of the developer. Consumers' awareness is essential for generating customer purchase intent through promotions based on functional and conditional values to enhance both practical and relational values and consumers' value perceptions of the property developers.

Developers can develop property in sub-urban regions and construct infrastructure for the new township along with the local government. This technique reduces the property's cost, price, and demand. Novel building materials, more innovative planning tools, and drone surveys are a few examples of innovative construction approaches that can reduce construction costs and boost efficiency. The most well-known contemporary building material is Glass Fibre Reinforced Gypsum (GFRG), which is used to replace brick walls with wall slabs that are stronger and more insulated. Furthermore, GFRG saves construction costs by an average of 20% while increasing versatility and durability. Planning is the next essential phase in every construction project, particularly for more significant projects. In reality, proper planning may decrease the cost of erecting large structures by an astounding 10 percent and avoid the need for rework. A building project may profit considerably from careful planning by organizing materials accurately, developing effective plans and drawings, and dedicating additional resources to project management. The introduction of improved sketching tools expedites project planning considerably. Even better, certain previously inaccessible services, such as

genuinely testing designs and materials directly on the CAD program, are now available and are increasing the effectiveness of construction projects by up to 40 percent.

Drones may be used in surveys to inspect conditions in inaccessible regions. They can be equipped with lenses that can identify serial or model numbers, making the study more precise. This can reduce construction costs and dangers on the project site. Virtual Reality (VR) technology in the real estate industry may minimise expenses involved with building the show home, sales, and marketing, allowing potential buyers from afar to view the property before making a purchase. It is also proposed that banks and Bank Negara be authorized to increase borrowing flexibility, decrease interest rates, and extend loan periods. Since it is believed that access to these facilities will make it simpler for individuals to own houses rather than rent. This is consistent with attempts by the government to guarantee that every household has a roof over its head. All of the ideas above will not only cut building costs and increase the efficiency of the working process, but they will also improve the quality of the finishing work.

7.3 Future Research Directions or Future Research Concentration

To incorporate other potential independent factors not included in this study. Future study topics may include economics, neighbourhood, developer reputation, and living space. Nonetheless, the researcher is advised to undertake in-depth background research beforehand and refrain from making hypotheses whose outcomes do not significantly impact comparable frameworks and case studies. As the emphasis of future studies on Malaysian respondents, it is necessary to zero in on a specific income category, namely middle-income earners. As indicated in the literature research for this paper, it is important to note that Ecoworld development's description of M40's presence inside the townships will contribute to future housing demand. The current pricing range for landed homes is between RM500,000 and RM800,000, which is affordable for young M40 families. Emerging worries about global warming and climate change have a substantial detrimental influence on the environment and, ultimately, on human health. Thus, future research should consider environmental consciousness influencing homebuyers' intentions to acquire houses constructed to save natural resources or to help the environment. The objective is to showcase environmentally friendly features to broaden the spectrum of homebuyers' purchasing intents and to encourage green housing knowledge to boost environmental consciousness.

7.4 Discussion

This research has accomplished its aim of identifying the elements that impact Malaysian homebuyers' intentions to purchase land. Based on the findings of this study, price and quality have a positive link and considerable effect on house buyers' desire to purchase. However, location and superstitious beliefs do not significantly influence home buyers' intent to purchase. This study compares many articles to other research papers to produce a more complete and accurate picture of both independent and dependent factors. The sample size for this study consisted of 396 working people in Malaysia, and several tests were conducted on the acquired data using Smart PLS 3 statistical software. Before moving further with a full-scale inquiry, a pilot study was conducted to determine the viability of the research. As their high demand continues contributing to Malaysia's landed property market expansion, future study directions will include middle-income earners (M40). Thus, the more specific the respondent group utilized for the survey, the more accurate and helpful the data for future study. The findings of this study indicate that price and quality significantly impact homebuyers' intentions to purchase landed property in Malaysia. Contrary to predictions, this study did not

discover that geography and superstitious beliefs substantially impacted house buyers' intentions to buy landed property in Malaysia, hence rejecting these two hypotheses. The paper concluded with a discussion, contribution, research limitations, and suggestions for further research.

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