

**DETERMINANT OF CUSTOMER PURCHASE
INTENTION TOWARDS RESIDENTIAL
PROPERTIES MARKET IN PENANG**

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DETERMINANT OF CUSTOMER PURCHASE INTENTION TOWARDS RESIDENTIAL PROPERTIES MARKET IN PENANG

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By

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ABSTRACT

This study purposed to determine the purchase intention towards residential properties market in Penang. A field survey of visiting customer to properties companies in Penang was conducted to determine the influence factors of price, product, place/location and promotion on customer purchasing intention of residential properties in Penang. A total of 200 questionnaires have been distributed to the people who have visited at the properties companies in Penang through convenience sampling. 187 were obtained and 173 are usable for the research. Correlation analysis showed that “price” has the most significant factors followed by “product”, “promotion” and “place”. Conversely, regression analysis indicated that price is the major factors of purchasing intention of Penang people and properties developers should focus more on pricing rather other factors of marketing mix in order for developers to sell their product. Recommendation for future research was also put forward.

ABSTRAK

Kajian ini ingin menentukan keinginan untuk membeli oleh pelanggan dalam pasaran perumahan di Pulau Pinang. Kajian lapangan telah dilakukan di beberapa syarikat perumahan di Pulau Pinang, ini bertujuan untuk menyiasat diantara faktor berikut seperti harga, rumah, tempat dan promosi menjadi faktor yang mempengaruhi keputusan pembeli untuk membeli rumah di Pulau Pinang. 200 soal selidik telah diedar untuk dijawab oleh pelanggan di syarikat pembangunan. Daripada 200 hanya 187 sahaja yg dipulangkan dan 173 soal selidik sahaja yang boleh digunakan untuk kajian ini. Dalam kajian ini, “harga” mempunyai signifikasi yang tinggi diikuti “rumah”, “promosi” dan “tempat”. Melalui analisis, “harga” merupakan faktor yang paling penting untuk menentukan keinginan untuk membeli oleh pelanggan di Pulau Pinang. Oleh itu, para pembangun harus menumpukan faktor “harga” sekiranya ingin menarik pelanggan untuk membeli rumah di Pulau Pinang.

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INTRODUCTION

1.0 INTRODUCTION

Customers are very important to any business. Either the business is considered selling a high investment or low investment product; customers are the most important aspects for any business to generate profit to their companies.

Houses are one of the basic needs for people (Miles et al., 2001). In order to survive in this world people need a proper houses. A proper house creates a good quality and increase quality of life, health, and well being of the purchaser and their families. Quality houses affect the national income and prosperity of its people (Barker, 2003). In order for them to purchase the house an extensive promotions been done by many developers of residential projects.

During 1997/98 financial crisis, many countries effected badly. This included property industry which many developers failed to complete projects, drop of sales, increase price of raw material and other challenge that need to be faced. During that slump period of time many developers describe it as “property dark era”. (Penang Economic Monthly, 2005)

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