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**EXAMINING CONSUMER'S INTENTION TO PURCHASE  
SUSTAINABLE BUILDING OF RESIDENTIAL PROPERTY IN  
KLANG VALLEY, MALAYSIA**



**WOON SIEW LIM**

**UUM**  
Universiti Utara Malaysia

**Thesis Submitted to**  
**Othman Yeop Abdullah Graduate School of Business,**  
**Universiti Utara Malaysia,**  
**in Partial Fulfillment of the Requirement for**  
**The Doctor of Business Administration**

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## ABSTRACT

The strict compliance for sustainable building projects is deemed necessary among building developers to gain competitive advantage. The goals of this research were five-fold: (a) to investigate the influence of attitude, subjective norm, perceived behavioral control, sustainability concerns, sustainability knowledge, government incentives, perceived quality and perceived value on consumers' intention to purchase sustainable residential property buildings in the Klang Valley, Malaysia; (b) to examine the influence of sustainability concerns on consumers' attitude towards purchasing sustainable buildings; (c) to assess the influence of sustainability concerns on subjective norm towards purchasing sustainable buildings; (d) to examine the influence of sustainability knowledge on subjective norm towards purchasing sustainable buildings; and (e) to determine the influence of government incentives on perceived behavioral control towards purchasing sustainable buildings. The extended theory of planned behavior was adopted in this study and 12 hypotheses were formulated. A self-administered questionnaire was employed for data collection using the systematic sampling method. 390 questionnaires were distributed to every fifth customer who walked into the selected sales galleries displaying sustainable buildings in the Klang Valley. The collected data was analyzed using the multiple regression analysis via the Statistical Package for Social Sciences (SPSS) version 26.0. The findings show attitude was the strongest predictor of purchase intention, followed by sustainability concerns and sustainability knowledge. Subjective norm, perceived behavioral control and government incentives were found to be equally important but no direct influence purchase intention. Lastly, perceived quality and perceived value did not influence purchase intention. The research findings can aid property marketers to have a better understanding of the factors that most significantly affect consumers' intention to purchase sustainable residential property buildings in the Klang Valley, Malaysia.

**Keywords:** Sustainable Building of Residential Property, Purchase Intention, Theory of Planned Behavior (TPB)

## ABSTRAK

Pematuhan kepada peraturan ketat untuk projek-projek bangunan lestari dianggap perlu dalam kalangan pemaju bangunan bagi mendorong niat untuk membeli hartanah bangunan kediaman lestari dan untuk mendapatkan kelebihan daya saing. Kajian ini mempunyai lima matlamat berganda: (a) untuk menyiasat pengaruh sikap, norma subjektif, tanggapan kawalan tingkah laku, kebimbangan kelestarian, pengetahuan kelestarian, insentif kerajaan, tanggapan kualiti dan nilai ke atas niat pengguna untuk membeli hartanah bangunan kediaman lestari di Lembah Klang, Malaysia; (b) untuk meneliti pengaruh kebimbangan kelestarian ke atas sikap pengguna terhadap pembelian bangunan lestari; (c) untuk menilai pengaruh kebimbangan kelestarian ke atas norma subjektif terhadap pembelian bangunan lestari; (d) untuk mengkaji pengaruh pengetahuan kelestarian ke atas norma subjektif terhadap pembelian bangunan lestari; dan (e) untuk menentukan pengaruh insentif kerajaan ke atas tanggapan kawalan tingkah laku terhadap pembelian bangunan lestari. Lanjutan teori tingkah laku terancang digunakan dalam kajian ini dan 12 hipotesis telah dibina. Soal selidik tadbir sendiri dijalankan untuk pengumpulan data yang menggunakan kaedah persampelan sistematik. Sebanyak 390 borang soal selidik diedarkan kepada pelanggan kelima yang masuk ke dalam galeri jualan yang mempamerkan bangunan lestari di Lembah Klang. Data yang dikumpulkan telah dianalisis dengan analisis regresi berganda menggunakan Pakej Statistik untuk Sains Sosial (SPSS) versi 26.0. Kajian empirik ini memberikan pandangan sikap merupakan peramal terkuat dalam niat pembelian, diikuti kebimbangan dan pengetahuan kelestarian. Norma subjektif, tanggapan kawalan tingkah laku dan insentif kerajaan didapati mempunyai kepentingan yang sama tetapi tidak mempengaruhi niat untuk membeli secara langsung, tetapi secara tidak langsung dipengaruhi oleh pemboleh ubah lain. Akhir sekali, tanggapan kualiti dan nilai tidak mempengaruhi niat pembelian. Dapatan kajian ini dapat membantu pemasar hartanah untuk memahami faktor-faktor yang paling memberi kesan kepada niat pengguna untuk membeli hartanah bangunan kediaman lestari dengan lebih baik di Lembah Klang, Malaysia.

**Katakunci:** Hartanah Bangunan Kediaman Lestari, Niat Membelian, Teori Tingkah Laku Terancang (TPB)

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## LIST OF ABBREVIATIONS

ATT	Attitude
ATB	Attitude Toward Behavior
BI	Behavioral Intention
BIM	Building Information Modeling
BMS	Building Management System
BREEAM	Building Research Establishment Environmental Assessment Method
CIDB	Construction Industry Development Board of Malaysia
DBKL	Dewan Bandaraya Kuala Lumpur
DV	Dependent Variable
DOSM	Department of Statistics Malaysia
EC	Environmental Concern
EFA	Exploratory Factor Analysis
EK	Environmental Knowledge
FDI	Foreign Direct Investment
FM	Facilities Management
GB	Green Building
GBI	Green Building Index
GDP	Gross domestic product
GI	Government Incentive
IV	Independent Variable
IBS	Industrialized Building System
IPSB	Intention to Purchase Sustainable Building
LEED	Leadership in Energy and Environmental Design
MAMPAN	Malaysia Sustainable Construction Excellence Centre

## **LIST OF ABBREVIATIONS (Cont.)**

MIDA	The Malaysian Investment Development Authority
NGOs	Non-Governmental Agencies
NGTP	National Green Technology Policy
PBC	Perceived Behavioral Control
PQ	Perceived Quality
PV	Perceived Value
REHDA	The Real Estate and Housing Developers' Association of Malaysia
SC	Sustainability Concern
SK	Sustainability Knowledge
SB	Sustainable Building
SD	Sustainable Development
SEM	Structural Equation Modeling
SPSS	Statistical Package for Social Sciences
SN	Subjective Norm
TRA	Theory of Reasoned Action
TPB	Theory of Planned Behavior Model
UN	United Nations
UNCED	United Nations Conference on Environment and Development



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# CHAPTER 1 : INTRODUCTION

## 1.1 Background of the Study

Understanding consumers' intention to purchase a property building is fairly important for marketers, as it is valuable information that can enable marketers to know the needs and wants of property consumers (Chung, Yeong, Low, & Ung, 2018; Tan & Goh, 2018). Besides, purchasing a property is a very important decision for a consumer, which involves a long-term commitment and security for the family (Richard & Anthony, 2007). Sustainable building is a property building that has additional sustainability features, which can complicate purchasing decisions of consumers and influence their purchase intentions.

The rapid global economic growth has brought about many challenges to society and has adversely affected the environment (Muhammad, Imran, Sobia, Nasir, Nohman, & Humara, 2020; Uzair & Noralfishah, 2020). Therefore, sustainable development is now one of the priorities to solve, promote and balance people's needs and wants, while allowing developers to remain in business without destroying the nature and compromising the environment and society (Suresh, Humara, Muhammad, & Nohman, 2020; Tang, Ng, & Skitmore, 2019). This rapid economic growth has increased the people's awareness of and concerns with the importance of environmental and societal issues. One of the outcomes is the increasing trend to purchase sustainable buildings in recent years (Levy & Lee, 2004; Woon & Norazah, 2020).

In terms of the amount of foreign direct investment (FDI), Malaysia is one of the fastest growing economies in the region. The urban population is also growing

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## Appendix 1 - Questionnaire

### EXAMINING CONSUMER'S INTENTION TO PURCHASE SUSTAINABLE BUILDING OF RESIDENTIAL PROPERTY IN KLANG VALLEY, MALAYSIA

#### SECTION A: DEMOGRAPHIC PROFILE OF RESPONDENTS

##### INSTRUCTION:

Please read each question carefully and provide **an answer** to each question by filling the appropriate box that represents your response.

1. Gender

Male

Female

2. Age

25 – 30 years old

31 – 40 years old

41 – 50 years old

51 – 60 years old

61 years old and above

3. Race

Malay

Chinese

Indian

4. Nationality

Malaysian

Non-Malaysia

5. Marital status

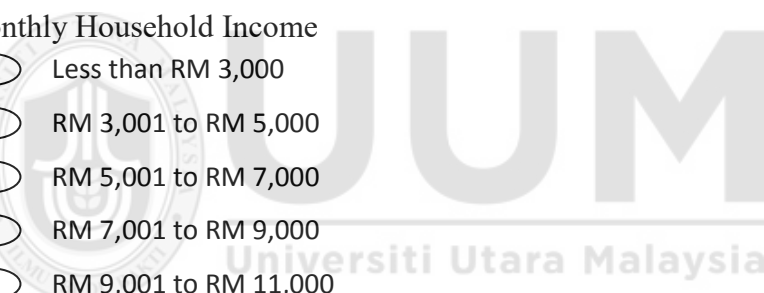
- Single
- Married
- Divorce / Widow
- Other: \_\_\_\_\_

6. Education level

- Primary Education
- Secondary Education
- Diploma
- Undergraduate Degree
- Postgraduate (Master / Doctorate)
- Professional: \_\_\_\_\_

7. Monthly Household Income

- Less than RM 3,000
- RM 3,001 to RM 5,000
- RM 5,001 to RM 7,000
- RM 7,001 to RM 9,000
- RM 9,001 to RM 11,000
- RM 11,001 and above



## SECTION B: DETERMINANTS TO PURCHASE SUSTAINABLE BUILDING OF RESIDENTIAL PROPERTY

### INSTRUCTION:

Please select an answer to indicate your level of agreement to the respective statement by referring to the following scale.

1 – Strongly Disagree

2 – Disagree

3 – Neutral

4 – Agree

5 – Strongly Agree

### Intention to Purchase Sustainable Residential Property Building

1. I would like to purchase sustainable residential property building

Strongly Disagree      1      2      3      4      5      Strongly Agree  
                       

2. I would like to live in sustainable residential property building

Strongly Disagree      1      2      3      4      5      Strongly Agree  
                       

3. I would like to recommend sustainable residential property building to my family and friends

Strongly Disagree      1      2      3      4      5      Strongly Agree  
                       

4. I intend to purchase sustainable residential property building next time because of its positive environmental contribution

Strongly Disagree      1      2      3      4      5      Strongly Agree

5. I plan to purchase more sustainable residential property building rather than normal building

1 2 3 4 5  
Strongly Disagree      Strongly Agree

6. I will consider switching to sustainable brands for sustainability reasons

1 2 3 4 5  
Strongly Disagree      Strongly Agree

### Attitude

1. I think that purchasing sustainable residential property building is favorable.

1 2 3 4 5  
Strongly Disagree      Strongly Agree

2. I think that purchasing sustainable residential property building is a good idea.

1 2 3 4 5  
Strongly Disagree      Strongly Agree

3. I think that purchasing sustainable residential property building is safe.

1 2 3 4 5  
Strongly Disagree      Strongly Agree

4. I like the idea of purchasing sustainable residential property building

1 2 3 4 5  
Strongly Disagree      Strongly Agree

5. I have good attitude towards purchasing sustainable residential property building

1 2 3 4 5  
Strongly Disagree      Strongly Agree

### Subjective Norm

1. My family thinks that I should purchase sustainable residential property building rather than normal building.

1      2      3      4      5  
Strongly Disagree                  Strongly Agree

2. My close friends think that I should sustainable residential property building rather than normal building.

1      2      3      4      5  
Strongly Disagree                  Strongly Agree

3. Most people who are important to me think I should purchase sustainable residential property building rather than normal building.

1      2      3      4      5  
Strongly Disagree                  Strongly Agree

4. People who influence my decisions think that I should purchase sustainable residential property building

1      2      3      4      5  
Strongly Disagree                  Strongly Agree

5. People who are important to me think that I should purchase sustainable residential property building

1      2      3      4      5  
Strongly Disagree                  Strongly Agree

### Perceived Behavioral Control

1. I am confident that I will purchase sustainable residential property building rather than normal building when I want.

1      2      3      4      5  
Strongly Disagree                  Strongly Agree

2. I see myself capable of purchasing sustainable residential property building in future.

1 2 3 4 5  
Strongly Disagree      Strongly Agree

3. I have resources, time and willingness to purchase sustainable residential property building.

1 2 3 4 5  
Strongly Disagree      Strongly Agree

4. There are likely to be plenty of opportunities for me to purchase sustainable residential property building.

1 2 3 4 5  
Strongly Disagree      Strongly Agree

5. Purchasing sustainable residential property building would require extra effort.

1 2 3 4 5  
Strongly Disagree      Strongly Agree

**Sustainability Concern**

1. I am very concerned about the state of the world's sustainability.

1 2 3 4 5  
Strongly Disagree      Strongly Agree

2. I am willing to reduce my consumption to help protect the environment.

1 2 3 4 5  
Strongly Disagree      Strongly Agree

3. Major social changes are necessary to protect the natural environment.

1 2 3 4 5  
Strongly Disagree      Strongly Agree

4. Major political change is necessary to protect the natural environment.

1 2 3 4 5  
Strongly Disagree      Strongly Agree

5. Anti-pollution laws should be enforced more strongly

1 2 3 4 5  
Strongly Disagree      Strongly Agree

### Sustainability Knowledge

1. I prefer to check the certifications on sustainable residential property building before purchase

1 2 3 4 5  
Strongly Disagree      Strongly Agree

2. I want to have a deeper insight of the inputs, processes and impacts of sustainable residential property building before purchase

1 2 3 4 5  
Strongly Disagree      Strongly Agree

3. I would prefer to gain substantial information on sustainable residential property building before purchase

1 2 3 4 5  
Strongly Disagree      Strongly Agree

4. I know that I purchase sustainable residential property building are environmentally safe

1 2 3 4 5  
Strongly Disagree      Strongly Agree

5. I understand the sustainability phrases and symbols on purchase sustainable residential property building

1 2 3 4 5  
Strongly Disagree      Strongly Agree

6. I am very knowledgeable about sustainability issues.  
Mark only one oval.

1 2 3 4 5  
Strongly Disagree      Strongly Agree

### Governmental Incentives

1. Government supplies tax incentives to consumers for purchase sustainable residential property building.

1      2      3      4      5  
Strongly Disagree                  Strongly Agree

2. Government supplies direct grants to consumers for purchase sustainable residential property building.

1      2      3      4      5  
Strongly Disagree                  Strongly Agree

3. Government supplies a soft loan incentive to consumers for sustainable residential property building.

1      2      3      4      5  
Strongly Disagree                  Strongly Agree

4. The governmental incentives are strongly promoting adoption for purchase sustainable residential property building.

1      2      3      4      5  
Strongly Disagree                  Strongly Agree

5. The governmental incentives are efficient to encourage for purchase sustainable residential property building.

1      2      3      4      5  
Strongly Disagree                  Strongly Agree

6. The governmental incentives are necessary to encourage for purchase sustainable residential property building.

1      2      3      4      5  
Strongly Disagree                  Strongly Agree

### Perceived Quality

1. Sustainable residential property building appears to be good quality.

1      2      3      4      5  
Strongly Disagree                  Strongly Agree

2. Sustainable residential property building appears to be durable.

1      2      3      4      5  
Strongly Disagree                  Strongly Agree

3. Sustainable residential property building appears to be reliable.

1      2      3      4      5  
Strongly Disagree                  Strongly Agree

4. Sustainable residential property building offers innovative products.

1      2      3      4      5  
Strongly Disagree                  Strongly Agree

5. Sustainable residential property building offers innovative services.

1      2      3      4      5  
Strongly Disagree                  Strongly Agree

### Perceived Value

1. Sustainable residential property building functions will provide very good value for me.

1      2      3      4      5  
Strongly Disagree                  Strongly Agree

2. Sustainable residential property building performance will meet my expectations.

1      2      3      4      5  
Strongly Disagree                  Strongly Agree

3. I think I will purchase a sustainable residential property building because it has more.

1 2 3 4 5  
Strongly Disagree      Strongly Agree

4. I think I will purchase a sustainable residential property building because it is environmentally friendly.

1 2 3 4 5  
Strongly Disagree      Strongly Agree

5. I think I will purchase a sustainable residential property building because it has more sustainable benefits than other normal buildings.

1 2 3 4 5  
Strongly Disagree      Strongly Agree



--- Thank you for your response ---