

**ENHANCE THE CUSTOMER BUYING BEHAVIOR THROUGH  
MARKETING STRATEGY ON PURCHASING A HOUSE : SRI  
PENGKALAN BINAAN IN MELAKA**

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**Submitted in partial fulfillment of the requirement for the Bachelor of  
Technology Management (High Tech Marketing)**

**Faculty of Technology Management and Technopreneurship**

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**JUNE 2015**

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## Approval

**‘I acknowledge that I had read this research project and in my opinion this research project is sufficient in terms of scope and quality for the award of Bachelor of Technology Management (Hi Tech Marketing)**

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**Date :**

## **DECLARATION BY ORIGINAL WORK**

**I hereby declare that the work of this exercise is mine except for the quotation and summaries that have been duly acknowledge**

**Signature :**

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**Date :**

## **DEDICATION**

This research is dedicated to my lovely family and fellow friends that accompany me for the past 4 years of my university life. Also thanks to my final year project supervisor Dr Othman Aman for his guidance. With their support I was able to complete this research paper.

## ACKNOWLEDGEMENT

I would like to take this opportunity to express my at most gratitude and endless appreciation to Allah that allow m to do this research at the right time and make it when out smoothly. Besides that I also would like to thanks my super visor Dr Othman Aman for his continuous guidance in completing this report.

My special thanks to all my friend s in UTeM that exchanged views and opinions on this research project.

Last but not least, my parents that help me all the way in finishing this thesis project I would like to thank for all they have done.

## **Abstract**

Marketing Strategy consist of 4P's, that is price, place, promotion and product. Before constructing a project, developer needs to consider this marketing strategy because it is related and have effect to the customers buying behavior.

The objective of this research is to investigate the marketing strategy that can enhances the customer behavior for purchasing a house. According to Hawkins, D and Mothersbaugh, D (2009), marketing practices designed to influence consumer behavior. To determining consumer purchasing decision, it has to show effort by a company to design a marketing strategies that can effect the customer's buying behavior. A survey such as questionnaire was conducted to collect respondents feedback, while data were been analyzed quantitatively.

As a conclusion, to determining if the marketing strategy can enhance the customer's buying behavior on purchasing a house, developer have to know the knowledge on customers behavior that can be apply to the marketing strategy then can be to enhance the customer decision on purchasing a house. In this research, the researcher try to clarify if marketing strategy can be use to enhance the customer's buying behavior.

## **Abstrak**

Strategi pemasaran terdiri daripada 4P, iaitu harga, tempat, promosi dan produk. Sebelum pembinaan projek, pemaju perlu mengambil kira strategi pemasaran ini kerana ia adalah berkaitan dan mempunyai kesan kepada pelanggan membeli tingkah laku.

Objektif kajian ini adalah untuk menyiasat strategi pemasaran yang dapat meningkatkan tingkah laku pelanggan untuk membeli sebuah rumah. Menurut Hawkins, D dan Mothersbaugh, D (2009), amalan pemasaran yang direka untuk mempengaruhi tingkah laku pengguna. Untuk menentukan keputusan pembelian pengguna, ia perlu menunjukkan usaha syarikat untuk mereka bentuk strategi pemasaran yang boleh memberi kesan kepada tingkah laku membeli pelanggan. Satu kajian seperti soal selidik telah dijalankan untuk mengumpul maklum balas responden, manakala data telah dianalisis secara kuantitatif.

Kesimpulannya, untuk menentukan jika strategi pemasaran yang dapat meningkatkan tingkah laku membeli pelanggan untuk membeli rumah, pemaju perlu tahu pengetahuan tentang tingkah laku pelanggan yang boleh memohon kepada strategi pemasaran yang kemudiannya boleh meningkatkan keputusan pelanggan untuk membeli rumah . Dalam kajian ini, penyelidik cuba untuk menjelaskan jika strategi pemasaran boleh digunakan untuk meningkatkan tabiat membeli pelanggan.

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## **LIST OF ABBREVIATIONS**

B= Beta

% = Percentage

R = Point Of Estimate

$R^2$  = Point Of Estimate Square

P = P Value

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## CHAPTER 1 : INTRODUCTION

### 1.1 Background of Study

In this modernize era, owning a house is a need for everyone to have. There are many factors that made it as a necessary for daily life. One of the reasons for owning a house is for shelter for a person or a family. There are various types of houses that are available in market nowadays that can supply to every customers demands such as terrace, condominium, apartment and others. Besides that, houses in Malacca are also divided by the cost such as low cost, middle cost and high cost houses. The cost for every house is depends on location, facilities offered and etc. It shown that houses that was the nearer located to town, the more higher the price were going to be.

From a developer sides, the factors are the same whereas the locations and other factors have to be considered. Nowadays, there are so many new developers in Malacca. So, for customers, there are various choices for them in the market. For a developer, they have to attract the customers to buy the houses that they develop. That's why the marketing strategies for developer are crucial and have to be considered before developing and selling the houses. The factors for developer that need to be considered are the price, location, size, and services. Customer buying behavior is which the process by which individuals search for, select, purchase, use, and dispose of goods and services, in satisfaction of their needs and wants.



The objectives of this research are to investigate the marketing strategies that can enhance the customer's behavior when purchasing a house. Besides that, this research were also to determine the challenges of the marketing strategies to attract the customers to purchase a house. The researches were conducted at Sri Pengkalan Binaan Sdn. Bhd. The reason the researcher chose the company because it is one of the most successful developer in Melaka. The company was founded in 1981, Sri Pengkalan Binaan Sdn Bhd (SPB) is a successful developer of prime and innovative properties in Melaka. Since achieving Class A contractor status, SPB has grown to be a leading property developer and aims to be the best. That is the reason the researcher chose this company.

## **1.2 Problem Statement**

Nowadays, there are various options for purchasing a house in the market in Melaka. There are many types of houses can be purchase by various of developers. The main factors of a real estate are also changing drastically such as the increasing prices of real estate. In fact that Melaka is an upcoming star in the Malaysian market as world tourist destinations; it was raising the real estate market to increase faster than average.

In Melaka town area especially, property were blooming rapidly. Houses are mostly reserved when pre sale and because of the fast development area. Many facilities and shops were vastly developing that attract buyers to purchase houses in Melaka town area. The locations of houses were also playing an important role for customer as they intend to purchase a house with easy reach to the town. This can also lead to the price to increase in town area. in the limited town area, size of houses was a major factor for attracting customer as the nearer the house to town area, the smaller the size of the house.as clearly seen, researcher have observe that houses in the town area are mostly apartment/condominium type, where the sizes of houses are small compare to suburban area.

According to propertyguru.com, statistics shown that only 78% of houses in Melaka town are resided compare to 85% at suburban area. There are many factors that people considering before purchasing a house.

Lastly, the services offered are different with every developer. Services for before and post purchase are crucial for customers as it can influence the purchasing decisions for the customers.

### **1.3 Research Question**

1. How market strategy can enhance the customer's behavior to purchase a house?
2. What are the attributes of marketing strategy to enhance the customer buying behavior to purchase a house?
3. What are the alternatives for the developer to meet the customers' demands?

### **1.4 Research Objective**

1. To identify the marketing strategy that can enhances the customer behavior for purchasing a house.
2. To determine the attributes of marketing strategy to enhance the customer buying behavior to purchase a house?
3. To examine the alternatives for the developer to meet the customers' demands.

## **1.5 Significance of study**

### **1.5.1 To Researcher**

The researcher can gather new information about current property market and what elements can obstruct people to purchase a house.

### **1.5.2 To public**

This study is significant to public with the intention of sharing knowledge besides to determine a result of consumer house buying behaviour in Sri Pengkalan Binaan in Melaka. Therefore, from this research will comprehend and educate public for their reference purposes.

### **1.5.3 To Housing Developer**

From this research, the researcher can act behalf of buyers of the house to convey their feelings to housing developer such as buyers preferences about location of the house, design of the house and also the price settings of house from developer.

## **1.6 Scope of Research**

This research analyzes on consumer house buying behaviour in Sri Pengkalan Binaan, Melaka area. In order to collect the actual data, one set of questionnaire will be distributed to 100 respondents in the developer housing area in Melaka.

The respondents include people who already have a house and people who have tendency to purchase a house

## **1.7 Limitation of Study**

All studies have limitations and same goes to our research. This study will focus on those who are working or career people in Melaka and their opinion about the house buying behaviour. One of the biggest limitation for this study is the research only focus on terrace house of Sri Pengkalan Binaan in Melaka town area.

### **1.7.1 Financial Constraints**

The most obstruction in conducting the research is financial constraints. Gathering data can be expensive and it is because of the costs involved throughout this research including the costs in finding the data and the transportation costs. Secondly is a time constraint in completing this research. The time given to complete this research is too limited and the research difficult to be finished due to the improper time management. Consequently, many things need to be considered and released to come out with a good research.

### **1.7.2 Lack of Knowledge**

Lack of knowledge also is one of the obstacles in completing the research. For instance, need to find more data through internet and also find it at the library for extra information as it cannot be found in the internet as the sources are not valid.

### **1.7.3 Lack of Cooperation**

Lack of cooperation happened when it is hard to find the respondents and to ask for their cooperation. Sometimes, there are people who are hard to give cooperation. This is because of they are too busy with their works or lack of time to be spent in this research. Thus, questionnaires would be difficult to be distributed and get feedback from the respondents.

## **1.8 Definition of Terms**

### **1.8.1 Consumer house buying behaviour**

The collective actions, including the searching, evaluation, selection, purchasing, consuming, disposing of products, taken by consumers in determining which goods and services hold the most value for meeting their wants and needs.

### **1.8.2 Housing Price**

The amount of money that you pay for purchasing a house that depends in market value of the house and the value that developer put. It is also the measure of the prices at which dwellings are bought and sold over time.

### **1.8.3 Strategic Location**

The most important place or position. It plays a part in for a predetermined plan whether geographical or social position . it can give an advantage for the individual or person.

#### **1.8.4 House**

Refer to a building which a person uses for shelter. There are many types of houses such as terrace, bungalow, semi-d, apartment and others.

#### **1.8.5 Behavior**

The way that someone or something behaves in a particular situation. It can also refer as reaction of people through a certain situation.

#### **1.8.6 Decision making**

A person who make decision making, is especially at a high level in an organization. It occurs when choosing an options that an individual have to choose either one.

### **1.9 Summary**

As conclusion, this chapter has explained about a study conducted in it include introduction, statement of problem, research objectives, the scope of study, and the importance of the study. Next, chapter II will describe more related research literature and model study to support this research.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This chapter is discussing about the problem statement about the marketing strategy that can influence the customer buying behavior. After that, to states the process development in customer buying behavior and the impact of marketing strategy with the theoretical framework about the research topic. The marketing strategy has evolved over a period of time. It consist of 4P's which stands for product, place, promotion and price.in this research, the researcher identify the main 4P's as price, size (product), services (promotion) and location (place).

#### **2.1 Customer Buying behavior**

Consumers who are making a strategic purchase, such as buying a house has offer implications. Gronhaug, Kleppe, and Haukedal (1987) have warned that households may have serious problems in making wise strategic purchase decisions (Elham Rahbar, 2010). Buying a house is a long-term decision for