

FACTORS AFFECTING HOUSE PURCHASING -  
A CASE STUDY IN BUKIT MERTAJAM

by

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## ABSTRACT

The study revealed that the increase in the number of housing units was very rapid, especially from 1975. In addition the housing expansion were directed towards the outskirts of the town. This was particularly true around the Terminal region of the Penang Bridge where large tract of extensive land were converted into housing estates. These areas were developed almost at the same time as each other. From this wonderful rate of housing expansion, the study proceeded to examine the factors affecting house purchasing because it was suspected that there must be some elements enhancing such rampant increment of housing units. However based on the data collected and analysis made, physical factors have been viewed to be a less important determinant. The features of houses and the conditions of the house compound were not the controlling element affecting house choices. Distance, another physical element, was also been assumed to be influential but the study revealed 'distance' had less decisive power compared to the economic factor. This was attributed to be due to good road system and provision of efficient transportation service. Furthermore the nearness of activity centres was additional element causing the diminishing role of distance. The social aspects in house buying decision were also found to be less and in some cases the economic factors overruled everything. As such the income of the household, including income derived from all other sources of property, bore positive relationship with the ability and desire to purchase houses. Added to consideration of these factors, certain hypotheses were tested. From the survey, majority of people owning single storey terrace houses preferred to use them for own