

THE INFLUENCE OF HOUSING ENVIRONMENT ON CONSUMER PREFERENCE AT GRIYA PANIKI INDAH MANADO

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ABSTRACT

Housing is permanent need of people, because of importance for having a proper place to stay. The criteria of a proper house consist of a well-designed environment and quality of product. Since the earliest development of civilization until this era, housing is still becoming one prosperous business concept for many corporate business entrepreneurs. This research is conducted in Manado. The objectives are to analyze influence of housing environment on consumer preference, partially and simultaneously. This research is the causal type of research where it investigate the influence of elements on consumer preference. Use multiple regression models to answer the research problem. The population in this study is a consumers of Griya Paniki Indah, and 98 respondents as its sample. The hypothesis testing, this research conduct a conclusion of there is a significant influence of Mobility, Community Facility, Community Social Capital, Sound Infrastructure, and Quality Product partially and simultaneously. This study reveals that Community Facility is a mental decision that made by the consumer has a strong influence factor in order to buy a house, when consumer go for purchasing, they prefer to purchase house that have social facilities, and became the better environment.

Keywords: *housing environment, consumer preference, community facility.*

INTRODUCTION

Research Background

In Indonesia, the economic and social growth is speedily seen from the endless industrial development in almost all part of city or region in this country and this improvement is basically related with the investment funds from domestic investors and foreign investors. Directly, this changing is giving the opportunity for contractors and a group of skilled people in building house and building to offer their expertise-based services to corporate businessmen, individual person or a family. On the other hand, people that live and work in Indonesia are the potential consumers from companies in this business sector and these consumers can change the general preference for housing development, either in the national scope or in the regional scope.

Indonesia economy development are increasing rapidly fast nowadays. The Gross Domestic Product value of Indonesia represents 1.40 percent of the world economy. GDP in Indonesia was worth 868.35 billion US dollars in 2013. As well as Indonesia's economy sector, population are growing fast and strong too. Cities are getting crowded especially the town capital and large city that located in every big islands. As the 4th most populous country on earth, Indonesia population on year 2014 is around 252.8 million, it increases 6.7% from the previous year.

Housing is one permanent need of people in every part of this world, because of importance for having a proper place to stay with other family members. The criteria of a proper house consist of a well-designed environment and quality of product. Since the earliest development of human civilization until this millennium era, housing concept is still becoming one prosperous business concept for many corporate business owners or entrepreneurs. The general necessity of buildings for permanent housing places unquestionably makes companies that focus on preparing land for the house become numerous and every one of these company will

compete each other. It is believed that common people in each different city or region will have opinion about the appropriated living places that proper with their needs and wants. Housing is a set of gathered processed materials and human resources and capital resources that are aimed for constructing the most appropriate house to the clients. Because of the disparity from people in any environment about the right house for each one of them, it cannot be certainly confirmed that people in one designated location or city will directly choose one constructed house in one area of public/commercial housing resident. There is also another possibility that many people in the city or region will construct their preferred house or building without using the building-constructing service from contractors. Thus, the preference for many people in the environment about the suitable house can become quite or even very diverse.

The essential understanding about the Consumer Preference of Housing Environment in any specified city or region is changeable, related with the understanding of Mobility, Community Facility, Community Social Capital, Sound Infrastructure and Quality Product. Practically, Mobility is established by Public Traffic Network, Proximity to Urban Centre and Proximity to Workplace; Community Facility is established by Education Facility, Medical and Health Facility, Retail Service and Sports; Community Social Capital is established by Sense of Safety and Sense of Belonging; Sound Infrastructure is established by Quality roads; and Quality Product is established by Quality Finishes.

Research Objectives

The objectives of this research are to analyze the influence of:

1. Mobility on consumer preference at GPI Real Estate in Manado.
2. Community Facility on consumer preference at GPI Real Estate in Manado.
3. Community Social Capital on consumer preference at GPI Real Estate in Manado.
4. Sound Infrastructure on consumer preference at GPI Real Estate in Manado.
5. Mobility, Community Facility, Community Social Capital, Sound Infrastructure, and Quality Product on consumer preference at GPI Real Estate in Manado.

THEORITICAL REVIEW

Marketing

Marketing is the strategies in business, through the exchange product that companies create, in order to get profit from their customer. Kotler et al (2005:5) defined marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with other. In a narrower business context, marketing involves building profitable, value-laden exchange relationship with costumers. Marketing as the process by which companies create value for customers and building strong relationship in order to capture value from customers in return.

Marketing Mix

Kotler et al (2005:45) defines marketing mix as the set of controllable, tactical marketing tools – product, price, place and promotion – that the firm blends to produce the response it wants in the target market. Kotler and Armstrong (2008:67) define marketing mix as, the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market. Marketers used marketing mix as the strategic tools to penetrate the market and determine the best way in order to get consumer attention and make consumer buy their product repeatedly.

Product

Product is one of the marketing tools, and something that marketers offer to market, which the target is to meet the consumer needs and wants. Hawkins et al (1998:18) stated that, Product is anything a consumer acquires or might acquire to meet the perceive needs. Consumer often expects more from an organization than a simple tangible good. The task of marketing management is to provide a complete offering that includes not the basic good or service but also the ‘extras’ go with. Kotler et al (2005:45), Product fall into classes based on the types of consumer used them—Consumer products are products and services bought by final consumer for personal consumption.

Product Quality

The quality of the product is a very important part for the manufacture company to notice. Kotler and Amstrong (2008:347) stated that, product quality is the ability of a product to perform its function, and quality is one of the main tools for positioning the set position for marketers. Product quality is rated by the consumer who will buy and use it. Good quality product means that the product can fulfill and meet consumer expectation, and vice versa. Kotler and Amstrong (2008:330), most products are provided in one of four levels of quality, namely: low quality, average quality is being, good quality and very good quality. The assessment of consumer on a product based on quality is a very essential characteristic in purchasing processes and consumers are conscious of quality difference of all products (Nugroho and Wihandayo, 2009 in Rajput et al, 2012:488). Freling and Forbes (2005: 412) had also mentioned that it is the perception of product quality at the time of the next buying decision that may better explain again purchasing behavior. Hence, the perception of the product quality from one to another consumer will not necessarily be same.

Product Type

Product type is a group of similar kinds of manufactured goods or services. Product type might be used by marketing team of a business to structure its overall marketing strategy and direct it toward optimally interested. Product type becomes a significant problem especially in buying decision. Each of costumers has their own perception towards types of product. Basically, it's become an active purchase intention and product classification in buying.

Housing Environment

Housing environment consists of two components which are the physical and the social components. The physical components include the houses, facilities and utilities while the social components include the families, neighbors and the community (Abdul:2008).

Consumer Preference

Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. They permit the consumer to rank these bundles of goods according to the levels of utility they give the consumer. Note that preferences are independent of income and prices. Ability to purchase goods does not determine a consumer's likes or dislikes. Kotler et.al (2005:109).

Previous Researchers

Hoang (2011), A study on housing preference of young households using stated-preference approach. Nyong (2012), Understanding choice behavior to advance sustainable development in housing production, and Nur Said et.al (2013), the housing environment preference among housing consumers in Johor Bahru.

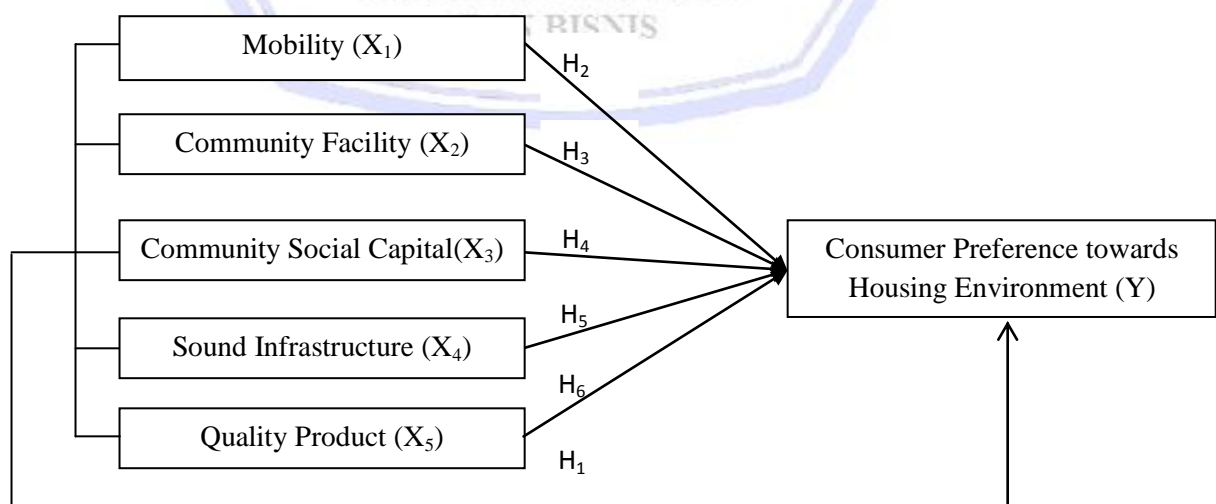


Figure 1. Conceptual Framework

Source: Processed data 2014

Hypothesis

The hypotheses of this research are:

- H₁: Mobility, Community Facility, Community Social Capital, Sound Infrastructure, and Quality Product have significant influence on consumer preference at Griya Paniki Indah Real Estate simultaneously.
- H₂: Mobility influences consumer preference at Griya Paniki Indah Real Estate partially.
- H₃: Community Facility influences consumer preference at Griya Paniki Indah Real Estate partially.
- H₄: Community Social Capital influences consumer preference at Griya Paniki Indah Real Estate partially.
- H₅: Sound Infrastructure influences consumer preference at Griya Paniki Indah Real Estate partially.
- H₆: Quality Product influences consumer preference at Griya Paniki Indah Real Estate partially.

RESEARCH METHOD

Type of Research

This research is a causal type of research where it will investigate consumer preference at Griya Paniki Indah Real Estate in Manado.

Place and Time of Research

This study was conducted in Manado City. The questionnaire was distributed directly at Griya Paniki Indah where respondents from regions in Manado. The research was conducted on October to November 2014.

Population and Sample

Population is the entire group or people, events, or things that the researcher desires to investigate (Sekaran and Bougie, 2010:443). The population in this research is for all Consumer of Griya Paniki Indah Real Estate in Manado. The sample of this research is the Consumer of Griya Paniki Indah Real Estate as much as 98 respondents. The sampling design is sample random sampling that is considered as the best way of getting some basic information quickly and efficient. Sample random sampling is using every element in the population has a known and equal chance of being selected as a subject. This sampling design has the least bias and offers the most generalizability (Sekaran and Bougie, 2010:270).

Data Collection Method

They are two types of data: (1) Primary Data use questionnaires were distributed to consumer of Griya Paniki Indah Real Estate, respectively 98 sheets. While calculating weight rating customer questionnaires using Likert scale. Likert scale was associated with a statement about one's attitude towards something. And (2) secondary data is method of data collection by studying the relevant literature in order to obtain a theoretical overview from books, journals, and relevant literature from library and internet of the concept of consumer preference at Griya Paniki Indah Real Estate.

Operational Definitions and Measurement of Research Variable

Operational definitions of research variables are:

1. Mobility (X₁) is refers to the easiness from any individual person in one environment to go from one place to another place, either smoothly or not.
2. Community Facility (X₂) is the built facilities in the housing location that are made for the fulfilling the satisfactory feeling from people who live in the housing place.
3. Community Social Capital (X₃) is the accumulated "assets" from common people in one housing place that are used in their social activities, personally or collectively.
4. Sound Infrastructure (X₄) is the complete infrastructure that are built in one specified location and are important for people in the surrounded place.
5. Quality Product (X₅) is the standardized quality from every produced product or provided service in the marketplace, which is valued and is evaluated by people in the given location.

Data Analysis Method

Validity and Reliability Test

The reliability of a measure is established by testing for both consistency and stability. Consistency indicate how well the items measuring a concept hang together as a set, Gronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another (Sekaran and Bougie, 2010:162). Since reliable scale are not necessarily valid researchers also need to be concerned about validity. It assesses whether scale measure what is supposed to be measured. Thus validity is a measure of accuracy in measurement (Hair et al, 2010:120).

Multiple Regressions on Analysis Method

Linear regression is used to model the value of a dependent scale variable based on its linear relationship to one or more predictors. The method of analysis used in this study is multiple regression models approach the return. Cooper and Schindler (2001:767) stated that multiple regression analysis is techniques to observed value more than one X to estimate or predict corresponding Y value. The formula of multiple linear regressions is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

Where:

Y = Consumer preference

X₁ = Mobility

X₂ = Community facility

X₃ = Community social capital

X₄ = Sound infrastructure

X₅ = Quality product

α = Constant

b₁, b₂, b₃ = the regression coefficient of each variable

e = error

RESULTS AND DISCUSSION

Result

Validity and Reliability Test

The validity test of Mobility (X₁) 0.870, Community Facility (X₂) 0.788, Community Social Capital (X₃) 0.752, Sound Infrastructure (X₄) 0.841, Quality Product (X₅) 0.888 also Consumer Preference (Y) 0.819 are above 0.3 which mean that all indicator are valid. The reliability test using Alpha Cronbach. The Cronbach's Alpha parameter, with ideal score more than 0.6. The variable are reliable because the value of Cronbach's Alpha is bigger than 0.6.

Test of Classical Assumption

Multicollinearity

Table 1. Collinearity Statistics

Model		Collinearity Statistics	
		Tolerance	VIF
1	X ₁	.069	14.454
	X ₂	.120	8.361
	X ₃	.3063	.265
	X ₄	.108	9.265
	X ₅	.115	8.725

a Dependent Variable: Y (Consumer Preference)

Source: Processed Data, 2014

The calculation multicollinearity through VIF and tolerance. VIF value of Community Facility (X_2) 1.026, Community Social Capital (X_3) 5.622, Sound Infrastructure (X_4) 4.135, and Quality Product (X_5) are <10 ; this means that there is no connection between the independent variables. Mobility (X_1) 1.815 is >10 ; this means that there is connection between the independent variables.

Heteroscedasticity

Heteroscedasticity occurs if there are dots which form a certain pattern regularly as waves. Homoscedasticity occurs if there are no certain patterns which are clear, and the dots spread above and below the 0 the Y-axis.

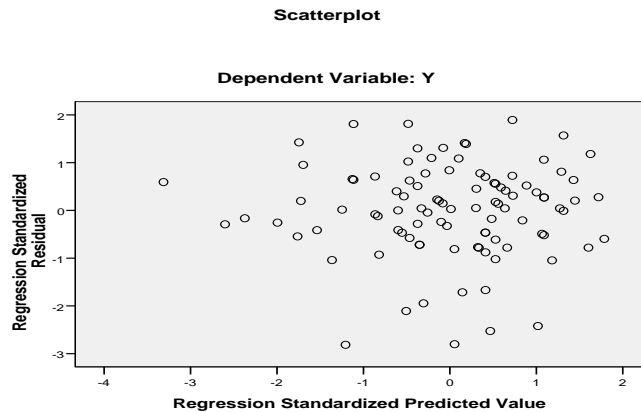


Figure 2. Heteroscedasticity Results

Source: Processed data 2014

Figure 2 shows that the patterns of the dots are spreading and the dots are spreading above and below the zero point of Y-axis. So, there is no heteroscedasticity in this regression.

Normality

Normality test can be identifying by using graph of P-P Plot. The data will distribute normally if the value of P-P Plot is near diagonal line of the graph.

Normal P-P Plot of Regression Standardized Residual

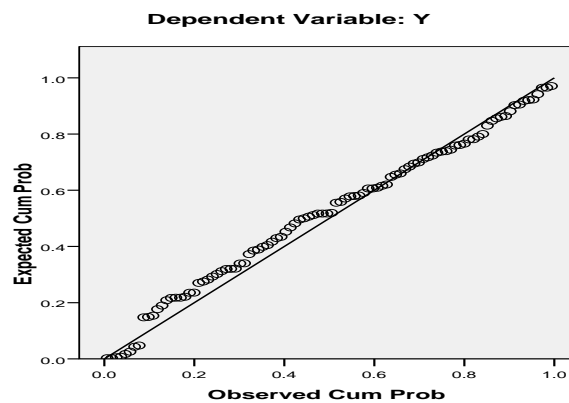


Figure 3. Normality Results

Source: Processed data 2014

Figure 3 shows the dots spread near the diagonal line and follow the direction of the diagonal line. Therefore, the data is distributed normally.

Multiple Regression Analysis

Table 2. Multiple Regression Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.236	.192		6.442	.000
	X ₁	.184	.176	.255	2.045	.003
	X ₂	.675	.148	.848	4.562	.000
	X ₃	.001	.091	.002	3.016	.001
	X ₄	.356	.143	.487	2.491	.000
	X ₅	.209	.132	.301	2.548	.002

Source: Processed Data 2014

From the analysis, obtained by linear regression equation as follows:

$$Y = 1.236 + 0.184 X_1 + 0.675 X_2 + 0.001 X_3 + 0.356 X_4 + 0.209 X_5$$

From the multiple linear regression equation above, it can inform the interpretation as follows:

1. Constant 1.236 shows the influence of Mobility (X₁), Community facility (X₂), Community social capital (X₃), Sound infrastructure (X₄), Quality Product (X₅), and Consumer Preference (Y). It means that, in a condition where all independent variables are constant (zero), Consumer Preference (Y) as dependent variable is predicted to be 1.236.
2. X₁ (Mobility) has an effect to Y (Consumer Preference) as many as 0.184. In condition where other variables are constant, if there is one unit increasing in X₁ (Mobility), Y (Consumer Preference) is predicted to be increased by 0.184.
3. X₂ (Community Facility) has an effect to Y (Consumer Preference) as many as 0.675. In condition where other variables are constant, if there is one unit increasing in X₂ (Community Facility), Y (Consumer Preference) is predicted to be increased by 0.675.
4. X₃ (Community SocialCapital) has an effect to Y (Consumer Preference) as many as 0.001. In condition where other variables are constant, if there is one unit increasing in X₃ (Community SocialCapital), Y (Consumer Preference) is predicted to be increased by 0.001.
5. X₄ (Sound Infrastructure) has an effect to Y (Consumer Preference) as many as 0.356. In condition where other variables are constant, if there is one unit increasing in X₄ (Sound Infrastructure), Y (Consumer Preference) is predicted to be increased by 0.356.
6. X₅ (Quality Product) has an effect to Y (Consumer Preference) as many as 0.209. In condition where other variables are constant, if there is one unit increasing in X₅ (Quality Product), Y (Consumer Preference) is predicted to be increased by 0.209.

Coefficient Determination (R²)

Table 3. Table R and R²

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787(a)	.620	.599	.31652

a Predictors: (Constant), X₂, X₁

b Dependent Variable: Y

Source: Processed Data 2014

To determine the contribution The Influence of Mobility (X₁), Community Facility (X₂), Community Social Capital (X₃), Sound Infrastructure (X₄), and Quality Product (X₅) on consumer preference (Y) of GPI real estate can be seen that the determinant of the coefficient (R²) in the table above. R² value of 0.620 in this study

may imply that the contribution of The Influence Mobility (X_1), Community Facility (X_2), Community Social Capital (X_3), Sound Infrastructure (X_4), and Quality Product (X_5) on Consumer Preference (Y) of GPI real estate of 62% while the remaining 38% is affected by other variables not examined in this study.

Hypothesis Testing

Table 2. F-Test

ANOVA (b)						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.023	5	3.005	29.990	.000(a)
	Residual	9.217	92	.100		
	Total	24.240	97			

a Predictors: (Constant), X_5 , X_3 , X_2 , X_4 , X_1

b Dependent Variable: Y

Source: Processed Data 2014

Value of 29.990 of F_{Count} significant 0.000. Because the sig < 0.05 means the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.000. Therefore H_0 is rejected and accepting H_a . Thus, the formulation of the hypothesis of Mobility (X_1), Community Facility (X_2), Community Social Capital (X_3), Sound Infrastructure (X_4), and Quality Product (X_5) on Consumer Preference (Y) of GPI real estate simultaneously, accepted.

Table 3. T-Test

Model	T	Sig.
Mobility	2.045	.003
Community	4.562	.000
FacilityCommunity Social	3.016	.001
Capital	2.491	.000
Sound Infrastructure	2.584	.002
Quality Product		

a Dependent Variable: Y

Source: Processed Data 2014

The calculations in the table above, the interpretation as follows:

1. The result of t_{count} for Mobility (X_1) 2.045 more than the value of 1.660 t_{table} means Mobility variable (X_1) partial influence on consumer preference (Y) of GPI real estate. The sig. value at 0.003 means that prediction of Mobility (X_1) on Consumer Preference (Y) of GPI real estate doing errors is 3%, thus the confidence of this prediction is below 95%. Therefore, H_0 is accepted and rejecting H_a .
2. The result of t_{count} for Community Facility (X_2) 4.562 more than the value of 1.660 t_{table} means Community Facility (X_2) partial influence on Consumer Preference (Y) of GPI real estate. The sig. value at 0.000 means that prediction of Community Facility (X_2) on Consumer Preference (Y) of GPI real estate doing errors is 0%, thus the confidence of this prediction is below 95%. Therefore, H_0 is accepted and rejecting H_a .
3. The result of t_{count} for Community Social Capital (X_3) 3.016 more than the value of 1.660 t_{table} means Community Social Capital (X_3) partial influence on Consumer Preference (Y) of GPI real estate. The sig. value at 0.001 means that prediction of Community Social Capital (X_3) on Consumer Preference (Y) of GPI real estate doing errors is 1%, thus the confidence of this prediction is below 95%. Therefore, H_0 is accepted and rejecting H_a .
4. The result of t_{count} for Sound Infrastructure (X_4) 2.491 more than the value of 1.660 t_{table} means Sound Infrastructure (X_4) partial influence on Consumer Preference (Y) of GPI real estate. The sig. value at 0.000

means that prediction of Sound Infrastructure (X_4) on Consumer Preference (Y) of GPI real estate doing errors is 0%, thus the confidence of this prediction is below 95%. Therefore, H_0 is accepted and rejecting H_a .

5. The result of t_{count} for Quality Product (X_5) 2.584 more than the value of 1.660 t_{table} means Quality Product (X_5) partial influence on Consumer Preference (Y) of GPI real estate. The sig. value at 0.002 means that prediction of Quality Product (X_5) on Consumer Preference (Y) of GPI real estate doing errors is 2%, thus the confidence of this prediction is below 95%. Therefore, H_0 is accepted and rejecting H_a .

Discussion

This research discovers that there are some factors that influence of housing environment on consumer preference of GPI real estate. Based on the result of F-test there is a linear relationship in this multiple regression equation model, in other words all the independent variables influence the consumer preference simultaneously.

Mobility, Community Facility, Community Social Capital, Sound Infrastructure, and Quality Product, are all factors that influence the consumer preference of GPI real estate. The result of T-test shows that the independent variables such as Mobility, Community Facility, Community Social Capital, Sound Infrastructure, and Quality Product partially has very significant and significant influence.

The result shows that Mobility of housing environment has significant influence to Consumers Preference of GPI real estate. According to the data, the respondents who are interested to buy house at GPI real estate, because GPI real estate can easily access by public transportation, and also private transportation. On other hand, the location of GPI real estate is nearby shopping center and consumer location to work. This become the reasons why consumers were chose GPI real estate, and it significantly influence.

The result shows that Community Facility of housing environment has significant influence to Consumers Preference of GPI real estate. The researcher find out those community facilities such as school, clinic, sport center, and shopping center, make consumers prefer to buy house at GPI real estate. And based on the result, Community Facility became the most significant variable.

Another result showed that Community Social Capital of housing environment has significant influence to Consumers Preference of GPI real estate. Security, the good environment, and good ambience that have been provided by GPI real estate make consumers decided to buy house there. And some of respondent buy house at GPI real estate because their friend or relation already been there.

The other multiple regression result showed that, Sound Infrastructure of housing environment has significant influence to Consumers Preference of GPI real estate. Infrastructure is the important part in real estate, the good infrastructure and proven construction can be a point for consumer to decide their interest to buy house at GPI real estate. On other hand GPI real estate can guarantee their house environment is free from flood. This why Sound Infrastructure influenced consumer preference.

The last variable, Quality Product of housing environment has significant influence to Consumers Preference of GPI real estate. The consumers of GPI real estate agreed that GPI real estate housing have better quality, and beside that GPI real estate gives good service and guarantee their consumers to have a comfort environment to live. That's why consumers of GPI real estate feel satisfied with the quality of GPI real estate.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

There are five constructive findings that can be concluded from the overall result in this research, which are listed as follow:

1. Mobility, Community Facility, Community Social Capital, Sound Infrastructure, and Quality Product influence consumer preference at GPI Real Estate simultaneously.
2. Mobility influence consumer preference at GPI Real Estate partially.
Community Facility influence consumer preference at GPI Real Estate partially.
3. Community Social Capital influence consumer preference at GPI Real Estate partially.
4. Sound Infrastructure influence consumer preference at GPI Real Estate partially.
5. Quality Product influence consumer preference at GPI Real Estate partially.

Recommendations

The results of the analysis explain two of the independent variables include in this research which are Community Facility and Sound Infrastructure have a significant effect to the consumer preference of GPI real estate. From two of these variables, Sound Infrastructure is the strongest effect of consumer preference of GPI real estate. For the marketers of GPI real estate must consider about the importance Mobility and Sound Infrastructure of housing environment, regarding with it in advanced. The owner of GPI real estate must also evaluate other important factors that affect the the Consumer Preference, regarding with the continuity of housing business in the future.

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