

# **Housing Demand and Spatial Preferences of Young Potential First Time Residential Property Buyer in Kuching**

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## **Abstract**

Residential prices, shelter preferences and other localized variables that determined the buyers' choice of specific residential environments, had existed for a considerable period of time. (Kauko, 2006) Such conditions are placed upon young people, who are also first timers, and they are often overcome with indecision, and indecision can be a costly mistake in the purchase of property (Sim, 2012). However, such indecision can also bring about a greater measure of care and considerations, for when the decision to purchase a residential property comes, deeming the purchase of property as a social and economic safeguard of stability and substance in a time of great uncertainty, with the majority of buyers either buying out of need and the other out of fear that the prices would go up further (Cheng, 2012). This would invariably lead young consumers to rethink every factor such as security, facilities, neighborhood, accessibility, housing design, house type, location etc. They would also be more inclined to make every purchase worth its value in money.

This research will be conducted on potential young residential buyers in the Kuching District to determine the factors in choosing residential/spatial property. Kuching is the capital city of Sarawak with the population density of 617,887, with households numbering up to 133,687 in 2010. (Population Distribution and Basic Demographic Characteristics, 2010) There is a 2 % population growth in Kuching at 2011 from 2010. This means that the state capital would require up to 4,000 new houses a year to meet growing demand. There is also no apparent overbuilding occurring during that period, probably due to a decline in the incompatibility of supply and demand. (Wong, 2012) A considerable flow of urban migration to Kuching from smaller towns and of other parts of Sarawak due to availability of social benefits and prospects also increased housing demand in Kuching. (Law, 2011)

## **Keywords**

Young buyer, house demand, spatial preference

## **Biography**

**Doh Shu Ing** has more than 9 years industrial and research experience in civil engineering with career path that span from project supervision, project implementation, project management, technical support and material development. In 2006, Doh joined Sabah University of Malaysia in their research work on material development funded by Construction Industry Development Board Malaysia. In this research Doh has published over 9 local and international conference papers and journal. In 2009, Doh has won The CIDB Award: Best Invention in Building and Construction, Gold Medal in 20<sup>th</sup> International Invention, Innovation & Technology Exhibition, and Bronze Prize in Seoul International Invention Fair 2009. In mid 2009, Doh joined Universiti Tunku Abdul Rahman as a lecturer in both Construction Management and Environmental Department. The major subjects taught are Construction Technology, Site Survey, Reinforced Concrete Design and Building Structural System. His area of expertise covers the green material development, IBS system and environmental design.