

# PREFERENCE ON SUSTAINABLE HOUSING TOWARDS CONSUMERS' WELL-BEING

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## Abstract

Malaysian government has announced the "sustainable housing concept" since year 2005 towards consumers' well-being. Generally, the objective of this study is to conduct an economic study on the consumers' demand for sustainable housing in Malaysia. Self-administered questionnaires were used to obtain necessary data from 800 respondents who were among urban households of terrace houses in urban areas. Four zones consist of the North, Middle, East and South of Peninsular Malaysia was selected through multi-stage of random sampling. One state was chosen to represent each zone. The lists of the Municipal Councils were gathered from the government website and two of them were selected to represent the chosen states. The choice model technique is applied to estimate the non-market values for the study. Implicit prices for environmental attributes such as natural air ventilation, green area, carbon dioxide (CO<sub>2</sub>) emission and rainwater harvesting system were estimated. The estimated implicit values for green home attributes based on Multinomial Logit regression shows that natural indoor air ventilation is

the most important attribute. This is followed by greeneries area, carbon dioxide (CO<sub>2</sub>) emission and rainwater harvesting system. The findings also reveal that Malaysian society preferred sustainable housing as compared to conventional housing. Finally, the policy makers such as the Ministry of Housing and Local Government shall hold some programs to educate consumers, incentive scheme such as tax rebate for households or developers to meet our national agenda on sustainable development.

## Introduction

Malaysian government has announced the "sustainable housing concept" since year 2005 towards consumers' well-being. Recently, Malaysian government is putting focus on this concept. This concept is consistent with increasing awareness in Malaysian society who values the importance of sustainable development. Sustainable development agenda in developing countries focuses on relationship between construction and human development, alleviation of poverty and environment. Together with the lack of resources and capacities to improve

