



***ATTITUDES AND PREFERENCES OF THE HOMEOWNERS WHO
RENOVATED THEIR HOUSE TOWARDS TIMBER AS A BUILDING
MATERIAL IN BACHOK, KELANTAN***

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By

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DEDICATION

For my beloved family:

Ab Aziz Bin Ali

Emilia Binti Kamarudin

Also my siblings.

To Nazmir and all my friends,

Interviewees and residents I had done my interview.

Thank you for your encouragements and supports

And the sacrifices that have been given.

Thank you for everything. May Allah Bless All of us.

ABSTRACT

Peninsular Malaysia has been fortunate to be endowed with extensive areas of valuable natural tropical rainforest which are extremely complex ecosystems are richer in tree species, than in similar areas of Africa and South America. The major consumer of timber and timber products in the domestic market is the construction industry. Timber is a versatile and durable material which found its usage in various aspects of people's lives for thousands of years. Timber usages are well-known for their broad ranges of uses for society, for example, as a material for the construction of buildings. However, it is claimed that the demand and usage of wood among domestics are decreasing over the years. This study analysed homeowners' attitudes and preferences towards timber as a building material. This study was conducted using a home-to-home survey to gain the maximum number of response. From the survey, all of the respondents showed positive attitudes towards timber as a building material based on their agreement on the attributes of timber as a building material. Although the attitudes were positive, their preferences were towards non-timber building materials when they renovated their house. It is often said that homeowners did not prefer timber because of negative characteristics owned by timber, but there was no actual data on the homeowners' preferences. Therefore, this study will provide the data on the respondents' preferences and the factors affecting towards timber as a building material. Timber can be well-marketed if the price is cost-effective and the properties are well-understood by the consumer. Other than reducing the price and promoting the usage of timber among domestics, there is also a need to educate the consumer in order for them to have a better understanding on timber.

ABSTRAK

Semenanjung Malaysia amat bertuah kerana diberkati dengan kawasan hutan hujan tropika semulajadi yang sangat bernilai dengan ekosistem yang sangat kompleks di mana ianya kaya dengan spesies pokok, berbanding kawasan yang sama seperti Afrika dan Amerika Selatan. Pengguna utama kayu dan produk kayu di pasaran domestik adalah industri pembinaan. Kayu adalah bahan serba boleh dan tahan lama yang ditemui penggunaannya dalam pelbagai aspek kehidupan manusia selama ribuan tahun. Penggunaan kayu adalah terkenal dengan pelbagai kegunaannya untuk masyarakat, sebagai contoh, sebagai bahan untuk pembinaan bangunan. Walau bagaimanapun, terdapat dakwaan bahawa permintaan dan penggunaan kayu di kalangan domestik berkurangan sejak beberapa tahun. Kajian ini membentangkan analisis tentang sikap dan keutamaan pemilik rumah terhadap kayu apabila mereka mengubah suai rumah mereka di Bachok, Kelantan. Kajian ini dijalankan dengan menggunakan tinjauan dari rumah ke rumah untuk mendapatkan jumlah jawapan yang maksimum. Hasil daripada kajian ini, semua responden menunjukkan sikap positif terhadap kayu sebagai bahan binaan berdasarkan persetujuan mereka terhadap sifat-sifat kayu sebagai bahan binaan. Walaupun mereka menunjukkan sikap yang positif, keutamaan mereka adalah menjurus kepada bahan binaan bukan kayu ketika mereka diubah suai rumah mereka. Sering dikatakan bahawa pemilik rumah tidak memilih kayu kerana ciri-ciri negatif yang dimiliki oleh kayu, tetapi tiada data sebenar mengenai keutamaan pemilik rumah. Oleh yang demikian, kajian ini membentangkan data tentang keutamaan responden dan faktor yang mempengaruhi keutamaan mereka terhadap kayu sebagai bahan binaan. Kayu boleh dipasarkan dengan baik jika harganya adalah mampu milik dan sifatnya difahami dengan baik oleh pengguna. Selain daripada mempromosikan penggunaan kayu di kalangan domestik, terdapat juga keperluan untuk mendidik pengguna agar mereka dapat lebih memahami tentang kayu.

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APPROVAL SHEET

I certify that this research project report entitled “Attitudes and Preferences of the Homeowners Who Renovated Their House Towards Timber as a Building Material in Bachok, Kelantan” by Nur Aiman Shuhada Binti Ab Aziz has been examined and approved as a partial fulfillment of the requirements for the degree of Bachelor of Wood Science and Technology in the Faculty of Forestry, Universiti Putra Malaysia.

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TABLE OF CONTENTS

	Page
DEDICATION	i
ABSTRACT	ii
ABSTRAK	iii
ACKNOWLEDGEMENTS	iv
APPROVAL SHEET	v
TABLE OF CONTENTS	vi
LIST OF TABLES	viii
LIST OF FIGURES	ix
CHAPTER	
1 INTRODUCTION	1
1.1 Background	1
1.2 Problem Statement	1
1.3 Objectives	3
2 LITERATURE REVIEW	4
2.1 Attitudes	4
2.2 Preferences	6
2.3 Timber as a Building Material	8
2.4 Qualities of Timber as a Building Material	9
2.5 Challenges of Timber as a Building Material	12
2.6 Alternative Materials in Construction Market	14
3 METHODOLOGY	16
3.1 Research Design	16
3.2 Study Area	16
3.3 Questionnaire Developments	17
3.4 Data Collection	18
3.5 Data Analysis	18

4	RESULT & DISCUSSION	19
4.1	Demographic Characteristics of the Respondents	19
4.2	Other Characteristic of the Respondents	22
4.3	Respondents' Attitudes Towards Timber Building Material	22
4.4	Respondents' Preferences Towards Timber as a Building Material	25
4.5	Statistical Analysis using Chi-square Test	30
5	CONCLUSIONS AND RECOMMENDATIONS	32
	REFERENCES	34
	APPENDICES	39
	Appendix A	39
	Appendix B	44

LIST OF TABLES

Table		Page
Table 4.1	Percentage of homeowners' attitudes towards timber as a building	23
Table 4.2	Percentage of homeowners' preferences towards timber as a building material	26
Table 4.3	Factors affecting respondents' preferences for choosing timber	27
Table 4.4	Factors affecting respondents' preferences for not choosing timber	28
Table 4.5	Cross-tabulation between demographic characteristics and preferences	30

LIST OF FIGURES

Figure		Page
Figure 3.1	Map of the survey location, Bachok, Kelantan	16
Figure 4.1	Frequency of respondents' gender	19
Figure 4.2	Frequency of respondents' age	19
Figure 4.3	Frequency of respondents' level of education	20
Figure 4.4	Frequency of respondents' average monthly of income	20
Figure 4.5	Frequency of respondents' type of ownership	21
Figure 4.6	Frequency of respondents' period of staying	21
Figure 4.7	Frequency of respondents' type of house	22

CHAPTER 1

INTRODUCTION

1.1 Background

Wood has been used throughout the history of mankind. Timber has provided mankind with a wide range of building products and materials for construction. The construction industry has been the largest consumer of plywood, sawn timber and other wood-based panels in Malaysia (Mohamed & Abdullah, 2014).

In 2012, 463,568 m³ and 100,436 m³ of sawn timber and plywood local sales in Peninsular Malaysia went to the construction industry respectively (JPSM, undated). The amount may be higher as the construction industry can also be buying these timber products from dealers and timber merchants. In the construction industry, timber is traditionally used for roof trusses, door and window frames, flooring, formwork, internal construction and other uses.

1.2 Problem Statement

The modernisation of the construction industry and the tendency to minimise costs, other alternative construction materials have come to the fore. Synthetic products such as cements and bricks have improved the construction industry. Cold-formed steel sections have been widely used for the construction of roof trusses replacing the use of timber (Ngian et al., 2012).

The use of timber products in the construction industry is reported to be almost negligible (Wong, 2008). This is because of the industry is increasingly using other materials such as bricks and concrete (Hassan et al., 2011; Fujita et al., 2009; Haniza et al., 2007). In 2009, National Timber Industry Policy 2009 - 2020 (NATIP) was introduced by the government to promote and encourage the use of timber products in the domestic market to sustain the growth of the country's timber industry (MPIC, 2009).

However, based on the 2013 annual report by Department of Statistics, Malaysia (DOSM), timber and timber products accounted for only about 7.6% of the total cost of building materials used by the Malaysian construction industry. In running a business, the firm needs to study their customers' attitudes and preferences in order to make sure that their products meet their customers' preferences. A consumer can hold negative or positive beliefs or feelings toward a product or service and a behavioural intention is defined by the consumer's belief or feeling with respect to the product or service (Perner, 2010).

The purpose of conducting this study is to help the government and the timber manufacturers to understand their customers better by knowing their attitudes and preferences towards timber as a building material when they decided to renovate their house. The data collected from this study can be used for them to produce the products that meet their customers' preferences of the renovation market.

1.3 Objectives

- i) To determine the attitudes of homeowners towards timber as a building material when they decide to renovate their house
- ii) To determine the preferences of homeowners towards timber as a building material when they decide to renovate their house



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