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# THE LOCATION, HOUSE, OR NEIGHBOURHOOD CHOICE PREFERENCES AMONG MALAYSIAN HOUSING GENERATIONS

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## ABSTRACT

Demographics and population have been evidenced as part of the key elements that affect property development. Changes in demographics specifically may influence the economy including the property market hence influences the generations. Behaviour and values divergences among various age groups (generations) resulted in a variance of housing choices and decisions made. The generations are the population categorised by the age cohort including the Baby Boomers, Generation X (Gen-X), Generation Y (Gen-Y) and Generation Z (Gen-Z). This study aims to offer a comprehensive overview of housing decisions via choices made between location, house, and neighbourhood between Malaysian generations. This study uses mixed methods approaches with the Selangor state as a case study. The Pair-wise and Analytic Hierarchy Process (AHP) methods of data analyses used for consumer behavioural decision-making studies were adopted in this study to determine the preferences of future housing choice between location, house and neighbourhood. The analysis uncovers house, location and neighbourhood as the prime housing choices factors of the Malaysian generations. The findings evidenced likeliness and differences of housing decision by generations on the choices made. Most importantly, the findings are significant in contributing better understanding and grant indications to the local authorities and housing developers on the main attraction factors of housing choice preferred by generations that may be very valuable for the enhancement of future Malaysian housing provisions.

**Keywords:** Consumer Behaviour, Housing Decision, Housing Choice, Baby Boomers, Gen-X, Gen-Y, Gen-Z

## 1. INTRODUCTION

Divergences between age groups or the generational differences are widely debated in numerous issues focusing on generations. The distinct decision of choices made by different age groups or generations reflects their differences of needs, wants and preferences and this includes the divergence found in housing choice made by each generation. According to Bujang et. al. (2010), housing is being perceived by certain people as a shelter solely in fulfilling each person fundamental needs. In general, people perceive housing as the biggest distinct lifetime investment and considered one primary consumer product. The buyer behaviour is a study related to the consumer decision-making process on choices made from between alternatives of products and on the motive for the decision made to the final choice. The initial housing decision is on choosing whether to own or to rent. The next decision then is on the considerations of preferred choices between location, house, or neighbourhood. Once households have reached a considerably accepted socio-economic status, the choice of location of the house and neighbourhood is considered to be important (Zyed et. al., 2016). In relation, housing developers are one of the main suppliers of housing as products offered in the property market. They are the main actor in the supply side of the housing. The housing consumers are the people searching for housing or the party of the demand side of the housing market. According to Tan and Khong (2012), the mismatch between delivered housing characteristics and potential homebuyer resulted in the high number of unsold properties in the local housing market hence the discrepancy between housing supply and housing demand.