

## The Impact of Lifestyle Theory Approach in Housing Choices in Malaysia

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### Abstract

The demand for housing that follows current lifestyle-housing concept has been growing. This research studies using Lifestyle Theory approach to analyse consumer behaviour in making housing choices. The objective of this study is to identify the lifestyle characteristics in housing development and housing preference that common in all the lifestyle characteristics. The methodology used to collect the primary data from respondents is the questionnaires while literature review from journals and reports are the secondary data for the research. The sample for this research is 100 correspondents who are randomly distribute using Google form survey due to COVID-19 Movement Control Order. The data gathered was analyse using descriptive analysis and Cross Tabulation and Correlation analysis using Statistical Package for Social Science (SPSS) software to get the final result. The findings show active lifestyle, perfection lifestyle and privacy lifestyle are significant with house management services and size and space of housing. The novelty of this research suggests that these results can be used as a guideline to developers offering lifestyle concept housing with appropriate living space and excellent management services. The next research on housing preferences we should determine appropriate size and living space that are accommodable to the consumers.

**Keywords:** Housing, Lifestyle Theory Approach, Space Size, Consumer Behaviour, Social Science

### Introduction

Today, there is an increase in the population growth of the millennial generation who began to dominate the market after graduating from higher education. Data from 'The World Bank (IBRD-IDA)' estimates nearly 55% of the world's population (4.2 billion people) is now migrating to major cities for vast employment opportunities. It is expected that the urban

population by 2050 will double in size in the city from current population numbers. This situation has led to an increase in demand for housing needs and changed the trend of the real estate market in line with current modernisation.

According to an economic report by the Minister of Finance (2010/2011), the construction industry expected to contribute 4.9% of total Gross Domestic Product (GDP) in 2010. Therefore, the government introduced a National Housing Policy during the Eighth Malaysia Plan (RMK8) in 2001; namely, the government is responsible for the provision of low-cost housing, while the private sector such as private developers is responsible for the construction of medium and high-cost housing. The plan was aimed at ensuring the achievement of zero squatters. Through this policy, the main objective was to ensure that housing provided was adequate, affordable and suitable for various groups of society. The policy aimed to achieve the needs of a conducive housing environment that was comfortable, was of quality, and was safe and harmonious.

It can be seen that the evaluation in the real estate market is influenced by lifestyle changes, technology advances, socio-economic growth as well as improving the standard of education and household income. The development can be seen from typology housing changed from just to meet basic needs to the needs for added value in housing, such gated and guarded, service management, facilities, and landscaping. These features all emphasise the importance of values in the aspects of personality, social, economic, natural and environmental factors to the homebuyer or homeowner in market.

The development of consumer living standards has influenced buyers in the market, demanding for a high-end environment and quality of life so that the benefits of well-being and satisfaction to its residents can be achieved through the features provided by a housing development. Lifestyle housing developments have a positive response to the physical characteristics of the dwelling (housing style and condition, fenced and guarded environment, landscaped and available facilities such as club houses), social (neighbourhood environmental conditions, ethnicity, race or economic composition), or symbolic (identity, prestige values, etc.) (Chin, 2016). Currently, the purchase decision by home buyers is influenced by their current lifestyle; they buy the concept or lifestyle offered by the housing developer on their dream residence to own a property (Reed and Mills, 2007).

The housing market that offers lifestyle concepts is among the strategies of developers to enhance the housing market (Veal, 1993). The current trend of housing supply by developers is focusing more towards luxury and high-cost housing by providing additional services and having a unique sales strategy by promoting the sustainability of lifestyle in housing. Developers are now more daring to issue large investments to improve the landscape and infrastructure in line with the modernity of life.

## **Literature Review**

### **Lifestyle and Housing**

According to Clark and Dielemen (1996), housing physical features and conditions are complex and have a high cost where people invest once in a lifetime. Housing is described as private property and the value of housing is considered to have different purposes rather than only specific purposes as basic necessities in life (Parid, 2002). In contrast, society now views the home as a product of development, a commodity, social status and capital investment (Bourne, 1981; Kaoko, 2009).

Modernisation of times has developed the dynamic of housing values. Kaoko (2009) divides the housing needs of each individual into four levels: (i) housing needs as a general

shelter, (ii) making existing dwellings more comfortable and safer by carrying out repairs, (iii) housing is considered an investment, and (iv) the residence is considered a status symbol. In the era of advanced technology, changing family structure, household size, socio-economic factors and social life patterns has changed the houses from necessities to needs, from shelter to a long-term investment as profit generation (Rajab, 2017).

Thus, the importance of a home is not only affected by individual benefit, but also encompasses the whole family and society. The home is a place of refuge, storing memories, feelings and a sense of belonging that can be inferred as the whole of life lived by individuals and families (Department of Statistics Malaysia, 2021). Homes also build household identity and develop and build social relationships in society (Aragones, 2022). Thus, a good residence can shape a positive individual personality and affect the physical, social and mental health of the household at all ages (Kaoko, 2009).

Studies of consumer behaviour are widely used in marketing studies but the application of housing development is used least in research studies. Lifestyle concepts study consumer behaviour in making decisions and segmenting consumers in the market (Parid, 2002). Lifestyle segmentation of consumers, also termed as 'psychographics' is one of the crucial factors that affects consumer behaviour. Lifestyle segmentation is carried out by marketers on the basis of different customer's activities, interests and opinions (AIO), which are mostly ascertained through market research.

### **Lifestyle Theory**

Lifestyle, from a literary point of view, is defined through two meanings, namely employment, routine activities or patterns of filling leisure time; and the second is shaped by social norms and behavioural orientations. The difference between these two meanings is the length of time to adapt to lifestyle changes. Daily activities or routines depend on lifestyle changes such as individual circumstances, while based on orientation, lifestyle changes are according to changes in values, attitudes and preferences. This lifestyle is also defined as human behaviour and activity (Lim et al., 2020).

From a psychological point of view, lifestyle refers to a person's life pattern that is translated through activities performed, interests and opinions. According to Marcus (1997), lifestyle is how a person spends their money and how a person allocates time. Lifestyle also refers to the pattern of behaviour of a society. The lifestyle of each group has its own characteristics. If there is a change in lifestyle in a society, it will have a wide impact on various aspects. However, a person's lifestyle is usually not permanent and changes quickly. This is because a person is easily attracted to something that interests them due to the changes in their life (Lim et al., 2020).

In addition, lifestyle shows how a person organises their personal life, community life, behaviour in public, and the ability to distinguish their status from others through social status symbols. There are various lifestyles, namely independent lifestyle, modern lifestyle, healthy lifestyle, hedonic lifestyle, and frugal lifestyle (Listyorini, 2012).

From some of the above definitions, lifestyle better describes a person's behaviour, i.e., how they live, using their money and time available not on the basis of necessity, but on the basis of desire and a symbol of luxury. This is because lifestyle is different from personality. Personality describes the character that is in a person. Although lifestyle and personality are two different concepts, lifestyle and personality are interrelated with each other. This research believes that we have to understand the lifestyle aspect of choosing the house

preferences because most of the people are tend to use emotional perspective in buying a house rather than intelligence perspective.

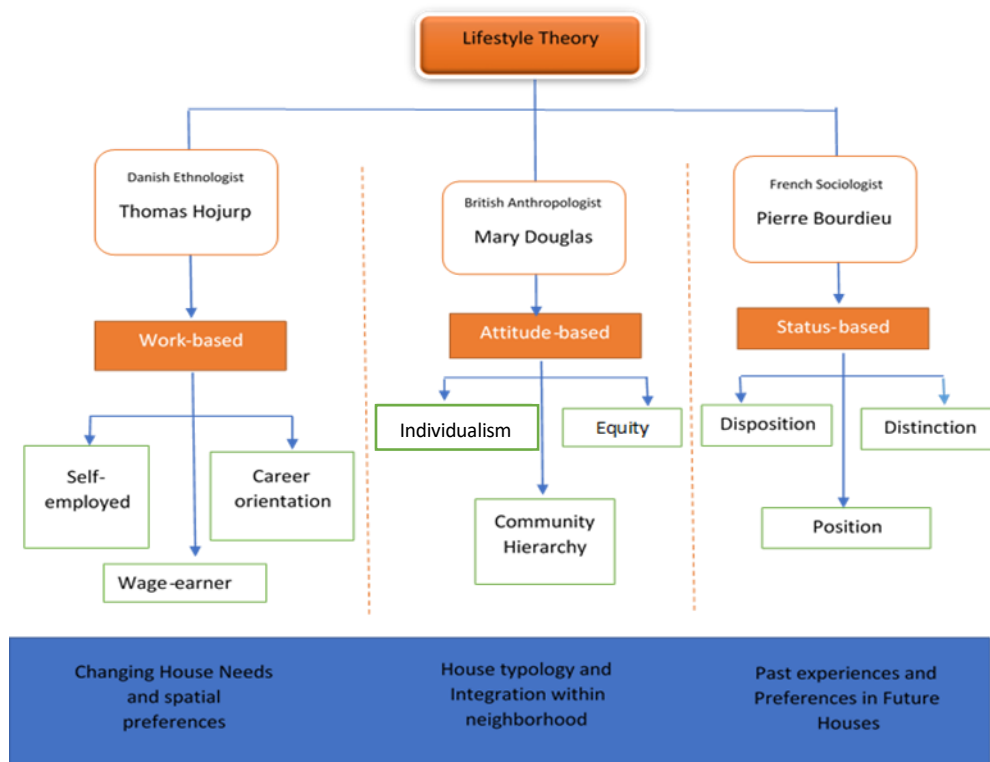


Figure 1: Incorporating trans-disciplinary thinking into a comprehensive investigatory process of affordable housing: Lifestyle Theories

In the basic model of Lifestyle Theory, a research study from Thorkild (2006) applies the analysis of the housing market. This includes a comprehensive understanding of the elements of ethnology, anthropology and sociology. Ethnology focuses on the mixing of differences in cultural relations, which are thought to define concepts and values. The solution to multicultural violations and value disputes is a way of life based on Hojrup’s Lifestyle Theory. The foundations of the three lifestyles respond to their behavioural attitudes toward employment, namely self-employment, wage-earning and career-oriented. Mary Douglas put forward a similar theory in 1996 describing four different sub-cultures: competitive individualism, segregation avoidance, hierarchical society and equity negotiation that explicitly contributed to an understanding of affordable housing in terms of look and design, home size, merging with style and social life in terms of community and neighbourhood (Thorkild, 2006).

Lifestyle measurements are based on distinctive perceptions that focus on activities, interest and opinion (AIO) (Lee and Hotopf, 2005). Fundamentally, housing is more than just private space; it requires a number of indoor and outdoor spaces that accommodate a variety of activities to serve the function and purpose of the owner (Salama, 2006). Residences provide a standard value in improving the quality of life in a conducive environment by fulfilling the purpose of the residence to provide social and health space; relaxation space and housing elements for holidays are special features of the lifestyle. Lifestyle concept housing is complemented by residential life and a balanced atmosphere of learning, employment and play (Lim et al., 2020).

*Work-based.*

Through the concept of mode of life introduced by Thomas Hojrup argues that social inequalities and different values of life are influenced by cultural dialects that shape the diversity of demands and wants based on one's employment pattern. Hojrup forms three basic modes of life based on the patterns of individual workers, namely self-employed, career orientation and wage-earner. These three different modes of life influence different consumer perceptions of the housing needed for living life. Routines of activities and forms of individual employment play an important role in influencing housing purchase decisions and the characteristics of housing required for specific reasons according to tastes and needs. This indicates that housing spatial needs are determined by consumer working style and values of housing to the consumer.

*Attitude-based*

Behavioural basics describe the personality of an individual to interact in a social community on a daily basis and acceptance in a community group in a residential area. According to Mary Douglas there are four sub-cultures in recognising consumer behaviour among them: (1) competition and individualism, (2) isolation and avoidance of social control, (3) equity and negotiation, and (4) hierarchical communities. Hierarchical communities are directly related to the housing environment such as housing typology in terms of house size, and integration within the neighbourhood and community (Lansing and Maran, 1969). These aspects and overall house picture are also important elements that reflect this theory of the type of housing demand based on lifestyle (Sarip and Lee, 2015). From this perspective, people value houses according to the privacy service or the social condition of the surrounding neighbourhood.

*Status-based*

Pierre Bourdieu's theory understands the concept of lifestyle on the basis of status namely, experience/disposal, position, and difference. Disposal (habitus) refers to a tendency based on past experience and daily routines. Position means position based on social position and life differences between consumers in the market. According to Sarip and Lee (2015), the foundation of this settlement has a direct relationship to the investigation mechanism of the current housing environment and the expected demand of the future housing environment. This leads to past experiences and social practices as well as future choices of users.

*Housing Preferences*

Housing is one of the basic necessities that are important in society. According to Maslow's Theory of Hierarchy of Needs, a residence is the main symbol that provides elements of security, shelter and leisure area for the occupants of a house (Aragones, 2022; Marcus, 1997). The existence of neighbourhoods in residential areas can enhance identity and form communities between surrounding communities (Lawrence, 1987). Home ownership becomes an indicator of an individual's success and standard of living before a person reaches retirement age (Soon and Tan, 2019).

The process of buying housing requires deep thought before making a decision. This is because the purchaser has to collect a huge sum of money to create a desirable lifestyle. Housing choices are influenced by the variety of housing features offered in the market. Buyers are more concerned about the adaptation of housing in terms of attributes and social conditions of the residence before making a decision. Therefore, the housing market is

focused on understanding the key needs of customers towards the various features and designs of housing on offer (Jim and Chen, 2007).

Buyers are vulnerable to social inequalities in life. This influences consumers in making housing purchase decisions with a variety of behavioural differences and responses to change. In understanding a home buyer's behaviour towards selection decisions is a response to changes in the current needs and wants of the household with the ways and characteristics of the buyer's life.

In terms of the behavioural aspect, the demand of housing buyers is influenced by various factors, and they are: demographic factors, psychological, social and environmental factors, culture and economic capabilities of the household. Megbolugbe et al (1991) stated that housing demand can be determined by studying demographic and social factors among the population. These factors include attitudes, preferences and perceptions of housing occupants. Housing preferences have two levels of influencing factors, namely macro and micro factors. Macro factors are in terms of the housing market, housing system and economic conditions; while the micro factors are related to age, household composition, income, and current changing conditions such as government incentives (Clark and Dielemen, 1996).

### **Methodology**

Through the conceptual framework of Lifestyle Theory shown in Figure 1, this research is conducted to analyse lifestyle characteristic that are demanded for housing consumption from the perspective of consumers in Johor Bahru. As consumer behaviour is sensitive towards the quality-conscious and lifestyle specification context, lifestyle characteristics are being tested to understand what factors that is preferred by the population for housing preferences in Malaysia (Kaoko, 2009). In order to study consumer behaviour in choosing lifestyle housing, quantitative methods have been adopted to test hypotheses that are formulated from this study as shown in Table 6. Quantitative research study is the process that is widely used in the natural and social sciences field, which collect and analyse numerical data (Bhandari, 2021). The data gathered usually has larger sample sizes to represent the population. With the help of questionnaire distribution, researchers can measure how their respondents react and think toward each question and statement provided.

The targeted studies are focused on the population in Johor Bahru. This southern state in Malaysia promotes a new and refreshing living style. Johor Bahru has transformed itself from a modest border town to a sophisticated tourist and business destination. The primary industries are business, healthcare, education, industrial, and tourism destination. Living in Johor Bahru creates an expectation to a high-quality lifestyle and green living for a long-term future. Malaysia's internal migration has been more concentrated, with a large number of immigrants moving to Johor Bahru because it provides a higher living standard and is away from the hustle and bustle of other main cities, such as Kuala Lumpur. Hence, it is a better target area to study the lifestyle impact towards housing preferences.

The population size in Johor Bahru is estimated as 1.045 million (Department of Statistics Malaysia, 2021). Using Yamane (1967) sampling size of the population, where the required sample size is 100, then the 100 respondents are successful required in the Johor Bahru area and can be used for further analysis. This study using random sampling as its sampling techniques. Questionnaires are being distributed widely to respondents from different demographic backgrounds such as age group, ethnicity, working style and income level. This questionnaire consists of three sections: section A, section B and section C. Section

A is the respondent's profile which allows the researchers to analyse the respondents easily. Section B asks the respondents to provide their opinions regarding their lifestyle pattern and personality. This was done by scaling the level of agreement from five-points of the Likert Scale from each theoretical question based on the Lifestyle Theory.

Lastly, section C provides a statement of their housing preference choice in the Likert Scaling form that indicates consumer intention to buy a house. Respondents are required to choose the scale from 1 to 5 based on their personal opinion about the values of housing based on lifestyle to answer the research questions of this study. To achieve the objective of the research, extensive literature review exploration, questionnaire survey and quantitative analysis had been conducted. First, using Statistical Packages for The Social Sciences (SPSS) the data was coded and was used to compute the results. Analysis will be conducted to determine the significant relationship between the respondent's occupation and income level, and how this reacts to consumer lifestyle characteristics. Correlation and Chi-square analysis was used to examine the linkage between lifestyle orientation and house preferences.

### **Findings**

The total ratio of male and female respondents was 2:3 (40% and 60%), with the majority of respondents aged in the range of 21 to 30 years and the majority of them being unmarried; while as many as 16% of respondents aged 21 to 30 years were getting married. The age range of 21 to 30 years is the age of graduates or the age of just stepping into the realm of work. In fact, the environment is the initial phase of respondents stepping into the realm of marriage. This makes the target group a potential buyer in the housing market.

The majority of respondents have a household size of between 3 and 4 people, 65% of whom are married and divorced households. While 31% are respondents with unmarried/single status.

Respondents with a household size of 3 to 4 people mostly occupied landed housing as opposed to multi-storey housing. This is influenced by the aspect of size and housing space offered by wider landed housing for growing households. According to a study by Lansing and Maran (1969), household types with a household size of 3 to 6 people requires a minimum number of three bedrooms to meet household needs, i.e. one for the married couple and the rest for their son and daughter. This is influenced by the cultural factors of Islamic values in housing designs in Malaysia, where there is a need to separate the rooms of children with different genders.

The educational background of the respondents was dominated by the respondents with the highest level of education at the diploma and bachelor level of 76%, and 26% of them working in the private sector. The accumulated household income for the highest level of education of diploma and bachelor's degrees was between RM 2,500 to RM 8,000, which is the B40 and M40 group. B40 indicate the bottom 40% of the income group in Malaysia, while M40 indicate the middle-income earners who represent 40% of Malaysia's population in income level (Abd Aziz et. al., 2011).

Table 1

*Respondents Demographics*

	Frequency	Total (%)
Gender:		100 (100)
Male	40	
Female	60	
Age:		100 (100)
18-20 year old	3	
21-30 year old	64	
31-40 year old	14	
41-50 year old	4	
51 year old and above	15	
Marital Status:		99(100)
Not Married	50	
Married	46	
Divorce	3	
Races:		100(100)
Malay	76	
Chinese	8	
Indian	12	
Others	4	
Household size: 1-2 persons		100(100)
3-4 persons	6	
5-6 persons	53	
More than 7 persons	35	
	6	
Household Income:		98(100)
Less than RM 2,500	23	
RM 2,501-RM 5,000	32	
RM 5,001-RM 8,000	25	
RM 8,001-RM 10,000	11	
More than RM 10,001	7	
Education Background:		100(100)
High School	10	
Diploma	26	
Degree Master	50	
PhD	9	
	5	
Work Pattern:		100(100)
Self-employed	28	
Government Servant	31	
Private Worker	41	
House Type:		98(100)
High-rise	29	
Landed Housing	69	

Based on the findings of the study showed that the characteristics of the lifestyle of the respondents involved in the study is a private lifestyle (individualism), where the



majority of respondents strongly agree with a more private lifestyle as there is the provision of special and distinctive rooms. Second highest average score is Perfection-oriented Lifestyle, where housing is an indicator of life development. The last common lifestyle trend in Johor Bahru market is the Active Lifestyle. The majority of respondents agreed that an active lifestyle is a lifestyle that describes the life of the respondents.

Table 2  
*Average Score of Different Lifestyle in Johor Bahru Market.*

Respondents Lifestyle Characteristics in Housing Development	Average Score
Individualism: Privacy Lifestyle	4.01
Habits: Perfection Lifestyle	3.86
Life-mode: Active Lifestyle	3.85
Life-mode: Self-employed	3.84
Consumer’s Status Quo: Prestige Housing	3.82
Consumer’s Needs: Facilities	3.8
Consumer Status Quo: Housing Identity	3.76
Consumer Needs: Neighborhood Layout	3.73
Life-mode: Wage Earner	3.69
Social Structure: Community Oriented	3.68
Consumer Needs: Safety	3.66
Life-mode: Career Orientation	3.65
Consumer Needs: Leisure Activity	3.64
Enclave: Neighbour with same social background	3.52
Positional: Personality and Identity	3.52

Table 3  
*Average Index Range*

Index Range	Respondents Lifestyle Characteristics in Housing Development
Very Agree (3.96-4.06)	Individualism: Privacy Lifestyle
Agree (3.85-3.95)	Habits: Perfection Lifestyle Life-mode: Active Lifestyle
Neutral (3.74-3.84)	Life-mode: Self-employed  Consumer’s Status Quo: Prestige Housing Consumer’s Needs: Facilities Consumer Status Quo: Housing Identity
Not Agree (3.63-3.73)	Consumer Needs: Neighborhood Layout Life-mode: Wage Earner Social Structure: Community Oriented Consumer Needs: Safety Life-mode: Career Orientation Consumer Needs: Leisure Activity
Very Not Agree (3.52-3.62)	Enclave: Neighbour with same social background  Positional: Personality and Identity

From Table 3, the three most significant lifestyle will be chosen to determine the relationship between most common lifestyle in Johor Bahru market and their housing choice. The three lifestyle dimensions is selected through calculation of average index range from the data collected. From the data obtained, a degree of influence for each housing attribute can be identified in Table 2. The analysis is done to identify the most influential factor for consumers in Johor Bahru to choose their preferred housing according to their needs. The influential attribute will be used to analyse consumer behaviour in choosing their house (Sumarwan, 2004). Attributes that are influential based on our findings are housing size and space, and management services in residential areas.

Table 4  
*Average scores for housing choices*

House Preference	Score Mean	Rank
Housing Size and Space	3.93	1
Management Services	3.86	2
Neighbourhood Integration	3.8	3
Housing Type	3.76	4
Location	3.72	5
Safety and Cleanliness	3.66	6

Table 5  
*Average Range Index*

Range Index	House Preference
Very Influential (3.91-3.97)	Housing Size and Space
Influential (3.84-3.90)	Management Services
Neutral (3.77-3.83)	Neighbourhood Integration
Not Influential (3.70-3.76)	Housing Type Location
Very Not Influential (3.63-3.69)	Safety and Cleanliness Facilities and Infrastructure

Based on the analysis of the relative index shows that the significant lifestyle dimensions to households in Johor Bahru are Active Lifestyle, Perfection Lifestyle and Privacy Lifestyle. While the housing attribute that is a priority for home buyers in the market identified is the provision of management services in residential areas and the size and space of the house. The relationship between lifestyle dimensions and preferences in home selection had been analysed to identify and determine whether lifestyle is a factor influencing the behaviour of buyers and prospective home buyers in the market in making home selection.

Table 6

*Chi-square analysis on lifestyle dimensions and housing choices*

Lifestyle Dimension	Asymp. Sig. (2 Sided)	Relationship with factor influence house choices (Size and Living Space).
Privacy Lifestyle	.000	Significant
Perfection Lifestyle	.000	Significant
Active Lifestyle	.000	Significant
		Relationship with factors influence house choices (Management Services)
Privacy	.000	Significant
Perfection Lifestyle	.000	Significant
Active Lifestyle	.000	Significant

Through Chi-square analysis in Table 6 shows that the three lifestyles have a significant influence on the two characteristics of housing selection, namely management services and the size and space in housing. After chi-square result have generated, correlation analysis will take place to determine the degree of association between two variables. Based on Table 7, the Active Lifestyle dimension has a moderately strong relationship where the Pearson Correlation value is  $r > 0.5$  ( $r = .540$ ), to select the management service factors where nowadays the needs for the comfort of active household living is chosen compared to housing selection factors based on size and living space ( $r = .491$ ). This means that most of the respondent more preferred the extra services that can be supply by developer rather than the size and space of the property itself. The Privacy Lifestyle dimension gave the highest priority for residential and space size ( $r = .729$ ) which was  $r > 0.5$  and approaching 1 showed a strong relationship between lifestyle and housing selection characteristics. Based on Chi-square analysis and correlation showed that although there is significance between the two variables, but the degree of strength of the relationship between the two variables is different through the findings of the study from the correlation analysis. The degree of relationship strength indicates the extent to which household lifestyles influence the housing characteristics available in the market. Next, the dimension of Perfection Lifestyle (Ideal Lifestyle) has a Correlation with the value of  $r = .826$  with the provision of management services, which is a strong relationship between the two variables, while the relationship of Perfection Lifestyle (Ideal Lifestyle) also has a moderately strong relationship to size and housing with a value of  $r = .567$ . This shows that the three lifestyles assessed have a response to the management services provided in the housing area and the size and living space that meet the needs of households is an indicator in making purchase decisions by buyers and prospective buyers of housing in Johor Bahru.

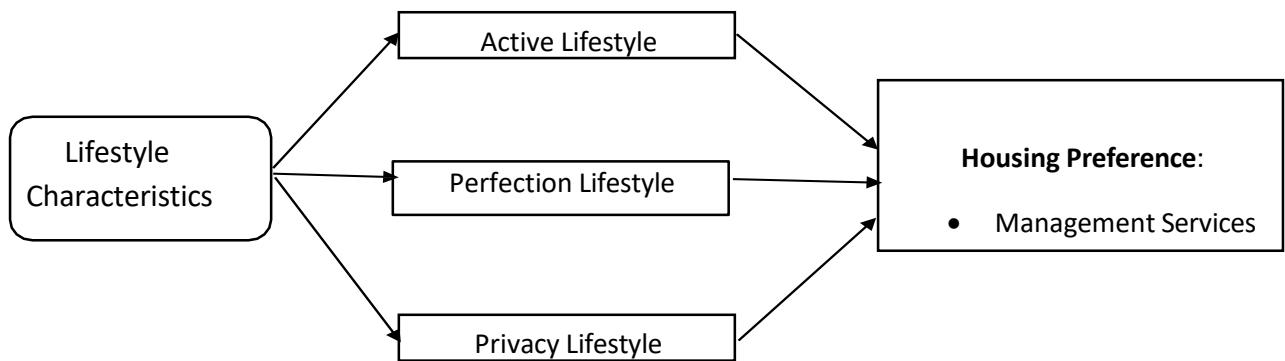


Figure 2. Lifestyle Characteristics in Housing Choices

Lifestyle dimensions that have Active Lifestyle, Perfection Lifestyle and Privacy Lifestyle have significant relationship towards management services provide in housing areas and size and space provided in housing development.

Active lifestyle indicates consumer life-mode. Most of household in Johor Bahru market live actively to describe their living behaviour. Households with active lifestyle preferred to choose housing with management services, this is to ensure comfort of living can be achieved with proper building management. Active lifestyle households in this research study concern regarding the size and space provide by developer in their housing development. Research from Lansing and Maran (1969), shows that consumer with active lifestyle preferred housing based on the location, price and size of the housing.

According to Bourdieu's theory, society is the product of a historic process and the organization of a society is directly linked to past experiences. This indicate, consumer decision making in housing market is influence by their past house experience such consumer demand for housing with better housing size and space compared to their previous house. Finding shows consumer that want a perfection lifestyle have strong correlation with management services and moderate relation with size and space provide. Hence, consumer in Johor Bahru preferred to live in more luxuries place where extra amenities and facilities are provided to reflect their achievement in their life. That is the point of why the people migrate to the urban area is to enjoy all the lavish and wonderful lifestyle offered in the city compared to rural area.

Table 7

*Correlation analysis on lifestyle dimensions and housing choices*

		Active Lifestyle	Privacy Lifestyle	Perfection Lifestyle	Housing Size and Space	Management Services
Active Lifestyle	Pearson Correlation	1	.568**	.479**	.491**	.540**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Privacy Lifestyle	Pearson Correlation	.568**	1	.645**	.729**	.663**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Perfection Lifestyle	Pearson Correlation	.479**	.645**	1	.567**	.826**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Housing Size and Space	Pearson Correlation	.491**	.729**	.567**	1	.617**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Management Service	Pearson Correlation	.540**	.663**	.826**	.617**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

## Conclusion

This research uses a lifestyle approach which is one of the popular concepts used to study consumer behaviour when making purchasing decisions and uses the theory of three main basic approaches namely work-based, attitude-based and status-based to measure the lifestyle of buyers and potential buyers in Johor Bahru real estate market. Although the conceptual approach of consumer behaviour and lifestyle has been widely used in many areas of study, however, it is relatively rarely used in housing studies that provide empirical information for understanding the needs, desires and preferences of home buyers. This shortage is more pronounced, especially in Malaysia.

Based on previous studies and adaptation to the local environment in Malaysia, this research has constructed statements of lifestyle characteristics according to (active lifestyle) work clusters, namely the tendency of buyers in the career, entertainment or family-oriented market and active lifestyle of buyers that can influence housing purchase choices. Next, (privacy lifestyle) the behavior-based buyer lifestyle cluster, where the study focuses primarily on the formation of the social structure of housing buyers. Finally, (perfection lifestyle) status-based lifestyle clusters, where the primary role of respondents' daily routine tendencies, experiences, needs and status are key indicators in measuring the lifestyle of housing buyers. This is a contribution to the field of knowledge especially for the field of housing from this

research. The findings of this research have identified the existence of housing-related lifestyles among buyers and potential buyers in the housing market in Johor Bahru. Based on the final results, we can suggest next study on the size and living space preferences for the consumers. We should understand the current size and living space that are accommodable to the consumer including supplier and psychological perspective of a human nature.

The final results also revealed information that is beneficial for sellers to focus on providing the appropriate size and living space and excellent management services i.e. findings the best property managers to deliver the top services. The findings are a contribution from this research to the field of housing knowledge, supply and effective housing marketing.

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