



PLANNING MALAYSIA:

Journal of the Malaysian Institute of Planners

VOLUME 23 ISSUE 6 (2025), Page 719 – 732

THE HOUSING AMENITIES PREFERENCES BY GENERATIONS IN MALAYSIA

**Hafiszah Ismail¹, Muhamad Saiful Alizan Nordin², Izatul Laili Jabar³,
Nur Lesya Firsya Johaimi Ling⁴, Mariam Felani Shaari⁵**

^{1,2,4}*Centre of Studies for Real Estate, Faculty of Built Environment,*

³*Centre of Studies for Building Surveying, Faculty of Built Environment,*

⁵*Centre of Studies for Architecture, Faculty of Built Environment,*

UNIVERSITI TEKNOLOGI MARA (UiTM), 40450 SHAH ALAM,
SELANGOR, MALAYSIA

Abstract

Housing preferences differ between age groups or populations (i.e. the generations). Housing amenities preferences are one of the essential factors influencing housing decisions. Therefore, this study aims to provide an in-depth examination of housing amenities preferences among generations in Shah Alam, Selangor. The objectives of this study are (i) to categorise the generations, (ii) to determine the housing amenities preferences, and (iii) to analyse housing amenities preferences among generations in Shah Alam. This study focused on the housing amenities preferences of four (4) generations: Baby Boomers, Generation X, Generation Y, and Generation Z. This study adopts a mixed-method research strategy combining qualitative (interviews) and quantitative (questionnaire survey) methods. The main housing amenities preferences derived from the study are (1) accessibility, (2) proximity, (3) safety, and (4) others (parks, green spaces, car parks, playgrounds, places of worship, sports centres, and restaurants). Accessibility appeared as the strongest overall preference, with Baby Boomers, Gen X, and Gen Y prioritising access to town, work, and public transport, while Gen Z placed higher importance on access to universities. Understanding the generational housing preferences is crucial in narrowing the Malaysian real estate market mismatch gap. The main findings are significant in providing information to the public (local authorities) and private (developers) sectors for better housing provisions that enhance long-term liveability and quality of life in Malaysia.

Keywords: Housing amenities preferences, Baby Boomers, Generation X, Generation Y and Generation Z.

¹ Corresponding author. Email: hafiszah@uitm.edu.my

INTRODUCTION

According to Ansell (2019), housing plays a significant role in shaping contemporary political preferences as a direct measure of individuals' wealth and welfare and as a proxy for the relative fortunes of different places. Buying a housing property can reflect the most significant milestone in an individual's life. Some individuals may purchase housing properties only for investment purposes, while others aim to upgrade their lifestyles (Hassan et al., 2021). The housing decisions are made based on different needs and preferences. Housing preferences conceptualise expressing a desire or 'want' for a particular form of housing (Preece et al., 2019). Housing or residential preferences are a complex and sometimes inconsistent set of factors that are related to, among other things, the house itself (tenure, price, size, etc.), its place (and all the social and symbolic construction of that place) and how it provides access to amenities such as schools, but also how it facilitates social interaction with friends and family (Booi & Boterman., 2020).

The influence of socio-demographic characteristics on housing preference is prone to change and differs for each individual in the population (the generations). Housing preferences can change with age, as with the advancement in age, more convenient and supportive housing is preferred or necessary (Anderson et al., 2019). Among the socio-demographic variables, age defines the target population as a proxy for many components (Kim, 2020). The age of the household remains an essential determinant of housing preferences (Bloch et al., 2023). The population's age cohort also refers to the terminology of the generations. Substantially, generations are influenced by their generational characteristics, beliefs, experiences, lifestyles, ideals, and demographic backgrounds (Ismail et al., 2023). A lack of knowledge about what the science of generations tells us leads to misunderstandings of the evidence about generations, their existence, and their purported impact (Rudolph et al., 2021).

There are a few previous studies in Malaysia that have studied housing preferences within specific population segments. For instance, Ismail et al. (2025) investigated elderly-friendly neighbourhood features across generations, but their scope was limited to ageing-related contexts. In addition, Ismail et al. (2021) examined housing preferences among Malaysian youths, providing insights into affordability and lifestyle factors, yet without comparative analysis across multiple generations.

Therefore, understanding each generational housing preference has become increasingly important due to the changing demographic profiles and evolving market expectations. Housing developers, urban planners, and policymakers rely on these insights in designing housing developments, reducing housing mismatch, and ensuring long-term neighbourhood liveability. Therefore, this study aims to provide in-depth housing amenities preferences among

generations, using Shah Alam, Selangor, as a case study. The objectives of this study are (i) to categorise the generations, (ii) to determine the housing amenities preferences, and (iii) to analyse housing amenities preferences among generations in Shah Alam.

The Generations

Generations are different types of populations distinguished based on their age group or birth year. The elderly (senior) generation, also known as the Baby Boomers generation, is a population of 60 years and above. The year born of this generation is the Baby Boomers - born between 1946 and 1961; Generation X (Gen-X) - born between 1962 and 1976; Generation Y (Gen-Y) - born between 1977 and 1999; and Generation Z (Gen-Z) - born after 1992 (Ismail et al., 2019). These generation groups shared values and preferences influenced by external factors present when they were growing up.

The Housing Amenities Preferences

House price is a summary measure of the desirability of a location based on a bundle of nearby amenities (Herath, 2021). The price of land and house or residential property is higher if the residential property is in a strategic location or area near local amenities such as shopping centres, schools, and public transport. Most homebuyers will choose their house near some amenities (Thanaraju et al., 2019).

Accessibility to amenities is a crucial preference for house purchasers or house occupants. Mulyano et al. (2020) state that one vital factor in housing placement is accessibility, the ease with which a person may reach and depart a particular region utilising a transportation system and land-use pattern. The main highway, toll road, and homebuyers' accessibility to a station or public transport are the factors that affect their decision. Urban development aims to integrate housing and transit as driving a private car in a city is getting harder.

Proximity to amenities is a key element in the transition to more urbanised environments is related to the extent to which urban amenities have a role in residents' perceptions of quality of life (Mbazor et al., 2024). The term 'ease of accessibility' refers to the availability of several entry and exit points for the real estate property. Accessibility will enable users to reach their destination more quickly and go through their journey in less time. Due to the availability of public transit and other forms of transportation, jobs, schools, markets, and other community centres must be close by. Customers should also consider how accessible the property is since travelling to different locations from their homes is essential.

Safety to amenities preferences is also one of the significant aspects of housing amenities preferences. Safety and aesthetics are important to consider

within the context of access to services and amenities (McCormack et al., 2020). The safety of a neighbourhood is also considered as another aspect during the selection of a property (Thanaraju et al., 2019). For those who live in residential areas, safety is paramount. According to de Graaff (2021), safety and security influence property prices. Thus, a high degree of security will encourage confident home purchases. This confidence is because they will live safely without worrying about issues like crime or anything else. In relevance, people who consider “health” or “natural environment” to be important in their lives were shown to have a relative preference for living in places that were safer from natural disasters. Thus, educating people to take more interest in their health and the surrounding natural environment could be effective as a means to increase the number of people preferring to live in safer places (Takabatake & Hasegawa, 2022). Safer amenities are vital in ensuring that the residents enjoy the amenities of the housing neighbourhood.

In addition, there are also other amenities preferences according to each individual's needs for the neighbourhood, which are also a dream or desire for property buyers to live in the area. Previous studies in Malaysia indicate that the housing environments that incorporate adequate neighbourhood amenities contribute significantly to residents' comfort, convenience, and satisfaction with their living environment (Figure 1) (Ismail et al., 2020). They can use the provided facilities without obstacles, such as playgrounds, car parking sites, etc. Open space creates amenities that enhance the appeal of neighbouring regions, altering the spatial pattern of demand for development (Tajibaeva et al., 2008). Buyers' present and future needs and preferences are fundamental in purchase evaluation and psychological cost-benefit analysis. Therefore, the priority and significance of green space for individuals and positioning among those needs will play a role in the output of customer evaluation (Zalejska-Jonsson et al., 2020).

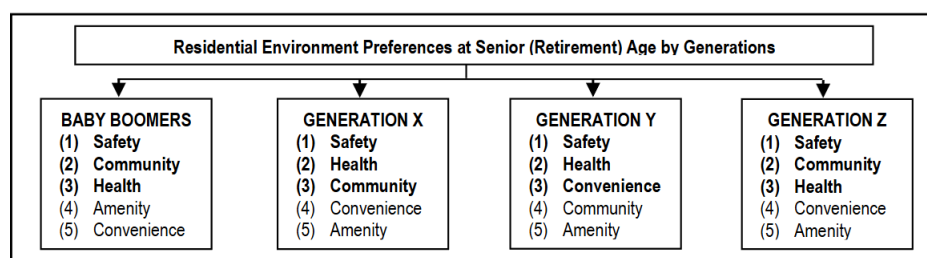


Figure 11: The Residential Environment Preferences at Senior Age (Retirement) Age by Generations
 Source: Ismail et al. (2020)

By promoting immigration to (or emigration from) the metropolitan region, open space designation may cause changes in overall demand and demand in different locations within a particular metro area. There is a need to realise that the standard of public spaces and other amenities affects the quality of living in the city (Bloch et al., 2023). For this study, Figure 2 shows the Housing Amenities Preferences that were derived from the literature review.

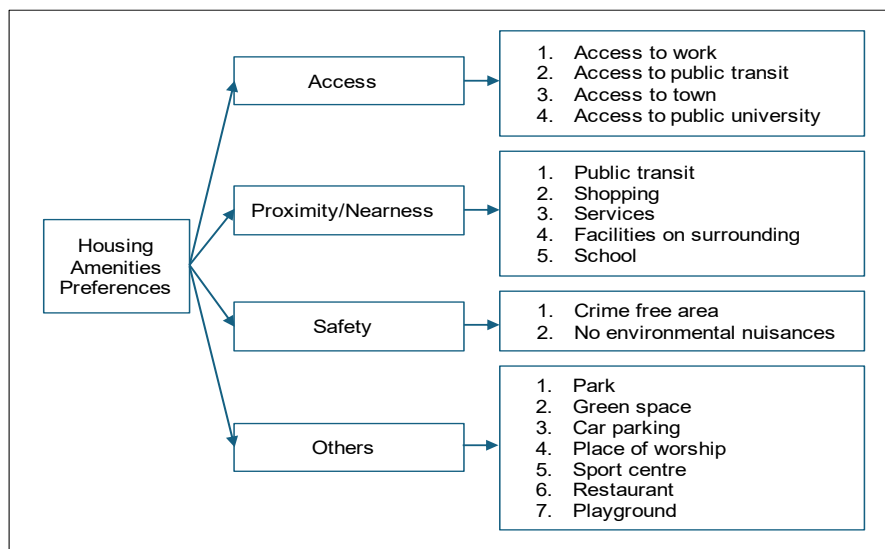


Figure 2: Housing Amenities Preference
Source: The Authors (2024)

RESEARCH METHODOLOGY

Shah Alam has been chosen as the case study due to its status as one of the City Councils in Selangor. The status of the City Council is due to its large population, which also consists of a large multi/intergenerational population. This study utilises a mixed-method research strategy. Combining both data in a convergent design will allow a researcher to understand the one provided by the quantitative or qualitative results (Dawadi et al., 2021). Employing mixed methods in each study gives a more profound knowledge of research challenges than alone (Ismail et al., 2020). Thus, research that adopts both qualitative and quantitative data collection will produce substantial results.

For qualitative data, two experts from the industry (i.e. Registered Valuer and Real Estate Negotiator) were interviewed (12th May 2024 and 17th May 2024) by using a purposive sampling strategy. Participants were selected based on their professional expertise and experience in property valuation and real estate practice (inclusion criteria). Individuals without professional and

insufficient industry experience, or roles unrelated to property and housing, were excluded from selection (exclusion criteria). The collected qualitative data were analysed using thematic analysis. This interview was essential in validating the preference derived from the literature reviews (Figure 1).

As for the quantitative data, 122 samples/responses were collected from the distributed Google Forms (16th May 2024 to 16th June 2024) by using the convenience sampling strategy. Subsequently, the collected data were analysed using descriptive statistics to rank overall housing amenities preferences and ANOVA to examine differences across generations in the Statistical Package for Social Science (SPSS) software. In this paper, only the quantitative data findings will be presented and discussed.

FINDINGS AND DISCUSSION

This study's main findings focus on the structured arrangement of questionnaire sections: Section A gathers demographic profiles, Section B compiles current housing details, and Section C explores housing amenities preferences across generations.

Demographics Profile

Table 1 shows the demographic profiles of the respondents. The majority of the respondents were Gen-Y (32%), followed by Gen-Z (26.2%) and Gen-X (23.8%). The lowest responses come from the Baby Boomers (18%). This distribution reflects the dominance of younger age cohorts commonly found in the case study. Most respondents were male (54.1%), followed by females (45.9%). In terms of ethnicity, most of the respondents were Malays (68%), followed by Chinese (21.3%), Indian (9.8%) and Others (0.8%). The majority of the respondents were married (64.8%), followed by single (32.8%) and Others (2.5%). Most of the respondents are government sector employees (32%), followed by non-working (students) (23.8%) and private sector employees (19.7%). These demographic trends show that housing demand in Shah Alam is primarily driven by younger households, civil servants, and students.

Table 1: Demographic Profiles of the Respondents

Demographic Categories	Details	No. of Respondents	Percentage (%)	Total (%)
Generations	Baby Boomers (born between 1943-1960)	22	18.0	122 (100%)
	Gen-X (born between 1961-1980)	29	23.8	
	Gen-Y (born between 1981-1996)	39	32.0	
	Gen-Z (born from 1997 onwards)	32	26.2	
Gender	Male	66	54.1	122 (100%)
	Female	56	45.9	

Demographic Categories	Details	No. of Respondents	Percentage (%)	Total (%)
Ethnicity	Malays	83	68.0	122 (100%)
	Chinese	26	21.3	
	Indian	12	9.8	
	Others	1	0.8	
Marital Status	Single	40	32.8	122 (100%)
	Married	79	64.8	
	Others	3	2.5	
Occupation	Employer	2	1.6	122 (100%)
	Government sector employee	39	32.0	
	Private sector employee	24	19.7	
	Self-employed	17	13.9	
	Retiree	11	9.0	
	Non-working (Students)	29	23.8	

Current Housing Details

Table 2 below shows the findings on the current housing details. The majority of the respondents were house owners (owner-occupied) (38.5%), followed by family housing (35.2%), and the least were house renters (26.2%). Most of the respondents come from the M40 group (42.6%), and the B40 (41.8%), whilst the least are the T20 (15.6%). Most respondents had 4-6 people per household (55.7%). Next were 1-3 persons per household (32.8%), and the least were seven (7) or more persons per household (11.5%).

Table 2: Current Housing Details

Current Housing Details		No. of Respondents	Percentages (%)	Total (%)
Housing Ownership Status	Owner	47	38.5	122 (100%)
	Rental	32	26.2	
	Family housing	43	35.2	
Household Income	B40	51	41.8	122 (100%)
	M40	52	42.6	
	T20	19	15.6	
Household Number	1-3	40	32.8	122 (100%)
	4-6	68	55.7	
	7 and above	14	11.5	
Types of Households	Single	23	18.9	122 (100%)
	Couple without children	10	8.2	
	Couple with children	64	52.5	
	Single parents with children	3	2.5	
	Extended family	22	18.0	
Types of Housing	Landed	71	58.2	122 (100%)
	Strata	51	41.8	

The Housing Amenities Preferences by Generations in Malaysia

Table 3 below displays the overall ranking of the amenities housing preferences based on the 122 responses. Most respondents choose accessibility to the amenities (Rank 1) as the most significant preference. Accessibilities here include access to work, public transit, town, and public universities. This preference is an essential indicator of overall preferences, and many respondents may be committed to their careers and lifestyles. Accessibility significantly plays a role in residential location decisions, as households often prioritise locations that provide convenient access to jobs, education, and other essential services to improve quality of life (Raza et al., 2022). Therefore, accessibility will make it easier for everyone to reach the facility easily without any obstacles.

Table 3: Overall Ranking of Housing Amenities Preference

Preference/ Ranking	Frequency	Percentage (%)	Mean Score	Overall Ranking
Accessibility to the amenities	93	76.23	1.2869	1
Proximity/Nearness to the amenities	45	36.89	1.4508	2
Safety of the amenities	34	27.87	1.8770	4
Other amenities preferences (i.e. mosque, park, lake, restaurant, sports centre, car park)	35	28.69	2.6475	3

Apart from accessibility, proximity/nearness to amenities is the second most crucial factor the respondents chose, affecting their housing selection. Proximity or nearness to the amenities (Rank 2) becomes the second most important factor in the preferences for housing amenities. Distance to the main public amenities such as schools, public transit, services, shopping, and facilities in the surrounding area, and others, are some of the critical factors to consider due to urban traffic issues. Proximity to public amenities significantly influences residential location decisions by reducing travel time and improving daily convenience (Rajabi et al., 2024). Thus, this factor of preferences resulted in high priority for housing purchasers and consumers of all ages or generations. The third significant preference (Rank 3) is other amenities preference (i.e. parks, green spaces, lakes, car parks, worship areas, and restaurants). Public halls, playgrounds and recreational facilities facilitate social interaction among residents, fostering community and neighbourhood spirit. The presence of local amenities such as grocery stores, schools and restaurants within walking distance can increase the walkability of neighbourhoods, reduce traffic-related pollution and increase community participation. Research has shown that walkability and proximity to amenities are interlinked with higher levels of social activities and participation, highlighting the role in strengthening social interaction and community engagement (Bollenbach et al., 2023). Therefore, it becomes one of

the essential lists in the selection of each generation to choose amenities for their own home.

The fourth ranking (Rank 4) of the housing amenities' preferences is safety, are regarded as essential and significantly impacts the choice of housing. The security preference is necessary due to having confidence in terms of safety when using the amenities in the housing neighbourhood, which includes being away from disturbances that can cause environmental instability. Safety of the residential area is a major factor considered when making housing decisions, underscoring that perceived neighbourhood safety strongly influences housing choice preferences (Ismail & Shaari, 2020). These preferences are vital not only for themselves as housing consumers but, most importantly, for their family members' safety.

ANOVA analysis was conducted to determine whether there were significant differences between the generations in terms of these housing amenities preference. Table 4 shows the findings reveals a similar perception of the respondents across these four (4) housing amenities preferences (accessibility, proximity, safety and others). Ratings are consistent across age groups. This indicates that the generational factor may not be a primary determinant of differences in perceived housing environment preferences among the sample.

Table 4: ANOVA analysis of Housing Amenities Preference Across Generations

Preferences		Sum of Square	df	Mean Square	F	Sig (p value)
Accessibility to the amenities	Between groups	1.687	3	.562	.650	.585
	Within groups	102.096	118	.865		
	Total	103.783	121			
Proximity/Neares s to the amenities	Between groups	1.396	3	.465	.552	.648
	Within groups	99.530	118	.843		
	Total	100.926	121			
Safety of the amenities	Between groups	1.327	3	.442	.401	.753
	Within groups	130.214	118	1.104		
	Total	131.541	121			
Other amenities preferences (i.e. mosque, park, lake, restaurant, sports centre, car park)	Between groups	3.163	3	1.054	1.295	.279
	Within groups	96.074	118	.814		
	Total	99.237	121			

In addition, Table 5 details the preferences for housing amenities by generation. Housing preferences include accessibility to amenities, proximity to amenities, safety of amenities, and other amenities.

As for accessibility to amenities, the Baby Boomers and Gen-X have similar preferences, such as access to town (Rank 1), access to work (Rank 2),

access to public transport (Rank 3) and access to university (Rank 4). This perceived importance of preferences is also the same for Gen-Y, and the only difference is that Gen-Y perceived access to work as first importance (Rank 1) and access to town as second importance (Rank 2). Similar to Baby Boomers and Gen-X, Gen-Z also perceived access to town as the first importance (Rank 1), access to public transport as the third importance (Rank 3) and access to work as the fourth importance (Rank 4). Gen-Z regard access to the university as their second (Rank 2) most important preference for access to amenities. The findings on the accessibility to amenities preferences show that the older generation, as the retirees (Baby Boomers) and working generations (Gen-X and Gen-Y), are still active and signify signs of preference to age-in-place with requirements of easy access to town, work and public transport. Access to amenities is vital for these generations' convenience and, most importantly, remaining active. As for Gen-Z, as the youngest generation, the preference for access to university is relevant to enable them to enjoy their educational life and journey. The accessibility of amenities preferences is crucial for the quality of life of the younger generations.

Table 5: Housing Amenities Preference Across Generations

Preferences	Baby Boomers			Gen-X			Gen-Y			Gen-Z		
	Mean	Std. Deviation	Rank	Mean	Std. Deviation	Rank	Mean	Std. Deviation	Rank	Mean	Std. Deviation	Rank
<i>Accessibility to amenities</i>												
Access to work	4.22	1.15	2	4.39	1.17	2	4.21	1.25	1	4.13	1.00	4
Access to public transport	4.00	1.02	3	4.27	1.09	3	4.08	1.36	3	4.26	0.78	3
Access to town	4.40	0.50	1	4.42	1.06	1	4.18	1.22	2	4.40	0.67	1
Access to university	3.40	0.95	4	3.81	1.07	4	3.86	1.43	4	4.33	0.71	2
<i>Proximity/Nearness to amenities</i>												
Public transit	4.00	0.97	3	4.30	1.10	2	4.27	1.28	1	4.40	0.81	3
Shopping	4.00	0.81	4	4.42	1.03	1	4.00	1.35	4	4.36	0.76	4
Services	4.63	0.49	1	3.81	0.98	5	4.13	1.39	3	4.50	0.68	2
Facilities	4.27	0.70	2	4.20	1.04	3	4.16	1.25	2	4.60	0.56	1
School	3.72	0.93	5	4.12	1.08	4	3.97	1.40	5	3.96	1.06	5
<i>Safety of the amenities</i>												
Crime-free area	4.77	0.42	1	4.48	1.00	1	4.13	1.39	1	4.40	0.81	1
No environmental nuisances	4.45	0.85	2	4.42	1.00	2	4.08	1.40	2	4.36	0.80	2
<i>Other preferences of amenities</i>												
Recreational Park	3.77	0.81	3	4.00	1.00	3	3.81	1.32	6	3.96	0.85	5
Green space	3.45	1.14	4	3.84	1.22	5	3.91	1.32	4	3.8	0.84	6
Car park	3.95	0.95	2	4.30	1.01	2	4.10	1.26	2	4.0	0.87	4
Playground	3.31	0.94	5	3.75	1.06	6	3.78	1.29	7	3.7	0.87	7

Preferences	Baby Boomers			Gen-X			Gen-Y			Gen-Z		
	Mean	Std. Deviation	Rank	Mean	Std. Deviation	Rank	Mean	Std. Deviation	Rank	Mean	Std. Deviation	Rank
Worship	4.86	0.46	1	4.57	1.06	1	4.37	1.27	1	4.16	0.91	2
Sport center	3.04	1.21	7	3.63	1.11	7	3.89	1.19	5	4.13	0.93	3
Restaurant	3.28	0.64	6	3.90	1.10	4	3.97	1.34	3	4.23	0.72	1

Next, generational preferences are quite divergent for proximity/nearness to amenities. The three (3) essential preferences of proximity/nearness to amenities for the Baby Boomers are services (Rank 1), facilities (Rank 2), and public transit (Rank 3). As for Gen-X, shopping (Rank 1), public transit (Rank 2) and facilities (Rank 3). Next, for Gen-Y, public transit (Rank 1), facilities (Rank 2) and Services (Rank 3). Finally, for Gen-Z, facilities (Rank 1), services (Rank 2), and public transit (Rank 3). This dissimilarity of preference for proximity/nearness to amenities shows that the divergence of willingness to commute to the amenities differs between generations. This sign is crucial to the local authorities and housing developers in planning to place the amenities that can be tailored based on the density of different age groups (generations) in each housing location.

For safety in the amenities, the findings show similar preferences across generations (Baby Boomers, Gen-X, Y and Gen-Z), which ranked preference for crime-free (Rank 1) and no nuisance (Rank 2). This preference shows that safety from crime in the amenities areas is crucial for housing amenities.

Baby Boomers, Gen-X and Gen-Y show similarities in preferences for other amenities preferences, worship (Rank 1) and car park (Rank 2). This preference for worship amenities indicates the importance of the availability of worship places/centres, which can also be places for inter-generational gatherings and social interactions with each other. Enough parking spaces are also vital in each housing neighbourhood for the convenience of the housing community.

CONCLUSION

The role of urban amenities in assessing urban residents' quality of life is growing (Błoch et al., 2023). Each generation is unique as they come with different needs and preferences. Different generations are given with their own needs and preferences, including their housing decision-making (Ismail et al., 2024). Studies on generational differences and housing are vital in understanding generational housing decision-making. Determining the housing preferences of other generations is crucial in narrowing the gap in the real estate market mismatch. Besides the housing preferences, identifications of the housing amenities preferences by generations will assist the local authorities and housing

developers in implementing better housing provisions and a better quality of life in the housing neighbourhood.

This study reveals four (4) main housing amenities preferences by generations, such as (1) accessibility, (2) proximity, (3) safety, and (4) others (parks, green spaces, car parks, playgrounds, places of worship, sports centres, and restaurants). Although the analysis focuses specifically on housing amenities preferences, the generational patterns hold wider implications for long-term urban development and sustainable city planning in Malaysia. Understanding generational differences in housing environment can help urban planners, developers, and local authorities in future market behaviour and housing design that remain resilient and adaptable over time.

Future studies on generational differences and housing preferences can be expanded by integrating other features, such as the factors of ageing-in-place (AIP), active and healthy ageing, and Quality of Life (QoL), to derive a comprehensive framework of multi/inter-generational housing environments to support sustainable cities.

ACKNOWLEDGEMENT

The authors would like to thank the Fundamental Research Grant Scheme (FRGS), Ministry of Higher Education (FRGS/1/2023/SS10/UITM/02/24), and also the NAPREC Research Grant, Ministry of Finance Malaysia (MOF) [100-IRMI/GOV 16/6/2 (024/2019)]. The authors would also like to extend their appreciation to INSPENS (Institut Penilaian Negara Malaysia) and The Research Management Unit (RMC), Universiti Teknologi MARA (UiTM) for related administration of the grant.

REFERENCES

- Anderson, E. K., Abramsson, M., & Malmberg, B. (2019). Patterns of changing residential preferences during late adulthood. *Ageing & Society*, 39(8), 1752–1781.
- Ansell, B. W. (2019). The politics of housing. *Annual Review of Political Science*, 22(1), 165–185.
- Bloch, W., Mackiewicz, M., & Sokołowicz, M. (2023). To move or not to move? The housing preferences of a post-socialist city in the suburbanisation stage. *Rozwój Regionalny i Polityka Regionalna*, (64), 213–231.
- Bollenbach, L., Niermann, C., Schmitz, J., & Kanning, M. (2023). Social participation in the city: Exploring the moderating effect of walkability on the associations between active mobility, neighborhood perceptions, and social activities in urban adults. *BMC Public Health*, 23(1), 2450.
- Booi, H., & Boterman, W. R. (2020). Changing patterns in residential preferences for urban or suburban living of city dwellers. *Journal of Housing and the Built Environment*, 35(1), 93–123.

- Dawadi, S., Shrestha, S., & Giri, R. A. (2021). Mixed-methods research: A discussion on its types, challenges, and criticisms. *Online Submission*, 2(2), 25–36.
- de Graaff, J. (2021). *Essays on the impact of urban (dis-) amenities on the German real estate market*. Springer Fachmedien Wiesbaden.
- de Graaff, J. (2021). The impact of crime on residential real estate prices in Hamburg, Germany. In *Essays on the impact of urban (dis-) amenities on the German real estate market* (pp. 69–109). Springer Fachmedien Wiesbaden.
- Hassan, M. M., Ahmad, N., & Hashim, A. H. (2021). Factors influencing housing purchase decision. *International Journal of Academic Research in Business and Social Sciences*, 11(7), 429–443.
- Hassan, M. M., Ahmad, N., & Hashim, A. H. (2021). The conceptual framework of housing purchase decision-making process. *International Journal of Academic Research in Business and Social Sciences*, 11(11), 1777–1790.
- Herath, S. (2021). Elevating the value of urban location: A consumer preference-based approach to valuing local amenity provision. *Land*, 10(11), 1226.
- Ismail, H., Aziz, F., & Wahab, M. A. (2019). The elderly (senior) housing options preferences among Malaysian generations. *IOP Conference Series: Earth and Environmental Science*, 385, 012039.
- Ismail, H., & Shaari, S. M. (2020). The location, house, or neighbourhood choice preferences among Malaysian housing generations. *Journal of Surveying Construction & Property*, 11(2), 64–74.
- Ismail, H., Abdul Rashid, R., Abdul Halil, N. H., Muhamad Halil, F., & Anthony Jiram, W. R. (2024). The generational of ageing in place decision-making preferences in Malaysia. *Planning Malaysia*, 22(31), 106–119.
- Ismail, H., Halil, F. M., Abidin, A. W. Z., & Hasim, M. S. (2020). The elderly (senior) housing preferences among generations in Malaysia. *Environment-Behaviour Proceedings Journal*, 5(13), 145–154.
- Ismail, H., Ling, N. L. F. J., Wahab, M. A., Fawzy, F. F. M., Shaari, S. M., & Jiram, W. R. A. (2025). Elderly-friendly housing neighbourhood preferred features by generations in Malaysia. *Built Environment Journal*, 22(SI), 20–32.
- Ismail, H., Nordin, M. S. A., & Abidin, A. W. Z. (2020). The elderly-friendly housing design features preferences by generations in Malaysia. *Environment-Behaviour Proceedings Journal*, 5(15), 141–148.
- Ismail, H., Nordin, M. S. A., Halil, F. M., & Khalid, N. H. A. (2023). The elderly quality of life (E-QoL) and retirement village preferred features by Malaysian generations. *Planning Malaysia*, 21(29), 123–135.
- Ismail, S., Manaf, A. A., Hussain, M. Y., Basrah, N., & Azian, F. U. M. (2021). Housing preferences: An analysis of Malaysian youths. *Planning Malaysia*, 19(3), 88–101. <https://doi.org/10.21837/pm.v19i17.993>
- Kim, M. (2020). Exploring housing preference of young adults—With focus on largest cities in Sweden. *KTH Royal Institute of Technology*.
- Mbazor, D., Aigbavboa, C., & Thwala, W. (2024). A review of adequate residential housing provision for enhanced occupants' work performance. *International Journal of Real Estate Studies*, 18(1), 66–75.
- McCormack, G. R., Nesdoly, A., Ghoneim, D., & McHugh, T. L. (2020). Realtors' perceptions of social and physical neighborhood characteristics associated with

- active living: A Canadian perspective. *International Journal of Environmental Research and Public Health*, 17(23), 9150.
- Mulyano, Y., Rahadi, R. A., & Amaliah, U. (2020). Millennials housing preferences model in Jakarta. *European Journal of Business and Management Research*, 5(1), 1–8.
- Preece, J., Crawford, J., McKee, K., Flint, J., & Robinson, D. (2019). Understanding changing housing aspirations: A review of the evidence. *Housing Studies*, 35(1), 87–106.
- Rajabi, H., Mirzahosseini, H., Hosseini, S. M., & Jin, X. (2024). Residential location choice: An investigation of transportation, public facilities, and social factors. *Computational Urban Science*, 4(1), 26.
- Raza, A., Zhong, M., & Safdar, M. (2022). Evaluating locational preference of urban activities with the time-dependent accessibility using integrated spatial economic models. *International Journal of Environmental Research and Public Health*, 19(14), 8317.
- Rudolph, C. W., Rauvola, R. S., Costanza, D. P., & Zacher, H. (2021). Generations and generational differences: Debunking myths in organisational science and practice and paving new paths forward. *Journal of Business and Psychology*, 36, 945–967.
- Tajibaeva, L., Haight, R. G., & Polasky, S. (2008). A discrete-space urban model with environmental amenities. *Resource and Energy Economics*, 30(2), 170–196.
- Takabatake, T., & Hasegawa, N. (2022). Relative preference for living in a safer place from natural disasters: A case study at Tokyo, Japan. *Land*, 11(10), 1781.
- Thanaraju, P., Khan, P. A. M., Juhari, N. H., Sivanathan, S., & Khair, N. M. (2019). Factors affecting the housing preferences of homebuyers in Kuala Lumpur. *Planning Malaysia*, 17(2), 56–69.
- Zalejska-Jonsson, A., Wilkinson, S. J., & Wahlund, R. (2020). Willingness to pay for green infrastructure in residential development—A consumer perspective. *Atmosphere*, 11(2), 152.

Received: 7th May 2025. Accepted: 15th November 2025