

# Topic 2

## Influence of Lifestyle and Lifecycle on Housing

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**Course Title:** Principles of Housing and  
Land Development

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# Hierarchy of Human Needs

There are five levels of need that humans are trying to satisfy:

Theoretical structure on  
Human Needs by  
**Abraham Maslow (1942):**

The lower-level needs must  
be satisfied before higher-  
level needs can be addressed

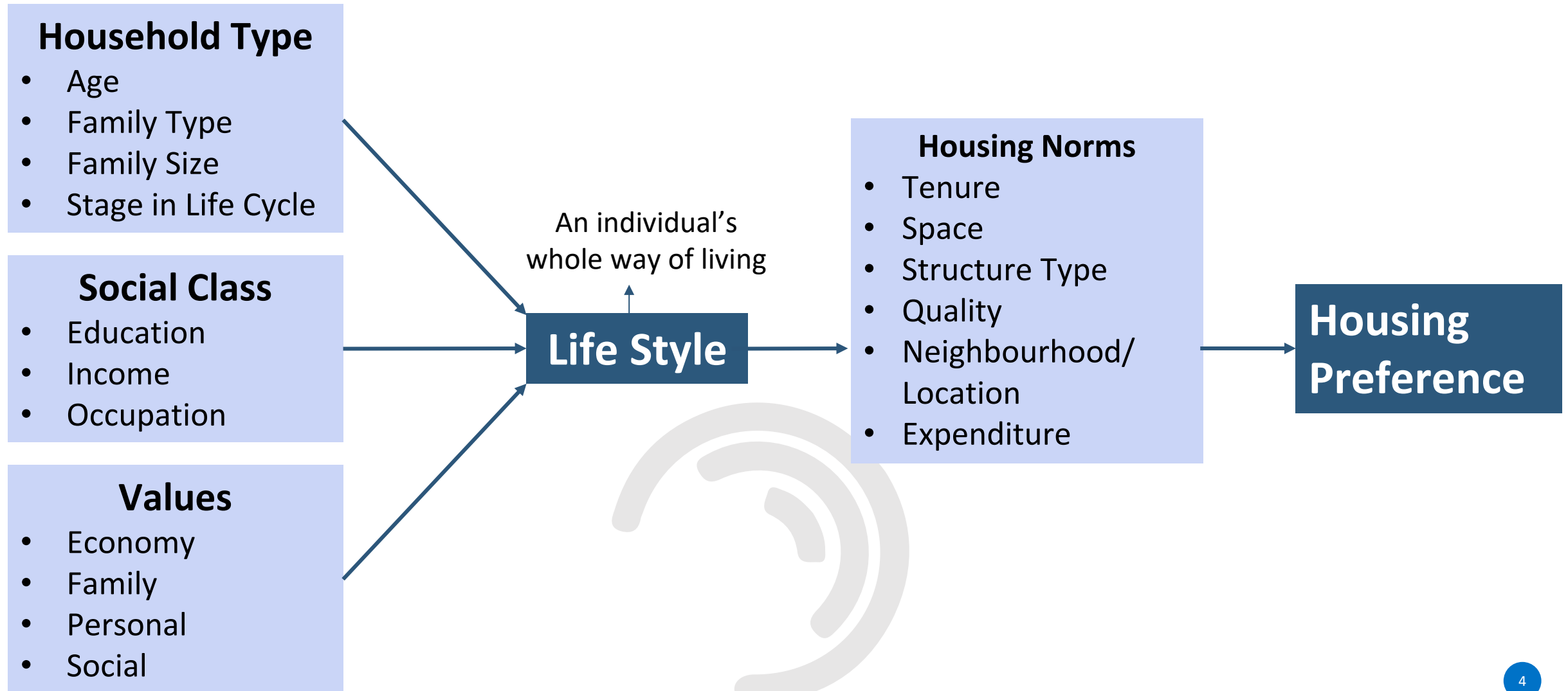


# Hierarchy of Human Needs

There are five levels of need that humans are trying to satisfy:

Level of need	Means of Meeting the Need
Physiological Need	<ul style="list-style-type: none"><li>• <b>Basic shelter</b> (Gives protection from climate and natural disasters), must be met for <b>human survival</b></li></ul>
Safety Needs	<ul style="list-style-type: none"><li>• <b>A house</b> can offer a space that is healthy and safe</li></ul>
Love and Belonging	<ul style="list-style-type: none"><li>• <b>Home</b> provides an environment that creates a sense of belonging and bonding with family members.</li></ul>
Self Esteem or Ego Needs	<ul style="list-style-type: none"><li>• <b>Housing</b> is an expression of one's <b>image of self and</b> determines one's <b>social status</b></li></ul>
Self-actualization	<ul style="list-style-type: none"><li>• Provide the environment to meet a person's <b>fullest potential</b></li></ul>

# Conceptual Framework for Influences on Housing Choice



# Household Type

## Age:

- Job stability and income depend on the age of the household head
- **The homeownership** rate is highest (66%) for the age group of 35-44 in America

## Type:

- Married couple families
- Single-parent family
- Non-family households (This category includes mostly **people living alone**)
- **Joint Family**
- **Multigenerational Family**

## Household Size:

- Average family size in America was 3.18 members in 1998 (**3.13 in 2022**)
- In Bangladesh, the average household size is **4.3 in 2022**
- Household size has a great influence on the **number of bedrooms** required

# Household Type

## Stage in Lifecycle

According to **Duvall (1957)**, there are **eight stages** in the family life cycle:

- **Single stage** (under 35, no children)
- **Couple stage** (married, no children)
- **Childbearing family stage** (married, birth of the first child)
- **Pre-school family stage** (married, young children)
- **School-age family stage** (married, school-going children)
- **Launching family stage** (married, oldest child has left home)
- **Middle age family stage** (Head over 45, no children at home, empty nest)
- **Aging family stage** (retirement to death)

This model focuses on **nuclear families with marriages** that remain intact throughout the couple's life. In today's world, more complex patterns exist, such as **delayed marriage, cohabitation, divorce, remarriage, singleness** etc.

# Values

**Bayer et al. (1995)** developed **four values** that shape an individual's decision-making:

Values	Characteristics
<b>Economy</b>	<ul style="list-style-type: none"><li>• The people in this group emphasize the economic use of goods and services</li><li>• Their choices are based on <b>price</b> and pure <b>business judgment</b>.</li><li>• They give the highest priority to the rent or price while choosing housing.</li></ul>
<b>Family</b>	<ul style="list-style-type: none"><li>• The people in this group prioritize <b>family members' physical and mental well-being</b>. They emphasize improving the <b>family relationship</b>.</li><li>• They give the highest priority to family member's health, safety, and comfort while choosing housing.</li></ul>
<b>Personal</b>	<ul style="list-style-type: none"><li>• They are more <b>individualistic</b> and desire <b>independence</b> and <b>self-expression</b>.</li><li>• They prioritize personal choice and privacy while choosing housing.</li></ul>
<b>Social</b>	<ul style="list-style-type: none"><li>• Families in this category consider the effects of housing on their <b>social status</b>.</li></ul>

# Housing Norms

Norms	Characteristics
Tenure	<ul style="list-style-type: none"><li>• Related to <b>owning or renting</b> a house</li><li>• Homeownership rate depends on the price, the country's overall economic condition, interest rate on home loans, etc.</li><li>• At the individual level, it depends on a person's income, age, stage of lifecycle, and other factors.</li></ul>
Space	<ul style="list-style-type: none"><li>• The amount and type of space required are influenced by <b>cultural space norms</b></li><li>• Family size, composition, and stage in lifecycle directly influence the amount of space required</li><li>• More than <b>two persons per bedroom</b> is considered <b>overcrowded</b></li><li>• Overcrowding is reducing because of smaller families and larger homes</li></ul>



# Housing Norms

Norms	Characteristics
Structure	<ul style="list-style-type: none"><li>• The predominant housing structure in the USA is <b>single-family detached house</b>. In a 1996 survey, 82% of home buyers preferred single-family homes farther from work, than similarly priced apartments near employment.</li><li>• In recent years, <b>alternative housing forms</b> (condominiums and multifamily structures) have increased in popularity because of their <b>amenities, low maintenance, security</b>, etc.</li></ul>
Quality	<ul style="list-style-type: none"><li>• The factors considered for determining the quality of housing include soundness of structure, sanitation and sewerage system, central heating (for cold regions), water quality, size of the house concerning the number of people, other amenities (lift, playlot, gym, etc.)</li></ul>

# Housing Norms: Structure

*Urban Households by Type of Structures, 2001*

Type of Structure	Per cent
<i>Jhuprie</i> (Temporary structures made of plastic, polythene, board, scraps, etc.)	7.58
<i>Kancha</i> (Temporary structures with wall and roof made of bamboo, wood, leaves etc.)	47.15
<i>Semi pucca</i> (Semi-permanent structures with brick wall and C.I. sheet roof)	23.26
<i>Pucca</i> (Permanent structures with brick wall and concrete roof)	22.01
<i>Total</i>	<i>100.00</i>

Source: N. Islam and S. A. Shafi, (2009)

# Housing Norms: Structure

Structure of residential houses by region in 2016-2017 (Source: BBS, 2018)

Structure	Region (%)				
	City corporation	Municipality	Beyond Municipality	Rural	National
Multi-Storied (Five storied or more)	22.01	7.97	0.85	2.78	4.89
Building (Less than five storied)	24.50	12.58	28.81	7.36	10.02
Semi-Pucca	42.84	46.75	24.58	27.93	31.33
Kutcha	9.94	32.29	42.37	61.33	53.09
Jhupri	0.71	0.42	3.39	0.60	0.67
All	100.0	100.0	100.0	100.0	100.0
Total Household	3010567	4659422	1152645	29014569	37837203

# Housing Norms

Norms	Characteristics
Neighbourhood/ Location	<ul style="list-style-type: none"><li>• Three most important considerations when buying a home are: <b>location, location, and location</b></li><li>• A neighbourhood that is close to work, shopping, school and recreation and is quiet, clean, safe is preferred</li></ul>
Expenditure	<ul style="list-style-type: none"><li>• Housing expenditure includes initial <b>purchasing or renting</b> costs and long term cost of <b>utilities, and maintenance</b></li><li>• “<b>Housing stress</b>” describes the situation when households are forced to spend more than <b>30 percent</b> of their income on housing (<i>Nepal, Tanton, and Harding, 2010</i>)</li><li>• In Bangladesh <b>slum residents pay twice</b> the amount paid by tenants of descent housing such as Dhanmondi (<i>Rahman, 2019</i>).</li></ul>



Table 4.1: Land price in different areas of Dhaka city

Area	Land price (Tk./katha*)			
	1975	1990	2000	2010
Baridhara	25,000	6,00,000	25,00,000	400,00,000
Gulshan	25,000	6,00,000	22,00,000	250,00,000
Banani	25,000	6,00,000	20,00,000	150,00,000
Mohakhali	25,000	6,00,000	18,00,000	120,00,000
Dhanmondi	25,000	6,00,000	22,00,000	200,00,000
Lalmatia	20,000	6,00,000	18,00,000	150,00,000
Azimpur	17,500	6,00,000	16,00,000	55,00,000
Mohammadpur	25,000	5,00,000	12,00,000	70,00,000
Shantinagar	20,000	5,00,000	15,00,000	100,00,000
Shamoli	17,500	3,00,000	10,00,000	45,00,000
Uttara	20,000	3,00,000	10,00,000	75,00,000
Cantonment	20,000	4,00,000	10,00,000	75,00,000
Kamlapur	17,500	4,00,000	8,00,000	40,00,000
Gandaria	10,000	4,00,000	7,00,000	35,00,000
Bashabo	2,000	3,00,000	8,00,000	35,00,000
Kalyanpur	17,500	3,00,000	8,00,000	32,00,000
Mirpur	10,000	2,00,000	7,00,000	40,00,000
Badda	4,000	2,00,000	6,00,000	30,00,000
Goran	4,000	2,00,000	6,00,000	26,00,000
Demra	4,000	2,00,000	6,00,000	180,00,000
Motijheel	50,000	12,00,000	35,00,000	200,00,000
Karwan bazar	41,500	10,00,000	25,00,000	150,00,000
Average	19,341	4,81,818	14,27,273	111,72,727

Source: Sheltech (Pvt.) Ltd. 2010

\* 1 Katha = 720 sft.

Table 4.4: Year wise apartment price at different locations of the city

Location	Average Apartment Price (Tk./Sq. ft.)					
	1990	1995	2000	2005	2008	2010
Dhanmondi	2150	2200	2400	3300	7000	14000
Gulshan	2115	2080	2450	4500	7500	14000
Banani	1750	1950	2200	3100	6500	12500
Baridhara	1850	1950	2150	4000	7000	20000
Lalmatia	1800	1950	2400	3400	5500	8500
Mirpur	1250	1300	1500	2500	3800	4500
Uttara	1650	1750	2000	2700	4300	5500
Shantinagar	1850	1900	2200	2700	4200	5300
Siddeshwari	1450	1800	2250	2750	4200	5000
Malibag	1600	1850	2250	2500	4000	5500
Mohammadpur	1450	1600	1800	3500	5500	7000
Shyamoli	1350	1500	1600	2100	3700	4500
Kalabagan	1800	2000	2250	2100	4500	7000
Monipuripara	1850	2000	2250	3300	4500	5500
Green Road	1600	1700	2000	2500	4500	5500
Elephenat Road	1600	1800	2200	2500	4500	5500
Segunbagicha	1450	1550	1900	2500	4000	6000
Average price	1698	1826	2100	2938	4845	7988

Source: Sheltech (Pvt.) Ltd. 2011



# Housing Norms: Expenditure



80 SFT RENT 2900TK  
100 SFT RENT  
3600 TK

**RENT PER SFT**  
**36 TK**

## **FACILITIES**

ONE LIGHT  
ONE FAN  
SHARED TOILET  
SHARED KITCHEN  
NO VENTILATION  
NO NATURAL LIGHT  
NO FACILITIES



2550 SFT RENT  
60,000TK

**RENT PER SFT**  
**23.50 TK**

WITH ALL  
LUXURIES & FACILITIES

AT AREAS LIKE DHANMONDI,  
GULSHAN, BANANI

# References

Julia O. Beamish, Rosemary Carucci Goss & JoAnn Emmel (2001) Lifestyle Influences on Housing Preferences, *Housing and Society*, 28:1-2, 1-28, DOI: [10.1080/08882746.2001.11430459](https://doi.org/10.1080/08882746.2001.11430459)





# THANK YOU!

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