

Topic 2

Influence of Lifestyle and Lifecycle on Housing

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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

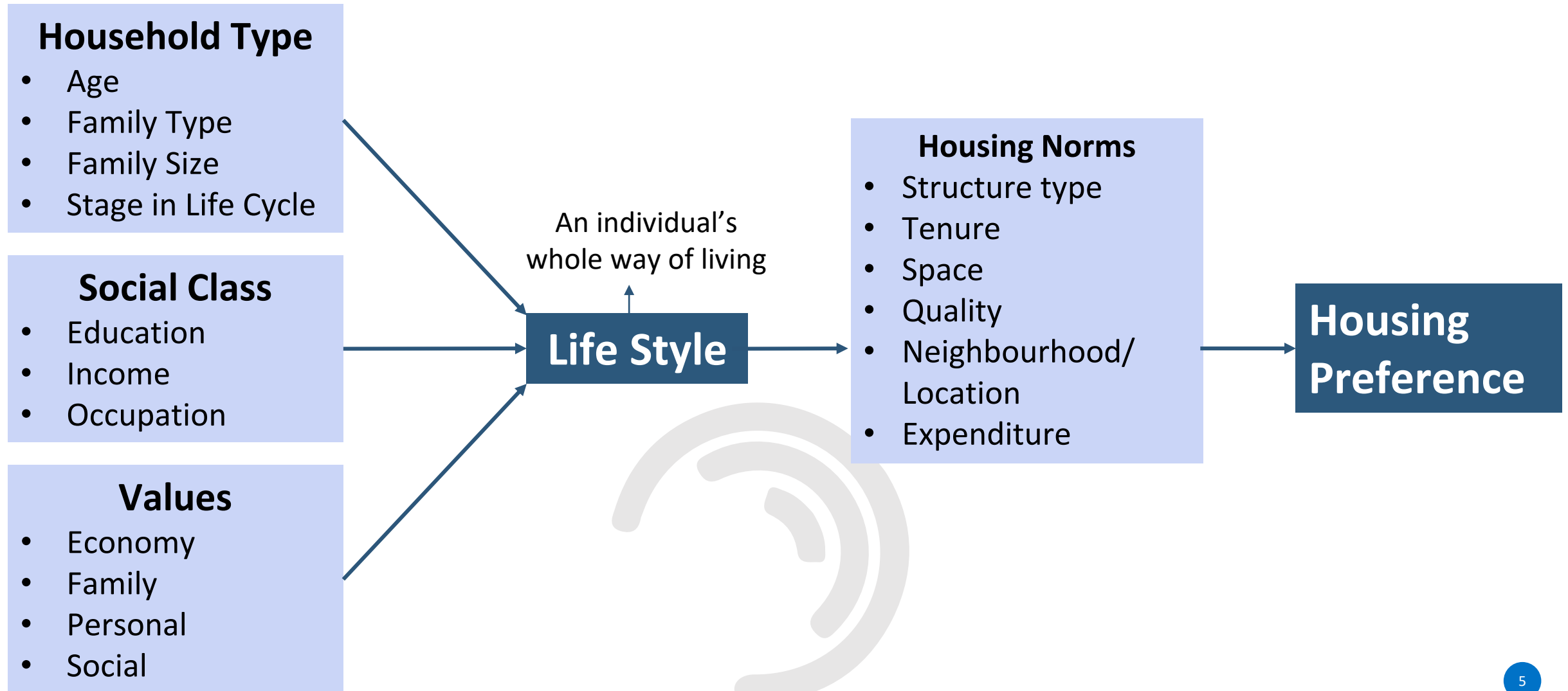
There are five levels of need that humans are trying to satisfy:

Level of need	Means of Meeting the Need
Physiological Need	<ul style="list-style-type: none">• Basic shelter (Protect from climate, natural disasters, help to maintain body temperature)• Must be met for human survival
Security and Safety Needs	<ul style="list-style-type: none">• A house can offer a space that is healthy and safe• Provide a secure environment
Social Need or Sense of Belonging	<ul style="list-style-type: none">• Home provides the opportunity for family socialization
Self Esteem or Ego Needs	<ul style="list-style-type: none">• Housing is an expression of one's image of self
Self-actualization	<ul style="list-style-type: none">• Provide the environment to meet a person's fullest potential

My Housing Story

Timeline	Location	Reason to Change	Housing Type	Family Member
Birth	Badda	-----	Owned house (Land & building)	4
8 years	Tejturi Bazar, Farmgate	Proximity to school	Rented apartment	4
12 years	Tejturi Bazar, Farmgate	Larger apartment to improve living condition	Rented apartment	4
16 years	Tejkunipara, Farmgate	To avail lift facilities for patient with heart disease	Rented apartment	3
19 years	Indira Road, Farmgate	Better neighbourhood, wider roads, more spacious	Rented apartment	3
22 years	Aftabnagar, Badda	Buying own house	Owned flat	3
24 years	Shewrapara, Mirpur	Getting married	Rented apartment	4

Conceptual Framework for Influences on Housing Choice



Household Type

Age:

- Job stability and resources depend on age
- **Homeownership** rate is highest (66%) for the age group 35-44 in America

Type:

- Married couple families
- Female householder family (no husband present)
- Male householder family (no wife present)
- Non-family households (83% of nonfamily household is **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, older 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 remained intact throughout the couple's life. In today's world, more complex patterns exist, such as **delayed marriage, cohabitation, divorce, remarriage, multi-generational family, singleness** etc.

Social Class

Michelson (1976) identified five levels of Social Class:

Social Class	Characteristics
Lower Class	<ul style="list-style-type: none">• Low income• Often no steady jobs• Little education
Working Class	<ul style="list-style-type: none">• Regular blue-collar employment
Lower Middle Class	<ul style="list-style-type: none">• Regular white-collar employment• Usually employed by others• Moderate salary
Upper Middle Class	<ul style="list-style-type: none">• High education• Comfortable salary• Sometimes self employed
Upper Class	<ul style="list-style-type: none">• Great personal wealth within the family• At least moderate education• Occupation, if any, respectable

Values

Bayer et al. (1995) developed a list of values based on the work of Culter (1947) and Williams (1951). The values are clustered around **four main values**:

Values	Characteristics
Economy	<ul style="list-style-type: none">• The families in this cluster emphasize economic use of goods and services• Their choices are based on price and pure business judgement
Family	<ul style="list-style-type: none">• This cluster emphasizes on the factors that hold a family together and improve family relationship• Prioritize the factors that affect physical and mental well-being of family members
Personal	<ul style="list-style-type: none">• Families in this cluster take a personal view of their physical and social environment• They are more individualistic and desire independence and self-expression
Social	<ul style="list-style-type: none">• Families in this category consider the effects of housing on their social standing

LIFESTYLE

Architect James Wentling (1995) said, “We no longer provide shelter. We are producers of lifestyle-oriented environment”



Housing Norms: Tenure

Norms	Characteristics
Tenure	<ul style="list-style-type: none">• Related to owning or renting a house• Homeownership rate can increase due to favourable economy and low mortgage interest rate. On the other hand, rising home price will reduce homeownership rate.• Ownership rate differs from area to area and also depend on the age of the household head• Most low income households rent, because they cannot afford to buy• Minorities (38%) and Immigrants (16%) make up a large segment of renter population• Most renters live in multi-unit structures

Housing Norms: Space

Norms	Characteristics
Space	<ul style="list-style-type: none">• The amount and type of space required are influenced by <i>cultural space norms</i>• Family size, composition, stage in lifecycle directly influences the amount of space required• Two dwellings that have same square footage may differ in how the space is divided• Overcrowding: person-per-room ratio (more than two persons per bedroom is overcrowded)• Overcrowding is reducing because of smaller families and larger homes

Housing Norms: Structure

Norms	Characteristics
Structure	<ul style="list-style-type: none">• The predominant housing structure in the US is single-family detached house. In a 1996 survey, 82% of home buyers preferred single-family homes farther from work, than similarly priced apartments near employment.• In recent years, alternative housing forms (condominiums and multifamily structures) have increased in popularity because of their amenities, low maintenance, security, etc.• Multifamily unit construction has increased

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: Quality

Norms	Characteristics
Quality	<ul style="list-style-type: none">• Each individual may have a different idea of what is considered good or poor quality• Attributes primarily considered: soundness of structure, sanitation and sewerage system, central heating (for cold regions), water quality, size of the house in relation to number of people, etc.• Low-income large families mostly have to sacrifice quality to obtain the space they need. But they must be aware of the environmental issues that impact health and safety• Along with increased structural quality, the level of amenities desired or expected by households has increased (ex: garages, gym, lift, playlot, etc.)

Housing Norms: Location/ Neighbourhood

Norms	Characteristics
Neighbourhood / Location	<ul style="list-style-type: none">• Real Estate agents will tell you that three most important considerations when buying a home are: location, location, and location• We not only choose safe and attractive area to live, but also a neighbourhood that is appropriate to a household's social and economic status• A neighbourhood that is close to work, shopping, school and recreation and is quiet, clean, safe is preferred• Neighbourhoods can be homogenous reflecting a household's background, status, or lifestyle• Neighbourhoods can also be heterogeneous, which promotes diversity

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

Norms	Characteristics
Expenditure	<ul style="list-style-type: none">• The amount of money a household spends on housing is typically related to income and wealth• Housing expenditure includes initial purchasing or renting costs and long term cost of energy, utilities, and maintenance• “Housing stress” describes the situation when households are forced to spend more than 30 percent of their income on housing (<i>Nepal, Tanton, and Harding, 2010</i>)• In Bangladesh slum residents pay twice the amount paid by tenants of descent housing such as Dhanmondi (<i>Rahman, 2019</i>).

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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