



**COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA**

**KEY FACTORS INFLUENCING THE ADOPTION OF CO-LIVING SPACES
BY GENERATION Z IN IPOH, PERAK**

**Academic Project Submitted in Partial Fulfilment of the Requirements
for the award of the Degree
Bachelor of Estate Management (Hons)**

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ABSTRACT

In light of growing housing cost and urbanization, this study explores the major variables driving Generation Z's adoption of co-living spaces in Ipoh, Perak. The research study had used quantitative method to collect the data. Then, the data were collected by using questionnaire form that had been distributed among the Generation Z in Ipoh, Perak. Analysis method that was used in analyzing the data was descriptive analysis. The data were analyzed by using descriptive analysis. According to the questionnaire-based poll conducted among people between the ages of 18 to 27 years old, Gen Z's housing choices are heavily influenced by factors such as price, accessibility to facilities, social interaction possibilities, and high communal services. Among them, the accessibility to facilities is chosen as the most influential factor. The results highlight how crucial it is to match co-living spaces to the particular tastes of Generation Z in order to solve the housing shortage in cities and promote sustainable community living options. Developers, stakeholders, and government that want to create and support co-living spaces that meet the requirements of young adults will find these findings to be very helpful.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

According to the United Nations, 2018, the cities will house approximately 68% of the world's population by the year of 2050 (Christy and Tan, 2022). Therefore, the needs for housing will be increasing to supply accommodation to the people in the future. The main concern in housing needs is to be able to accommodate the young people who are currently struggling to purchase a house of their own. Nowadays, young individuals who moved to the city for employment tend to stay there longer and do not want to move back to their hometown. The housing crisis in cities throughout the globe is becoming worse, and most people are finding it more and harder to find suitable, safe, and cheap homes (Christy and Tan, 2022). Numerous "solutions" were invented and presented, but they just made flats smaller, forcing many city people to look for other alternatives kind of housing, such as co-living (Christy and Tan, 2022).

Shared housing, which is defined as housing where unrelated individuals live together, has become a popular housing choice for young adults worldwide due to the advent of the sharing economy and an increase in the number of people living alone (Kim, Woo, and Cho, 2020). As recently proposed, the idea of co-living gained popularity during the past ten years, and since 2015, the number of individuals searching for "co-living" has skyrocketed worldwide (How, Sia, and Chin, 2024). Malaysia has the difficulty of residential difficulties as a developing