

Relationship between Background Characteristics and Neighborhood Satisfaction of Iranian Homeowners in Kuala Lumpur, Malaysia

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Abstract

This study examined the relationship between background characteristics and neighborhood satisfaction of Iranian homeowners in Kuala Lumpur, Malaysia. Data was collected from 235 respondents using self-administered questionnaire. Pearson's correlation analysis revealed number of income earner, monthly income first income earner, and total earned income earner, had positive significant relationship with neighborhood satisfaction of homeowners in the study area. However, there was no significant relationship between age, size of household, number of children, Tim owners have been in Malaysia, time owners been living in current house, price of the residential unit, and neighborhood satisfaction of the homeowners. Analysis of variance (ANOVA) showed that neighborhood satisfaction differed between level of income of the respondent, while neighborhood satisfaction did not differ between levels of education and level of price of residential unit. Independent t-test revealed that there was significant difference between sex and neighborhood satisfaction of the respondents. These relationships indicate that those who are female, higher income are more satisfied. It is recommended that policy makers and planning authorities should give more emphasis on the improvement of income households to enhance their neighborhood satisfaction.

Keywords: Background characteristic, neighborhood satisfaction, housing, neighborhoods, immigrant's homeowners

Introduction

1.1 backgrounds

Housing is important that its influences on quality of life of persons are irrespective of their socioeconomic status (Zedlewski, 2002). It encompasses immediate surroundings, recreational amenities, services and other social and economic undertakings that develop welfare (Di Zhu, Yang, & Liu, 2003). As well, housing is a basic need that has influence on the well-being, health and efficiency of persons and significance for the attainment of living standard (Phillips, Siu, Yeh, & Cheng, 2005). Neighborhood satisfaction is a measure of families and individuals perceptions about the status quo of their residential surroundings (Lu, 1999). Consequently, vision into the features that relate to family's neighborhood satisfaction would be agenda for future policy of housing for enhancement of their welfare (Adesoji, 2010).

There are many explanations and applications about concept of neighborhood satisfaction depending on the circumstance it come about. The neighborhood satisfaction has been researched in a number of fields related to housing researches (Jiboye, 2009). Family's satisfaction with neighborhood determines their well-being and an achievement of their desires and needs (Clark, Deurloo, & Dieleman, 2006). Neighborhood satisfaction is also regarded as an assessment of situations of residential surroundings by persons with concern to their individual needs and expectation (Amerigo & Aragones, 1990). Satisfaction with residential environments point to nonexistence of complaints with the situations and is indication of congruence among the actual and aspiration conditions (Vera-Toscano & Ateca-Amestoy, 2008). Residential neighborhood can be evaluated by three approaches (Jansen, 2014). According to purposive approach satisfaction is a measure of the level to which the neighborhood facilitates the inhabitant's aims. Another approach is aspiration-gap which perceives satisfaction as a level of the gap among inhabitant's actual and desired needs (Bonaiuto, Bonnes, & Continisio, 2004; Jansen, 2014). The last approach is associated to approach with cognitive, affective and behavioral intention to move elements (Bonaiuto et al., 2004).

Morris and Winter (1975) theorized residential satisfaction as an active process in housing adjustment of residential mobility model. They argued that families evaluate their housing situations in relative to household's norm which are likely to be different. Therefore, incongruence among the actual dwelling situations of the households and dwelling norms in the community consequences to a housing deficit. The housing deficit conducted to dissatisfaction which results in dwelling adjustment by the families. The families can adjust dwelling by different way such as revising their dwelling desires or mobility.

Some researchers such as Ibem and Aduwo (2013), Lu (1999), Vera-Toscano & Ateca-Amestoy (2008), Zanuzdana, Khan, & Kraemer (2013), and Li & Wu (2013) have shown that there is association among

neighborhood satisfaction and demographic characteristics of the families.

The significance of socio economic elements in predicting neighborhood satisfaction of families has been evaluated in many researches. For instance, Vera- Toscano & Ateca-Amestoy (2008) found in their research on residential satisfaction related to level of income. Zanzdana et al (2013) conducted the study in Dhaka, Bangladesh to investigate satisfaction. They found that people with high education, high income, and being female are related to satisfaction. In contrast, Li&Wu (2013) examined residential satisfaction in China. They found that there is no relationship between demographic characteristics and satisfaction. Therefore, these researches showed complex association among satisfaction and demographic characteristics of the inhabitants.

Previous researches on neighborhood satisfaction concentrated on the residential satisfaction in developed and developing countries. However, there are few researches about residential satisfaction among immigrants homeowners in developing countries. Most of the existing researches focused on households of inhabitants in homeland however, little is known on immigrant's homeowners and specifically few researches focused on the relationship among demographic elements and level of neighborhood satisfaction of immigrant's homeowners in developing countries. This study aimed to examine the association between background characteristics (sex, number of income earner, level of income, household size, level of education, length of stay, and level of price of residential unit) and neighborhood satisfaction of in Kuala Lumpur, Malaysia. Therefore, the study examines the relationship between background characteristics and neighborhood satisfaction of Iranian immigrant's homeowners in Kuala Lumpur, Malaysia.

1.2 Research Objective

The present research considers the association among the socio demographic aspects (sex, number of income earner, level of income, household size, level of education, length of stay, and level of price of residential unit) and neighborhood satisfaction in the residing region. The main objective of this research is to identify the association between back ground characteristics and neighborhood satisfaction.

1.3 Hypotheses

H_{A1}. There is significant relationship between socio-demographic factors and neighborhood satisfaction in Iranian homeowners in Malaysia

2 Methodology

2.1. Population, sample, and sampling

Kuala Lumpur is the federal capital and greatest populated metropolitan in Malaysia. It covers a region of 243 km² (94 sq mi) and has estimated residents of 1.6 million as of 2010. It is amongst the fastest on the rise urban areas in the Malaysia, in relations of population and economy. The city is the economic and cultural focal point of country lead to its position as the capital along with being a key city. The city is defined in the borders of the Federal Territory of Kuala Lumpur and is one of three country Federal Territories. It is an area where is located in central west coast of Malaysia in the state of Selangor. According to a report by Iranian embassy, there are more than 70,000 Iranians live in Malaysia (Rahmandoust, Ahmadian, & Shah, 2011). The study areas are selected from Kuala Lumpur and are located at different sectors of Kuala Lumpur metropolitan area.

To recognize the sample size in this study, the researchers applied Krejcie & Morgan (1970) Formula. Based on the population in this study (402 people), the sample size is included 235 respondents who are Iranian immigrant home owner in Malaysia.

The participants were selected using probability to sample procedure and systematic random sampling techniques was employed to choice every two household for data collection, until the required numbers.

2.2 Research Tools

In this research, demographic characteristics were regarded as independent variables and neighborhood satisfaction was seen as dependent variable. These variables have been examined by self-development questionnaires. Demographic characteristics were considered in relation to gender, number of income earner, total earned income, number of children, level of education, level of price of residential units, and length of time been in Malaysia and in current house. Regarding the neighborhood satisfaction, the respondents were asked level of satisfaction with public facilities, neighborhood facilities, and social environments. In order to examine the dependent variable, the respondents were asked to respond to five point Likert scale from 1=very dissatisfied to 5= very satisfied.

In this research, internal consistencies of the scale based on Cronbach alpha were .86, .72, .81 and .97. Also, the content validity of this instrument was approved through a panel of two experts in the field of public policy.

The analysis of the data included descriptive statistics which was employed to analysis satisfaction of

the participants. Pearson’s product moment correlation was used to consider the relationship gender, household size, number of children, household income, number of income earner, and length of residence.

In order to determine differences between sociodemographic variables and neighborhood satisfaction, Analysis of variance (ANOVA) and Independent t-test were applied. Meanwhile, in order to determine the mean differences of a continuous variable and one independent variable, independent t-test was applied. On the other hand, in order to determine the mean differences between one continuous variable with three or more categories , the ANOVA was used (Field, 2013; Pallant, 2011).

3. Results

3.1. Descriptive Statistics

The results of the description of the measuring neighborhood satisfaction are shown in table 1, for the current location. The finding discovered that a large proportion (45 %) of the respondents were somewhat satisfied with their neighborhood, followed by 33.2% who were satisfied and very few (6%) who were very dissatisfied with their current neighborhood situation with 63.3 Mean and 14.21 Standard deviation.

Table 1 Distribution of Neighborhood Satisfaction

Variable	M	SD	n	%
Neighborhood satisfaction	63.09	14.21		
Very dissatisfied			14	6
Dissatisfied			30	12.8
Somewhat satisfied			106	45
Satisfied			78	33.2
Very satisfied			7	3

3.2: Inferential Statistics

H_{A1}: There is significant relationship between socio-demographic factors and neighborhood satisfaction in Iranian homeowners in Malaysia.

In order to investigate the relationship between demographic characteristics and neighborhood satisfaction, Pearson product-moment correlation, independent t-tests, and analysis of variance (ANOVA) was conducted.

The result in table 2 indicates of association between socio demographic characteristics and neighborhood satisfaction by using Pearson’s product moment correlation, independent t-tests, and analysis of variance (ANOVA). The results shown that, there was significant relationship between number of income earner ($r=.17, p<.05$), monthly income of first income earner($r=.23, P<.001$), total earned income earner ($r=.26, p<.001$) with neighborhood satisfaction. However, the result indicated that there was no significant relationship among age ($r=-.03, N=235, p=.635$), Size of Household ($r=.11, p=.103$), number of children ($r=.095, p=.148$), number of non-income earner($r=.03, p=.622$), monthly income of second income earner($r=.08, p=.393$), time owners have been in Malaysia ($r=-.10, p=.116$), time owners been living in current house ($r=-.095, p=.147$), price of residential unit($r=-.06, p=.331$) with neighborhood satisfaction. The results of ANOVA indicates that there was significant differences in neighborhood satisfaction of the participants among level of income ($F=6.443, p<.05$) of the participants. However, the ANOVA shows that there was no significant difference in the neighborhood satisfaction of the participants based on the level of education ($F=1.543, p>.05$) and level of price of residential unit($F=1.874, p>.05$) shown that neighborhood satisfaction of the participants does not vary with level of price of residential unit and level of education. It means that those with higher level of education may have similar level of satisfaction with those with lower level of education. The finding of Independent t-tests indicates that there was significant difference in neighborhood satisfaction among gender ($t=-2.110, p<.05$), showing that females more satisfied than males.

Table2 Relationship between Background Characteristics and Neighborhood satisfaction

Variables	N	Mean	SD	r/F/t	P
Age	235	47.07	10.95	-.03	.635
Size of Household	235			.11	.103
Number of Children	235			.095	.148
Number of Income Earner	235			.17*	P<.05
Number of Non-Income Earner	235			.03	.622
Monthly Income of Second Income Earner	235			.08	.393
Time Owners Have been in Malaysia	235			-.10	.116
Time Owners been Living in Current House	235			-.095	.147
Price of the Residential Unit	235			-.06	.331
Monthly Income of First Income Earner	235			.23**	P<.001
Total Earned Income Earner	235			.26**	P<.001
Sex				-2.110*	P<.05
Male	164	101.99	24.11		
Female	71	108.97	21.23		
Educational level				1.543	P>.05
High school	34	101.82	23.07		
Bachelor	119	102.87	23.08		
Master	41	102.46	23.97		
PhD	41	111.20	23.84		
Level of income				6.443*	P<.05
Less than 7000	55	95.35	27.23		
7000-10000	64	102.95	20.76		
10000-15000	48	102.81	23.26		
Above 15000	68	113.18	19.73		
Level of price		106.31	21.99	1.874	P>.05
Less than 500000		102.52	24.60		
500000-630000		109.20	20.51		
630000-800000		99.70	25.09		
Above 800000					

4. Discussion

This research evaluated the association among socio demographic characteristic (age, size of household, number of children, number of income earner, number of non-income earner, monthly income of second income earner, time owner have been in Malaysia, time owners have been in Malaysia, price of residential unit, level of income, and level of price of residential unit) and neighborhood satisfaction of Iranian immigrants homeowners in Malaysia. The significant positive relationship between number of income earner, first income earner, level of income and neighborhood satisfaction are consistent with previous researches such as Lu (1999), Adriaanse (2007), Lovejoy, Handy, & Mokhtarian (2010). The result is contrary with Teck-Hong (2012). This shows that Iranian immigrant's homeowners with higher income have more satisfaction in compare with lower income. It could for the reason that people with more level of income have more access to facilities and services. Conversely, people with lower level of income don't have opportunity to access facilities and services and as consequence, the level of satisfaction lower than high income people. Neighborhood satisfaction of Iranian immigrants homeowners differed among female and males. This finding is supported by Liu (1999) and Ibm&Amole (2013). The finding of this study indicate that there is no significant relationship between level of

education and neighborhood satisfaction of Iranian immigrants homeowners in Kuala Lumpur. It showed that differences in level of education among Iranian immigrants homeowners could not their level of neighborhood satisfaction be different. The result of the study also indicated that price of residential unit had no significant relationship with their level of neighborhood satisfaction, whether lower or higher price of residential unit did not make level of neighborhood satisfaction among Iranian immigrants homeowners differ. This could be because majority of participants bought house with high price. Consequently, similarity makes the neighborhood satisfaction not to differ between the participants in Kuala Lumpur.

The finding of this research shows that there is no significant relationship between length of time in current location and neighborhood satisfaction. This finding was supported by Onibokun (1974) who argued that length of residence had no effect on satisfaction. In contrary, Mohit et al (2010), Zanuzdana et al (2013) and Li & Wu (2013) indicated that there is significant relationship among length of residence and satisfaction. The current study indicated that the level of neighborhood satisfaction of Iranian immigrant's homeowners was not related to length of residence. It is because most of the immigrants migrate to Malaysia almost same time. Therefore, length of residence did not differ considerable.

5. Conclusions

Pearson's product moment correlation, independent sample t-test, and one way ANOVA were applied in this research in order to investigate the association among socio demographic factors and neighborhood satisfaction of the participants. The results shown a relationship between levels of income earner, number of income earner and neighborhood satisfaction which point to, level of income has influence on neighborhood satisfaction of the participants. It means that participants with higher level of income have the more neighborhood satisfaction. Likewise, the finding indicated that there is a significant difference in neighborhood satisfaction among males and females. It suggested that female's higher satisfaction with their residential neighborhood than males. However, no significant differences in neighborhood satisfaction among level of price of residential unit and level of education of Iranian immigrants homeowners in Kuala Lumpur. Also, there is no relationship between ages, size of households, number of children and neighborhood satisfaction. Finally, the finding indicated that length of residence in the neighborhood was not relationship with neighborhood satisfaction. The research revealed the requirement to consider the demographic characteristics in any effort on the way to developing residential situations and satisfaction of Iranian immigrant's homeowners. The results afford clear consideration of satisfaction of theories that suggested the effect of background characteristic of the families on neighborhood satisfaction.

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