

## CONDOMINIUM DWELLERS: A STUDY OF LIFE - STYLE, PROFILES AND CONDOMINIUM CHARACTERISTICS AND ATTRIBUTES

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### ABSTRACT

*This paper analyses condominium dwellers' life -style dimensions, their desired condominium physical characteristics and attributes, their demographic characteristics as well as the relative importance of these dimensions in differentiating between dwellers in more prestigious and less prestigious areas in Malaysia. Six life-style dimensions and five physical characteristics and attributes were extracted based on factor analysis. Condominium dwellers in the more prestigious areas are found to be more artistically-biased and placed a greater emphasis on design exclusiveness than those in the less prestigious areas. Dwellers in the less prestigious areas are more neighbourhood-conscious and have a preference for relaxation facilities. The results of the discriminating variable between the two groups of dwellers. The findings of the study could have important implications for condominium development in Malaysia, particularly with respect to formulating marketing strategies and government housing policies.*

### ABSTRAK

*Kajian ini menganalisis faktor gaya hidup penghuni kondominium, ciri dan atribut fizikal yang diingini, ciri demografi dan kepentingan dimensi ini dalam membezakan penghuni di kawasan yang lebih berprestig dan kawasan yang kurang berprestig. Enam dimensi gaya hidup dan lima ciri fizikal telah didapati dari teknik analisis faktor. Penghuni kondominium di kawasan yang lebih berprestig lebih menyukai seni dan mementingkan rekabentuk eksklusif apabila dibandingkan dengan penghuni di kawasan yang kurang berprestig. Penghuni di kawasan yang kurang berprestig lebih mementingkan suasana jiran dan kemudahan berihat. Keputusan teknik diskriminan menunjukkan bahawa pendapatan isi rumah bulanan kasar merupakan variabel yang paling penting dalam membezakan kedua-dua kumpulan penghuni itu. Keputusan kajian ini mempunyai implikasi yang penting untuk pembangunan kondominium di Malaysia, terutamanya dari segi pembentukan strategi dan dasar perumahan kerajaan.*

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*Key words : Condominium dwellers, life-styles, profiles, characteristics, areas, discriminant analysis.*

## INTRODUCTION

Condominium living is a life-style that has been well accepted in land-scarce areas of countries such as Hong Kong and Singapore. This concept of living encompasses a new life-style for the occupants. Condominium living generally offers an enhanced life-style that is usually not attainable from living in houses. Its convenience, security and facilities are among the important features sought for by buyers. Given the busy life-styles, preoccupation with sports and preferences for a club-like atmosphere of young executives, the majority of whom are working couples, the availability of an extensive range of facilities and amenities offered by most condominiums is a conducive factor. The provision of security and the convenience of leaving the home unattended during the holiday seasons also contribute to the strong demand for condominiums. This is documented by various studies on condominium dwellers' life-style profiles, such as Ng (1989), Tan (1986), Lim (1985) and Teo (1985) who identified several factors that influence buyers' choice of condominiums, proximity to work place, shopping centres, location in terms of more prestigious as compared to less prestigious areas, as well as preference for sports, safety, travel and mobility.

In Malaysia, the condominium style of living was introduced in the late 1970s. Since the late 1980s the gain in momentum of the supply of condominium units has been tremendous, as shown in Table 1. This could be attributed to the endorsement of condominium development by the Malaysian government as a measure to optimise land usage in urban areas, and to market forces that include: (a) scarcity of land and the consequent high land cost in certain locations, thus necessitating a more efficient and economic utilization of this resource, (b) the presence of an expatriate community as a result of the inflow of foreign investment, and (c) the rising affluence and changing life-styles of Malaysians who have increasingly accepted the concept of condominium living (Chan 1991).

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**TABLE 1**  
**SUPPLY OF CONDOMINIUM UNITS, MALAYSIA (1983-1993)**

Year	No. of Projects	No. of Units	Area (sq. meters)
1983	5	782	81,698
1984	4	561	60,065
1985	9	1,240	204,638
1986	2	60	70,857
1987	6	1,143	175,975
1988	4	936	95,771
1989	4	682	64,248
1990	8	1,221	139,386
1991	16	3,358	367,851
1992	7	1,344	161,611
1993	25	6,879	772,696
<b>Total</b>	<b>90</b>	<b>18,606</b>	<b>2,194,796</b>

Source : Bank Negara Malaysia, Annual Report, various issues

The rising supply of condominiums means that the marketing aspects are crucial in order to remain competitive in the industry. It is important that the developers' suppliers know their markets well. Thus, the success of the condominium business would largely depend on the effectiveness of their marketing strategies, and an indepth knowledge of buyers' needs and their underlying life-style dimensions.

The basic premise of life-style marketing research is that the more sellers know and understand their customers, the more effective they can communicate and market their products or services to them (Plummer 1974). Today marketeers are increasingly relying on life-style research, recognizing the abundant information it could provide for more effective marketing. Thus research in relation to the life-style dimensions of condominium dwellers and condominium physical characteristics and attributes would be useful. Marketing strategies could then be designed more effectively to reach the target market, which may need to be segmented by creating product features that would satisfy different groups of buyers. The aim of this paper is to provide an insight into the condominium market in Malaysia based on a study conducted by Young for his MBA degree. This is achieved by examining the life-style profiles of condominium dwellers, their desired condominium physical characteristics and attributes, and their demographic characteristics as well as the relative importance of these variables in differentiating between condominium dwellers in more prestigious and less prestigious areas.

### **Definition of A Condominium**

The term "condominium" may be regarded as a form of ownership in which more than one owner is involved. Essentially it means the individual ownership (dominium) of a single unit in a multi-unit structure jointly with (con) several other persons in terms of such facilities as elevators, lobbies, driveways, and sports facilities (Singh 1992).

In Malaysia, the term "condominium" is often used to refer to a luxury apartment that provides an environment for leisure living, central security, organised maintenance and other facilities. Thus condominium living portrays a cosy and luxurious life-style with the incorporation of services, facilities and amenities enabling a comfortable, safe, enjoyable and convenient living. The City Council of Kuala Lumpur has set technical guidelines for the provision of a range of amenities and facilities for different sizes of development. For example, a swimming pool of at least 800 square feet is required for a two-acre site whereas for a four-acre site two badminton courts must also be provided. The prices of condominiums depend on their location, finishes, facilities and the prestige of the neighbourhood.

### **CONCEPT AND MEASUREMENT OF LIFE-STYLE**

Life-style studies, also known as psychographics research, focus on consumers' activities, interests and opinions. Life-style variables enhance a marketer's understanding as to why consumers buy a certain product. Different groups of consumers purchase the same product in order to satisfy different unfulfilled psychological needs. Life-style profiles of consumers, when combined with demographic characteristics, could provide comprehensive information of the target market in formulating marketing strategies (Wells 1975).

Life-style is generally defined to encompass both overt behaviour of consumers, and cognitive processes and properties such as values, attitudes, opinions and interests. Life-style deals with the daily behavioural, oriented facets of people as well as their feelings, attitudes and opinions (Plummer 1974). In simple terms, it relates how people live, how they spend their time and how they allocate their time among various activities (Mowen 1990). Life-style patterns have enabled many researchers to combine demographics with the richness and dimensionality of psychological characteristics.

Table 2 lists the elements for each dimension of life-style. From these dimensions, for example, consumers' activities could then be identified by asking them to indicate what they do, what they buy and how they spend their time. Likewise, questions on interest would indicate consumers' preferences and priorities.

The most widely used approach to life-style measurement is the utilisation of AIO (activities, interests and opinions) rating statements advanced by Wells and Tigert (1971), who developed an AIO inventory of statements measuring activities such as membership in clubs and community organisations, work,

TABLE 2

## AIO CATEGORIES OF LIFE-STYLE DIMENSIONS

Activities	Interest	Opinions	Demographics
Work	Family	Themselves	Age
Hobbies	Home	Social issues	Education
Social events	Job	Politics	Income
Vacation	Community	Business	Occupation
Entertainment	Recreation	Economics	Family Size
Club membership	Fashion	Education	Dwelling
Community	Food	Products	Geography
Shopping	Media	Future	City size
Sports	Achievements	Culture	Stage in life cycle

Source : Plummer (1974, p.34).

entertainment, travel, shopping and sports. Thus AIO statements attempt to describe the life-styles of consumers through their activities and personalities to indicate what they do, what they buy and their preferences and priorities in the home, family and community. Opinion questions may cover topics such as world, local, moral, economic and social issues.

Two types of AIO statements commonly used are general life-style characteristics and product life-style characteristics. In the general life-style approach, consumers are classified into groups with similar life-styles. These groups are obtained from statistical analyses of responses to questionnaires containing AIO and demographic items that are intended to determine the overall patterns of living or basic constructs that affect a person's activities (Engel and Blackwell 1982).

The product specific life-style approach is based on AIO questions that are more relevant to the product. This approach may include items such as attitudes toward the product class or brand, frequency of use of a product or service, and media in which information is sought (Engel and Blackwell 1982). In conducting a life-style study of a specific product, both general and specific statements are usually included.

## METHOD

Primary data for the study were obtained through a survey of condominium dwellers in two areas located in the Klang Valley of Malaysia, namely, Bangsar and Old Klang Road Area. These two areas were selected because of their distinctive classification in terms of prestige. Bangsar is classified as a more prestigious residential area as it has more up-scale condominiums and more "rich and famous" residents than the Old Klang Road Area. On the other hand, the Old Klang Road Area is classified as a less prestigious area because it has more medium cost condominiums. This classification reflects the views of several established Malaysian property consultants.

A questionnaire comprising of three sections was designed for the study. Section I attempted to develop condominium dwellers' life-style profiles based on 43 general and product-specific life-style statements that included variables such as interest in outdoor activities, sports, socialisation patterns, emphasis on children and family, orientation towards arts, status considerations, and desire for style, comfort, security and privacy. Some of the statements were reverse scored to minimise direction bias on the part of respondents. Respondents were required to rate each of the statements using a five-point Likert scale. Section II consists of 31 items representing condominium physical characteristics and attributes based on a five-point Likert Scale. These included quality of finishes, price, security, availability of facilities such as swimming pool, squash court and gymnasium, as well as location in terms of proximity to workplace, school, and shopping centres. The lifestyle and physical items in Sections I and II were drawn from past studies (Wells 1974; Dinkelspiel et al 1981; Ng 1989), interviews with condominium developers as well as the personal experience of the second writer as a property development manager in the condominium market. Section III was designed to obtain information on the demographic profile of the respondents.

A total of 1,080 sets of questionnaire were distributed randomly to condominium dwellers in the two selected areas by inserting the questionnaires into their mail boxes. Respondents were requested to return the completed questionnaires in the self-addressed stamped envelope provided. The response rate of the survey was about 19 percent, whereby a total of 205 condominium dwellers completed the questionnaire.

## RESEARCH RESULTS

### Profile of the Sample

Table 3 presents a profile of the sample of condominium dwellers. In terms of distribution by location, the sample was almost equally divided between the more prestigious area, Bangsar and the less prestigious area, Old Klang Road Area. The majority of the respondents were males, aged between 25 and 44 years old Chinese or foreigners, married with children, university graduates, hold professional, administrative or managerial jobs, earn a gross monthly household income of more than RM6,000 and possess at least one or two cars. Their dwellings are most likely to be occupied by less than four persons.

## Life-style Dimensions of Condominium Dwellers

The 43 AIO statements were factor analysed to identify the underlying life-style dimensions of condominium dwellers. The factor loadings in Table 4 show that some factors can be identified to explain the life-style profiles of condominium dwellers. The statements for a factor are selected only when the absolute size of their factor loadings are greater than 0.5 so as to ensure that only very significant loadings are considered (Hair, Anderson and Tatham, 1987). These factors or dimensions (F1 to F6), representing the 17 items are shown in Table 5.

**TABLE 3**  
**PROFILE OF THE SAMPLE**

		Percent
Place of Residence	Bangsar	49.0
	Old Klang Road Area	51.0
Sex	Male	61.0
	Female	39.0
Age	Below 24 years	5.0
	25-34 years	29.0
	35-44 years	41.0
	45-54 years	21.0
Race	Above 55 years	4.0
	Malays	12.2
	Chinese	56.3
	Indians/Others	3.6
Marital Status	Foreigners	27.9
	Single	27.5
	Married with children	55.4
	Married without children	13.2
Education	Divorced/Widowed	3.9
	Form Five and below	13.8
	Form Six/Diploma	22.7
Occupation	University/Professional	63.5
	Professional	35.8
	Administrator/Manager	34.8
	Sales/Marketing Personnel	8.8
	Supervisor/Technician	3.0
Gross Monthly Household Income	Self-Employed	17.6
	Less than RM2,000	3.9
	RM2,001 - RM4,000	15.4
	RM4,001 - RM6,000	22.1
Number of Cars Owned	Above RM6,001	58.6
	Nil	5.4
	One	55.5
	Two	33.7
	Three or More	5.4
Number of Occupants	One or two	45.7
	Three or four	39.4
	Five and more	14.9

**TABLE 4**  
**FACTOR LOADINGS OF LIFE-STYLE DIMENSIONS**

	F1	F2	F3	F4	F5	F6
I look for an active life	0.77					
I always organise outdoor activities for friends	0.75					
I love outdoor activities	0.67					
I move around a lot and have many friends	0.63					
I exercise very regularly	0.55					
I am not interested in sports	-0.54					
If given a choice, I will prefer to stay in a condominium		0.81				
Condominium living is the future trend of living		0.71				
It is preferable to have neighbours of the same social class			0.84			
I prefer to have neighbours of the same race			0.72			
It is necessary for me to own a house to suit my position			0.63			
It is important to provide the right type of environment for our children				0.87		
Children should have easy access to sports facilities for their development					0.85	
My family is the most important thing in my life					0.81	
I take a lot of time and effort to teach my children good habits					0.74	
I enjoy going to an art gallery						0.81
I enjoy going to a concert						0.58



**TABLE 5**  
**LIFE-STYLE DIMENSIONS OF CONDOMINIUM DWELLERS**

Factor	Life-Style Dimensions
F1	Active Dweller
F2	Condominium-Advocator Dweller
F3	Neighbourhood-Conscious Dweller
F4	Child-Concerned Dweller
F5	Family-Centred Dweller
F6	Artistic-Biased Dweller

Factor 1, referred to as the Active Dweller, indicates that the person has a positive orientation towards outdoor activities and sports, leads an active-life and frequently socialise. Factor 2 typifies the Condominium-Advocator Dweller, a strong supporter of condominiums as the choice of living. Factor 3, the Neighbourhood-Conscious Dweller portrays the person with a preference for a neighbourhood of the same social class, and owning a dwelling to suit his or her position. The person also exhibits a preference for ethnic group homogeneity in his neighbourhood. Factor 4, referred to as the Child-Concerned Dweller, reflects an individual who is concerned with the right type of environment for the upbringing of children. Factor 5, the Family-Centred Dweller, reflects the emphasis placed by individual on the family as one of the most important aspects of their life. Factor 6, the Artistic-Biased Dweller, depicts an individual who is artistically inclined and who likes visiting art galleries and enjoys attending concerts. The component items of each factor were assessed for their reliability by using Cronbach's alpha coefficients, a test for internal consistency. The reliability scores for each factor shown in Table 6 range between 0.56 and 0.80. Thus the items are acceptable as coefficients of between 0.50 and 0.60 are considered to be the threshold of acceptable reliability (Nunnally, 1967).

TABLE 6

**RELIABILITY COEFFICIENTS OF CONDOMINIUM DWELLERS'  
LIFE-STYLE DIMENSIONS**

Factor	Alpha
1	0.73
2	0.65
3	0.67
4	0.80
5	0.62
6	0.56

**A Comparison of Condominium Dwellers' Life-Style  
Dimensions in More Prestigious and Less Prestigious Areas**

The life-style characteristics of condominium dwellers in more prestigious and less prestigious areas were analysed using t-tests. Table 7 shows that the results are statistically significant for two of the six life-style dimensions, that is, the Neighbourhood-Conscious Dweller and the Artistic-Biased

**TABLE 7  
CONDOMINIUM DWELLERS' LIFE STYLE DIMENSIONS IN MORE PRESTIGIOUS  
AND LESS PRESTIGIOUS AREAS**

Factor	More Prestigious Area	Less Prestigious Area	Significance
Active Dweller Condominium-Advocator Dweller	19.44	19.28	0.690
Neighbourhood- Conscious Dweller	24.17	23.60	0.217
Child-Concerned Dweller	16.72	17.53	0.020
Family Centred Dweller	14.72	14.65	0.817
Artistic-Biased	11.95	12.38	0.290
	13.06	12.52	0.029

Dweller. Thus condominium dwellers in the less prestigious area are more neighbourhood-conscious than their counterparts in the more prestigious area. They display a greater preference for neighbours of the same social class or race. They would prefer to choose a dwelling unit that reflects their position. Most condominiums in less prestigious residential areas such as Old Klang Road Area, Cheras and Kampung Keramat are dominated by a particular ethnic group, whereas those in more prestigious areas such as Bangsar, Taman Tun Dr. Ismail and Damansara are more heterogeneous in ethnic group distribution. On the other hand, dwellers in the more prestigious area tend to appreciate art and culture as compared to their counterparts in the less prestigious area. They would enjoy visiting an art gallery or attending a concert. Such forms of appreciation may be partly attributed to their generally higher levels of education. The mean scores, though not significant at the 5 percent level, provide some indications that respondents in the more prestigious area tend to be stronger advocates of condominium living. This favourable attitude of the higher income group for the concept of condominium living partly accounts for the mushrooming of condominium projects in the prestigious areas of the Klang Valley such as Damansara Heights, in the latter part of the 1980s.

### Physical Characteristics and Attributes of Condominiums

Factor analysis was conducted on the 31 items of condominium physical characteristics and attributes to identify the underlying constructs. The factor loadings of each of the seventeen items are shown in Table 8 while the five factors are shown in Table 9. Factor I, Sports and Recreational Facilities, reflects the preferences of condominium dwellers for facilities such as tennis court, swimming pool, gymnasium, squash court and clubhouse.

**TABLE 8**  
**FACTOR LOADINGS OF CONDOMINIUM PHYSICAL CHARACTERISTICS AND ATTRIBUTES**

Items	F1	F2	F3	F4	F5
Tennis Court	0.74				
Swimming Pool	0.71				
Gymnasium	0.71				
Squash Court	0.69				
Clubhouse	0.64				
Garden		0.76			
Playground		0.75			
Landscape		0.54			
Well-Maintained Facilities		0.50			
Proximity to Work			0.86		
Proximity to School			0.73		
Access to Public Transport			0.71		
Saunda			0.68		
Jaccuci				0.84	
Security				0.83	
Privacy					0.83
					0.81

**TABLE 9**  
**DIMENSIONS OF CONDOMINIUM PHYSICAL CHARACTERISTICS AND ATTRIBUTES**

Factor	Dimensions of Condominium Physical Characteristics And Attributes
I	Sports And Recreational Facilities
II	Condominium Environment
III	Strategic Location
IV	Relaxation Facilities
V	Design Exclusiveness

Factor II, Condominium Environment, indicates that the typical environment including garden, playground, landscape and other well-maintained facilities are important physical characteristics and attributes that appeal to condominium dwellers. Factor III, Strategic Location, portrays location factors in terms of market, work place, school and public transport. Factor IV, Relaxation Facilities, depicts relaxation facilities such as sauna and jacuzzi. Factor V, Design Exclusiveness, comprises of two essential attributes of condominium: security and privacy.

The component items of each factor were tested for reliability through Cronbach's alpha coefficients. The alpha scores for each factor were between 0.69 and 0.82, as shown in Table 10. These values are acceptable for exploratory research (Nunnally, 1967).

**TABLE 10**  
**RELIABILITY COEFFICIENTS OF CONDOMINIUM PHYSICAL CHARACTERISTICS AND ATTRIBUTES**

Factors	Alpha Scores
I	0.82
II	0.72
III	0.76
IV	0.87
V	0.69

### A Comparison Of Condominium Physical Characteristics And Attributes In More Prestigious And Less Prestigious Areas

The physical characteristics and attributes of condominiums in more prestigious and less prestigious areas were compared using t-tests. Table 11 shows that the differences in group means are significant for two dimensions, that is, Relaxation Facilities and Design Exclusiveness.

**TABLE 11**  
**CONDOMINIUM PHYSICAL CHARACTERISTICS AND ATTRIBUTES**  
**IN MORE PRESTIGIOUS AND LESS PRESTIGIOUS AREAS**

Factor	More Prestigious Area	Less Prestigious Area	Significance
Sports and Recreational Facilities	16.58	16.81	0.700
Condominium Environment	19.92	19.28	0.150
Strategic Location	15.11	14.52	0.187
Relaxation Facilities	8.38	9.36	0.011
Design Exclusiveness	13.62	13.09	0.016

The group mean scores indicate that dwellers in the less prestigious area have a stronger preference for Relaxation Facilities than those in the more prestigious area. On the other hand, dwellers in the more prestigious area express a greater desire for Design Exclusiveness, signifying their preferences for security and privacy, both features being unique to condominiums.

#### Discriminant Analysis

To determine the combined influence of the various life-style dimensions, condominium physical dimensions and demographic characteristics in discriminating between dwellers of the more prestigious area and those of the less prestigious area, discriminant analysis was conducted. The model consists of nineteen variables: six condominium dwellers life-style factors, five condominium physical dimensions and eight demographic characteristics. Table 12 shows that the overall discriminant function was highly significant and the group centroid indicated a rather high degree of differentiation between the two groups of dwellers, this is, 0.6040 and -0.5916 for dwellers in the more prestigious and the less prestigious areas, respectively. The discriminant

function correctly classified 70.3 per cent of the respondents into their actual groups. This suggests that there were significant differences between condominium dwellers in more prestigious and less prestigious areas with respect to the various dimensions studied. The standardised discriminant coefficients, which indicate the relative importance of the variables as discriminators between the two groups of dwellers showed that gross monthly household income was the most important variable, followed by educational level, Design Exclusiveness and then race. These findings have important implications for marketing managers in designing more effective marketing programmes for the condominium property market

**TABLE 12**  
**DISCRIMINANT ANALYSIS RESULTS**

	Eigenvalue	Canonical Correlation	Wilk's Lambda	Chi-Square Significance
	0.3611	0.5151	0.7347	0.0000
Variable	Coefficient	Group Centroid		
		More Prestigious	Less Prestigious	
Gross Monthly Household Income	0.5083	0.6040	-0.5916	
Education Level	0.4113			
Design Exclusiveness	0.3539			
Race	0.3522			
Artistic-Biased Dweller	0.3187			
Neighbourhood-Concious Dweller	-0.2562			
Relaxation Facilities	-0.2469			
Condominium-Advocate Dweller	0.2288			
Condominium Environment	0.1792			
Age	0.1225			
Marital Status	-0.102			
Strategic Location	0.0984			
Family Centred Dweller	-0.0889			
Active Dweller	0.0728			
Sex	-0.0669			
Child-Concerned Dweller	0.0635			
Occupation	0.0065			
Number of Occupants	0.0033			
Sports and Recreational Facilities	0.0023			

## CONCLUSION

The findings of the study show that the major types of condominium dwellers are Active Dwellers, Condominium-Advocator Dwellers, Neighbourhood-Conscious Dwellers, Child-Concerned Dwellers, Family-Centred Dwellers and Artistic-Biased Dwellers. In terms of life-style profiles, t-test result suggest that condominium dwellers in the less prestigious area are more neighbourhood conscious whereas those in the more prestigious area are more likely to appreciate artistic values. Five condominium physical characteristics and attributes dimensions were extracted from factor analysis. These are Sports and Recreational Facilities, Condominium Environment, Strategic Location, Relaxation Facilities, and Design Exclusiveness. Dwellers in the less prestigious area exhibit a greater preference for Relaxation Facilities whereas those in the less prestigious area place more emphasis on Design Exclusiveness. Income is the most important variable that discriminates between the two groups of dwellers.

The life-style profiles of consumers of condominiums would be useful to developers and property consultants in enhancing their understanding of the condominium market, explaining why certain types of condominiums could sell better than other types, and formulating effective marketing strategies. In addition, the condominium physical characteristics and attributes could help developers to design features most desired by prospective buyers. The demographic profile of condominium dwellers can be used to evaluate the characteristics of potential markets as well as to identify the segments at which marketing strategies should be targeted.

## RECOMMENDATION

The study found that household income is the most significant discriminant variable in differentiating between the two groups of condominium dwellers. Thus condominiums that are to be located in less prestigious areas should be accompanied by marketing strategies aimed at the middle income group earning a monthly household income of RM5,000 or less. On the other hand, it would be more appropriate to promote condominiums built in prestigious areas to the higher income groups. For public policy makers, a better understanding of the condominium market would guide them in formulating effective policies and planning standards so that condominium living can be conducive and comfortable.

Marketing managers could portray the type of life-styles that the targetted customers would prefer to have. For example, the artistic inclination of dwellers in the more prestigious area implies that developers can utilise the artistic appeal to position their products so as to attract their prospective buyers.

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