

Development Meets the Needs of a New Generation Z of Consumers whose Lifestyles Rely

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Abstract

Generation Z consumers are a group with their own ideas and lifestyles. The objectives of this research are: To study Development Meets the Needs of a New Generation Z of Consumers whose Lifestyles Rely. This research is qualitative research. Data was collected through in-depth interviews, including people involved in both the public and private sectors and analyze data with content analysis. The results that: Development Meets the Needs of a New Generation Z of Consumers whose Lifestyles Rely It must be given great importance to the "housing market situation", that is, the type of housing, the economy, and support measures from the government. Attention should be paid to the "behavior of the new generation" that must take into account personality, values, and lifestyles, as well as the attitude of consumers. This can be determined by loyalty, trust, Brand awareness and satisfaction must also be paid attention to the criteria for choosing a residence by taking into account the size of the housing. This will lead to what is described as "a residential development approach to meet the needs of the new generation of consumers who use digital technology". For the model of the housing development approach to meet the needs of modern consumers using digital technology, the chart is as follows: The housing market situation with the largest total influence is the base of the push at the bottom. Behavior of the new generation And the attitude of consumers is in the middle, and the criteria for choosing a place to choose a place to live are also at the upper level. The chart image can be determined from direct influences and indirect influences, and the aggregate influence of all latent variables that influence and affect each other.

Keyword: Development Meets/ Needs of a New Generation Z/ Consumers whose Lifestyles Rely

1. Introduction

Consumer attitudes for information on purchasing a first home Buyers want a home close to their workplace at 65 percent, followed by those wanting to expand and first-time home owners at 55 percent and 50 percent, respectively. In addition, 21 percent of first-time homebuyers were the group that chose to live near their family the most compared to other groups. If specific to each age group, it was found that 72 percent of people close to retirement age 50-59 years old and 65 percent of elderly people aged 60-69 years want housing close to public transportation. and a location near a hospital Meanwhile, the new generation, aged 22-29 years, want a place to live near their workplace, 59 percent, and also use other factors in choosing a place to live that are higher than other age groups, including location near restaurants. Close to family and close to exercise places, respectively (DD Property, 2019)

As for the behavior of the new generation in the 5.0 era that requires speed with technology, including people born since 1997 and above, it is considered Generation Z (Generation Z), a group that There is a need to be yourself in the form you want. (individualized) Currently, this generation is still young or about to graduate. The difference between this generation and Generation Y is that this generation has a desire to be connected to the digital world at all times. Even though this group of people is still unable to fully support themselves, Still have to depend on money from family. But it is a group that always wants different things and wants more. In a life that has its own specifics If you want any information, you must find it quickly on the internet. Including from social networks, online social networks (social networks) and in the future this generation will enter the home buying market. Therefore, the housing market must prepare. In response to this new generation who have all kinds of opinions in making choices, parents will not have much influence in deciding to purchase a home. This generation will be hesitant and unwilling to start life. The family therefore does not want to buy a large house. The important thing is Those residences must have amenities. Connect complete systems, especially wireless systems. Internet and social media These new generations It will not even change the way of living. But it is a group that will demand and have clear and straightforward opinions about the form and use (Samma Kitsin, 2023) from the aforementioned problem The researcher is therefore interested in studying Development Meets the Needs of a New Generation of Consumers whose Lifestyles Rely on Generation Z

Research Objectives

To study Development Meets the Needs of a New Generation Z of Consumers whose Lifestyles Rely

2. Research Methodology

Research on Development Meets the Needs of a New Generation Z of Consumers whose Lifestyles Rely The researcher used a qualitative research method by collecting data from documents (Documentary Research) by reviewing concepts and theories from relevant documents and researches.

Data Analysis

The researcher analyzed data from documents and analyzed content (Content Analysis) by studying various documents and research related to the study to be analyzed and compared in order to obtain accurate and reliable information and perform data validation and reliability with triangular data validation, i.e. Consider the consistency and differentiation of data from time sources, Sources of places and sources of people

3. Findings

Development Meets the Needs of a New Generation Z of Consumers whose Lifestyles Rely It must be given great importance to the "housing market situation", that is, the type of housing, the economy, and support measures from the government. Attention should be paid to the "behavior of the new generation" that must take into account personality, values, and lifestyles, as well as the attitude of consumers. This can be determined by loyalty, trust, Brand awareness and satisfaction must also be paid attention to the criteria for choosing a residence by taking into account the size of the housing. This will lead to what is described as "a residential

development approach to meet the needs of the new generation of consumers who use digital technology". For the model of the housing development approach to meet the needs of modern consumers using digital technology, the chart is as follows: The housing market situation with the largest total influence is the base of the push at the bottom. Behavior of the new generation And the attitude of consumers is in the middle, and the criteria for choosing a place to choose a place to live are also at the upper level. The chart image can be determined from direct influences and indirect influences, and the aggregate influence of all latent variables that influence and affect each other. Housing development to meet the needs of modern consumers using digital technology. Economic fluctuations are the cause of the real estate crisis because real estate is naturally a variable that changes according to economic conditions and other environmental factors. Real estate is a sign of wealth. When the economy is good, people buy real estate for use and invest, entrepreneurs are careful in their business operations. Entrepreneurs need to use information to determine guidelines and plans for investment and real estate development. Cost-effective In particular, the reduction of construction costs that are still promising to be at a high level by using technology to help in the field of construction, and the development of environmentally friendly housing according to the specified criteria must be increased, the installation of environmentally friendly and energy-saving equipment or technology, as well as taking into account green areas in the project. Choose construction equipment and machinery that reduce pollution.

Conclusion and Recommendations

From this research, it can be concluded that Development Meets the Needs of a New Generation Z of Consumers whose Lifestyles Rely can use the research results to improve the resources of Development Meets the Needs of a New Generation Z of Consumers whose Lifestyles Rely, to be beautiful and perfectly suitable for development house. The research results support both public and private sector stakeholders in realizing and giving importance to management to create safety for Development Meets the Needs of a New Generation Z of Consumers whose Lifestyles Rely

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