

## URBAN SPRAWL AND CHANGES IN COMMUNITY LIFESTYLE IN JOHOR BAHRU CITY

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### Abstract: -

Previous studies are less clear discussing about the impact of urban sprawl on the lifestyle of the community. The objective of this study is to determine the differences in the lifestyle of the community in Johor Bahru City as a result of the urban sprawl. A total of 500 heads of households are involved in the survey with a 45-year-old minimum age group in the city. This study uses t-test analysis and the findings show that the overall lifestyle aspect of the community in Johor Bahru City shows a significant difference between the present and the previous as a result of the urban sprawl of all the lifestyle constructs and the overall lifestyle aspect itself.

**Keywords:** Urban Lifestyle, Urban Sprawl, Urbanization Impact, Johor Bahru, Lifestyle



## INTRODUCTION

The process of urban sprawl in Malaysia is not a new thing as it happens to all cities in Malaysia in particular and other cities outside the country generally. According to Brueckner and Fansler (2001), Katiman Rostam et al. (2010), Livanis et al. (2006) and McGee (2010), urban sprawl are a low-density physical form of a large urban area and extend to the periphery, usually using agricultural land for urban area expansion purposes. However, previous studies are less clear to discuss about the impact of urban sprawl on the lifestyle of the community, and in the context of Malaysia, Johor Bahru City is the focus of this study. Previous studies such as Stone Jr. (2008) and Torres et al. (2007) is about the deterioration of environmental quality; Nam et al. (2012) problem of road congestion and increased fuel consumption; Ewing et al. (2003) urban sprawl creates problems for traffic and pedestrians; Carruthers and Ulfarsson (2008) as well as Hortas-Rico and Sole-Olle (2010) regarding the cost of providing public utilities or urban infrastructure; Sandow (2014) issues of social activity decline; Cinyabuguma and McConnell (2013) neighborhood problems; and Terzi and Bolen (2012) urban management problems by local authorities. Hence, the objective of this study is to determine the differences in the lifestyle of the community in Johor Bahru City as a result of the urban sprawl. The study uses a total of seven lifestyle constructs from the psychographic model founded by Plog.

## Methods and Model

A survey was conducted on the head of household amongst these original inhabitants aged 45 years and over with a total of 500 respondents, and this study uses t-test analysis. This research has been using Plog's Psychographic Model was formed by Stanley Plog in 1967 (Litvin & Smith, 2015). This model is derived from a study conducted by Plog around the 1960s on "why tourists do not want to use the airplane?" and "which travelers do not want to use airplane?" (Litvin & Smith, 2015). After a series of quantitative studies conducted, he found that an individual's lifestyle is a determinant of the above questions. The important seven constructs involved in this model namely: good values, the positive attitude, the good view, the good interest, the positive will, the right beliefs and the good daily activity or routine (Table 1). In Plog's view, the character of a human being remains in one's self and it is difficult to change, despite their various external influences or their surroundings. The mechanism of this model argues that if all the constructs change toward goodness, then the lifestyle of the society will be better. The following operational definitions explain that lifestyle constructs are the result of changes in their environment and in this study refer to the change from urban sprawl.

**Table 1. Definisi operasional bagi konstruk psikografik gaya hidup**

No.	Construct	Operational definition
1.	Value	... is referring to something that is good or pure in nature and it is present in a person's impact from the surrounding, thereby establishing a noble personality.
2.	Attitude	... referring to the effects of surrounding change on thoughts, views and actions. In general, psychographic measurement of lifestyle refers to a person's positive attitude toward themselves or their surrounding.
3.	View	... referring to individual self-assessment of a thing in a positive or good context, it is certainly based on experience and knowledge in one's self.
4.	Interest	... is a person's personal tendency towards something that happens in the surrounding of the effects of current changes. Good interest can make a difference to a person's lifestyle consciously or unconsciously.
5.	Will	... referring to a need or requirement beyond the limitation of ability that sometimes is not necessarily indispensable to one's self and it is merely to fulfill self-indulgence. The positive will in the context of a lifestyle is what happens when they need to adapt to their own abilities. On the other hand, a negative will occurs if the lifestyle is practiced beyond self-esteem.
6.	Beliefs	... is believing something in the right or right way so as to bring a lifestyle change to one's self.
7.	Daily activities or Routine	... refers to one's daily activities and is carried out regularly or becomes a routine of their lives, thereby affecting one's personal lifestyle.

Source: Adapted from Litvin and Smith (2015), Pearce et al. (1998), Plog (1991) and Reisinger and Mavondo (2003)

## Results

In the context of the overall lifestyle of the Johor Bahru City community, there is a difference in comparison with the current urban sprawl for all the lifestyle constructs and overall aspects of the lifestyle itself. This is evidenced by the analysis of Paired t- test showing the significant level is  $p \leq 0.05$  with a significant level of 0.000 and SD (87.92) and the t distribution (3.673) is widespread showing significant differences. In this case, the researcher accept  $H_1$ , namely:

$H_1$  There is a significant difference between lifestyles before and the present day lifestyle of urban overtures.

Similarly, in the context of urban sprawl' zones comparison, independent t-test analysis found that the overall lifestyle aspect itself today as compared to previous urban sprawl in the Johor Bahru City by zone (Zone 1 and 2) is undergoing a change. This is because the analysis shows that the significant value is at the level of 0.032 or  $p \leq 0.05$  with the SD value

of the mean is different, the distribution of F is independent and widespread and the distribution of t is also quite different between respondent's mean answers. All the differences in SD, F and t values make it has a significant values is less than  $p \leq 0.05$  with a significant level of 0.000. This suggests that, the lifestyle of the people in Johor Bahru City is different than ever for both zones of the study area, whether the original urban or suburban areas of the present day the urban sprawl. Therefore, the study accept  $H_2$ , namely:

$H_2$  There is a significant difference between lifestyles before the current lifestyle in accordance with the urban sprawl' zones.

### Discussions and Conclusion

This study concludes that the overall lifestyle aspect of the community in Johor Bahru City shows a difference between the present and the previous as a result of the urban sprawl of all the lifestyle constructs and the overall lifestyle aspect itself with the level of significance is  $p \leq 0.05$ . This is supported by or parallel with the previous study findings by Anuar Amir (1990; 2004) in his study in Johor Bahru and some western scholars such as Hortas-Rico and Sole-Olle (2010), James et al. (2013) as well as Wiewel and Schaffer (2001) that have had community-related problems and management in their study towns. In conclusion, studies emphasize that the urban sprawl has changed the lifestyle of the people in this city.

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