

## **The Relationship between Land Use Factors and Feeling of Happiness at the Neighbourhood Level**

**Authors :** M. Moeinaddini, Z. Asadi-Shekari, Z. Sultan, M. Zaly Shah

**Abstract :** Happiness can be related to everything that can provide a feeling of satisfaction or pleasure. This study tries to consider the relationship between land use factors and feeling of happiness at the neighbourhood level. Land use variables (beautiful and attractive neighbourhood design, availability and quality of shopping centres, sufficient recreational spaces and facilities, and sufficient daily service centres) are used as independent variables and the happiness score is used as the dependent variable in this study. In addition to the land use variables, socio-economic factors (gender, race, marital status, employment status, education, and income) are also considered as independent variables. This study uses the Oxford happiness questionnaire to estimate happiness score of more than 300 people living in six neighbourhoods. The neighbourhoods are selected randomly from Skudai neighbourhoods in Johor, Malaysia. The land use data were obtained by adding related questions to the Oxford happiness questionnaire. The strength of the relationship in this study is found using generalised linear modelling (GLM). The findings of this research indicate that increase in happiness feeling is correlated with an increasing income, more beautiful and attractive neighbourhood design, sufficient shopping centres, recreational spaces, and daily service centres. The results show that all land use factors in this study have significant relationship with happiness but only income, among socio-economic factors, can affect happiness significantly. Therefore, land use factors can affect happiness in Skudai more than socio-economic factors.

**Keywords :** neighbourhood land use, neighbourhood design, happiness, socio-economic factors, generalised linear modelling

**Conference Title :** ICPUD 2018 : International Conference on Planning and Urban Design

**Conference Location :** Tokyo, Japan

**Conference Dates :** April 05-06, 2018