

The Preliminary Results on the Push Factors for the Elderly to Move to Retirement Villages in Malaysia

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ABSTRACT

Many countries are witnessing a rise in the ageing population, which has become a global phenomenon that all nations must address. As the population of greying people is expected to increase in Malaysia, the demand for senior citizen accommodation is predicted to have experienced a major rise by 2030. However, although studies related to retirement villages (RV) are highly important to understand how to provide a better ambience for the elderly, research on the development of retirement villages in Malaysia is yet to gather pace fully. Thus, this paper aims to explore the potential of the retirement village in Malaysia by focusing on the push factors for the elderly to move to retirement

villages in the local Malaysian context. The outcome of this paper presents the initial findings derived from a literature review and pilot survey. Eight potential push factors were identified after questions were posed to potential respondents through a pilot survey questionnaire. The research revealed that the main potential reason why the elderly relocate to retirement villages was related to social factors, with the elderly preferring better access to healthcare and support due to their unique requirements. The findings of this study are relevant to

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Chapter 11, as underlined in the Sustainable Development Goals (SDGs), which call on all governments to offer access to a secure, green environment for everyone, especially the elderly. Theoretically, this research provides the first findings on the elements that encourage the elderly to relocate to an RV when they retire in Malaysia.

Keywords: Elderly, Malaysia, push factors, retirement village

INTRODUCTION

Many developed countries are experiencing an increase in the ageing population. In Australia, the demand for retirement villages grows (Zuo et al., 2014) as the population expands. The greying population of the future is expected to be more open to accepting retirement villages as an accommodation option that could cater to the needs of the elderly. It aligns with the sustainable development goals that aim to ensure healthy lives and promote well-being. The Sustainable Development Goals (SDG) of Economic and Nation Chapter 11.7 urges all countries to provide access to safe, green spaces for all, including older persons.

In Malaysia, the Ministry of Women, Family, and Community Development expects the greying population to rise by 2030, resulting in higher demand for senior citizen accommodation (Meikeng, 2017). The population over the age of 65 in Malaysia is projected to have increased by more than 15% by 2030 (Lim et al.,

2019), so senior homes will need to be tailored to baby boomers as they age. In 2020, the Department of Statistics, Malaysia highlighted that the population aged over 65 had increased from 2.2 million to 2.3 million in just one year. Thus, Malaysia's demand to accommodate or facilitate this ageing society will significantly increase. The housing options for senior citizens have now expanded beyond the usual choice of remaining in their own homes. Flexible and suitable options have emerged, such as going into specialist or residential care facilities, which promote independence and well-being (Robinson et al., 2020).

In the last decade, the acceptance of and demand for retirement villages have become popularised among the ageing population (Bernard et al., 2012). With the significant rise in the ageing population, it is necessary to find ways to assist these elderly citizens to live their golden years in good health and comfort (Lim et al., 2019). According to Grant (2006), the environment for the retirees of the baby boomer and future generations is expected to change as they regard themselves as more than just grandparents who stay at home. The baby boomer and future generations expect an active lifestyle in their retirement years. Meanwhile, poor health and deteriorating physical function may contribute to the intention to move into a retirement home. Crisp et al. (2013) asserted that senior citizens who foresee an increased need for service as they age, based on their current health, are more likely to need the support provided by a retirement village.

The retirement village is a new housing concept generally established in developed countries (Hayward, 2012). For example, Australia (Hu et al., 2017), New Zealand (Nielson et al., 2019), and the United Kingdom (Lim et al., 2019) have been adopting this concept to provide a better living ambience for the elderly. However, in Malaysia, the retirement village concept is in its infancy compared to the situation in many developed countries (Ng et al., 2020). As in other developing neighbours, for instance, Thailand (Leartbodyasin & Potisaratana, 2015), the RV concept is still in the introductory phase. The development of retirement villages in Malaysia is limited to only four established facilities, namely Green Acres, The Green Leaf, Ara Greens Residence, and Eden-on-the-Park (Begum, 2017). However, Malaysia must confront the reality of the increasing older population in the coming years (Lim et al., 2019). Furthermore, each week sees alarming incidents of older adults being abandoned by their families and ending up in old folks' homes (Lim et al., 2014).

It can be concluded that providing a retirement village is necessary to offer a better post-pension life option; however, there has been little response from stakeholders such as end-users, public and private investors, and legal practitioners. Therefore, understanding how to develop interest among these stakeholders, especially the end-users (the elderly), is critical so that the retirement village concept in Malaysia

can develop effectively. Therefore, this paper will elaborate on the push factors for the elderly to move to retirement villages.

LITERATURE REVIEW

Definitions of Retirement Villages

A retirement village is a customised property for a certain age group. In the literature, this age group is referred to as retired people (Broad et al., 2020), the age-segregated community (Hu et al., 2018), older people (Hu et al., 2019), and the growing ageing population (Xia et al., 2014). In other words, a retirement village is a new form of a home designed for people of a certain age group. The retirement village is an improved shelter for the elderly that reflects the facilities and services required by the elderly. A retirement village provides diverse services and facilities (Hu et al., 2018); ergonomic needs, amenities, and services based on older adults' unique requirements (Lim et al., 2020); accommodation, services, and facilities for older people (Hu et al., 2019); and accommodation and cares for the growing ageing population (Xia et al., 2014). It offers an option for greying people to live the later phase of their life in comfort and with the necessary care. The improved design of these villages' social, economic, and environmentally sustainable features (Hu et al., 2018) can be adapted to match the current goal of the ageing population to maintain a healthier lifestyle.

Table 1

Summary of the definitions of retirement village by various authors

Authors	Definition
Hu et al. (2018)	A retirement village is “an age-segregated community that provides diverse services and facilities to meet the residents' unique needs in later life.”
Lim et al. (2020)	A retirement village represents “a novel living option where spaces, services, activities, and facilities are tailored to meet the ergonomic needs of the elderly.”
Barker et al. (2012)	A retirement village is “designed with diverse amenities and services based on the elderly's unique requirements.”
Hu et al. (2019)	A retirement village comprises “a residential environment that is specifically designed to provide older people with accommodation, services, and facilities in order to meet their requirements.”
Xia et al. (2014)	The retirement village is “one of the viable housing options that can accommodate and care for the growing ageing population.”
Hu et al. (2018)	Retirement villages are suggested, “to embrace social, economic, and environmental sustainability features to deliver a sustainable living environment.”

A retirement village can be defined as an optional housing scheme for the elderly to live in during their retirement years. Several definitions have been summarised from the literature review and are tabulated in Table 1. However, it is useful to explain further the difference between the new concept of a retirement village and the existing concept of an aged care home. As previously identified, they are based on two different types of funding: the latter is funded by donors, that is, donations from charitable bodies or government contributions; meanwhile, the former is resident-funded, whereby fees are obtained from the residents. Retirement villages are private operations managed by private developers, with the village solely funded by the residents. A retirement village

is also profit-oriented since the ability to pay applies to the residents (Leartbuasin & Potisarattana, 2015). However, aged care homes normally receive government funding or public donations to help those elderly in need. According to Sulaiman et al. (2006), an aged care home in Malaysia is provided for by three main parties, i.e., the government or public sector, non-governmental organisations (NGOs), and the private sector.

Retirement Villages as an Option After Retirement and the Challenges Involved

The development of retirement villages has been accepted worldwide since the importance of implementing elderly-friendly community features has started to become a

crucial element in developing such villages. It is due to the unique characteristics of the aged population. In Asia and some other countries, the cultural practice is that children are obliged to take care of their parents (Mao & Chi, 2011). Nonetheless, the elderly are expected to be more active in the community rather than staying at home and looking after their grandchildren in the future. After retirement, it has been argued that the elderly should enjoy life and live comfortably after their long service and hard work for the country and society. In addition, the younger generation is becoming preoccupied with multiple work commitments, making it challenging for them to care for and provide companionship for their elderly parents (Ng et al., 2019).

In the modern world, the country and society must prepare for the change and adaptation in the lifestyles of ageing people, which may affect not only the country's demographic features but also its economy. Therefore, as Lim et al. (2020) mentioned, it is now necessary for the country's policymakers to explore the housing options for the future greying generation. As a new form of housing for the elderly (Ng et al., 2020), the retirement village has been widely accepted in developed countries. For example, in New Zealand, the first retirement village concept emerged in the 1990s (Hayward et al., 2012), and the current number of retirement villages has reached about 29,801 units (Nielson et al., 2019). Similarly, studies from the United Kingdom have shown that over 30% of the country's ageing population has seriously

considered moving into a retirement village (Lim et al., 2019).

According to Judd et al. (2010), almost 63% of Australians would prefer to move to a retirement village after their retirement. As in the United Kingdom, more than 30% of the elderly population would consider living in a retirement village after their retirement to enhance their quality of life (Holland et al., 2017). Notably, the acceptance rate in other developed countries (Bernard et al., 2007), as in Australia, is higher. It is due firstly to the proper planning of the retirement village scheme, which has been a well-defined concept for over 30 years under the States Act (Hu et al., 2017), as well as the higher awareness (Xia et al., 2015b) of the people in these countries. The norm is that retirement village residents plan to meet facility costs through retirement funds and other financial schemes. Therefore, without a clear retirement village concept, the number of potential residents of an RV will be reduced significantly due to the limited understanding of the provision of such services and their essential features.

However, the notion of retirement villages in Malaysia is slowly developing. The elderly population has expressed resistance to the concept since the norm in Malaysia is that older adults will be taken care of directly by their children and extended family. It is considered a positive cultural element: the sense of responsibility to take care of the older generation. However, there are situations where elderly couples and individuals are childless or unmarried, and their extended family finds it difficult

to take care of them due to their other commitments. As a result, the elderly will be left to survive alone without physical and mental support. Therefore, it strengthens the need to establish RVs in Malaysia.

Furthermore, negative perceptions exist of the concept of the existing aged care home in terms of their physical facilities and the community's beliefs. These have blinded society to the importance of providing housing mainly designed for older people. Another major challenge is the financial factor. Commonly, retired people have reduced financial capability after retirement (Zuo et al., 2014), while an RV involves considerable costs. Therefore, planning before retirement is needed to make the financial arrangements to allow the elderly to move into retirement villages. Thus, the high costs of accessing RV facilities will remain a key drawback that might prevent the elderly from enjoying their retirement in a retirement village (Osei-Kyei et al., 2020).

The establishment of retirement villages has been slow to emerge due to the challenges and resistance from Malaysian society but examining the promotion of RVs must be undertaken as such facilities would provide a better housing ambience for the elderly. Thus, this paper will further explore the push factors that would encourage the elderly to move to an RV after retirement.

Push Factors for the Elderly to Move to Retirement Villages

Retirement villages are considered an important aspect of the social and physical development of the elderly. The theory

of an ecological ageing model connects residential environments and health (Oswald et al., 2007). The ecological ageing model suggests that demographic factors such as age, gender, and race directly influence the ageing pattern, as does the dynamic interplay between biological and behavioural elements (Satariano, 2006). In Lawton and Nahemow's Ecological Theory of Ageing (ETA) (1973), the overall framework of the theory encompasses various types and levels of personal skills and environmental characteristics, such as housing standards, neighbourhood conditions, and public transportation (Wahl et al., 2012). The theory suggests that the competencies and needs associated with individuals vary in different environments and may lead to different outcomes. The research conducted by Oswald et al. (2007) found that participants living in more accessible homes perceived their residences as meaningful and valuable; they also felt responsible for the external influences on their living conditions. Thus, they were more independent in their daily activities and better sense of well-being. The theory reinforces the importance of the residential conditions and the lives of the elderly.

Meanwhile, Hu et al. (2015b) identified three main characteristics of a retirement village: social factors, economic factors, and environmental factors, as illustrated in Figure 1 and explained in Table 2. Research conducted in Australia has proposed advanced features for a retirement village. Hu et al. (2015b) stated that a retirement village considers sustainability, which

should be enabled to meet its residents' social, financial, and environmental requirements, besides their basic needs as older people (Hu et al., 2015b). Moreover, RVs should be affordable for the elderly to purchase and remain in, as this population experiences reduced financial capabilities

during their retirement (Lim et al., 2020). A well-designed village will encourage the elderly to be actively and healthily involved in their community, which will indirectly prevent issues such as social isolation, loneliness, and depression.

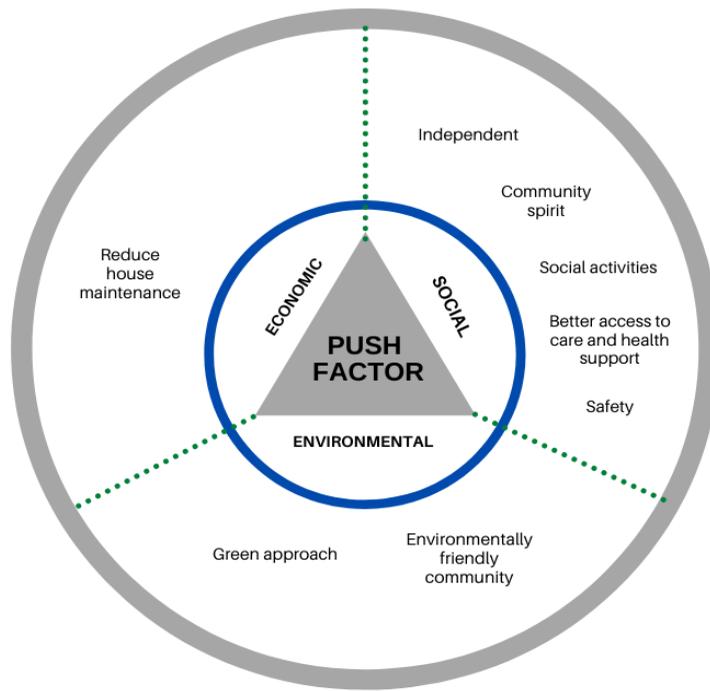


Figure 1. Potential push factors for the elderly to move to retirement villages

Social Aspects. Under social factors, nine items have been identified. Ageing healthily is the main aspiration under social factors. Ageing healthily means preserving one's physical and mental capacity as one ages. Maintaining a less stressful lifestyle, more security, and a community spirit requires changes to older adults' environment, including their housing, daily activities,

support system, and community. The elderly will physically deteriorate as they age, but the factor of remaining independent could encourage them to move to a retirement village. Meanwhile, resident-centred villages with better access to healthcare assistance will add value to the decision to move to such a facility. Research in Australia found that the desire for more free

time, more time to spend with other people, and a lifestyle change pushed older people to move to retirement villages (Judd et al., 2015).

Economics Aspects. Under the second cluster, economic factors, two important items have been identified: the need for downsizing and affordability. Financial affordability is an important expectation among both baby boomers and other generations. The financial capacity of the elderly declines after their retirement, so some will rely on their pension allowance,

savings, investment returns, and other funding, such as from their children. Meanwhile, downsizing includes a reduction in the size of their property, a reduction in the home's financial value, and/or a tenure transition from homeownership to renting (Banks et al., 2007). Some might define downsizing as reducing the external area (such as that of a garden) yet keeping the internal space unchanged (Judd et al., 2014). The decision to downsize is complex due to the various backgrounds and diverse preferences of the people involved.

Table 2

Summary of push factors for the elderly to move to a retirement village

Cluster	Motivation factors	Push Factors Identified	References
Social	To ensure independent living	Wanted by others, such as family members	Ng et al. (2019)
		Remain independent	Hu et al. (2015a)
Social	Community spirit in a retirement village	Find friendship and community spirit	Hu et al. (2015a)
		Sense of belonging	Hu et al. (2017)
Social	Enjoy social activities in a retirement village	Lifetime learning & improvement	Hu et al. (2015)
		Less stressful lifestyle	Hu et al. (2017)
Social	Better access to assistance with care and health support	Better access to assistance with healthcare issues	Xia et al. (2014)
Social	Safety	Privacy	Hu et al. (2015a)
		Find security	Hu et al. (2015a)
Environmental	Enjoy the facilities in a retirement village	Environmentally friendly community	Barker et al. (2012)
Economic	Reduce house maintenance	Downsizing/Reduce home maintenance	Xia et al. (2015a)
		Use of environmentally friendly materials, technologies, and energy	Zuo et al. (2014)
		Affordability	Hu et al. (2020)

Environmentally Friendly Aspects.

The third cluster is the environment; the retirement village industry should take responsibility for environmental sustainability (Kronenberg, 2008). In terms of sustainable retirement villages, environmental sustainability refers to energy and resource efficiency, materials efficiency, and the enhanced quality of the indoor environment. In addition, sustainability aims to reduce the negative impacts of a village's development and enhance its environment by offering a natural residential setting.

METHODOLOGY

The study used a quantitative approach to the current situation in Malaysia concerning the establishment and development of the retirement village concept. A survey was conducted and distributed to the respondents.

In line with the objectives of this paper, a literature review was undertaken to identify the potential push factors for introducing retirement villages in Sarawak. The purpose of the review was to discover and accumulate the current push factors to generate an extensive list that might vary in terms of industries, organisations, parties, and countries. For the systematic review of this paper, the central question posed was, "What are the push factors to introduce retirement villages in Sarawak?" The keywords were 'Sustainable', 'Retirement Village', 'Push Factors', 'Driver', and 'Motivation'; these were used with the Scopus and Web of Science websites. All the articles were in English, and fifteen

main articles were selected to be reviewed as pilot articles; these were limited to work published since 2014. Accordingly, the snowball technique was adopted to obtain more evidence to support the main findings, where it is suitable to be used when the population of interest is hard to reach (Etikan et al., 2016). According to the discussion from the literature review, approximately 13 potential push factors were categorised under three main clusters, i.e., economic, social, and environmental.

The pilot survey was conducted to measure the respondents' patterns and make the necessary changes to the survey instrument for this research. The pilot survey ensured that the survey worked in the way the researchers had planned (Blair et al., 2013). The researchers also indicated the time needed to finish the questionnaires. Purposive sampling was used; the samples came from selected targeted groups with similar purposes and characteristics. The main criteria were that the respondents should reside in Sarawak and fall under generation X. Generation X are those aged between 42 and 56 years old. The pilot sample size was determined using an estimation by Viechtbauer et al. (2015) with a confidence level of 95%, and the minimum probability of detecting a problem was 10%. Therefore, a value between 5% to 10% was acceptable. Thus, the required sample size was 28 respondents. In total, 36 respondents were collected, which was more than sufficient. The questionnaire was distributed to the relevant potential respondents through email and social media.

RESULTS AND DISCUSSION

Respondents' Demographics

Thirty-six respondents (61% male and 39% female) participated in this study (see Table 3). An overview of the respondents' profiling was assessed through SPSS software. The two demographics that were taken into consideration were religion and race. Based on the literature, religion and race play important roles in determining preferences for and perceptions of being

relocated to a retirement village. In addition, the idea is often influenced considerably by the value of filial piety (Ng et al., 2020). Most respondents were Islam (72%) and Malay (67%) and had between three and four children (28.4%). In terms of occupation, 34.1% of them worked in the private sector, and 21.8% were from the public sector. Retirees comprised 20.6% of the total respondents.

Table 3

Demographic characteristics

Demographic profile		Frequency (No)	Percentage (%)
Gender	Female	14	39
	Male	22	61
Religion	Islam	26	72
	Christian	8	22
	Other	2	6
Race	Malay	24	67
	Chinese	2	5
	Iban	6	17
	Melanau	2	5
	Prefer not to say	1	3
	Other	1	3

Financial Capacity and Preferences

This survey also examined the financial capacity of the respondents and their willingness to spend if they intended to move to a retirement village (Refer to Figure 2). More than 60% of the respondents preferred a retirement property valued below RM300,000, with 36% preferring a value

less than RM150,000. Meanwhile, 34% preferred a value of less than RM300,000 but more than RM150,000. Regarding preferences to rent a property instead of buying, about 64% opted for the minimum expenditure offered, which was lower than RM1,500 per month.

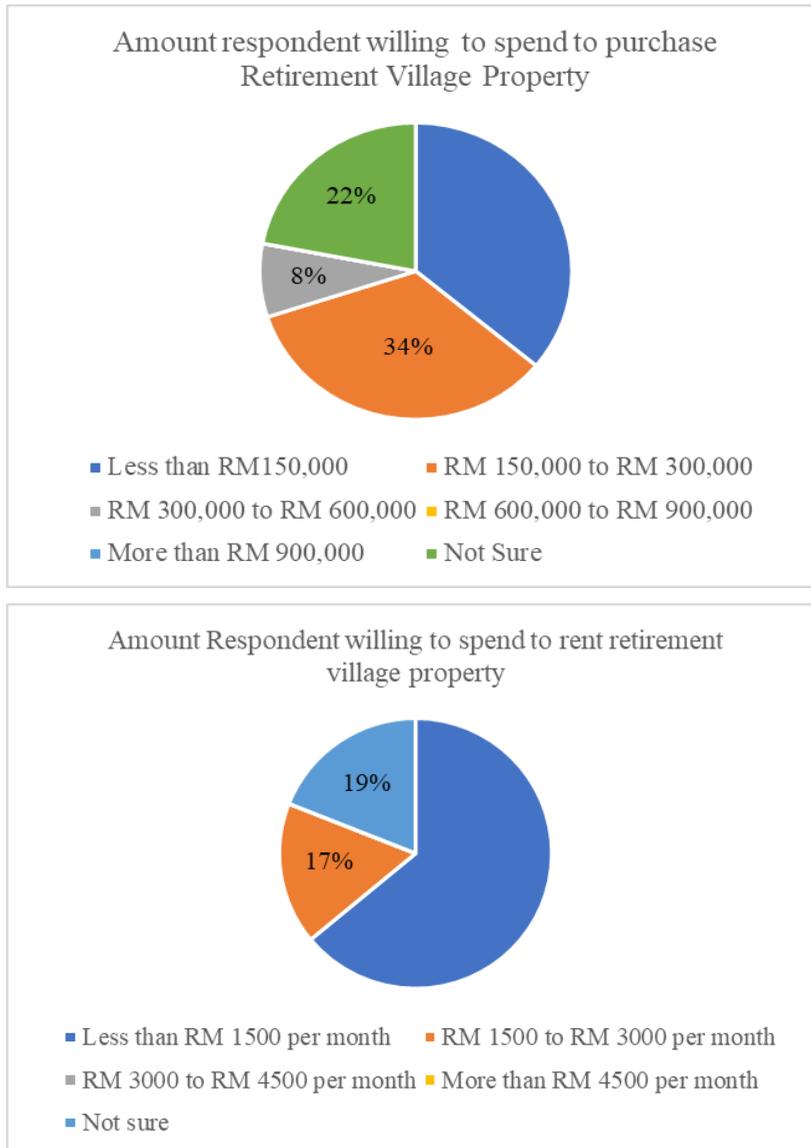


Figure 2. Financial capacity

Push Factor Perceptions of the Respondents

Regarding motivation for relocating (B_Q7A to B_Q7G), the scale reliability was excellent. In this case, the standardised alpha was 0.969. Table 4 shows the values of the mean and standard deviation (SD). The

mean values of the motivation factors were skewed towards the agreement. Respondents generally agreed that the factors provided were the push factors for the elderly to move into a retirement village. B_Q7E ranked the highest of the push factors, with a mean score of 4.111. The high mean score

Table 4

Mean and standard deviations for push factors to move to the retirement village

Question	Motivation	Mean	SD
B_Q7A	Ensure independent living	3.666	1.041
B_Q7B	Community spirit in Retirement Village	3.944	1.012
B_Q7C	Enjoy social activities in Retirement Village	3.805	0.980
B_Q7D	Enjoy the facilities in Retirement Village	3.944	1.012
B_Q7E	Better access to assistance with care and health support	4.111	1.063
B_Q7F	Reduce house maintenance	3.916	0.996
B_Q7G	Safety	4.083	1.079

was due to older adults' need for healthcare and support, as their health will deteriorate over time. Zuo et al. (2014) stated that older people experience reduced physical capabilities and have particular ergonomic requirements. Therefore, increasing age means that attentive care—the physical and emotional care given by others—is necessary. However, today's younger generation leads hectic lifestyles and is preoccupied with life's obligations, making it difficult to care for their old parents. Hence, the older tradition is shifting to new ways of ageing and the retirement village (Lim et al., 2020).

B_Q7G ranked second-highest, with a mean of 4.083. The elderly need to feel secure and find their privacy in the retirement village. Feeling secure refers to living comfortably and without fear. A feeling of security exists because residents usually inhabit a retirement village with mutual objectives (Osei-Kyei et al., 2020). A retirement village is also usually a gated residence with security. The retirement village gives the residents privacy compared

to the more open concept of old folks' homes. For example, a resident can choose an apartment or a house for himself and still receive healthcare services and support from the developers.

Next, B_Q7B and B_Q7D ranked third-highest, with similar means of 3.944. These refer to the social factors of finding a community spirit and enjoying the facilities available in a retirement village. These two factors enhance active post-retirement lifestyles and promote longevity. Gardner (2005) mentioned that the anticipation of leading a more active life and the life span transitions of failing health are the key motivations for living in a retirement village.

Finance is another key factor that motivates the elderly to move into a retirement village. B_Q7F ranked fifth-highest, with a mean score of 3.916. Retirement villages are said to be able to reduce home maintenance. A retirement village offers the appropriate support and services to enable older people to maximise their benefits without exceeding their

financial capabilities (Hu et al., 2015). The second-lowest ranked item was B_Q7C, with a mean score of 3.805. The older adult will be able to enjoy the activities available in a retirement village. This type of village is equipped with facilities that accommodate their physical limits while incorporating social and friendly facilities (Xia et al., 2014). The lowest rank, with a mean score of 3.666, was gained by B_Q7A, whereby independent living was the least-important concern for the elderly when considering moving to a retirement village.

Cross-Tab on the Influence of Demographic

In comparing gender, all indications were that no items were weakly significant (p-value >

0.10); therefore, the k = population (gender) medians were equal. No major difference in opinions was identified. However, when comparing race, B_Q7C and B_Q7D were weakly significant, with Kruskal-Wallis chi-squared (KW) = 10.156, df = 5, and p-value < 0.01, and KW = 10.581, df = 5, and p-value < 0.10, respectively. Tables 5 and 6 show the differences in percentage. B_Q7A was statistically significant in terms of religion, with Kruskal-Wallis chi-squared = 6.017, df = 2, and p-value < 0.05. Table 7 illustrates the differences in percentage. Therefore, some motivations for relocating were potentially related to the respondents' religious affiliations.

Table 5

Crosstab between B_Q7C versus race

Rank	Malay (%)	Iban (%)	Melanau (%)	Prefer not to say (%)	Others (%)
1	8.33	0	0	0	0
2	0	16.67	0	0	0
3	12.50	16.67	0	100	100
4	62.50	66.67	50	0	0
5	16.67	0	50	0	0

Table 6

Crosstab between B_Q7D versus race

Rank	Malay (%)	Iban (%)	Melanau (%)	Prefer not to say (%)	Others (%)
1	8.33	0	0	0	0
2	0	16.67	0	0	0
3	12.50	16.67	0	0	0
4	58.33	66.67	50	0	0
5	20.83	0	50	100	100

Table 7

Crosstab between B_Q7A versus religions

Rank	Islam (%)	Christian (%)	Buddhist (%)
1	7.69	0	0
2	0	25	0
3	26.92	25	0
4	46.15	50	0
5	19.23	0	100

This pilot study was conducted to understand the optimum way to progress the main study and ensure a higher accuracy level would be achieved when it was conducted. This study postulates that demographic criteria play important roles in one's life direction in terms of preferences, which might affect the potential introduction of the RV in Malaysia. The demographic criteria regarding personal characteristics like race and religion will influence one's daily activities (Ng et al., 2020). The Ecological Theory of Ageing has also indicated that older adults' environments influence their ageing patterns (Satariano, 2006). The results revealed that the Pearson's Chi-squared test failed to be calculated for certain questions due to the small sample size used to measure race and religion. It suggested a need for further research with more respondents.

The objectives of the analysis were to identify and validate the push factors that influence older adults' choices when deciding to move to a retirement village. Firstly, the results prove that better access to assistance in care and health support was the most crucial factor in attracting

the population to move into an RV, irrespective of their affiliations. It relates to the suggestion in the literature that the RV's primary function is to provide care to the elderly (Barker et al., 2012; Xia et al., 2015). Secondly, the seven push factors listed in Table 4 indicated a mean score of more than 3.00, an outcome that indicated the relevant items as push factors. Thus, all these factors were relevant as the push factors for the elderly to move to retirement villages. In addition, the acceptability of the retirement village in Malaysia can be justified by many respondents' willingness to spend money to access a retirement village. All the respondents in this study indicated a willingness to rent retirement villages, while 78% indicated a willingness to invest in a retirement village property. As a result of this data, it is obvious that retirement villages are gaining traction in Malaysia.

CONCLUSION

In conclusion, this study has highlighted the current push factors of the future elder generation's wishes and needs to move into retirement villages. From the

literature review, retirement villages have been accepted and acknowledged by the community as they are regarded as viable options for living. The outcomes of this research support the Sustainable Development Goals (SDG) outlined in Economy and Nation Chapter 11, which explicitly urge that all countries provide access to safe, green spaces for all, including older people. Theoretically, the outcomes from this paper provide initial findings on the push factors for the elderly to relocate to RVs when they retire in the Malaysian context. The outcomes provide new insights based on the local perspective. However, further exploration must be conducted with a significantly higher number of respondents to ensure the reliability of the results. This paper also offers two contributions to the industry practices: i) identifying push factors for the elderly to move to a retirement village, and ii) raising awareness among the industry practitioners regarding the potential of green procurement to pave the way for sustainability. These findings will help local authorities and developers to understand and plan the future establishment of retirement villages based on knowledge of the local context.

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