

## Factors Affecting Residential Satisfaction with Social Housing in Urban Areas: International Researches and Current Situation in Vietnam



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**ABSTRACT:** This paper explores the multifaceted aspects contributing to residents' satisfaction within social housing in urban areas, integrating international research findings with Vietnam's current situation. It examines factors such as housing unit physical attributes, quality of infrastructure, service accessibility, community cohesion, and alignment with residents' expectations. By identifying gaps between expectations and experiences, the study proposes strategic interventions to enhance livability, sustainability, and satisfaction in social housing projects, offering insights relevant to Vietnam and other countries facing similar urban housing challenges.

**KEYWORDS-** Social Housing, Affordable Housing, Residential Satisfaction

### I. INTRODUCTION

As urbanization progresses rapidly and the demand for affordable housing increases, social housing has emerged as a crucial element in the development strategies and urban planning worldwide. This study aims to explore the multifaceted aspects contributing to residents' satisfaction within the framework of social housing, especially in urban environments. By integrating international research findings with the current situation in Vietnam, this study endeavors to uncover unique insights and propose feasible solutions to enhance the effectiveness of social housing programs to meet the needs of urban residents.

The concept of resident satisfaction with social housing encompasses various factors, including but not limited to the physical attributes of the housing unit, the quality of surrounding infrastructure, accessibility to essential services, community cohesion, and the extent to which residents' expectations are met (Francescato et al., 1981), (Eziyi O. Ibem & Dolapo Amole, 2013), (Peck and Stewart, 1985), (Amérigo and Aragones, 1997). These factors collectively impact the overall health and quality of life of residents, necessitating comprehensive understanding and resolution by policymakers, urban planners, and housing developers.

Internationally, numerous studies have highlighted the key success factors of social housing programs, emphasizing the importance of integrating affordability, sustainability, and community participation in the planning and implementation process (Eziyi O. Ibem & Dolapo Amole, 2013), (Miray Gür & Neslihan Dostoglu, 2011). These studies offer valuable benchmarks and lessons that can be adapted and applied to the Vietnamese context. Vietnam, with its unique socio-economic backdrop and rapid urban development challenges, presents an interesting case study for examining the efficacy of social housing policies and practices.

The significance of this study lies in its potential to provide information and guidance for future social housing policies in Vietnam. By identifying the gaps between residents' expectations and their actual experiences, the study seeks to propose strategic intervention measures that can enhance livability, sustainability, and overall satisfaction with social housing projects. Furthermore, this study contributes to a broader discussion on affordable housing solutions in urban areas, offering deep insights that may be relevant to other countries facing similar challenges. It is hoped that the findings and recommendations drawn from this study will serve as valuable information for stakeholders in the planning, development, and management of

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social housing projects, not only in Vietnam but also in other countries grappling with the complexities of urban affordable and sustainable housing.

### **II. LITERATURE REVIEW**

#### **A. Social Housing**

The concept of "Social Housing" first emerged in countries like the United Kingdom, the United States, and Canada in the 1970s and gradually spread to other countries such as Japan and South Korea. There, Social Housing is understood as a type of housing provided to individuals who lack income, or have an insignificant amount of it. These individuals are those who cannot and will never be able to establish a home for themselves. They are often homeless people, elderly singles, disabled individuals without the capacity to work, and others in vulnerable conditions such as those who have been released from prison, K Scanlon, C Whitehead, MF Arrigoitia (2014). This type of housing, mainly owned by the state but also involving housing associations and charitable organizations, plays a part in sustaining the lives of those living in social housing. Depending on specific circumstances, applicants for social housing may be eligible for complete exemption from payment or may rent at a low cost. The rental fee is often covered by charitable organizations such as churches, non-governmental organizations, and philanthropists through funds rather than direct payments to the users to prevent wasteful expenditure.

Social housing can be understood as a type of housing that is constructed through investments by the State or organizations and individuals from various economic sectors. It is built on the actual market demand for renting and purchasing under support arrangements for people with low income, tailored to the particular social and economic conditions of different areas.

In Vietnam, the term 'social housing' has been frequently mentioned recently. According to Expert Dr. Ngo Le, social housing is designed for individuals or families with a low to average income, available for them to rent or purchase at preferential prices. Households in need have to meet certain conditions as established by the municipal government, in accordance with the laws and regu of the State.

Thus, social housing is not only a crucial part of socioeconomic development policies but also represents a specific social welfare responsibility of the State. The government promotes policies to stimulate the development of the housing market while also introducing measures to provide better access to housing for socially disadvantaged groups, low-income individuals, and the impoverished. This strategy contributes to ensuring sociopolitical stability, vitalizing urban and rural welfare, and fostering a mannered and modern environment. Having a secure and unsparing living space is considered a state and societal obligation to its citizens, an essential human right, and a necessity for holistic personality development. It is equally a key determinant of a nation's future potential by delineating the level of commitment to enhancing the human resources needed for the country's upgrowth.

#### **B. Residential Satisfaction**

According to Emami and Sadeghlou (2021), assessments of the residential environment by residents based on needs, expectations, and actual experiences are mentioned in the study of housing satisfaction. Or, residents' satisfaction is seen as a positive evaluation of both the physical conditions and the intangible elements of the residential environment—a concept often considered in studies on housing economics and urban studies (Kabisch et al., 2020).

Another concept, residents' satisfaction with housing, is a process and a complex cognitive structure (Lu, 1999). Accordingly, residents' satisfaction with housing depends on location, time, personal characteristics, and their evaluation of the housing. Meanwhile, Borgoni et al. (2021) argue that residents' satisfaction with housing often determines the extent to which households evaluate where they live. Therefore, satisfaction with housing comes from having suitable housing and a good quality residential area. It can be seen that housing satisfaction depends on specific characteristics of the housing and the conditions of the residential area where the housing is located.

Housing satisfaction is a topic that has attracted the interest, research of scientists, policymakers, and real estate developers because it brings many meanings and benefits (Mohit and Raja, 2014b). Galster (1985) identified at least four benefits of studying housing satisfaction: (1) Helping to predict the quality of life of the residents (Sirgy, 2001: 340); (2) Used as a standard to measure the success of housing development by real estate investment companies and the public housing supply sector; (3) Used to assess changes in housing demand, moving intentions, and changes in residential areas; (4) A basis to evaluate the inadequacies of the current housing conditions of residents, thereby finding policy intervention options to improve housing

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conditions. This explains why in recent decades many scholars have conducted research on this topic, aiming to find measures to create and enhance residents' satisfaction with housing.

The research topic on consumer satisfaction has been explored for a long time with the first acknowledgment being the research of Cardozo (1965). Over time, various concepts have been introduced by many researchers, but to this day, there has not been a consensus on the definition and evaluation method of satisfaction (Satisfaction). The reason is that it depends on the research context and evaluation perspective (Oliver, 2014). Giese and Cote (2000) believe that there are 03 common elements mentioned in the definition of satisfaction: The response (emotional or cognitive); Associated with a specific focal issue (Expectation, product, consumer experience, etc.); Evaluated at a specific time (possibly after selection, consumption, based on accumulated experience, etc.). Meanwhile, Oliver (2014) provides a general definition of satisfaction, which is the customer's total response to the product and service provided by the business. This is an evaluation of the product and service characteristics with a pleasurable level related to the consumption activity, including levels when the consumption activity is not yet completed or has been completed.

Housing satisfaction is a complex concept approached from various perspectives such as economics, sociology, psychology, planning, geography, etc. (Vera-Toscano and Ateca-Amestoy, 2008), besides, it depends on the location, time, purpose, and the standard value system of the evaluator. In the process of reviewing the research situation, the author finds that two terms are widely used when referring to the research topic: "Housing satisfaction" and "Residential satisfaction" - sometimes they are used interchangeably.

In terms of semantics, housing satisfaction is currently composed of two words "Housing" and "Satisfaction." Where housing is not simply the meaning of an individual's dwelling unit but includes a composite of physical and social elements that make up the housing system – This is a multi-dimensional structure also called the living environment (Smith, 2012). Meanwhile, satisfaction with the place of living is a reaction to "the difference between what has been achieved and what is proposed according to the standard" (Morris, Crull, Winter, 1976). Satisfaction is defined as the difference between aspiration and reality achieved, within the assessment range between sufficiency and deficiency (Campbell et al., 1976). Potter and Cantarero (2006) believe that satisfaction is a subjective response to an objective environment. Finally, Mesch and Manor (1998) define satisfaction as the evaluation of the physical and social environmental characteristics by individuals. Due to the fact that satisfaction with housing is a category related to many different specialized fields and over time, scientists have analyzed this content not only from one aspect but from various multi-dimensional perspectives (Mohit and Raja, 2014b). In this study, the research objective focuses on the satisfaction of residents with social housing in urban areas, hence, the study defines satisfaction as follows: The satisfaction of residents with social housing is the level of evaluation and perception of the residents about the social housing unit they have been allocated. The evaluation indicators aimed at measuring the level of satisfaction of the residents mentioned in this study are the entire range of satisfaction levels, from "very dissatisfied" to "very satisfied" instead of just being in a state of satisfaction. Residents in these housing areas form their level of satisfaction with housing based on their experience and interaction with their apartment, on aspects such as physical infrastructure, amenities arranged around, the quality of services provided, as well as the housing ownership mechanism at social housing projects after handover.

### **C. Factors Affecting Residential Satisfaction with Social Housing**

In this section, we will present a focused review related to the research theme of residents' satisfaction with social housing in social housing projects in urban areas. In various countries, the definitions of social housing vary depending on historical, cultural, political, and economic circumstances. Social housing has long been present in the Northern Hemisphere, especially in Europe. However, a study by CECODHAS (European Coordination Committee for Social Housing) indicated that most European countries use terms other than "social housing" in their policies and laws. Instead, terms such as "common housing" or "not-for-profit housing" in Denmark, "housing promotion" in Germany, "people's housing" in Austria, "publicly protected housing" in Spain, and "public utility housing" in Sweden are used.

In countries like the USA, Canada, or Israel, the government often uses the term "public housing" in their policies. Even in the Russian Federation, the definition of social housing has yet to appear, the closest meaning of this concept being "housing for social use - жилищный фонд социального использования". However, despite the different terminologies, the definitions of this type of housing in various countries share a common point: they are all provided at a lower price compared to regular real estate and are distributed according to government regulations.

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The above definitions show that social housing typically has the following characteristics: First, regarding the beneficiaries, this type of housing targets low-income groups, who often struggle with accessing housing through market mechanisms. Second, in terms of ownership, there are two common forms of ownership, either for rent or collective ownership. Third, regarding the provider, social housing is supplied by government agencies or non-profit organizations, or a combination of both. Fourth, on the issue of subsidies, subsidy packages are introduced to support residents, ensuring affordability and economic value for the tenants/buyers, facilitating easier access compared to standard housing on the market. In conclusion, analyzing the concept of social housing is very important, as it not only helps to understand accurately this type of housing but also helps to present the perspectives of countries on housing support policies for the poor.

In European countries, after World War II, many social housing real estate developments grew rapidly. An overview of studies shows that countries use various variables to measure residents' satisfaction with social housing in Europe. In Hungary, research by J. Hegedüs et al. (2017) using data from Budapest, has indicated some findings such as the emergence of private management significantly improving residents' satisfaction with maintenance services in apartments owned by the government, as these private companies are providing more efficient services. However, actual tenants are not satisfied with the current maintenance of the buildings, and they are not willing to pay more for maintenance services. The willingness is only higher among tenants with higher incomes, while those living in relatively expensive rented houses are also less willing to pay for this service fee. They might be somewhat skeptical about the benefits obtained from increasing rent, especially if the government still bears responsibility. These models suggest a three-part strategy: increasing rent to fund improved services; a major shift to private companies to provide management services; and introducing housing subsidy programs to protect poor households from the full impact of rent increases and make rent increases more acceptable.

Notably, in Turkey, research on Affordable Housing by Turgut, Hulya, et al. (2011) identified determinants of residents' satisfaction as social infrastructure, public open spaces, environmental factors related to the neighborhood, physical characteristics and climate control of the house, accessibility, security, and relationship with neighbors. The findings of the study show that investing more in social infrastructure, even distribution of the population, characteristics, and amenities of the housing environment affect residents' satisfaction. Additionally, parameters related to housing plans and construction quality and materials related to lower costs also determine residents' satisfaction, such as accessibility to the city center, workplaces, and shopping areas, health facilities, and educational institutions. These parameters affect the level of satisfaction in different neighborhoods. In this context, the authors affirm that when meeting housing needs, the goal should not be to build a "house" but to create a "home" where residents can live satisfactorily. In other words, to meet the satisfaction of residents with this type of housing, it is not only necessary to satisfy the basic values and needs of the users but also to approach social priorities and cultural values through the architectural design process of housing. Recently, research results by Türkoğlu et al. (2019) when evaluating the satisfaction of residents living in different residential areas in Istanbul have shown quite interesting findings. Among them, the research found that: (i) The attractiveness of residential areas has the strongest impact on residents' satisfaction with housing and living environment; (ii) The perceived quality of the physical and social characteristics of the residential area impacts residents' satisfaction; specifically, the main variables of significance are: attractiveness, attachment, accessibility, urban services, and environmental stress factors; (iii) Factors such as attractiveness, accessibility, and attachment are identified as important factors affecting residents' satisfaction with both formal and informal residential areas.

In Africa, scientific forums have seen a significant number of studies published in various countries aimed at analyzing, evaluating, and adjusting policies on planning and reconstructing social housing as a solution to improve the living conditions of people in difficult circumstances.

In South Africa, the study on social housing by Clinton O. Aigbavboa & Dr. Wellington D. Thwala (2014) provides readers with findings on social and physical factors affecting satisfaction with their residence in four different housing subsidy projects in Gauteng Province, South Africa. Data collected from residents' surveys were analyzed using descriptive statistics. Findings from the survey indicated that respondents were satisfied with their overall housing situation but complained about some aspects of the apartment. However, respondents reported that most of their housing needs were not met. Additionally, the research project also compared the dissatisfaction factors perceived among residents receiving housing subsidies.

In Nigeria, the study by Umar Obafemi Salisu et al. (2019) surveyed the level of satisfaction of residents with the provision of public housing in Lagos, Nigeria, aiming to determine the level of satisfaction of residents with the quality and conditions of the apartments and space allocation, service quality, public facilities, and social environment; to examine the statistical relationship

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between the overall satisfaction of residents with the quality of public housing and the components of public housing apartments to identify the most critical component affecting residents' satisfaction; as well as to identify the major challenges of public housing areas in Lagos, Nigeria, with the aim of proposing possible improvement strategies. The study's results showed that factors affecting residents' satisfaction include: space allocation; service quality; infrastructure; structural design and maintenance policy; electricity supply and parking; poor drainage and gutter systems are major issues affecting residents of public housing. The conclusion is that uncertain housing provision does not guarantee success in sustainable housing development, but meeting actual housing needs and preferences of residents with lower costs and standard structural quality will ensure adequate, affordable, and sustainable housing for all citizens.

America is a continent where the concept of people's satisfaction with their housing, in general, and their social housing, in particular, appeared quite early. The USA is quite successful in developing social housing because they have been concerned about residents' satisfaction with social housing from an early stage. According to Deidre E. Paris and Roozbeh Kangari (2005) research on strategic issues affecting the satisfaction of residents of affordable housing based on data collected from two affordable multi-family housing complexes Defoors Ferry Manor and Moores Mill in Atlanta. They concluded that the main variables affecting residents are satisfaction with property management, tenant selection policy, enforcement of residence rules, communication with residents, how quickly property management staff respond to residents' concerns, how property management staff cooperate with residents, how friendly staff are with residents, whether residents recommend their friends to live in their apartment complex, community quality, maintenance, residents' quality of life, building quality, building repair quality, the overall cleanliness of the premises, the overall cleanliness of the community, residents' perception of their neighborhood's safety at night, residents' perception of safety at night while in their apartment, and overall satisfaction of residents with their apartment.

In Canada, according to Jonathan David Fonberg and Grant Schellenberg (2019), the satisfaction of social housing tenants in Canada is influenced by 9 factors such as overall space, number of bedrooms, affordability, conditions, ability to block external noise, safety and security, energy performance, house temperature in winter, and house temperature in summer.

In the Asian region, there has also been a number of research works published over time aimed at analyzing, evaluating, and adjusting policies on planning and reconstructing social housing to meet the needs of the population. In the Maldives, the study by Mohit and Azim (2012) on public housing in Hulhumale confirmed several key factors affecting residents' satisfaction with housing, such as: physical characteristics and service provision in the housing area, public amenities, and the social environment within the residential area.

In Malaysia, Mohit et al. (2010) researched the level of satisfaction of residents with low-cost public housing in Kuala Lumpur. The authors focused on examining five (05) main variables with 45 observed variables affecting residents' satisfaction with their housing, specifically: (1) characteristics of the housing, (2) housing support services, (3) public amenities, (4) social environment, and (5) residential area amenities. Specifically, the results of the empirical analysis at the research site showed that residents are satisfied with the housing support services, followed by public amenities and the residential area. Meanwhile, there is a proportion of people with a low level of satisfaction regarding the characteristics of the housing and the social environment. The satisfaction index of the residents has a high (positive) correlation with the characteristics of the dwelling unit, social environment, support services, and public amenities, but a low correlation with the physical facilities of the neighboring area. Additionally, the demographic structure attributes of the residents (such as: age, family size, wife's job, previous residence) have a negative correlation with the level of satisfaction with housing. Meanwhile, variables related to race, type of job, floor of residence, and residence duration of residents have a positive correlation with residents' satisfaction in housing areas.

From a social perspective, Jun and Jeong (2018) considered the housing satisfaction of two groups of residents - those who bought houses and those who received support under the social housing policy program living in the same housing complexes in South Korea. The study results show that the type of housing complexes differently impacts the satisfaction with housing between these groups. Living in mixed-use complex, independent mixed housing, and randomly mixed housing is positively related to the residents receiving support from the government's public housing program. In other words, mixed housing types create a difference in the level of satisfaction of the people benefiting from public housing policies. Additionally, when comparing the level of social conflict among residents in different mixed housing types, the study results by the author team show that the level of social conflict among residents in randomly mixed types is statistically lower compared to other mixed types.

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In Iran, the study by Roya Etmnani-Ghasrodashti et al. (2017) evaluated residential satisfaction with the Merh Housing Scheme (MHS) - Affordable House type developed by the Iranian Government since 2007 (Maryam Ghasemi et al. - 2018). According to the descriptive analysis results, the authors proved that only 32.5% of respondents are satisfied with living in MHS. Specifically, the physical characteristics of the building are the main determinant of overall satisfaction of the respondents, while the social characteristics of the housing project have little or no impact on residents' satisfaction. Another study, when considering the determinants of satisfaction with affordable housing, Marziyeh Riazi, Ali Emami, et al. (2018) confirmed the impact of planning policies, design principles, and interaction with neighbors as decisive factors for satisfaction. The analysis results show that interaction with neighbors is more important than other factors, while ethnicity moderates the relationship between neighbors regarding housing satisfaction. However, the study still has limitations in analyzing planning policies, such as accessing planning documents of housing projects. Besides, there are other limitations related to sampling. The participants in the quantitative phase were housewives. Therefore, this article needs further research to consider other determining factors for satisfaction with affordable housing, while also expanding sampling to both men and women.

In the Asian region, particularly since around the year 2000, China has conducted numerous studies on residents' satisfaction (Z. Li and Wu, 2013). Specifically, J. Li, Li, et al. (2019) focused on examining the satisfaction of low-income groups receiving support for public rental housing in Wuhan City, China. The research results revealed several interesting points such as: (i) Housing and residential area characteristics, including per capita living space, housing design, as well as the neighborhood and public amenities, have a positive and significant impact on tenants' satisfaction; (ii) Housing management services are also significant determinants of tenant satisfaction; (iii) The rental price has a negative and significant impact on housing satisfaction; (iv) Residential area factors and public amenities play an important role in predicting the level of satisfaction among elderly tenants; (v) Interaction effects show that demographic variables (gender, age, education, occupation, income, and household size) have a significantly inverse correlation with residents' satisfaction with housing.

Another study in Hangzhou, China, by Zhonghua Huang et al. (2015) showed that most public housing residents are satisfied with their residential environment. And the public housing allocation plan significantly contributes to residents' satisfaction. Specifically, the allocation plan for housing and obstacles in housing selection affect public housing residents' satisfaction. People renting affordable and public housing have fewer housing choices and thus have higher satisfaction levels. Residents of economic comfortable housing have the lowest satisfaction level as they face the greatest obstacles in housing selection, causing them confusion in deciding to purchase comfortable housing on the market. Although residents of monetary subsidized housing can choose where to live, the minimal subsidy is not enough for them to afford to rent a comfortable house. This study also shows that residential area characteristics, public facilities, and housing characteristics are the main factors affecting residents' satisfaction; the social housing allocation plan, comparisons of environment & previous residence also affect public housing residents' satisfaction. Residents of public rental housing and monetarily subsidized housing pay more attention to neighborhood characteristics; residents of affordable rental housing are more concerned about housing characteristics and neighborhood features; and residents of economically comfortable housing care more about surrounding area characteristics and public amenities. Additionally, different public housing resident groups focus on specific residential environment characteristics, which may reflect different residential environment issues they encounter, indicating the necessity for further research on residential environment mechanisms and housing allocation plans concerning residents' satisfaction.

### **III. CURRENT SITUATION**

#### **A. Current State of Social Housing Development in Vietnam**

In recent times, localities across Vietnam have been actively promoting the development of social housing for low-income groups. Despite strong directives from both central and local governments, existing mechanisms and policies for social housing development have yet to fully meet practical needs, with timely amendments and supplements still lacking. The implementation faces significant challenges, including insufficient mechanisms and policies, a shortage of land resources, and limited state budget allocations, leading to prolonged project timelines.

At the conference launching the "Investment in the construction of at least 1 million social housing units for low-income people and industrial park workers for the period 2021-2030", Deputy Minister of Construction Nguyen Van Sinh reported that, according to local data, the country had planned 1,249 land plots totaling 8,390 hectares. However, some localities had not yet planned or allocated land for social housing, such as Ninh Binh, Ha Giang, Lai Chau, Nghe An, Dak Nong, Ninh Thuan, Dong Thap, etc. From 2021 to the end of 2023, the country initiated 499 social housing projects with more than 411,000 units. Last year,

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localities registered to complete 108 projects with over 47,500 units. Leading the completion of social housing objectives were Bac Ninh, Binh Duong, and Hai Phong, with Bac Ninh registering the highest number of social housing units at 6,000 from 5 projects. Binh Duong and Hai Phong followed, with 4,500 and nearly 4,000 units, respectively. Ha Noi and Ho Chi Minh City set goals to complete over 18,700 and 26,000 units by 2025, respectively, under the Prime Minister's social housing project.

Analyzing the 2024 real estate market, Hoàng Hải, Director of the Housing and Real Estate Market Management Agency (Ministry of Construction), predicted that moderate-cost and social housing would be market highlights. Many projects approved for investment are expected to commence in 2024, including two significant social housing projects by Vinhomes in Hai Phong and Khanh Hoa. The first, Happy Home Hai Phong, spans over 28 hectares with an investment of more than 5,800 billion VND, aiming to provide 4,004 units. Shortly after, the Happy Home project in Khanh Hoa began with an estimated investment of around 3,800 billion VND for about 3,600 low-rise social housing units. Hud, the Urban and Housing Development Investment Corporation, announced the commencement of social housing projects CT05 and CT06 in Thanh Lam - Dai Thinh 2 (Hud Melinh Central), Hà Nội, aiming to complete 17,500 units with a total floor area of 1,730,000m<sup>2</sup>.

Furthermore, the initial results of the 120,000 billion VND credit package under Resolution No. 33 NQ/CP have been slow, with 28 localities announcing 68 eligible projects requiring over 30,000 billion VND in loans. To date, six social housing projects across seven localities have been disbursed over 530 billion VND. Authorities are urged to tackle challenges and promote social housing development more aggressively.

Despite the proactive stance of some localities in attracting investment and initiating social housing construction, Deputy Minister Nguyen Van Sinh noted that key areas, despite having significant social housing needs, have seen limited investment relative to the project's 2025 goals. For instance, Ha Noi and Ho Chi Minh City have only managed to meet 9% and 19% of their targets, respectively. The only project in Hà Nội to proceed with sales in 2023 was the Trung Van (Nam Tu Liem) project, offering over 100 units. A social housing project developer in Hà Nội emphasized the complexity of social housing projects, highlighting the critical role of state involvement in providing clean land and clear legal frameworks to enable bidding and ensure affordable housing prices. Deputy Minister Nguyen Van Sinh stated: "Without state intervention in land allocation and legal procedures, social housing remains a distant dream, and moderately priced commercial housing will be scarce".

### **B. Suggestion for Vietnam**

Based on international research experience, Vietnam should implement the following policies to enhance residents' satisfaction with social housing:

First, social housing projects should be built in reasonable locations convenient for residents based on surveys, evaluation of the current situation, and consensus opinion of the people, in accordance with policy mechanisms and the project's capabilities.

Second, apartments should be designed with suitable sizes to meet the living needs and family models of the residents, both current and future. This requirement needs careful calculation to ensure the harmony of the residents' interests and the investors.

Third, regarding apartment design and the quality of social housing, city authorities should have appropriate apartment design templates that match the living conditions in the area for investors to refer to and propose apartment design solutions that meet the people's needs. When investing in the construction of apartment buildings, investors must comply with the standards and construction norms, and the quality management of the project must be carried out in accordance with legal regulations. When conducting project acceptance for use, the competent acceptance authority must ensure compliance with the design and quality set forth.

Last but not least, ensuring the living environment of residents at social housing projects also needs to be studied to have integrated solutions that harmonize and meet the public infrastructure, surrounding landscape, and social environment in areas with social housing.

## **IV. CONCLUSIONS**

In conclusion, this article has examined the multifaceted factors affecting resident satisfaction within the context of social housing in urban areas, drawing upon a wealth of international studies for analysis. Through a comprehensive review of existing research and the current situation, we have identified key elements such as housing characteristics, design, management services, and the social and living environment that significantly impact the happiness and satisfaction of residents in social

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housing projects. The insights gained underscore the necessity of a holistic approach in policy formulation and project development, an approach that considers not just the physical attributes of housing but also the broader social and environmental context in which it exists.

For Vietnam, our recommendations aim to narrow the gap between current practices and the ideal standards derived from global benchmarks. The proposed policies emphasize the importance of participatory planning, rigorous design and construction standards, and the integration of social housing projects into the urban fabric, ensuring they contribute positively to the cityscape and its social environment. By leveraging these insights, Vietnam can ensure that its social housing initiatives not only provide shelter but also foster communities where residents feel valued, supported, and satisfied. Thus, this article contributes to the ongoing dialogue on urban development and social housing, offering a perspective that is both globally informed and locally applicable, with the potential to guide future research and policy implementation in Vietnam and beyond.

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