

C 635321 MAJOR HOUSING DEVELOPMENT

KEY WORD: HOUSING DEMAND / SECOND HOME / HIGH INCOME / FAMOUS PRIVATE SCHOOL/
THE CENTRAL BUSINESS DISTRICTS.

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OF PARENTS - CASE STUDY : ASSUMPTION COLLEGE, BANGKOK CHRISTIAN
COLLEGE, SAINT JOSEPH CONVENT SCHOOL. THESIS ADVISOR :
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The objective of the research is mainly to study the predicament of parents arising from the current and future in urbanization and modern living conditions as a result of increase in population as well as social and economics developments. The study includes characteristics and aspects of their present houses as well as their expectations for a new home. The result of the survey supports the view that, given the opportunity, majority of the parents in the central business district of Bangkok will seriously examine the possibility of seeking an area in close proximity to their children's school and their own work place for their new home.

The research focused on those parents who have their children studying at some of the prominent schools which are located in the business center of Bangkok such as the Assumption College, Bangkok Christian College, and Saint Joseph Convent School. The methodology for the survey was the use of a structured questionnaire with the simple random sampling comprising a total of 318 completed questionnaires.

The samples of the research comprised mainly graduate parents who were in the 35-50 years of age with at least a bachelor's degree. Majority of the professionals included in the survey operated either their own businesses or were at senior management positions in the private sector. Their average income was over 50,000 baht and the number of family members were around 4 or 5.

Their desire is to acquire a condominium, which is located in close proximity to the school(s) of their children, their work place, as their second home in the city. One of their primary concerns is the travel time. At present, their homes are quite far from their children's school and their work, resulting in long hours spent on the road. Thus, the conclusion of the research is that the main factor in their desire to purchase a second home in the city is to avoid the wastage of valuable time in traveling to and from their homes in the notorious Bangkok traffic..

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