

Adisak Khemthong 2014: The Impact of Environmental Pollution from Industrial Estates on Single House Prices: A Case Study from a Pollution Control Area in Rayong Province. Master of Economics (Business Economics), Major Field: Business Economics, Department of Economics. Thesis Advisor: Associate Professor Santiya Eag-ark, Ph.D. 116 pages.

This thesis aims to study the housing market conditions, analyze the various affected factors, and the impact of industrial pollution on single house prices in Rayong Industrial Area, which is defined as the pollution control district under the elements of Notification of the National Environmental Board with No. 32 (2009). The study uses secondary data to describe market characteristics in a descriptive manner. The primary data, which collected from the sampling of 281 households from the population of 845 households in May 2014, is used to analyze factors affecting housing price by applying econometric model: Hedonic Pricing Method.

The results showed that: the real estate market in Rayong is highly interested from consumers due to the increasing of absorption rate. Meanwhile the best selling of real estate is single detached housing. The market condition is concentrated in Muang Rayong because the location is close to industrial area and business zone of the province. For the analysis of the factors determining housing price, which statistic significant with positive correlation, is the structure of the house, such as a bathtub, parquet flooring, marble or granite flooring, and a new house. For environmental characteristics: swimming pool, clubhouse, parks, and sporting facilities have positive effect on house prices. For the location and environment of the housing project, the study found that the project located in the downtown area have an positive impact on house prices which means the consumers prefer to live in downtown area. The radius variable from housing project to industrial area and location of the housing project in the Industrial Area affect housing prices statistically significant with negative relationship. The housing projects which have shorter radius to the industrial estate and located in industrial area have higher prices. It means that, the consumer value in the convenient to access firms in industrial estates more than the risk of environmental pollution from industrial estates.

The recommendations of the study are: the private property developer should concern more on consumer safety in selecting project location, the government and related agencies which are involve in public policy and planning should provide knowledge and improve attitudes in housing selection decision with environmental awareness to minimize the risks and dangers of the impact of industrial pollution potential.

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Thesis Advisor's signature

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