

ผลการศึกษาจากแบบจำลองฮีโดรนิคไฟรอสซึ่งโมเดลพบว่าพื้นที่อยู่อาศัยซึ่งเป็นตัวแปรในลักษณะโครงสร้างของที่อยู่อาศัย และระยะทางที่อยู่ห่างจากศูนย์กลางธุรกิจซึ่งเป็นตัวแปรในลักษณะสถานที่ตั้งจะส่งผลกระทบต่อราคาของที่อยู่อาศัยอย่างมีนัยสำคัญทางสถิติ ในแบบจำลองในรูปแบบสมการเส้นตรงแสดงให้เห็นว่าถ้าเนื้อที่ที่อยู่อาศัยเพิ่มขึ้น 1 ตารางเมตร จะทำให้ราคาที่อยู่อาศัยเพิ่มขึ้น 4,836.62 หยวน ระยะทางที่ไกลไปจากศูนย์กลางธุรกิจ 1 กิโลเมตรจะทำให้ราคาที่อยู่อาศัยลดลง 46,216 หยวน ส่วนตัวแปรอื่นในส่วนของสภาพแวดล้อมจะมีระดับนัยสำคัญต่อราคาที่อยู่อาศัยน้อยกว่าตัวแปรด้านสถานที่ตั้งและโครงสร้าง

The logo of Chiang Mai University is a circular emblem. It features a central figure of an elephant standing and facing left. Above the elephant's head is a traditional Thai oil lamp (diya) with a flame. The entire emblem is surrounded by a circular border containing the university's name in Thai script at the top and 'CHIANG MAI UNIVERSITY 1964' in English at the bottom. There are decorative floral motifs on either side of the elephant.

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่
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Thesis Title	Hedonic Pricing Model for Housing Market in City of Kunming, the People's Republic of China	
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Abstract

Housing is an essential component of household wealth all over the world. The investment in housing is an important indicator of a country's macroeconomic and financial stability. This study focused on the housing market in the city of Kunming in China. The main objectives of this study were to find the housing characteristics that significantly impact on the housing price and to analyze how these characteristics effect on the housing price using hedonic pricing model. Hedonic pricing model which is applied in the housing market showed that the housing price is determined by the housing characteristics which normally classified into locational attributes, structural attributes, and neighborhood attributes.

Data was collected from the housing type of condominium, the housing units were transacted during 2009 in an urban area of Kunming with the total available sample of 198 units. The results of the survey showed that, most of the sample households have 3 members. The head of the households generally work in the government sector, mostly have an undergraduate educational level. The average

income of the sample households is about 3,919 Yuan per month. The price of the sample housing units ranged from 178,000 to 1,200,000 Yuan with a mean of 504,000 Yuan. The floor area of the housing units ranged from 43 to 177 square meters with an average of 78.69 square meters. The housing age of the units ranged from 1 year to 17 years with a mean age of approximate 7 years. The majority of the housing units were of a south-facing direction.

The results from the hedonic pricing model showed that the floor area of the housing units, the structural attribute, the distance to Central Business District (CBD), the locational attribute, were significantly impacted on the housing price. The linear functional form showed that one square meter increases in the floor area, the housing price increases by 4,836.62 Yuan. One kilometer increases from CBD, the housing price decreases by 46,216.359 Yuan. The characteristics which belong to the neighborhood attributes were relatively less significant comparing with the characteristics in locational and structural attributes.