

**FACTORS INFLUENCING THE CHOICE OF
RESIDENTIAL HOUSING IN THE
PROVINCE OF CAVITE**

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LORRAINE ALDECOA-CANAYON
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ABSTRACT

This study is an analysis of the factors influencing the choice of residential housing in Cavite. It explored the common perception that the purchase of residential housing is mainly influenced by the level of income of the buyer. It has focused specifically on the question of who is buying the incredible influx of socialized, low-cost, and medium-cost housing in Cavite amidst a growth rate of 5.80% of household population each year. In addition, this study sought to present the status of land use and housing developments in Cavite, describe the profile of housing occupants in Cavite, identify the reasons for the choice of each type of residential housing in Cavite, identify the significant factors affecting the choice of residential housing in Cavite, and ascertain the significant difference in socioeconomic characteristics of housing occupants vis-à-vis their choice of residential housing in Cavite.

This thesis has pooled and analyzed the socioeconomic profiles of housing occupants from October 2006 to December 2006 and some relevant housing information in three major municipalities of Cavite namely: Bacoor, Imus, and Dasmariñas in order to determine what is happening in each of this municipality and to try to discover a provincial trend. Stratified and multi-stage random sampling techniques were used to determine the sample size. It has utilized raw socioeconomic data from the survey of 255 housing occupants, government agencies data, and results from interviews with current residential housing developers and builders.

The findings of this study disclosed that most of the housing occupants are younger than 41 years old. In terms of educational attainment, about half are vocational graduates or college undergraduates. In terms of the number of children, more than half have two children or less. More than two thirds have larger household sizes. As to gross monthly income, more than two thirds are earning PhP50,000 and below. Most of the respondents are employed. More than half travel half an hour or below from residence to workplaces (included in this group are those working abroad). Regarding sizes of lots and housing units, nearly two thirds are able to purchase lot sizes of 120 sq m and less while there are about two thirds who have been able to purchase housing units with floor area of 50 sq m and less.

Living convenience, proximity to workplaces and businesses, and the availability of affordable residential housing are the reasons why Cavite is chosen as a place of residence. Kinship and family ties is given with very minimum emphasis.

A rigorous and extensive quantitative analysis using descriptive statistics and inferential statistics such as analysis of variance, chi-square test, and multiple linear regressions were employed in this study.

The best fitted regression model was selected after the stepwise method ensuring that the highest value of F , R^2 , and number of significant variables are achieved. The best fitted regression model reflected an R^2 of almost the same as that of the R^2 of the original model but having a much higher F value that is almost twice of the F value of the original model. Based on the results, it can be concluded that the choice of residential housing is significantly influenced by socioeconomic factors

such as education, number of children, income, workplace, and size of housing unit. This study clearly shows that each type of residential housing such as socialized housing, low-cost housing, and medium-cost housing has a unique profile of housing occupants varying within the significant socioeconomic factors.

The chi-square test has shown that selected socioeconomic factors such as age, education, number of children, household size, income, source of income, income, workplace, lot size, and size of housing unit are significantly related to the three choices of residential housing such as socialized housing, low-cost housing, and medium-cost housing at different levels. In the one-way analysis of variance, the result shows that there is a significant difference at different extent of the selected variables such as age, education, income, source of income, lot size, and size of housing unit in each choice of residential housing but there is no significance difference in workplace, number of children, and household size.

Real estate developers and builders including brokers have to consider the aforementioned significant factors to effectively address for the increasing needs for socialized, low-cost, and medium-cost housing in Cavite. Likewise, local government units have to be aware of these significant factors so that all plans and programs will be aligned and consistent with the objective of the national government to sufficiently supply the housing requirements nationwide through continuous cooperation with the private sectors in housing production.

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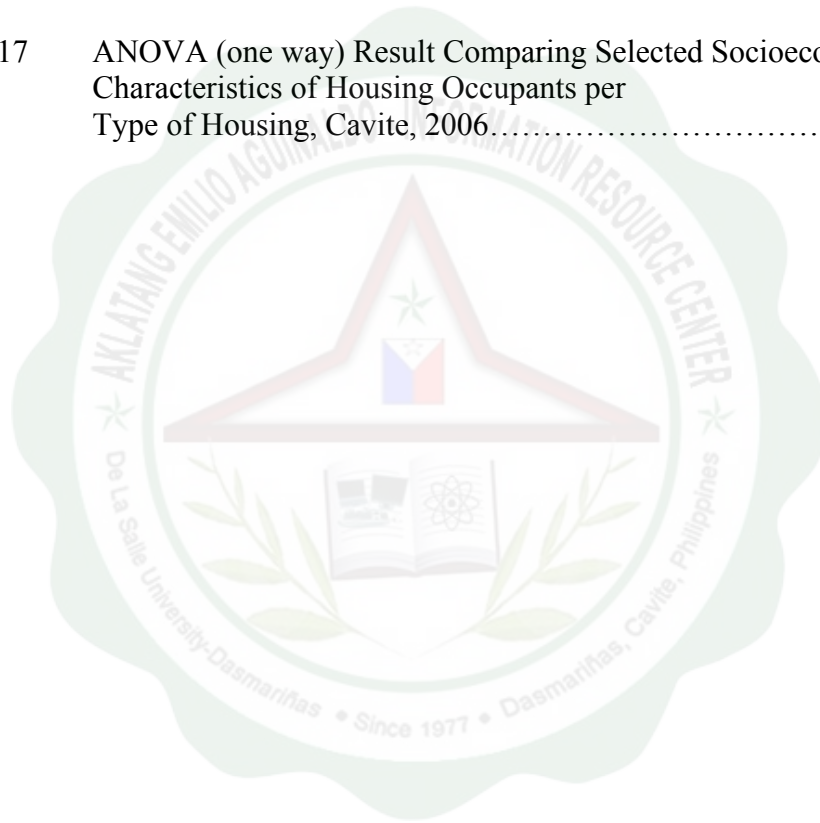
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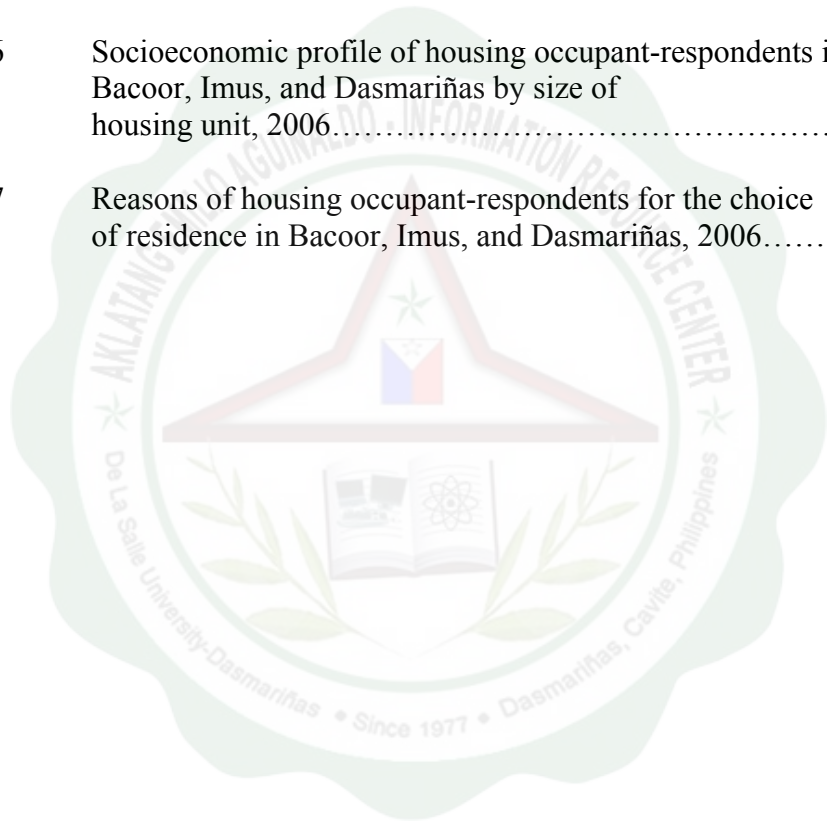
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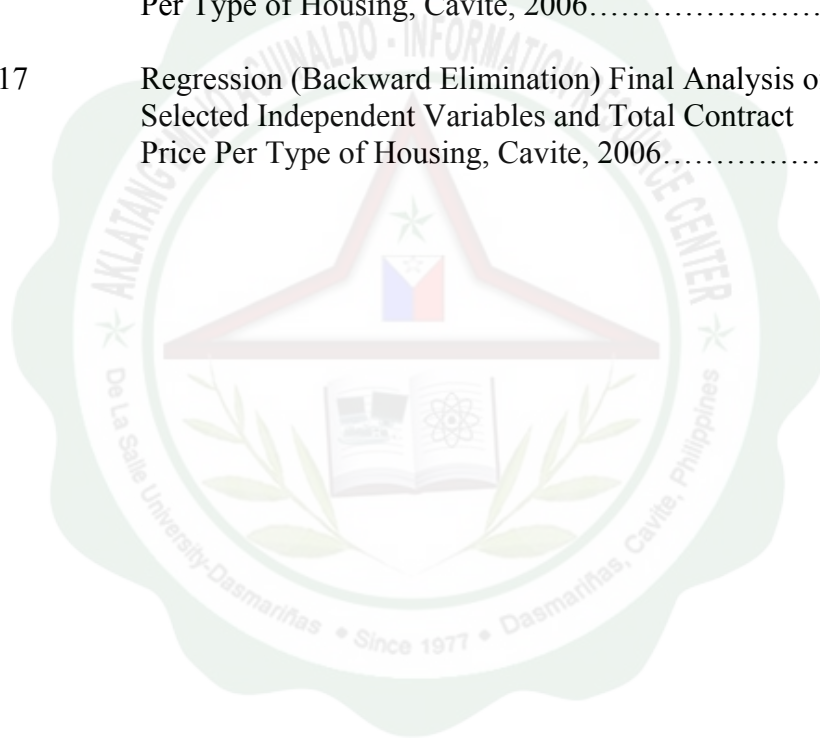
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