

Study on the Willingness of Urban School District Housing Owners to Sell Under the Background of Multi Child Policy-Based on Sichuan

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Abstract: More than child policy issued to alleviate the aging population, labor gap, intention to increase fertility to achieve the purpose of increasing the population and promote social and economic development, but after the policy relaxation, statistics show that fertility is not expected high, further exploration found may be related to the cost of family education found, and the school district room belongs to a kind of education cost. In China, the compulsory education stage adopts the principle of nearby enrollment, that is, the family has a certain school area to obtain the enrollment qualification of the school. It was originally a policy to promote educational equity, but in the imbalance between supply and demand in the real estate market, the housing price in the school district is getting higher and higher, increasing the cost of family raising children. Under the multi-child policy, changes in family structure and the increase of population are bound to produce new demand for social public resources and infrastructure. School district housing, as a common carrier of housing and education resources, will also be affected to some extent. Family for school district room, the demand may increase, to further promote the school district housing prices rise, leading to public education resources prices, for selling school district housing plan owners will delay or cancel the school district housing selling will, is not conducive to the normal development of the real estate market, so it is necessary to study the policy on the school district housing owners to sell will influence mechanism and degree.

Keywords: Multi-Child Policy; School District Housing; Sell Willingness

1. Background

China enters the aging society in advance when the economy and social security is not very developed and perfect, And China's aging urban and rural areas, regional development is unbalanced, therefore, China's aging problem in China is more serious than other developed countries, The challenges brought by aging to China's economic and social development and transformation mainly come from two aspects: first, the huge elderly group brings huge pressure on social security expenditure such as pension and medical care, Will pose severe challenges to the social security system, in recent years, Some provinces in China have filed the pension expenditure more than the income; Second, the aging of the population brings about the change of the population age structure, Could lead to a lack of momentum for Chinese economic growth, This is not conducive to China's sustainable long-term economic growth.

2. Research objectives

1. Analyze the economic impact of the current housing owners' willingness to sell in the school district
2. Explore the relationship between the factors (expected regret, environmental awareness, emotional attachment, behavior attitude) and the willingness to sell; explore the relationship between the influence of the customer experience surface and the sale willingness.
3. According to the statistical analysis results, the influence degree of various factors is compared, which puts forward great reference opinions for the housing price control in Chengdu's Pidu District.

3. Scope of study

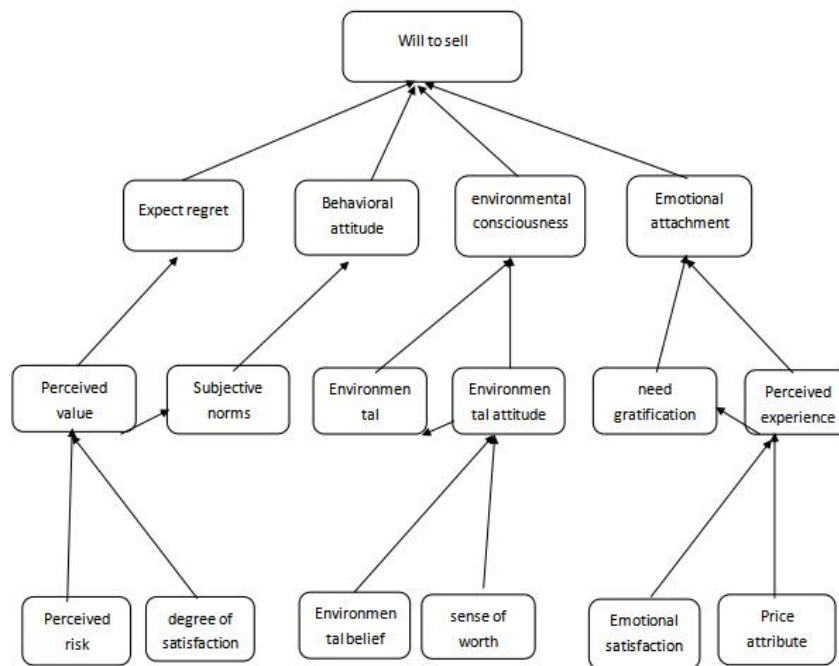
3.1 Theoretical significance and value

China's special national situation of more people, less land and energy scarcity determines that pursuing sustainable development in China is not only an inevitable trend of development, but also an urgent and only choice in the process of development. Due to China's special national conditions, the "multiple child policy" is also the only policy implemented in China, so there is no foreign research on the multiple child policy and commercial housing sales, and there is very little research on this aspect in China. In addition, the traditional Chinese interpretation of "home" makes the Chinese people have different feelings about housing and foreign countries. It is precisely because of this, it is more meaningful to study the school district housing from the aspect of "multiple birth" policy. This is a study with Chinese characteristics that cannot be replicated abroad.

3.2 Regional demographic characteristics of the study

Based on the area limited by the research topic, the researchers strictly limited the research scope and distributed the sample area. According to the scope of sample collection in Sichuan province and Chengdu Province, the researchers are limited to Sichuan Province and Chengdu's Pidu District.。

4. The conceptual framework of the research



5. Theoretical basis

Based on the existing research (2021), Wu Mei conducted a detailed study on the causes and effects of selling willingness. The research results found that the willingness to sell was affected by "expected regret", "emotional attachment" and "environmental awareness". Xu Yiwei, Yan Tingwu (2016) started from the theory of planning behavior, and studied that the selling intention is influenced by "behavior attitude, subjective norms, perceptual behavior, personal characteristics, and family characteristics". In the context of second-hand school district housing sale, this study selected, expected regret, environmental awareness, emotional attachment and behavioral attitude as the four variables of second-hand school district housing sales willingness. In Zhou Jiaying (2019), the impact of perceived value on consumer expected regret was empirically studied, so this paper proposes perceived value as the influencing factor of expected regret. Qu Xuan (2017) showed a significant positive correlation between subjective norms and behavior attitudes through empirical research in the Study on webcast user use intention and its influencing factors. In terms of the three factors of environmental awareness, some empirical studies also show that there is indeed some correlation between

environmental knowledge, environmental attitude and environmental behavior. Specifically, environmental awareness consists of three elements: environmental knowledge, environmental attitude and environmental behavior (Guo Liqiang 2017). Yang Hong (2019) pointed out that emotional attachment is "affected by perceived experience and demand satisfaction"

6. Related research

Chen Hongbo and CAI Xiyang (2013) studied the influencing factors of German housing prices based on a supply-demand analysis framework. The results showed that the economy increased between 1975-2011, and the change of land price affected the housing price change, but the population change was the main reason. For German housing market supply and demand analysis, concluded that in the long run German price trend, the population growth in the controllable range, the population of rural to urban unchanged, if the whole market supply and demand equal, then from residential income and the development of residential cost has less impact on housing prices. But it is greatly affected by the demographic structure. In the comparative study of the impact of the demographic structure on the real estate market of Shanghai Force Chao and Lin Junmin (2018) on the real estate market of China, Japan and the United States, the change of the demographic structure has different levels in the impact of the housing prices in Japan, the United States and three different places of China. With the different progress of urbanization, the demographic structure affects China, Japan and the United States differently, which is also the main reason.

Conclusion

With the implementation of the "multi-child" policy, the school district housing linked to educational resources is also facing new challenges. Existing school district room family may be delayed or cancel because more child birth plan, school district room sale plan, lead to the flow on the market school district housing quantity reduction, many parents may also prepare for their children education plan and purchase school district room, the growth of the new population demand for education resources will also have a certain impact, these may affect the owner of school district room sale will and purchase intention. This paper with "many children" policy as the background, the school district room as the research object, under the policy of the school district room selling change microscopic level willingness to explore, hope to be able to obtain population policy on the owner to sell school district room will, side reflects the policy quality supply and demand of education resources change, provide reference for the school district housing and education reform. Based on the characteristics of educational resources of school district housing, combined with the theory of family resource allocation, this paper analyzes the changes of family demand for school district housing and the changes of housing supply in the market school area, closely following the facts of people's livelihood, showing the impact of the national birth policy on the willingness to sell housing in school districts.

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