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จุฬาลงกรณ์มหาวิทยาลัย

แนวทางการพัฒนาโครงการเข้าพักอาศัยสำหรับครอบครัวชาวญี่ปุ่นในบริเวณถนน

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**Chulalongkorn University**

**จุฬาลงกรณ์มหาวิทยาลัย**

PROJECT DEVELOPMENT STRATEGIES FOR RENTAL APARTMENTS  
CATERED TOWARDS JAPANESE FAMILIES IN SUKHUMVIT ROAD  
AREA, BANGKOK METROPOLIS.

Mr. Thanang Jayasuta

A Thesis Submitted in Partial Fulfillment of the Requirements  
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Department of Housing  
Faculty of Architecture  
Chulalongkorn University  
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# Chulalongkorn University

## จุฬาลงกรณ์มหาวิทยาลัย

Thesis Title PROJECT DEVELOPMENT STRATEGIES FOR RENTAL APARTMENTS CATERED TOWARDS JAPANESE FAMILIES IN SUKHUMVIT ROAD AREA, BANGKOK METROPOLIS.

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ธันิง ไชยสุต: แนวทางการพัฒนาโครงการเช่าพักอาศัยสำหรับครอบครัวชาวญี่ปุ่นในบริเวณ ถนน สุขุมวิท กรุงเทพมหานคร (PROJECT DEVELOPMENT STRATEGIES FOR RENTAL APARTMENTS CATERED TOWARDS JAPANESE FAMILIES IN SUKHUMVIT ROAD AREA, BANGKOK METROPOLIS) อ.ที่ปรึกษาวิทยานิพนธ์หลัก: รศ. มานพ พงศทัต, ศาสตราจารย์, 135 หน้า.

ชาวญี่ปุ่นเป็นกลุ่มชาวต่างชาติที่มีจำนวนมากที่สุดในประเทศไทย ส่วนใหญ่จะเข้ามาทำงานพร้อมกับนำครอบครัวเข้ามาพักอาศัยอยู่ด้วย คนกลุ่มนี้มีวัฒนธรรมและวิถีชีวิตแตกต่างจากชนชาติอื่นๆอย่างชัดเจน และเชื่อมโยงไปยังความต้องการที่อยู่อาศัย จากสมมติฐานที่ว่า บ้านที่ได้รับการออกแบบมาโดยคำนึงถึงวัฒนธรรมต่างๆของผู้อยู่อาศัยเป็นพิเศษนั้น ย่อมจะได้เปรียบกว่าบ้านที่ถูกออกแบบมาสำหรับบุคคลทั่วไป งานวิจัยนี้ จึงต้องการศึกษาความต้องการทางกายภาพของที่อยู่อาศัยของชาวญี่ปุ่น และเสนอแนะแนวทางการพัฒนาโครงการในอนาคต รวมไปถึงการปรับปรุงโครงการที่มีอยู่เดิม โดยศึกษาจากโครงการเช่าพักอาศัยสำหรับชาวญี่ปุ่นบริเวณถนนสุขุมวิท ระหว่างซอย 39-55 ซึ่งเป็นบริเวณที่ได้รับความนิยมจากชาวญี่ปุ่นมาก การวิจัยนี้ใช้วิธีการลงสำรวจพื้นที่ การสัมภาษณ์ผู้ประกอบการ การสัมภาษณ์บริษัทนายหน้าหาบ้านเช่าของชาวญี่ปุ่น และการใช้แบบสอบถามผู้เช่าชาวญี่ปุ่น จำนวน 222 ราย

ผลการศึกษารูปได้ดังนี้:

1. ลักษณะที่อยู่อาศัยที่เป็นที่นิยมของชาวญี่ปุ่น เป็นอพาร์ทเมนท์ 3 ห้องนอนขึ้นไป ราคาเฉลี่ยระหว่าง 50,000 - 80,000 บาทต่อเดือน ห้องพักมีขนาดมากกว่า 200 ตร.ม และให้ความสำคัญเป็นพิเศษกับสิ่งอำนวยความสะดวกส่วนกลาง เช่น สระว่ายน้ำ สนามเด็กเล่น สวนสาธารณะ และพื้นที่จอดรถรับส่งที่ปลอดภัย เพราะคนญี่ปุ่นนิยมใช้ชีวิตแบบมีส่วนร่วมร่วมกับชนชาติเดียวกัน (Collectivistic Tendency) ทำให้พื้นที่ส่วนกลางเหล่านี้ ถูกใช้งานจากแม่บ้านและบุตรเป็นจำนวนมากพร้อมๆกัน โดยเฉพาะในช่วงหลังเลิกเรียน
2. องค์ประกอบหลักภายในห้องพักที่ชาวญี่ปุ่นต้องการ ประกอบด้วย 3 อย่าง คือ 1. ทางเข้าบ้านแบบญี่ปุ่น (Genkan) ที่แยกออกจากห้องนั่งเล่น และปูพื้นด้วยวัสดุที่คงทนกว่าพื้นไม้ เช่น หิน หรือกระเบื้อง 2. ห้องครัวที่มีลักษณะเปิดโล่งเป็นห้องเดียวกันกับห้องนั่งเล่น เพราะแม่บ้านชาวญี่ปุ่นต้องการมีส่วนร่วมกับกิจกรรมของครอบครัว และสามารถดูแลบุตรได้ในขณะที่ทำครัว ซึ่งครอบครัวส่วนใหญ่ในประเทศไทยไม่นิยมจ้างผู้ดูแลบุตร เพราะมองว่าไม่ปลอดภัยต่อทรัพย์สินที่มีค่าภายในบ้าน และ 3. ห้องอาบน้ำที่ต้องแยกบริเวณฝักบัวกับอ่างอาบน้ำอย่างชัดเจน เพราะชาวญี่ปุ่นนิยมใช้อ่างอาบน้ำทุกวัน และมีการชำระร่างกายด้วยฝักบัว(ฟอกสบู่และสระผม) ก่อนจะลงอ่างแช่น้ำเพื่อความผ่อนคลาย นอกจากองค์ประกอบในห้องพักแล้ว สิ่งที่ชาวญี่ปุ่นต้องการคือ ห้องพักสำหรับพนักงานขับรถ เพราะทุกห้องจะมีคนขับรถของบริษัทคอยให้บริการอยู่ตลอดเวลา
3. จากการเปรียบเทียบลักษณะห้องพักภายในโครงการที่มีในปัจจุบัน กับความต้องการของชาวญี่ปุ่น ผู้วิจัยพบว่า รูปแบบของที่อยู่อาศัยยังไม่สามารถตอบสนองความต้องการของคนญี่ปุ่นได้ดีเท่าที่ควร โดยส่วนใหญ่จะขาดปัจจัยหลักทางกายภาพภายในห้องพักดังที่ได้กล่าวมาแล้วทั้ง 3 ปัจจัย รวมไปถึงสิ่งอำนวยความสะดวกส่วนกลางในโครงการที่มีอยู่ในปัจจุบัน ที่ไม่เพียงพอ

จากผลของการศึกษาแสดงให้เห็นว่า โครงการที่มีอยู่เดิมยังไม่สามารถตอบสนองความต้องการของชาวญี่ปุ่นได้ดีเท่าที่ควร ผู้วิจัยจึงเสนอแนะ สำหรับโครงการเดิมควรมีการปรับปรุงพื้นที่ส่วนกลางเป็นพิเศษ เนื่องจากว่ามีการใช้งานมาก และจะทำให้ได้ผลตอบแทนที่ดีจากลูกค้าทุกคน ขณะที่หากมีการปรับปรุงพื้นที่ส่วนตัวของแต่ละห้อง จะได้ผลดีเป็นห้องๆไป และอาจจะทำไม่ได้เท่าที่ควร เนื่องจากห้องพักไม่ได้มีการออกแบบให้ตรงตามความต้องการตั้งแต่แรก ประกอบกับมีต้นทุนค่าก่อสร้างที่สูงมาก และไม่สามารถขึ้นค่าเช่าให้คุ้มค่าได้ สำหรับการพัฒนาโครงการใหม่นั้น ก็ควรจะนำความต้องการของชาวญี่ปุ่นมาพิจารณาประกอบการออกแบบ ทั้งนี้เพื่อให้มีโครงการที่สามารถสร้างประโยชน์ทั้งกับผู้พัฒนาและผู้อยู่อาศัยให้ได้มากที่สุด

ภาควิชา ..... เคหการ ..... ลายมือชื่อ นิสิต .....

สาขาวิชา ..... เคหการ ..... ลายมือชื่อ อ. ที่ปรึกษาวิทยานิพนธ์หลัก .....

ปีการศึกษา ..... 2552 .....



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# CHAPTER I

## Introduction

### 1.1 Background

Since the end of World War II, the nation of Japan has become one of the most prominent industrialized countries in the world. They have excelled in both R&D and manufacturing technologies resulting in countless innovations especially in the field of consumer electronics and the automotive industry. This prosperous growth has brought great wealth to the island nation and its people who possess a combination of strong nationalistic ideologies and an almost fanatical professional commitment.

Due to Japan's relatively small land mass and its geographical constituents common to the *Pacific ring of fire* region, (such as large mountains, volcanoes and frequent earthquakes) they may have, in the past, channeled all of their efforts towards expansionism and colonizing neighboring countries in an attempt to obtain more resources and further their industrialization endeavor. But in the modern globalization era Japan has used its technologies and expertise combined with the *Bushido* ideologies to turn itself into an economic powerhouse whose expansion are purely on an economic and manufacturing basis.

In that sense, Thailand has become one of the many countries that Japan has invested heavily in especially for the car manufacturing plants and its thousands of individual components. This has been a win-win situation for both countries because Japan can remain competitive with their products by lowering the manufacturing costs whilst Thailand can benefit economically and increase employment opportunities for its people. To continue supporting this symbiotic relationship, the government has implemented many special taxation schemes and exemptions such as the Free Trade Agreement (FTA) and the Economics Partnership Agreement (EPA). With these schemes both countries will further strengthen their economic ties, ensure a long-lasting partnership, and bring about more competitive pricing for Japanese products in Thailand and vice versa.

Subsequent to many decades of strong economic tie comes a large influx of immigrants and professional expatriates from Japan into Thailand. This number has been increasing significantly every year hence there exists a need for suitable housing to match the lifestyle of these people who possess their own unique cultures and traditions that are quite different from the regular Thais or expatriates from other countries.

Table 1.1) Number of Japanese nationals with work permits residing in Thailand

Year	2006	2005	2004	2003	2002	2001	2000	1999	1998
No.-	36,327	32,442	28,776	25,329	22,731	21,154	21,745	14,289	7,852

Source: Embassy of Japan in Thailand website [www.th.emb-japan.go.jp](http://www.th.emb-japan.go.jp)

Table 1.2) Percentage of Japanese expatriates categorized by occupation

Occupation	Percentage
Private companies	78.5%
Journalism	1%
Students and Academics	3.2%
Freelance	4.1%
Government officials	2.5%
Permanent residence	2.1%
Others	9.3%
<b>Total</b>	<b>100%</b>

Source: Japanese Embassy Bangkok website [www.th.emb-japan.go.jp](http://www.th.emb-japan.go.jp)

Table 1.3) Japanese nationals living in the Kingdom of Thailand

Japanese travelers with entry permit (Visa) travelling to Thailand				
Jan-Feb	Permanent (NON-QUOTA)	Non Immigrant Visa (NON-RE)	Work Permit (NON)	Total
2008	1,444	106,066	32,435	139,945
2007	1,694	110,634	38,039	150,367
2006	N/A	N/A	36,327	N/A
2005	1,296	85,756	29,062	116,114
2004	1,314	86,507	35,593	123,414
2003	1,151	71,649	24,888	97,688
2002	1,097	63,647	22,094	86,838

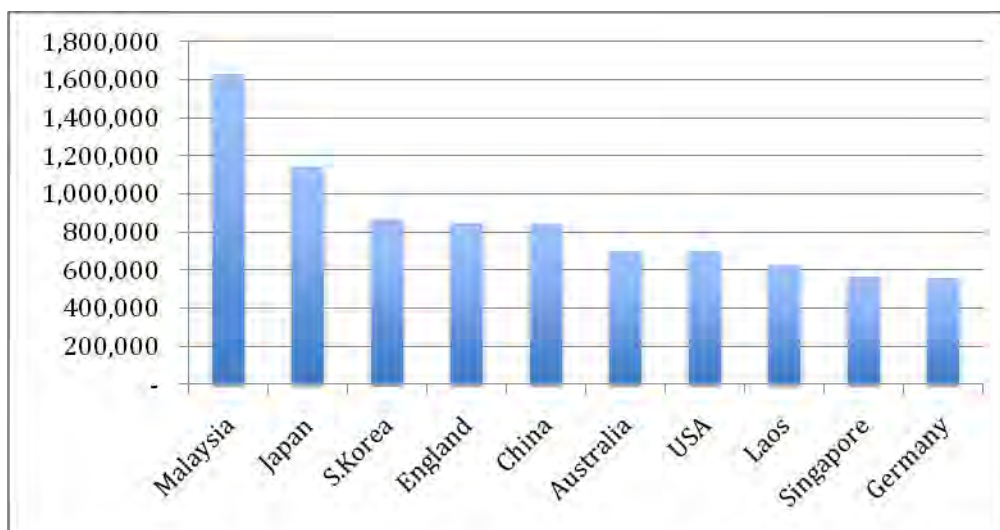
Source: Thailand Immigration Bureau [www.immigration.go.th](http://www.immigration.go.th)

From the information in Table 1.1), Table 1.2)and Table 1.3)we can derive a few important points:

- a. The number of Japanese expatriates residing in Thailand has been significantly increasing every year – only a slightly decline during 2008 due to the Hamburger crisis but this decline is consistent across all countries and will pick up again once the economy has recovered.
- b. Most Japanese expatriates in Thailand are working in the private sector.
- c. There are not many Japanese permanent residence in Thailand hence there is greater demand for rental units as opposed to freeholds.
- d. If married, Japanese expatriates usually bring their families to Thailand with them for the duration of their work commitment. The family members usually hold the Non-Immigrant Visa as opposed to the Work Permit Visa as shown on Table 1.3).

It is important to note that these data does not include regular Japanese tourists that amounts, in 2008, to 1,148,425 people altogether and is second only to Malaysia with 1,631,685 people entering the Kingdom of Thailand as shown on Chart 1.1)

Chart 1.1) All Japanese nationals inbound to the Kingdom of Thailand, 2008



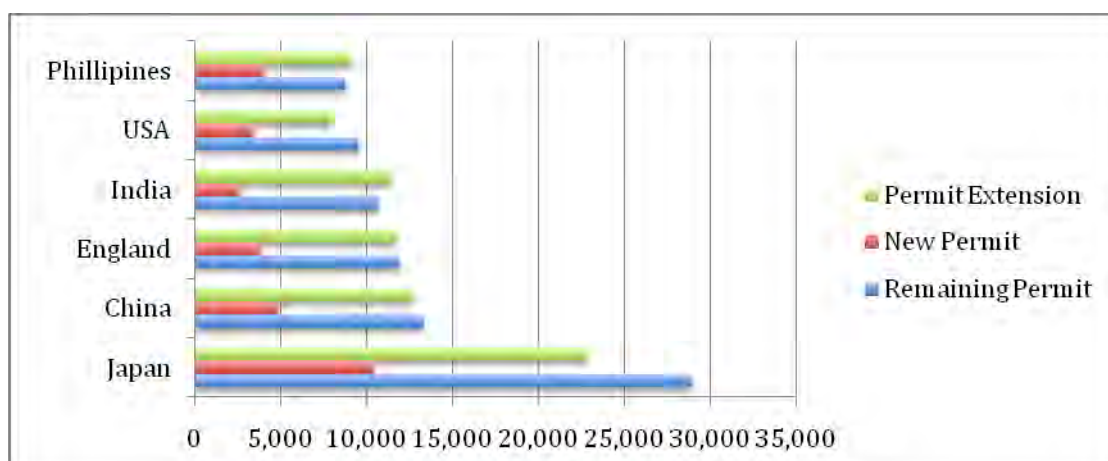
Source: Thailand Immigration Bureau [www.immigration.go.th](http://www.immigration.go.th)



Thailand tourism is very big in Japan because a) there are a large number of Japanese expatriates here who can accommodate their friends are relatives, b) we are not far away from Japan and c) Thailand provides many contrast to the lifestyle of people in Japan at a much cheaper price than anywhere else in the world.

Although the country that has the highest rate of entry into the Kingdom of Thailand is Malaysia – this number pales into comparison with the number of legal work permit holders. These are the people who bring in large amounts of money and, more importantly, generate a lot of hi-end housing demand. On this front, Japan is the most dominant nation for 2008 in all categories as shown in Chart 1.2)

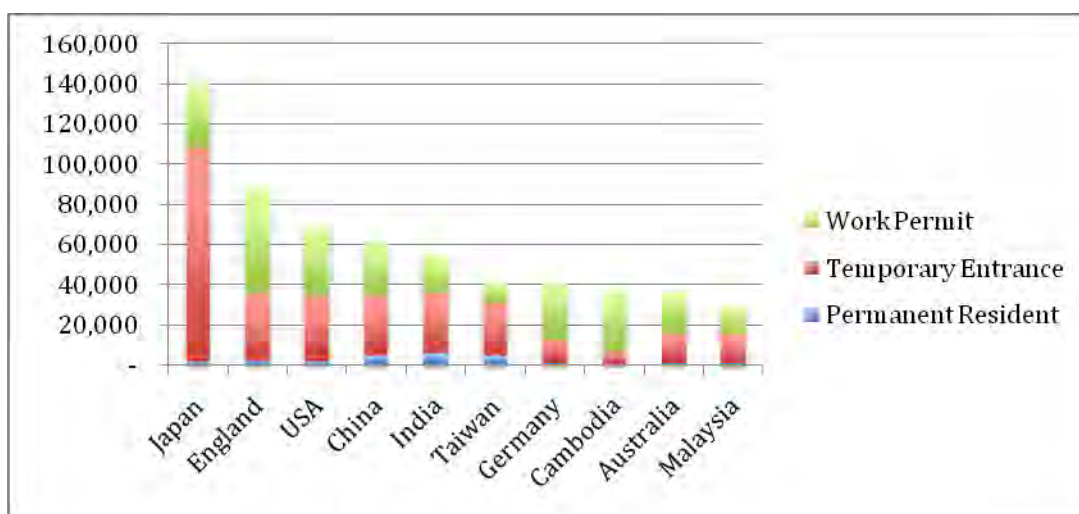
Chart 1.2) Top 6 nations with work permit in Thailand during 2008



Source: Thailand Ministry of Labor website [www.mol.go.th](http://www.mol.go.th)

If we look closely at the scope of the long-stay category we will see that Japan is also, by far, the most dominant in this sector. This fact simply means that Japanese expats tends to bring their family members with them during their work duration; the family members are represented by *Temporary Entrance* data in red in Chart 1.3)

Chart 1.3) Top 10 nations holding Long Stay visa in Thailand during 2008



Source: Thailand Immigration Bureau [www.immigration.go.th](http://www.immigration.go.th)

The data represented in Chart 1.3) means that Japanese expatriates are in a unique position and generate a specific type of family-oriented housing demand. Simply the fact that family members are present means that they have to take into consideration factors such as schools, shopping centers and various other facilities when choosing an apartment unit to accommodate both their children and partners. They will also generate more economic activities when compared to other nations through education fees and extra living expenses for their spouse. Another set of data that confirms this observation is the monthly variation of Japanese people entering Thailand. There are 2 peaks in this data; one in January that coincides with the start of New Year and new housing & work contracts, another is during April which coincides with start of school year hence their wives and kids will enter Thailand. Chart 1.4) represents this monthly variation for the year 2007 and 2008 where the trends are exactly the same but fewer people coming in during 2008 due to recent global economic crisis.

Chart 1.4) Monthly variation of Japanese people entering Thailand, 2007-8



Source: Thailand Immigration Bureau [www.immigration.go.th](http://www.immigration.go.th)

The argument represented here is not to say that Japanese expatriates in Thailand are all married but rather to indicate a unique trend where there is a much larger proportion of married Japanese expats when compared to expats the other countries. From the housing standpoint, there is a clear demand distinction between the married and single households. Each group requires different types of housing namely Apartment, Condominium and Serviced Apartments – the reasoning and analysis will be presented later in this paper.

Because Japanese companies has been investing in Thailand for a long time, the market to service these people is very well developed to such degree that there are numerous specialized real estate agencies who works exclusively for Japanese clients; two of the most well established are *Siam Kotobuki Co., Ltd.* and *Kobayashi Co., Ltd.* Both of these companies provide a comprehensive real estate service to Japanese expatriates in Thailand. However *Kobayashi* also provides additional administrative services such as visa acquisition, marriage certificates, tax papers, BOI exemption forms and many more. These companies have an intricate knowledge of their clients and acts as a middle point between the housing demand and the supply market, therefore it is important to conduct further research and interview with them to gain an in-depth knowledge in this study.

Although this thesis concerns mainly with Japanese expats who lives in Bangkok, it is important to note that there are a large number of these people elsewhere in Thailand as well. This is due to the establishment of various industrial estates along the *Gulf of Thailand* where a lot of large Japanese manufacturing companies are located. The area with second highest population of Japanese expatriates after Bangkok is Chonburi - more specifically in the town of Sriracha because of its ease of accessibility to both Bangkok and the Eastern Seaboard industrial estates.

The third most popular city is Chiang Mai because of the recent Japanese retirement trend to live there for a few years so that they may enjoy excellent healthcare services, nice accommodation and good weather – all at a much cheaper price than in Japan. These retirees will end up with more money left over from their insurance and government allowances, money that they can spend on the finer things in life during old age when they move back to Japan.

Table 1.4) Proportion of Japanese expats in Thailand categorized by city, 2008.

<b>City</b>	<b>Percentage</b>
Bangkok	74.30%
Chonburi	5.68%
Chiangmai	4.25%
Patumtani	2.35%
Ayudthaya	2.03%
Samutprakarn	1.24%
Phuket	1.21%
Nonthaburi	0.98%
Rayong	0.96%
Nakorn Ratchasrima	0.83%
Pracheenburi	0.83%
Chiang Rai	0.57%
Nakorn Pratom	0.36%
Khonkan	0.33%
Lopburi	0.27%
Others	3.01%
Total	100%

Source: Japanese Embassy Bangkok website [www.th.emb-japan.go.jp](http://www.th.emb-japan.go.jp)

From the Japanese expatriate population who works in the Eastern Seaboard Industrial Estates arises one interesting observation that contradicts John F. Kain's theory which suggests the need for people to live where they work and vice versa. Although this theory holds true most of the time, the mix of extraordinary modern globalization circumstances creates an environment where a Japanese professional has to travel from Bangkok to Rayong to go to work everyday. This is due to concerns such as the quality of child's education outside of Bangkok is not as good, the existent of many well-established Japanese community (Image 1.2) in Bangkok where the expat's wife can participate in thus enhancing her living experience and finally; the existence of company subsidized personal transportation with a driver that eliminates a lot of the stress associated with driving in Thailand.

Looking back at the rental capacity of Japanese expatriates we can postulate, through the demographic range and the average rental prices in the CBD area especially at Soi Thonglor where most of the Japanese people lives, that these expats are amongst the highest income bracket group and thus form an important part of the Bangkok rental scene.

The reason why Thonglor is the most popular area for Japanese expats is because of its close proximity to some of the best facilities and infrastructures that Bangkok has to offer. These includes Samitivej hospital, The Emporium department store, a number of leading international schools and kindergartens such as Bangkok Prep and Si Pee Nong, not to mention the BTS sky train and countless other fine Japanese pubs and restaurants.

The Japanese demands within the aforementioned area are significant enough so that places such as Samitivej hospital and the Emporium department store offer services that cater only towards Japanese clients such as the Samitivej Japanese Service Center (Image 1.1) and Emporium Japanese Customer Services with Japanese speaking staff and signage.

Image 1.1) Japanese Service Center, Samitivej Hospital



Image 1.2) Japanese Town, Sukhumvit Soi 33





Community malls such as J-Avenue by SF Development was initially designed for Japanese housewives, hence the letter “J” but now has developed into a community mall for the young and hip crowd residing in Thonglor area. Other malls in the area are Market Place and other upper-market chains such as Villa and UFM Fuji are also very popular amongst the Japanese population and can be seen throughout Thonglor and Sukhumvit odd numbered Soi.

Image 1.3) UFM Fuji Supermarket, Sukhumvit Soi 33 & 39



One of the reasons for the popularity of Japanese shops and services in the Sukhumvit area is the intricate layout of minor *Sois* from *Asok* to *Thonglor* where everything is interconnected through small streets with lots of shops and unique restaurants. These factors adds another dimension that makes the area more suitable for Japanese people since it mimics, to some degree, the street life of Japan where it is well known for an exuberant day and night life. It is a common fact that people in Japan loves to traverse these minor streets and corners to for unique shops and restaurants. However, due to the hot climate of Thailand the usual modes of transport for these people is *Song Taew* (2 rows) buggy that provides better safety when compared to the motorcycles especially when travelling with small children.

Those who work in the service & hospitality industry such as *Song Taew Buggy*, Massage Spa & Beauty saloons, pubs & restaurants are all beneficiaries of the increased economic activities generated by the Japanese expats. This is especially true with the Japanese housewives who have a lot of free time and spending power. This means that Thai people can benefit from these activities and we can see an increasing number of small shops, community complexes and even real estates that target the Japanese people within this area.

Image 1.4) „49 Terrace“ & Ramen Shops, Sukhumvit Soi 49



Image 1.5) Miu Body & Foot Massage , Sukhumvit Soi 49



Image 1.6) Apartment advertisement that targets Japanese, Sukhumvit Soi 49



As mentioned earlier, the advent of increased Japanese expatriate activities in the Sukhumvit area has brought about the inevitable formation of Japanese communities – the existence of which encourages further growth of Japanese population and forms a feedback loop. However this type of foreign community is different to, say, the formation of Chinatown (*Yaowarat*) because it is based on the „temporary“ nature of its members rather than permanent residency. Almost all of the Japanese population is not permanent residence (as shown in blue color in (Chart 1.3) and will go back to Japan in the future. This sometimes leads to negative development with short-term goals and exploitation such as nightclubs and karaoke parlors with call girls. These activities can often have a detrimental effect for the area and can grow excessively if not kept in-check by the authorities as seen in *Soi Thaniya* in *Silom Rd.* There are always two sides to the story.

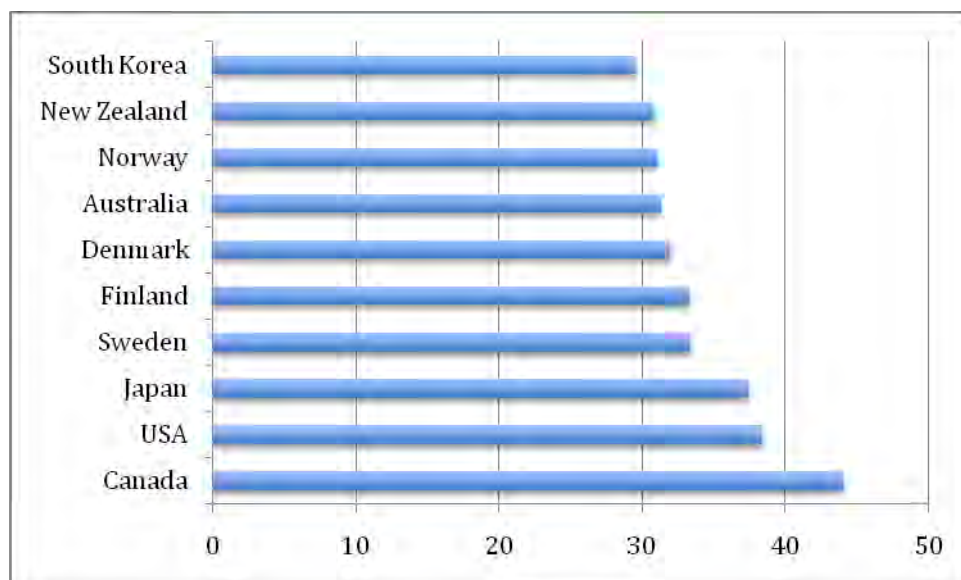
Image 1.7) Japanese parlors in Soi Thaniya, Silom.





One last observation before moving onto the next chapter is the cultural and nationalistic aspect of the Japanese people and the effect it may impose on the Thai culture. It is a well-known fact that Thai people are very hospitable and are very friendly amongst the foreign countries. Throughout history, Thailand is not known as an aggressive nation and, unique to the South East Asia region, it has never been colonized. In short, this leads to a generally relaxed natured people who do not hold very strong nationalistic traits, traits that are often linked with strong militaristic traditions. In contrast, Japanese people possess strong nationalistic ideologies and collectivistic social structure. We can see that the Japanese are amongst the most well educated population in the world with 38% of its population aged between 25-64 holding a university degree. (Chart 1.5)

Chart 1.5) Top 10 nations with population holding a tertiary degree aged between 25-64 years old.

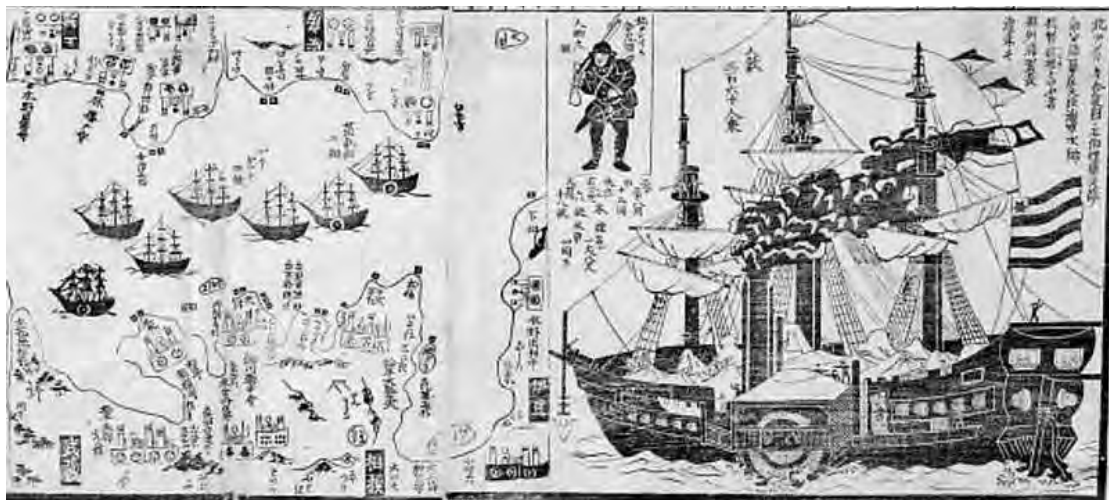


Source: Organization for Economic Co-operation and Development, [www.oecd.org](http://www.oecd.org)

However, the number of people who can speak English fluently is not that high. Japanese people are proud of their culture and do not feel the need to learn and speak different languages because they are, rightfully, sufficiently happy to immerse themselves in their own culture and way of life. This fact simply means that when the two cultures collide Thai people tend to be the recipients of the culture transfer – we can already see strong Japanese influences today in the fashion industry, cartoons, electronics and TV shows in Thailand. Even though the current trend in 2009 is Korean – the simple fact remains that Thai people are happy to adopt and merge different cultures to form their own.

This is not to say that Japanese people lives in a closed cultured community, in fact they have opened their country from self-imposed isolation since more than 150 years ago at the Convention of Kanagawa (March 31, 1854) where the US Navy Captain, Matthew Perry arrived with seven ships and forced the Shogun to sign the “*Treaty of Peace and Amity*” thus establishing a formal diplomatic relations between Japan and the United States. From then on, Japan has opened its nation and has risen to become one of the biggest economies in the world today.

Image 1.8) Captain Matthew Perry & signing of Treaty of Peace & Amity, 1854



Source: <http://en.wikipedia.org/wiki/Sakoku>

## 1.2 Objectives

- a. Study the culture and lifestyle of Japanese families in Bangkok that affects their physical housing needs.
- b. Critically review both the adequacies and inaptness of the existing rental housing features.
- c. Recommendations for the new project development and adaptation strategies for the existing projects.

### 1.3 Research Boundary

- a. The target populations for this study are Japanese expatriates who live in Bangkok with their families.
- b. The area between Sukhumvit Soi 39 to 55 is known to contain the highest concentration of Japanese people in Bangkok, therefore it is appropriate to conduct the field survey within this boundary.
- c. Since Japanese people are collectivistic in their nature, this research will consider buildings that have high concentration of Japanese clients only. (at least 90% Japanese occupants)

### 1.4 Research Benefits

- a. Understand the true nature of the lifestyle and housing requirements for Japanese families.
- b. Existing buildings may choose to optimally upgrade particular facilities to gain maximum positive response.
- c. New project site can be identified and new buildings can be designed to better suit their client's needs.

## CHAPTER II

### Literature Review

#### 2.1 Migration theories

Human migration is an ongoing process and has always been one of the most predominant forces of progress since the early prehistoric settlement, farming and agricultural advances of the industrial age. The basic and most common reason that lies behind our decision to migrate, both in the past and present, is to seek out new resources so that we may satisfy our unlimited wants and needs. In the past, that resource may be food and live animals but today it is most likely for money and economical gains. Another common cause for migration is „threat“, this can be from natural forces such as volcanoes, tsunamis and earthquakes but most likely it is from human’s own endeavors such as war, political and racial differences.

In the present, the migration model has become much more complex due to ease and speed of modern transportation by land, sea and air - we can be almost anywhere in the world within 24 hours. The economic globalization process has also played a huge role in modern migration, this, when coupled with the aforementioned modern transport, gives rise to the advent of temporary migration such as the case of Japanese expatriates in Thailand. However, the underlying reason remains the same, people seeks to take advantage of better more abundant resources and, presently, at a cheaper price.

##### 2.1.1 Three stylized levels of migration analysis

In the book *“The volume and dynamics of international migration and transnational social spaces”*, Thomas Faist<sup>1</sup> has further classified the rationality of migration into three sub-categories shown in Table 2.1) below:

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<sup>1</sup> Faist, T. The volume and dynamics of international migration and transnational social spaces. (New York: Oxford University Press, 2000.), p.31.

Table 2.1) The three stylized levels of migration analysis

MICRO: Values or desires and expectancies.	MESO: Collectives and social networks.	MACRO: Macro-level opportunity structures.
<i>Individual values and expectancies.</i> <ul style="list-style-type: none"> <li>- Improving and securing survival, wealth, status, comfort, stimulation, autonomy, affiliation, and morality</li> </ul>	<i>Social ties</i> <ul style="list-style-type: none"> <li>- Strong ties families and households.</li> <li>- Weak ties networks of potential movers, brokers, and stayers.</li> </ul> <i>Symbolic ties</i> <ul style="list-style-type: none"> <li>- Kin, ethnic, national, political, and religious organizations; symbolic communities .</li> </ul> <i>Content of ties</i> <ul style="list-style-type: none"> <li>- Transactions, obligations, reciprocity, and solidarity; information, control and access to resources of others.</li> </ul>	<i>Economics</i> <ul style="list-style-type: none"> <li>- Income and unemployment differentials.</li> </ul> <i>Politics</i> <ul style="list-style-type: none"> <li>- Regulations of spatial mobility through nation-states and international regimes;</li> <li>- Political repression, ethnic national, and religious conflicts.</li> </ul> <i>Cultural Setting</i> <ul style="list-style-type: none"> <li>- Dominant norms and discourses.</li> </ul> <i>Demography and ecology</i> <ul style="list-style-type: none"> <li>- Population growth</li> <li>- Availability of arable land</li> <li>- Level of technology.</li> </ul>

The micro level deals with the individual's decision-making mechanism and can often be characterized by „*a continuum along the degrees of freedom or choice for potential migrants*“: However, the decision-maker in this case may or may not be the actual migration person him or herself, think about the refugees of war, slaves, convicts or company workers who are assigned to a particular post. One common similarity with the migrants within this micro level is their „*high degree of autonomy*“ because this migration process deals with the individual or a single family so their decision to move and capitalize new resources can be made much easier and quicker when compared to a large group or communities.

On the other hand, the macro level deals with a much larger framework often involving a triadic array of political, economical and cultural considerations. In today's international political structure, the relationship between the emigration and immigration countries needs to be well established before migration can take place. For example, in order for a Japanese worker to be able to work and live legally in Thailand, both countries need to have certain agreements and arrangements that have been established prior to any administrative action. These agreements may be political such as establishment of an embassy and an issue of VISA or economical such as an FTA. These agreements will ensure fairness to both countries involved in the migration process and safety for its citizens.

Countries may operate on different degrees of foreign admission and integration ranging from open to restrictive. Take for instance the hypothetical case of an Afghan or an Iraqi wishing to move to the United States for whatever reasons, due to poor political relationship and war proceedings the person wishing to make that move may not be successful in their admission. This situation should eventually improve as the political issues are resolved over time.

Fundamentally, the macro-level decision making incentives are still the same as micro, that is the imbalances or differences between the availability of resources – people will migrate if the costs, associated with the moving process is much less than the benefits that he or she seeks to gain at the emigrated destination. How much less depends on each individual's personal scale, in desperate situations such as war, this cost difference may only be minute but for less desperate situations such as Japanese workers temporarily moving to Thailand, the monetary benefits gained during the move would certainly have to be much higher than staying in Japan. In any situation, when a person considers migration to other country, he/she needs to take into account factors from both the macro and micro level and weight up the differences.

The most complex model is the meso-level of migration analysis. Whereas macro and micro deal with a rigid set of properties and attributes, meso focuses more on the form and content of the relationship that cannot be easily quantified. Situated in between micro and macro level analysis, meso addresses the social and symbolic ties of individuals and how social action is facilitated and on resources such as social capital. For example, the

social tie may range from a dense network of relationship between the country of origin and the immigrated countries where people still keep in touch with each other through various forms of communications to a complete *break* that implies no bonds to the country of origin and a „*complete reorientation to the immigration country*“. This form of migration can be seen from the African-American people who are sons and daughters of many generations of African that lived in the USA since the slavery era in the 1800's and, rightly, consider themselves as American.

Image 2.1) African men crowded onto a lower deck of the ship, "Wildfire", 1860



Source: <http://afroamhistory.about.com/od/slavery/ig/Slavery-Photographs-and-Images/Slaves-on-Ship.htm>



In many cases, strong aggregate social ties, such as the existence of many migrants from the country of origin who are well established in their new environment, may allow for a much easier decision to move. This is called the „*beaten path effect*”<sup>2</sup> and can be seen in cases such as various Chinatowns in many different corners around the world including Thailand. The existence of a Chinatown in the emigrated city will make it much easier for new Chinese immigrants to move to that location and the process of integration can become much smoother. In the same sense, for Japanese people who are obliged to work in Thailand – there is already a well-established Japanese community in Bangkok especially in the Sukhumvit area (Image 2.2) and many services are available which makes adaptation to a foreign country with many different cultural and social values such as Thailand a much more pleasant experience. In essence, this is what the „*beaten path effect*” implies.

Image 2.2) Existing community „Japanese Town”, Sukhumvit Soi 33



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<sup>2</sup> Appleyard, R.T., and Stahl, C.W. South Pacific Migration: New Zealand experience and implications for Australia. (Western Australia, 1995.)



### 2.1.2 The gravity approach

The „*gravity approach*“ is a product of famous migration theorist called Ernest Ravenstein<sup>3</sup> where he considers the force of attraction that explains the reason why the emigrated location is more attractive when compared to the current place of origin. This model shows the relationships between distances and the propensity to migrate from the origin to the destination. The six laws in this analogy are:

- a. The majority migrates only short distances and thus establish „currents of migration“ towards larger centers.
- b. This causes displacement and development processes in connection with populations in emigration and destination regions.
- c. The processes of dispersion and absorption correspond with each other.
- d. Migration chains develop over time.
- e. Migration chains lead to exit movements towards centers of commerce and industry.
- f. Urban residents are less prone to migrate than rural people.

This gravity model is useful as an empirical generalization about the relative volume of migration streams. However, the model does not take into account the *meso-level* considerations presented in Table 2.1) where the relationship ties are a major factor. In the 21<sup>st</sup> century this gravity model will have to take the ease of travel into account to be valid. This factor would replace the term „*short distances*“ from item a.) in the above six laws with the term „*within short travelling time*“ because distance and travelling time has be warped due to the existence of air travel. In a sense, technology and air-travel has made the world a much smaller and accessible place.

### 2.1.3 The Push-Pull analogy<sup>4</sup>

The push-pull analogy is a variation of Ernest Ravenstein’s gravity approach that was presented in 2.1.2 above. Everett Lee (1966) concluded that migration was governed by a „*push-pull process*“ that is, unfavorable conditions in one place (such as

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<sup>3</sup> Ravenstein, E.G. The laws of migration. (New York: Arno Press, 1976.), p.154.

<sup>4</sup> Everett, L.S. A theory of migration. (New York: Arno Press, 1966.), p.31.

oppressive laws, heavy taxation, etc) “push” people out, and favorable conditions in an external location “pull” them out. He proposed that the primary cause for migration was better external economic opportunities; the volume of migration decreases as distance increases; migration occurs in stages instead of one long move; population movements are bilateral; and migration differentials (eg. gender, social class, age) influence a person’s mobility.

Lee also reformulated Ravenstein’s theory to give more considerations to the internal factors (or push) and outlined the impact that intervening obstacles have on the migration process. He argued that variables such as distance, physical and political barriers, and having dependents could impede or even prevent migration. Lee pointed out that the migration process is selective because differentials such as age, gender, and social class affect how persons respond to push-pull factors, and these conditions also shape their ability to overcome intervening obstacles. Furthermore, personal factors such as a person’s education knowledge of a potential receiver population, family ties, and the like can facilitate or retard migration.

#### 2.1.4 Decision making theory<sup>5</sup>

Everett Lee also adds another dimension to Ravenstein’s earlier propositions in formulating his „*Decision making theories*“ where he *posits four very general factors from which he derives a series of migration hypotheses.*

For every decision to migrate there will be:

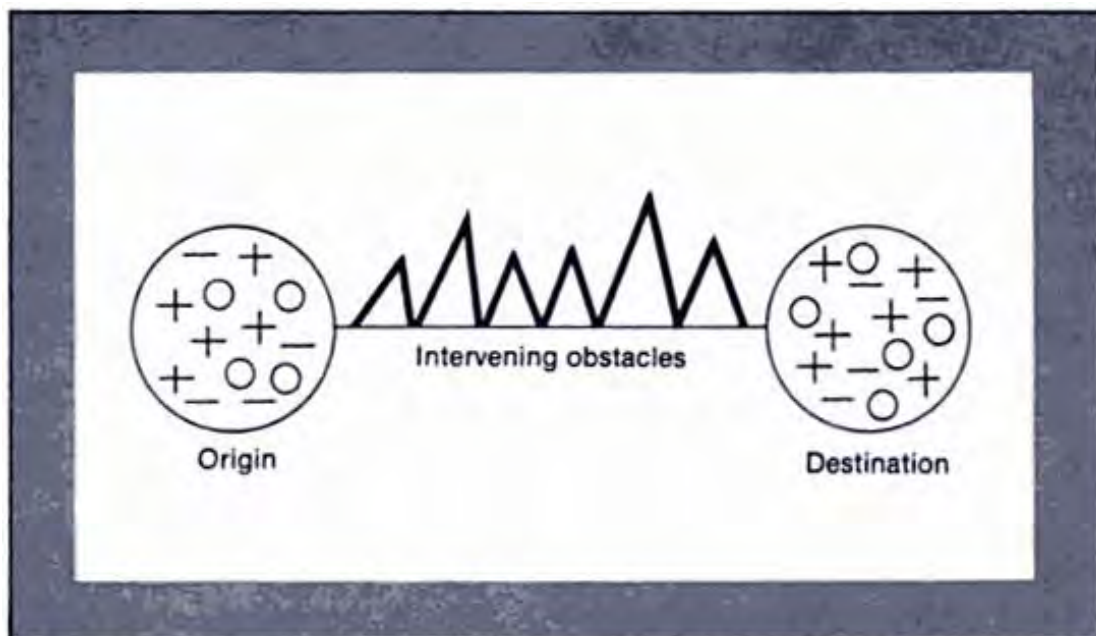
- a. Positive and negative factors associated with the place of origin.
- b. Positive and negative factors associated with the place of destination.
- c. Intervening obstacles.
- d. Personal factors

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<sup>5</sup> Daugherty, H.G., and Kammeyer, K.C.W. An introduction to population. (New Work: The Guilford Press, 1995.), p.114.

The most intriguing part of this theory is the fourth point, personal factors as this coincides with the meso-level in Table 2.1) These factors are generally characteristics of a person or a family but these also considers personal *sensitivities, intelligence, awareness of conditions elsewhere*. In the meso term, this will certainly include the relationships and social ties that exist between the individual and his/her origin and destination. This decision-making theory can be surmised as a diagram below:

Image 2.3) Origin and destination factors and intervening obstacles in Lee's Decision Making Theory.<sup>6</sup>



This diagram identifies the three core factors of the *Decision Making Theory* that are origin values, destination values, and intervening obstacles that enters into the decision making of individuals through their perceptions and knowledge. „Clearly the set of +’s and –’s at both the origin and destination is differently defined for every migrant or prospective migrant”

<sup>6</sup> Daugherty, H.G., and Kammeyer, K.C.W. An introduction to population. (New Work: The Guilford Press, 1995.), p.115.

### 2.1.5 Systematic approach

From the theories and hypothesis that has been presented so far, we can see that there is no singular formula that will independently assess the reasoning behind any migration but rather a combination of factors ranging from personal to global level. This is because humans are a social being and any forms of decision-makings will affect not just oneself but the entire network of people that he/she is involved with.

With that note, there are many attempts to combine different models together (such as the aforementioned economic, political, individual and social models) to form a general *Systematic Approach*<sup>7</sup> and try to make sense of this complex migration activity. This approach is, once again, similar to that of T.Faist's meso level in a sense that it tries to combine both the macro and micro level considerations.

The so-called *Systematic Approach* starts by considering the main elements of the two countries involved, namely the emigrated (recipient) and the immigrated (originator), and derived a set of basic observations as follows:

- a. The emigration country is usually (but not necessarily) more industrialized.
- b. Both countries are linked by various dimensions such as previous migratory routes (beaten-path effect), economical agreements, trade, technology, cultural, religion and historical (colonized country such as India-England and France-Vietnam etc.)

By bridging the micro-level considerations (such as the individual's social network) and macro-level constituents (such as political climate, laws and diplomatic relationships) we can come closer to the illusive unified systematic approach. Similar to the other theories we can make a basic observation that in order to make a successful migration, one needs to first consider his/her own immediate social network whether to include them with the move; this is all in a hope to cease the new and better opportunities (and resources) offered in at the destination. Only then is it

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<sup>7</sup> Castles, S. and Miller, M.J. The age of migration: international population movements in the modern world. (London: Macmillan, 1993.), p. 19-26.

possible to consider other macro-level components that will facilitate for the migration process.

It is important to note that the migration process includes all classes of people whether they are rich or poor, educated or otherwise. Although migration by the poorer underprivileged class are much more common, in the modern globalization era we can see an increased migration numbers in the upper end of the scale. These highly skilled working class people are what we called *Professional Transient*<sup>8</sup> and are driven by the same urge to seek out better resources and opportunities, however due to their abundant of choice and autonomy, they may choose to migrate to seek out new experiences and to enhance their skills before coming back to their country of origin. The Japanese expatriates falls directly into this category.

The professional transients group of migrants is usually non-permanent, that is they will most likely go back to their country of origin and usually consists of:

- a. Management or Professionals personals that are sent to the overseas branch of their own, or affiliate, companies.
- b. Humanitarian workers sent out to perform various aids to the recipient countries.
- c. Diplomats or government workers.

These people perform an important task of transferring their cultures, knowledge and money to the recipient country and can speed up the development process in the developing countries such as Thailand. They will act as a catalyst for change and become part of the linkage that is crucial to their own country's development and diversification as well. Many Japanese migration theorists<sup>9</sup> suggests that the process of sending their best workers and professionals to overseas post is important for the image of Japan as a true global economic powerhouse and will cause a cultural value shift in a once closed country such as Japan.

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<sup>8</sup> สุภางค์ จันทวานิช , การย้ายถิ่นข้ามชาติในภูมิภาคเอเชีย - แปซิฟิก. (กรุงเทพฯ: สถาบันเอเชียศึกษา จุฬาลงกรณ์มหาวิทยาลัย, 2540.), หน้า 15.

<sup>9</sup> สุภางค์ จันทวานิช , การย้ายถิ่นข้ามชาติในภูมิภาคเอเชีย - แปซิฟิก, (กรุงเทพฯ: สถาบันเอเชียศึกษา จุฬาลงกรณ์มหาวิทยาลัย, 2540.), หน้า 16.

## 2.2 Housing theories

### 2.2.1 Hypothesis on physical attributes of housing.

Brian Goodal hypothesize that people will consider the following attributes when choosing a home:

- a. Physical Characteristics – such as the age of the house, planning, design, sizing to match the number of people in their family, building materials and other features of the house.
- b. Surrounding Community – people will most likely choose to live amongst others of the same socioeconomic group.
- c. Distance and transportation – the ease of travel from one's housing to work, shopping, industry, school and healthcare is one of the most important factor when choosing a home.

John F. Kain suggests that the level of household income is directly proportional to the distance travelled to work. People with higher income can afford to live further away from their work whereas low-income group must live closer. In other words, higher income group can afford to choose their housing location before their work while low-income group needs to find work first then decide on their housing later. This is due to factors such as high transportation cost, cost of personal transport (car) and the availability of large plot of land in the suburbs where rich people can build bigger houses and provide a better environment for raising their families.

Puvit Iampungorn hypothesize that the time and method of travel to work is the most important factor when determining the population dispersion pattern of modern cities. People will place the cost and ease of travel from home to work very high up in their priority list even more so that the cost of land.

Jay Siegel hypothesizes that people will consider the following attributes when choosing a home:

- a. Accessibility – ease of travel to school, work, shopping, healthcare.
- b. Quality of the surrounding environment – quality of people, quality of the natural surrounding and quality of various other civic functions such as schools, hospitals and police.

- c. Characteristics of the land – shape of the plot, water table (prevent flooding), previous usage.

Brian J.L. Berry and Frank E. Horton suggests the following 3 basic factors when choosing a home:

- a. Purchase price of the property or rent.
- b. Type of the property such as townhome, detached housing, high-rise or low-rise building, semi-detached housing etc.
- c. Location of the property.

All three factors above will work in concert with each person's (or family) situations such as household income, marital status, family size, age, etc.

Generally speaking, most of the hypothesis on the physical attributes of housing that the researcher has present in this section bares a remarkable similarity especially on the topic of distance and ease of travel to and from work. However in some cases this is not entirely true, as mentioned in the previous chapter where a Japanese businessman who works in the Eastern Seaboard chooses to live in Bangkok because of his family commitment and also the personalized transport with driver provided by the company.

In reality, the modern means of exchange (ie. „money“) is the basic driving force behind any housing decision. People needs to work to generate income whose values is stored in the form of currency that can be exchanged for food or any other services. Without this, it is very difficult to imagine how a modern man can provide safety and shelter for his family – housing is the second most primal of needs for human beings after physical needs such as food, air and water. Any housing decisions should therefore make economic sense for that particular person's level of income. The need to live close to work is even more apparent in modern cities such as Bangkok where traffic jam is a chronic problem and public transport system is not on par with the developed countries. Once people are wealthy enough, they will then start to consider other factors such as surrounding neighborhood and land plot more and more.

### 2.2.2 Hypothesis on intangible and social attributes of housing

Jay Siegel hypothesize that apart from the physical attributes of the house, people will also consider the neighborhood characteristics before choosing a home. These „gut feelings“ can be derived from many factors such as the socioeconomic make up of the community, natural surroundings and personal preferences.

K.J. Buttan suggests that after deciding that the general surrounding area is suitable for living in, people will often consider their immediate neighbors in assessing whether in their decision to rent or purchase the property.

Puvit Iampungporn suggests that people living in foreign countries will often prefer to live within their own cultural group. This will have a snowball effect where after a small group of people has established themselves culturally, many new expats will follow. This is similar to the „beaten path effect“ by R.T. Appleyard & Charles W. Stahl.

Brian Goodal hypothesize that the inequality in the management of public utilities and civic functions will affect the housing decisions of higher income group. Suburbs where many wealthy people live in will therefore be a strong driving force for better improvements and facilities into that area. This, in turn, will encourage cities to expand outwards towards those areas with good utilities and civic functions.

William H. Claire hypothesize that apart from the ease of travel and perceived quality of the neighborhood, people will choose to live in the area with high quality community services such as better utilities and complete access to civic functions such as schools, hospitals, police and fire department.



## CHAPTER III

### Methodology

This paper is a descriptive research targeting both the supply and demand for family-orientated Japanese rental apartments in Sukhumvit road area. The tools and methods employed by the researcher to obtain related literatures, primary data, secondary data and analysis will be outlined in this chapter

#### 3.1 Secondary data

##### 3.1.1 Literature review

Materials for literature review phase will include books, periodicals, newspaper articles and thesis will be obtained from common sources such as:

- a. Chulalongkorn Architecture library.
  - Thesis related to Real Estates topics
  - Architectural and housing related literatures
- b. Chulalongkorn Central library.
  - Thesis from other faculties
  - Literatures on housing and Japanese cultures.
- c. Japanese Real Estates Agency websites
- d. Japan External Trade Organization (JETRO)

The topics related to these materials are Japanese culture, various housing hypotheses, expatriates housing needs and migration theories.

### 3.1.2 Other secondary sources

Raw secondary data will be obtained from the following sources:

- a. Japanese Real Estates Agencies such as *Kobayashi, Siam Kotobuki, Takumi* etc.
- b. Various other Real Estates related organizations such as CBRE, Colliers, Frank Knight, Thai Real Estates Association and REIC (Real Estates Information Center) Thailand.
- c. Thailand Immigration Bureau website.
- d. National Statistics Office of Thailand.
- e. Ministry of Labor, Department of Employment.
- f. Thai-Japanese Association.

These data includes Japanese expatriate population in Thailand, different types of Visa, number of expats from other countries for comparative study and housing supply data, seasonal variations etc.

In general, There are three types of rental housing that are suitable for Japanese expats in Bangkok namely, apartments (single owner), condominiums (multiple owners) and serviced apartments; the latter of which is suitable to single expats and (or) short-term stay because of its relatively small size and expensive rents albeit extra services and amenities that they provide.

The supply of these units can be obtained from any real estates agencies, however due to the nature of this paper, the researcher will obtain the listings from Japanese real estates agencies. This data will include location, type, size, occupant demographics, price etc. This information will be sufficient to provide the general overview of the Japanese rental housing supply market.

## 3.2 Primary data

### 3.2.1 Raw Japanese rental housing supply data.

Specific supply data will be collected via architectural drawings from 2-3 apartment projects that are deemed suitable for the purpose of this study. (Selection criteria are described in section 3.3)

These data includes, but not limit to:

- a. Architectural plans.
- b. Floor areas for common area and each unit.
- c. Number of units available.
- d. Types of units available.
- e. Facilities within the building.
- f. Other related information.

### 3.2.2 Structured interview with building managers.

Structured interview with building managers from selected apartments regarding all dimensions of the rental operation.

Topics may include, but not limit to:

- a. Common problems and solutions.
- b. Facility management issues.
- c. Previous and future renovation plans.
- d. Facility management.
- e. Security issues.
- f. Lifestyle of tenants.
- f. Other related information.

### 3.2.3 Structured interviews with real estate agents.

Structured interview with Real Estate agents from selected Japanese Real Estates firms regarding all the demands of their customers.

Topics may include, but not limit to:

- a. Common problems and solutions.
- b. Customer preferences.
- c. Marketing issues.
- d. Lifestyle of tenants.
- e. Specific features for Japanese tenants.
- f. Other related information.

### 3.2.4 Raw demand data via questionnaire forms.

Questionnaire in Japanese language, completed by both Japanese spouses living at selected apartment buildings.

Topics may include, but not limit to:

- a. Demographics
- b. Income and rent.
- c. Number of children and school attendance.
- d. Work and travelling information.
- e. Previous resident.
- f. Housing feature ranking.
- g. Lifestyle questions.
- h. Other related information.

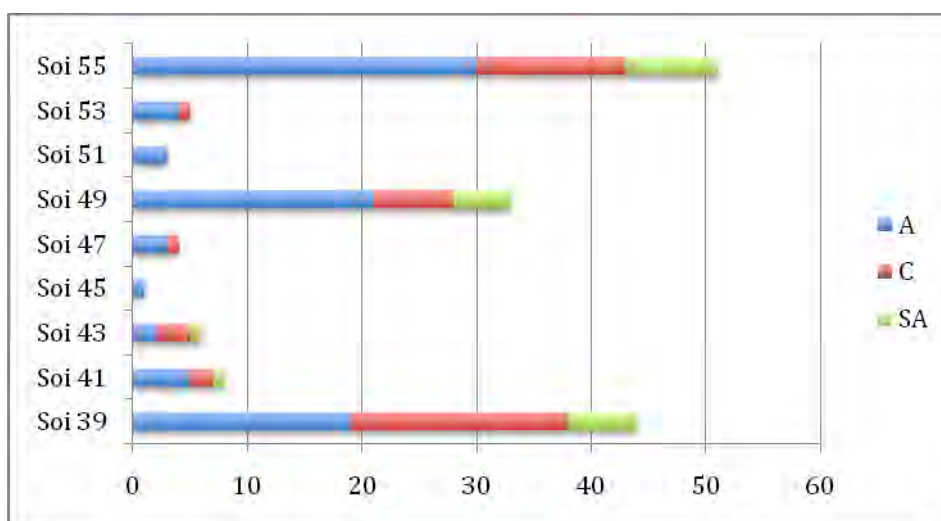
### 3.3 Sample Selection

The process of selecting suitable projects for the purpose of this study will follow certain criterion that ensures the population being surveyed will be a good representative of the typical Japanese expats family in Bangkok.

Initially the researcher will seek to establish an overall picture of the high-medium rise residential buildings from the area of interest (Sukhumvit Rd.) by gathering data from various real estate agencies. From this, the area (Soi) that contains the most number of rental apartment units can be established – thus automatically determining the physical boundary of this research to be between Sukhumvit Soi 39-55.

This data is represented on Chart 3.1) where we can see that most of the rental housing available for Japanese expats are in the form of single owner apartments (represented in blue) and most of which are located at Sukhumvit Soi 39, 49 and 55 respectively. One apartment building from each of these Soi (39,49 and 55) will be selected for supply analysis.

Chart 3.1) Rental Housing break down Sukhumvit Soi 39-55



The reason for choosing only apartment buildings as opposed to all types (including condominium and serviced apartments) is because they are owned and operated by a single person [or company] in contrast to condominiums that have multiple owners and are not typically specialized for any particular types of occupants. Serviced apartments on the other hand, are usually occupied by single person households on a short-term basis therefore it is unsuitable for the purpose of this study which concentrates on family orientated housing.

Having established the physical boundary, the researcher can further investigate the demographic makeup of the people within these apartments to further narrow down the list of suitable buildings. By choosing only apartments that contains mostly Japanese occupants (i.e. >90% Japanese occupancy rate), the number of qualified buildings should then be significantly reduced. The apartments that matches this criterion are represented in Table 3.1) below. Each building on this list is suitable for study, however the researcher will refine the list further to match the family orientated objective of this research.

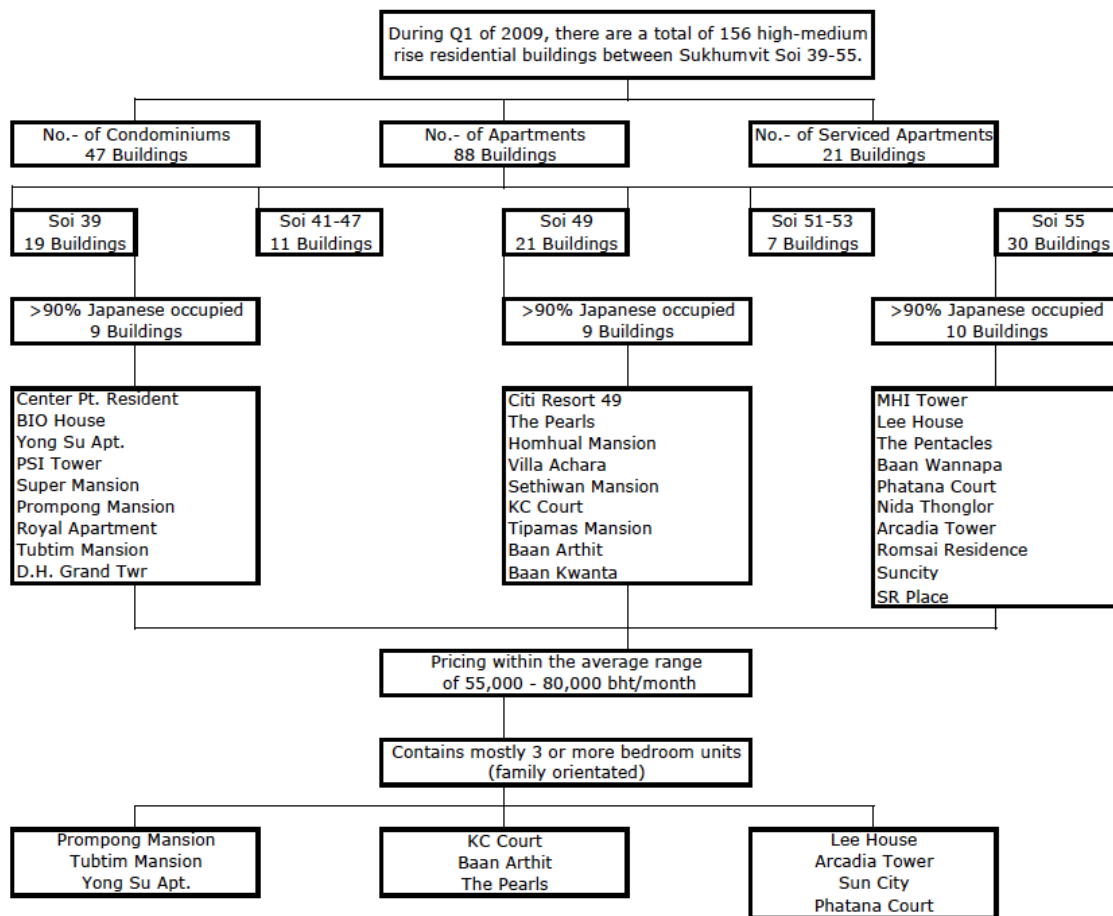
Table 3.1) Suitable buildings on Soi 39, 49 and 55

No.-	Apartments with >90% Japanese occupants		
	Soi 39	Soi 49	Soi 55
1	Center Pt. Resident	Citi Resort 49	MHI Tower
2	BIO House	The Pearls	Lee House
3	Yong Su Apartment	Homhual Mansion	The Pentacles
4	PSI Tower	Villa Achara	Baan Wannapa
5	Super Mansion	Sethiwan Mansion	Phatana Court
6	Prompong Mansion	K.C. Court	Nida Thonglor
7	Royal Apartment	Tipamas Mansion	Arcadia Tower
8	Tubtim Mansion	Baan Arthit	Romsai Residence
9	D.H. Grand Tower	Baan Kwanta	Suncity
10	-	-	S.R. Place

From the supply side data the researcher has determined that the average price range for the aforementioned apartments being occupied by at least 90% Japanese population ranges from BHT55,000 to BHT80,000, therefore the buildings listed on Table 3.1) that are priced below or above this pricing average will not be considered.

Finally, by considering only apartments that consist of mostly 3 bedrooms to 4 bedrooms units the researcher can narrow down to roughly 10 buildings that are family oriented and also corresponds to all of the aforementioned criterions. The researcher will sample 1 apartment building out of each Soi and the entire population of the selected building will be given questionnaires for the demand analysis. The researcher has elected to give each unit 2 sets of questionnaires, one for each male and female spouse – this is to signify the fact that the lifestyle of each of the sexes is almost completely different and special considerations needs to be given to the individual demand of each sex. This process can be diagrammatically summarized in the Table 3.2) below.

Table 3.2) Project selection criterion.



- From Sukhumvit Soi 39 there are 3 apartments that fits into the research criterion namely, *Prompong Mansion*, *Tubtim Mansion* and *Yong Su Apartment*. The researcher will choose *Prompong Mansion* to conduct demand side survey for the entire building population. *Prompong Mansion* consists of 24 units, all of which are 3 bedrooms – and 250sqm.
- From Sukhumvit Soi 49 there are 3 apartments that fits into the research criterion namely, *KC Court*, *Baan Arthit* and *The Pearls*. The researcher will choose *KC Court* to conduct demand side survey for the entire building population. *KC Court* consists of 42 units, 3 bedrooms are 250sqm. and Penthouse (3BR) are 350sqm.
- From Sukhumvit Soi 55 there are 4 apartments that fits into the research criterion namely, *Lee House*, *Arcadia Tower*, *Sun City* and *Patana Court*. The researcher will choose *Lee House* to conduct

demand side survey for the entire building population. *Lee House* consists of 45 units, 3 bedrooms are 240-300sqm. and 4 bedrooms are 600sqm.

Since each unit will be given two sets of questionnaires, one for each spouse, and the total number of units targeted for the demand side surveyed is 111; the number of questionnaire forms handed out will amount to 222 sets. Out of these the researcher has managed to collect back 135 sets from 72 units which corresponds to 60.8% rate of response.

Out of the 135 forms collected, 63 are from male and 72 are from female – the researcher postulates that the greater number female response is due to the fact that most Japanese males are company worker whilst females are housewives who spends more time at home and, therefore, have more recreational time to fill out the survey. The breakdown of the people who responded to the survey is summarized in the Table 3.3) below.

Table 3.3) Survey collection breakdown.

Survey Collection	M	F	Total	Total No.- of questionnaire handout	Response rate
KC Court	30	31	61	84	72.6%
Prompong Mansion	13	17	30	48	62.5%
Lee House	20	24	40	90	44.4%
Net	63	72	135	222	60.8%

#### 3.4 Questionnaire Design (Refer to APPENDIX A)

Since the target population of this research are mainly Japanese speakers with some or no English language skills, the questionnaire will need to consider the extra translation time and linguistic accuracies into account during the design process. The topics that are included within the questionnaire will mostly correspond to the first two objectives of this paper (Lifestyle and Housing Features) and the questions will be divided into 4 parts namely Demographics, Previous Residence, Lifestyle and Current Residence. The names of these divisions will be different on the questionnaire form for clarity purpose, however the underlying topics will be the same.

Initially the researcher will look at previous theses from Chulalongkorn's Master of Housing Development course as a starting



template namely from Puvit Iampungorn<sup>10</sup>, Wichien Wonnaphorn<sup>11</sup> and Prakrit Chayantathirasilp<sup>12</sup>. The questions within these theses deal mainly with foreigner's housing decision-making factors, location and unit features – therefore the questions within their survey forms will be applicable to this research.

More specific questions are derived from direct lifestyle observation by the researcher whilst structured interviews with respective building managers and Japanese real estates agencies should give more insight into the Japanese way of life. These questions (within Part D.) include apartment interior features and various other details within the existing units. Part C. of the questionnaire deals mainly with the lifestyle of Japanese families and their collectivistic tendencies.

Once a general overview of the lifestyle and unit requirements of the Japanese occupants has been established, the researcher can then use this information to construct the questionnaire that are highly attuned towards the Japanese families living in Bangkok area.

Question issues aside, the design of the data collection method has been refined to eliminate, as much as possible, the „re-translation“ step – that is once the questionnaire has been returned, the researcher can use these straight away without having to translate from Japanese back into Thai or English. Ultimately this means that almost all of the answers will be „close-ended“ whilst a very small minority will be „open-ended“ to allow a certain degree of freedom to the respondents. The open-ended questions are re-translated by a single session between the researcher and a Japanese interpreter. These answers are finally entered into a statistics program for further detailed analysis.

For Part D of the questionnaire, the respondents are asked to rank specific features within each room using „forced choice“ variation of the

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<sup>10</sup> Puvit Iampungorn, Factors affected upon foreigner's decision in renting an apartment in central business district (A case study of Baan Suan Plu, Sathorn, Bangkok), Master's Thesis, Department of Housing Faculty of Architecture Chulalongkorn University, 2002.

<sup>11</sup> Wichien Wonnaphorn, Factors for decision to own or to rent a dwelling in Bangkok for East Asian who receive work permits, Master's Thesis, Department of Housing Faculty of Architecture Chulalongkorn University, 1994.

<sup>12</sup> Prakrit Chayantathirasilp, Decision-making of foreigners when purchasing condominiums in the Bangkok metropolitan area between 1992 and 1996, Master's Thesis, Department of Housing Faculty of Architecture Chulalongkorn University, 1994.

Likert<sup>13</sup> scale. This means that each feature will be ranked amongst each other on the scale of 6 level of importance where one is the least important and 6 is the most important. The purpose of using an even numbered ranking scale (6 levels) is to force the respondents to provide either a „negative“ or „positive“ response without the option to choose the mid point – hence the term „forced choice“

The aforementioned Likert scale is a „bipolar scaling method“ where the results are either negative or positive and the scores can be summed up and compared to each other to determined the feature with the highest ranking thus implying that it is the most important feature inside the apartment.

Part C. of the questionnaire presents a series of topics for which a „yes“ or „no“ answer is required. This series of question uses „Guttman scale<sup>14</sup>“ to determine the one-dimensional<sup>15</sup> continuum towards the Japanese Collectivistic nature – that is a „yes“ answer represents a tendency towards Japanese Collectivistic nature. The numbers of „yes“ responses are then summed up towards a final score that will be compared to each male and female population. It is determined thru this Guttman scale that Japanese females have a much higher collectivistic tendency when compared to Japanese men (approximately 3 times more) who are, also, collectivistic but not as much as the females.

Since the researcher has determined that each apartment unit will be handed two sets of questionnaires for each male and female spouse – some of the questions (such as work location) will only be applicable to each sexes, these questions will need to provide an „exit point“ where the respondent can choose to skip to the next relevant question if the current question is not applicable to them. The unanswered questions will be entered into the statistics analysis program with a unique code that will indicate that the respondent has purposely skip them thus eliminating any discrepancies during analysis process.

During the pretest phase, the researcher will generate 10 sets of English language questionnaires and give them to selected occupants of

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<sup>13</sup> ศ.ดร. สุชาติ ประสิทธิ์รัฐสินธุ์, ระเบียบวิธีการวิจัยทางสังคมศาสตร์. (กรุงเทพฯ: ห้างหุ้นส่วนจำกัดสามลดา, 2550), หน้า 208.

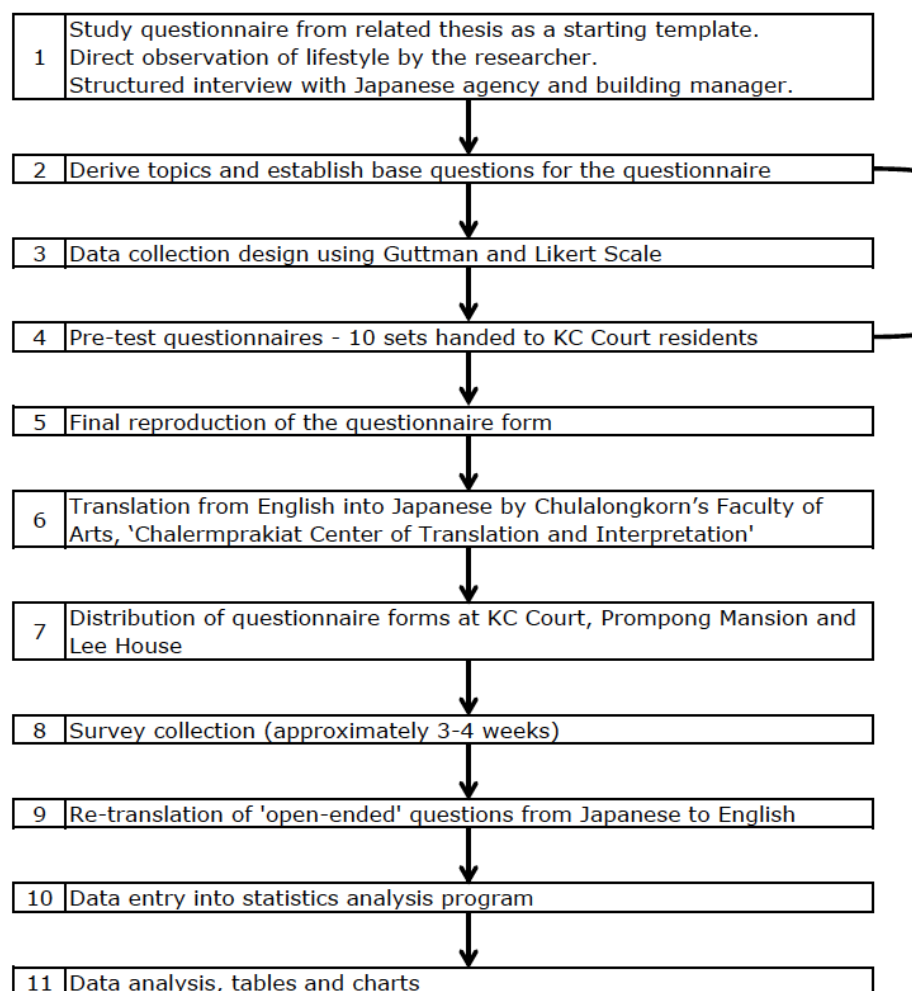
<sup>14</sup> ศ.ดร. สุชาติ ประสิทธิ์รัฐสินธุ์, ระเบียบวิธีการวิจัยทางสังคมศาสตร์. (กรุงเทพฯ: ห้างหุ้นส่วนจำกัดสามลดา, 2550), หน้า 218.

<sup>15</sup> Guttman Scaling. [Online]. Available from: <http://www.socialresearchmethods.net/kb/scalgutt.htm> [2010 March 10]

KC Court who are fluent in English. From this pretest process, the researcher has made adjustments to the some of the questions so that they are less ambiguous and more „close-ended“, however major changes are made to the instructions part of the questionnaire to make the answering process much easier to understand.

Once final adjustments and changes has been made to the pretest questionnaire, the final questionnaire forms will be translated from English to Japanese at the Chulalongkorn’s Faculty of Arts, „Chalermprakiat Center of Translation and Interpretation<sup>16</sup>“ prior to the final distribution and collection at KC Court, Prompong Mansion and Lee House.

Table 3.4) Questionnaire design flow-chart



<sup>16</sup> Chalermprakiat Center of Translation and Interpretation. [Online]. Available from: <http://www.arts.chula.ac.th/~tran/main/index.php> [2010 March 25]

## CHAPTER IV

### Analysis

The data analysis of this paper will consist of two clearly defined sections, Japanese housing demand and existing state of Japanese rental housing supply respectively. Primary demand-side data has been collected from the questionnaire whilst supply-side data are from the real estates agency and respective building managers. Secondary sources are as listed at the start of Chapter 3.

Although most of the data collected are in-line with the initial expectations and hypothesis, some do offer an interesting yet insightful glimpse into various niches of the Japanese family oriented housing demand – some of the differences are relatively minor but all of them do add up to form a set of features that is crucial for Japanese apartments.

Demand-side data will be presented in 3 main sections namely, demographics, lifestyle, and housing features. Whilst demographics and lifestyle data are numeric based and can be analyzed using basic frequency table and cross-tabulation techniques, desirable housing features data are collected using Likert scale - presenting each specific feature with a score ranging from 1 to 6 with one being the least desirable and six being most desirable. The use of even number in this scale ensures that there will be no „mid-point“ and will show clear tendencies towards negative or positive response.

For the Supply side primary data, the researcher has tried to include all existing buildings within Sukhumvit 39 to 55 with exception of a few newer buildings that are being built or are clearly not in the rental market for Japanese expatriates. These data includes, but not limited to, location, unit type, size, number of units, age, price, features, problems and percentage of Japanese occupants.

The analysis of demand, coupled with the existing supply, should give a clearer understanding of the nature of the market for Japanese expats rental market and help to identify any shortcomings providing improvement strategies for existing and future projects.

## 4.1 Japanese housing demand

### 4.1.1 Demographics

For the basic demographics of the Japanese population that has been surveyed, all 135 people (or 72 households) are married and live with their spouses and children in Thailand. This is expected because they were selected by their current housing requirements that are typical of families with children.

According to Table 4.3) we can see that all of the families surveyed have at least 1 child (29.2%), while the most common number of children is 2 (52.8%) and rest have 3 children (18.1%). These numbers are consistent with the typical bedroom requirement of between 3-4 bedrooms units and helps to explain why larger, albeit much older, units remains competitive today amongst newer and better designed building whose units are much smaller due to escalating land prices.

Table 4.1) Gender

Gender		Frequency	Percent	Cumulative %
Valid	Male	63	46.7%	46.7%
	Female	72	53.3%	100%
	Total	135	100%	

Table 4.2) Age

Age		Frequency	Percent	Cumulative %
Valid	34	13	9.6%	9.6%
	35	4	3.0%	12.6%
	36	6	4.4%	17.0%
	37	19	14.1%	31.1%
	39	18	13.3%	44.4%
	40	9	6.7%	51.1%
	41	18	13.3%	64.4%
	42	21	15.6%	80.0%
	43	3	2.2%	82.2%
	45	6	4.4%	86.7%
	47	12	8.9%	95.6%
	48	5	3.7%	99.3%
	51	1	0.7%	100%
Total		135	100%	

Table 4.3) Number of children (per household)

No.- of children/hh		Frequency	Percent	Cumulative %
Valid	1	21	29.2%	29%
	2	38	52.8%	82%
	3	13	18.1%	100%
	Total	72	100%	

The age of the correspondent range between 34 to 51 years old where 51.1% (or about half) is aged 40 or below while the rest is between 41 to 51 years old. With this age range we can see that the population involved are middle-aged professionals whose household income bracket are, according to Table 4.4) in the high BHT100,000 through to BHT300,000. More importantly we can see that most of the household income falls in between BHT150,000 to BHT300,000 group (39.3% and 51.1% respectively, totaling to about 90.3%). This is consistent with the common knowledge that most people typically spend roughly about 1/3 of their income on their dwellings whether it is for rent or least payment.

Table 4.4) Household income

Household income		Frequency	Percent	Valid Percent	Cumulative %
Valid	100,001 < 150,000	6	4.4%	4.4%	4.4%
	150,001 < 200,000	53	39.3%	39.3%	43.7%
	200,001 < 300,000	69	51.1%	51.1%	94.8%
	Private Information	7	5.2%	5.2%	100%
	Total	135	100%	100%	

Since most of the Japanese expats (males) comes to work in Thailand temporarily, they fall into T.Faist's<sup>17</sup> "Macro" level of migration pattern where they seek out better economic opportunities made possible by strong ties between both countries. This is usually in the form of better expats salary, greater savings resulting from fully, or partially, subsidized housing, cheaper cost of living etc. With this arrangement, they hope to accumulate more wealth compared to working in Japan for the same amount of time.

<sup>17</sup> Faist, T. The volume and dynamics of international migration and transnational social spaces. (New York: Oxford University Press, 2000.), p.31.

However, the same cannot be said about the female Japanese housewives who are in Thailand as a result of their relationship tie with the head of family. This underlying reason falls into T.Faist's<sup>18</sup> "Meso" level of migration pattern that deals with the relationships and various social ties of each individual.

The different migration patterns mentioned above helps to explain why Japanese females have more influences in choosing a house in Thailand. As explained earlier, the nature of Japanese professionals are to work for a single company and to remain loyal until retirement – people who are in the same company often develop strong comradeship over the years. Japanese businessmen thrives to become a good provider for his family through his work commitment so no matter where his job demands him to go, either Thailand or Japan, he can pursue his career without too much fuss.

Japanese women on the other hand has to make a lot of social sacrifice, albeit temporarily, by moving with her husband overseas – away from her friends and families. This leaves a large void in their daily lives resulting in a need to establish newer connections with their female counterparts. This is why well established Japanese location with the so-called *„beaten path effect“*<sup>19</sup>, such as Sukhumvit 39-55, are much more popular amongst Japanese expats. This also helps to explain why Japanese women obtains a much higher score (293 vs. 87 points) than Japanese men by saying „yes“ to the series of collectivist questions on Table 4.5)

More obvious reasons for female dominant role in choosing a house, or placing greater importance on certain features and facilities, are because tasks for day-to-day operations of the house such as cooking, babysitting, cleaning & washing etc. are done almost exclusively by females. Throughout the interviews that the researcher has conducted with building managers from KC. Court, Prompong Mansion, Lee House; extensive interviews with Japanese real estates agencies such as Kobayashi and Siam Kotobuki; one common persistent fact remains, if the wife is not happy - no contract will be signed.

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<sup>18</sup> Faist, T. The volume and dynamics of international migration and transnational social spaces. (New York: Oxford University Press, 2000.), p.30.

<sup>19</sup> Appleyard, R.T. and Stahl, C.W. South Pacific Migration: New Zealand experience and implications for Australia, (Western Australia, 1995.)

Table 4.5) Collectivistic tendencies

Male collectivistic tendencies		„Yes“ responses		% of Cases
		N	%	
M	You prefer to live amongst Japanese community.	21	24.1%	33.3%
	You have regular daily social gathering with Japanese friends.	20	23.0%	31.7%
	You belong to Japanese club.	21	24.1%	33.3%
	You socialize with many Jap. friends in building	6	6.9%	9.5%
	Use common area with friends regularly	19	21.8%	30.2%
	Total	87	100%	138.1%
Female collectivistic tendencies		„Yes“ responses		% of Cases
		N	%	
F	You prefer to live amongst Japanese community.	63	21.5%	87.5%
	You have regular daily social gathering with Japanese friends.	60	20.5%	83.3%
	You belong to Japanese club.	41	14.0%	56.9%
	You socialize with many Jap. friends in building	66	22.5%	91.7%
	Use common area with friends regularly	63	21.5%	87.5%
	Total	293	100%	406.9%

According to the cross-tabulation Table 4.6) we can see that the optimal price for 3-4 bedrooms Japanese apartments is between BHT60,000 to BHT70,000. This number also corresponds to about mid-point of the project selection criteria data from Chapter 3 where it is shown that most of the Japanese apartments prices range between BHT55,000 to BHT80,000. However since hardly any Japanese expats pay this amount in full, in fact 65.2% are fully subsidized and 30.4% are partly subsidized (Table 4.7) they have much more money to spend on other necessities such as food, education fee and savings.

Table 4.6) Household income vs. Rent willing to pay.

Income & Rent cross-tab		Rent willing to pay (1000 THB)			Total
		50 < 60	60 < 70	70 < 80	
Household income in THB	100,001 < 150,000	3	3	0	6
	150,001 < 200,000	11	42	0	53
	200,001 < 300,000	0	50	19	69
	Private Information	0	7	0	7
	Total	14	102	19	135
Percentage %		10.4%	75.6%	14.1%	100%



Table 4.7) Rent subsidization

Rent subsidization by company		Responses		Percent of Cases
		N	Percent	
Payment	Rent payment 100% subsidized	88	65.2%	65.2%
	Pay own rent	6	4.4%	69.6%
	Partly subsidized	41	30.4%	100.0%
	Total	135	100.0%	

One of the key indicators for the price range came from the survey question in Table 4.8) where most people (90.4%) do not want to pay anymore rent even for better facilities. This, when coupled with the fact that all three apartments surveyed are have at least 90% occupancy rate means is that their rental fees are more-or-less optimal for the service that they provide.

Table 4.8) Would you consider paying more rent to gain better facilities?

You would pay more for better facilities	Frequency	Percent	Cumulative %
No	122	90.4	90.4
Valid Yes	13	9.6	100.0
Total	135	100.0	

Conversely, when asked about the size of the apartments, 61.5% of the people surveyed said that they would prefer “*newer buildings with smaller units better facilities*”. This means that the current ratio between price per sq.m. of the apartments surveyed are not as applicable to today’s standard and newer units can charge more per sq.m. if they can have better and newer facilities. For the newer apartments this means that they do not have to use size to compete against the older building because it will no longer be feasible due to sharp increase in land price – they can concentrate on providing better designed buildings with more modern facilities such as gym equipments, swimming pools and better furniture instead.

Table 4.9) Would you prefer newer buildings with better facilities but smaller units?

Newer building with better facilities but smaller unit.	Frequency	Percent	Cumulative %
Yes	83	61.5%	61.5%
Valid No	52	38.5%	100%
Total	135	100%	

### 4.1.2 Lifestyle

The question of lifestyle cannot be ignored when we are dealing with a specific niche of the housing market such as housing for Japanese expatriates. With the recent increase in the popularity of condominiums and apartments resulting in an explosion of new buildings, consumers have a wide variety of options to choose from. By analyzing and understanding the lifestyle of Japanese expats, one can gain a decisive edge over the competition and successfully capitalize in this lucrative market segment.

The Japanese expats populations in question are not naïve to the living conditions in Thailand. In fact, they are a group of well-educated and well-informed people who knows exactly what they want in terms of location, facilities and related infrastructures such as healthcare, schools and transportation. From Table 4.10) we can see that a significant portion, 60% to be precise, has been living in Thailand for more than one year and, surprisingly, 28.9% has been here for 5 years or more.

Table 4.10) Number of years lived in Thailand.

Years in Thailand	Frequency	Percent	Cumulative %
0-1 yr	54	40%	40%
1-2 yrs	13	9.6%	49.6%
2-3 yrs	12	8.9%	58.5%
3-4 yrs	17	12.6%	71.1%
> 5 yrs	39	28.9%	100%
Total	135	100%	

Different cultures aside, one dominant factor important for choosing where to live; especially for the working-age population; is the issue of transport. One of the most surprising response to the questionnaire is the fact that all of the Japanese men who answered the survey say that they use their company car (with driver) to get to work instead of BTS. This is shown on Table 4.11) where the missing values are females who do not work.

Table 4.11) Work travel method.

Work travel meth.	Frequency	Percent	Valid Percent	Cumulative %
Valid Company Car	63	46.7	100.0	100.0
Missing 99	72	53.3		
Total	135	100.0		

The implication of this on the operators of rental apartment is quite substantial since it is now paramount to provide proper recreational and refreshment space for these drivers separate to the common area for the building occupants. If these facilities are inadequate, parking spaces will be used for unsightly activities such as eating, smoking and sleeping which can ruin the image of the building especially during the “first impression” stage when acquiring potential customers.

The number of parking space are determined by laws to at least 1 space per unit even though only a small portion of the Japanese people actually own cars in Thailand. (Table 4.12) However, since most of them use company cars, the parking spaces are usually quite full anyways.

Table 4.12) Number of cars owned.

No.- of cars owned	Frequency	Percent	Cumulative Percent
Valid None	127	94.1	94.1
One	8	5.9	100.0
Total	135	100.0	

The effect of this heavy reliance on cars can be seen directly by looking at the time it takes for a Japanese person to get to work during each trip where 49.2%, or roughly about half, of the Japanese workers (who are coincidentally all male) regularly take more than 1 hour to travel to work on Table 4.13)

Table 4.13) Travelling time to work.

Work trav. time	Frequency	Valid %	Cumulative %
Valid 31-45 min	12	19.1%	19.1%
46-60 min	20	31.7%	50.8%
>60 min	31	49.2%	100%
Total	63	100%	

Whether this is a direct result of the availability of cheap labor for low-level tasks such as personal drivers in Thailand or not is irrelevant in this study, but we can see that direct and easy access to BTS is not a crucial factor for these expats. It is, rather, convenient feature that is really nice to have but not a necessity.

The argument that BTS is not a complete necessity for Japanese expats and their families can be further strengthened when we look at the transportation needs for the housewives and children. When asked how the Japanese children travel to school and back, the answer is 100% by „school bus“ which, in this case means vans that pick them up in the morning and deliver them home in the afternoon. The reason that the researcher only presents 72 answers from the survey is because male answers are the same as females since they are in the same household. Table 4.14)

Table 4.14) Travelling method to school.

Trav. meth. School.	Frequency	Percent	Cumulative Percent
Valid School bus	72	100.0	100.0

We can also see that the travelling time to get to school is significantly less than to get to work with 80% of the cases arrive within 30 minutes. (Table 4.15) As for the daily activities of the housewives, they are usually spent at shopping malls such as „The Emporium“ and various lifestyle community malls such as J-Avenue and countless other small unique shops located in the small connecting road from Sukhumvit 55 to Asoke, locally known as „Soi Klang“

Table 4.15) Travelling time to school.

School travelling time	Frequency	Percent	Cumulative %
Valid 0-15 min	15	11.1%	11.1%
Valid 16-30 min	93	68.9%	80.0%
Valid 31-45 min	27	20.0%	100%
Total	135	100%	

The only other types of transport that the housewives and children need to have access to are the „two-row buggy“ and the regular taxis that are readily available for hire. The implication of this is obvious, apartments that specialize in Japanese families needs to have a safe and easily accessible entrances for public vehicles. A lot of the buildings that did not consider this fact during the design stage end up with cars U-Turning inside the parking space with high frequency making it very dangerous for small children not to mention the pollution that can remain in the enclosed space for a long time. Clearly, buildings that provide an easily accessible drop-off point for children without causing traffic

jams and dangerous U-Turns will be a much safer environment for its occupants.

Although the researcher has tried to categorize a lot of the information by sex because the life-style of Japanese males and females are very different, one common theme emerges from the questionnaire that is a strong preference for Japanese products and services. According to collectivistic tendencies Table 4.16), 3 out of the top 5 questions that received a positive response showed a strong preference towards Japanese products and services.

Table 4.16) Collectivistic tendencies.

Collectivistic Tendencies	„Yes“ responses		% of Cases
	N	Percent	
You prefer services for especially Japanese people	132	11.1%	98.0%
Your children regularly use pool & playground	132	11.1%	98.0%
You regularly visit Japanese restaurants	126	10.6%	93.0%
You prefer Japanese products	113	9.6%	84.0%
You spend a lot of time inside your unit	105	8.9%	78.0%
You prefer to live amongst Japanese community	84	7.1%	62.0%
You use common area with friends regularly	82	6.9%	61.0%
You have regular daily social gathering with Japanese friends.	80	6.7%	59.0%
You socialize with many Japanese friends in building	72	6.0%	53.0%
You use garden & outdoor area regularly	66	5.6%	49.0%
You belong to Japanese club	62	5.2%	46.0%
You often invite friends inside unit	42	3.5%	31.0%
You use swimming pool regularly	32	2.7%	24.0%
You feel that common area is sufficient	27	2.3%	20.0%
You would like to have pets	16	1.4%	12.0%
You use gym regularly	15	1.3%	11.0%
Total	1187	100.0%	879.0%

This is consistent with the interview conducted with Khun.Pilaiwan<sup>20</sup> from Kobayashi Real Estates Agency in which she states that “...*Japanese people exhibits strong nationalistic traits, often clients requests specifically Japanese appliances because they are perceived to be of better qualities especially when compared with competitive Korean brands such as Samsung and LG...*”

<sup>20</sup> Pilaiwan Chareunchukpattana, Kobayashi interview. 25 Nov 2009.

The implication of this is quite obvious, older apartments which needs to upgrade their appliances should consider using Japanese products first and foremost, while new apartments should plan to buy these apartments in large volume so that they can receive discount and better service maintenance deals. For the service side, having at least one person who can speak Japanese on-site can be a distinct advantage because he/she can communicate much better since a lot of Japanese people speak relatively little English. Sometimes this may not be possible due to cost considerations but it should be considered nevertheless.

Finally for the lifestyle considerations, the researcher would like to present some external, but important, issues such as advertisement channels and travelling frequencies. The reason why these issues are important is to do with how to gain maximum exposure for the prospective clients during peak and low seasons that could make a difference between 80% occupancy and 90% occupancy rate.

From Table 4.17), it is conclusive that the most common way to obtain new occupants is through the agency. Although the Internet provides a good starting point for research – it is very uncommon for any buildings to get a walk-in client without real estates agency. This issue is related to the fact that a lot of clients get full subsidies for their housing expenditure, therefore large companies tends to have a list of popular real estates agencies to forward their employees to.

Table 4.17) Advertisement channel

Advertisement Channel		Responses		% of Cases
		N	Percent	
Advertisement Channel <sup>a</sup>	RE Agency	80	53.3%	59.3%
	Internet	36	24.0%	26.7%
	Friends & Family	28	18.7%	20.7%
	Spouse	6	4.0%	4.4%
	Total	150	100.0%	111.1%

It is therefore paramount to obtain and maintain strong relationship with real estates agencies – this is one of the true advantages that older buildings have over newer apartments. K.Parada<sup>21</sup>, the building manager at KC Court, stated during his interview that “...*although our apartments seems much more aged and our facilities are not as good compared to some of the newer apartments, we have managed to maintain a relatively high occupancy rate of 90%-100% for almost 10 years. This is because I have established a strong relationship with many Japanese Real Estates agents from different companies and as long as they continue to bring in more customers, we have more chances of signing more contracts.*”

Although this strong relationship between the agents and the building operators is important, it does have some downfalls in terms of higher commission because this is a business relationship. For example during the end of 2008 through to 2009 when the effects of the so-called “Hamburger Crisis” was at its worst, rental market for foreigners were adversely affected – especially on the Japanese rental sector. This is because foreign companies needed to cut their operating expenses and this reduction in industrial production results in a decrease in number of foreign expats.

Generally for both KC Courts and Prompong Mansion, this has resulted in a decrease in rental fee of about 7-10% (depending on negotiations) and the agencies also feel the pressure of lower number of customers as well. This has resulted in a practice of charging a full month’s commission for the first month of the next contract renewal where, normally, the agencies would only get the first month’s rent as a commission. This means that if the customer decide to extend his/her contract on the second year, the operator will need to pay the agencies the first month’s rent as a commission as well.

Although this seems unfair, the resulting gain for the operators is that they continue to receive new potential customers during those difficult economic times. This is true for all buildings involved in this study, KC. Court, Lee House and Prompong Mansion where, through maintain strong relationship with the real estates agents, all of them has managed to maintain a respectable occupancy rate of at least 85% and even 95% at KC. Court.

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<sup>21</sup> Parada Pornpanich. KC Court Manager interview. 2<sup>nd</sup> Nov 2009.

Having established that a good relationship with real estates agencies is crucial, the issue of timing is also important. This timing refers to the period when there are many customers relocating and building operators needs to spend more money on advertisements to obtain these new customers. Contrary to popular believes that people often relocate at the end or the start of each year, most Japanese people (48.3% from Table 4.18) surveyed do most of their travelling during March and April. This data is also consistent with the immigration data in Chapter 1, Table 7). When asked about the annual frequency of travelling back to Japan, most people (88.9% from Table 4.19) only fly once or twice.

Table 4.18) Month of travel

Month of travel		Responses		% of Cases
		N	Percent	
Month of Travel <sup>a</sup>	January	0	0%	0%
	February	9	4.4%	9.8%
	March	43	21.2%	46.7%
	April	55	27.1%	59.8%
	May	0	0%	0%
	June	7	3.4%	7.6%
	July	0	0%	0%
	August	66	32.5%	71.7%
	September	0	0%	0%
	October	9	4.4%	9.8%
	November	0	0%	0%
	December	14	6.9%	15.2%
Total		203	100%	220.7%

Table 4.19) Frequency of annual trip to Japan

Annual trips	Frequency	Percent	Cumulative %
Valid	0-1	93	68.9%
	1-2	27	20.0%
	3-4	15	11.1%
	Total	135	100%



With this information we can establish that any advertisement campaigns should start at the beginning of each year to be able to gain maximum exposure to the new influx of customers during March and April. During the time when some of the rooms are vacant, it is also suitable to start any minor or major repairs and renovations as well. This process can often take at least 1 month to complete, therefore it is best to be able to anticipate ahead so that it can be completed at the right time.

Usually buildings that have Internet advertisement do so as a direct result of advertisement fees paid to the real estates agencies that then advertise their availability on the Internet. However, buildings that have their own websites can much better control the types of information that they would like to advertise. Information such as facilities, prices, availability and types of room are much more detailed of presented in the building's own website. This case is especially true for the photographs where the real estates agencies do not usually take good care of composition to make the rooms look as good as possible and can sometimes have adverse effects on the intended audience.

One of the most important advertisement channels that can be much more persuasive than any other is by words of mouth through friends and families, even though this only represents 18.7% of the people surveyed (Table 4.17) Usually any recommendation by friends and families are very significant because they are usually perceived as genuine since contain no financial motives. As mentioned earlier, a lot Japanese people live in their own enclosed community and many people know each other through various networking sources such as golf clubs, schools, social classes etc., therefore one can imagine that any positive word-of-mouth will be very beneficial for the building operators.

Table 4.20) Reason for previous contract termination

Previous contract termination		Responses		% of Cases
		N	Percent	
Reason to terminate previous contract <sup>a</sup>	Poor safety	26	29.5%	19.3%
	High rent	23	26.1%	17.0%
	Noisy	18	20.5%	13.3%
	Far from school	8	9.1%	5.9%
	Poor facilities	5	5.7%	3.7%
	Poor furniture	5	5.7%	3.7%
	Far from healthcare	3	3.4%	2.2%
	Total	88	100.0%	65.2%

Finally, the researcher asked the target population about the reason(s) why they terminate their previous contract as this information can be used to understand what the customer value most in their housing needs. The information gained from this is consistent with the common basic human requirement where air, food and shelter (safety) are first and foremost. Safety can be split into two categories where the first one is based on the actual location of the apartment and the second is the actual safety facilities that are provided within the building itself.

While the first category can only be dealt with during the design process where the operator must choose a suitable housing site with no adverse safety factors such as bars, pubs, motorcycle stands etc., the building itself must provide adequate safety features. Apart from the usual candidates such as security guards, electronic keycards and dual lock system and sprinklers system – some of the most complained about features are the balcony railings where vertical rails are preferred to the horizontal rails because children cannot use the vertical rails as a ladder to climb over; also separate children’s swimming pools are preferred for to negate the obvious risk of drowning.

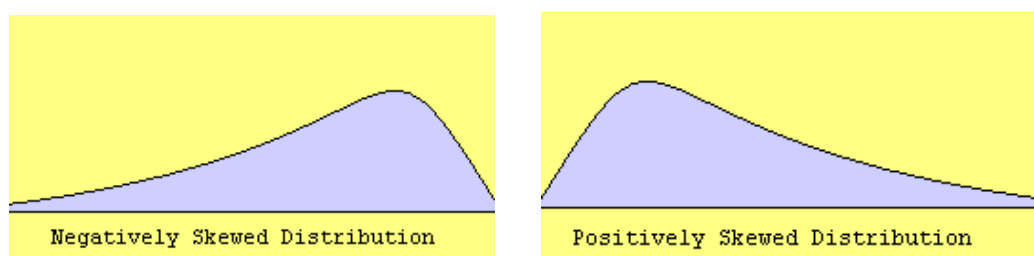
### 4.1.3 Housing features.

Having examined the demographics and lifestyle side of the Japanese expats demands, this section will get into more specific details of the various housing features that are considered most desirable for this market segment. This would help both existing and new buildings to better customize their designs to suit the intended customers. Although this research cannot cover all of the countless minute details, the researcher has included most of the key features that are built-in and also the most common furniture that are standard in a fully furnished rental apartment. To gauge the importance of each feature, the researcher has used Likert scale of ranking from 1 through to 6 where one is the least important and 6 being the most crucial. Each feature will include a total sum of their score and also the mean score to show how they are ranked.

As mentioned earlier, the overall picture is rather similar to any apartment within this price range, however the differences are in the details – all of which adds up to form an apartment that is tailored especially for Japanese tenants.

To assist in visualization of the distribution curve, each descriptive statistics table will include the “skewness” calculation that measures the degree and direction of asymmetry. A symmetric distribution such as a normal distribution has a skewness of 0, and a distribution that is skewed to the left, e.g. when the mean is less than the median, has a negative Skewness and vice versa. (refer to Image 4.1) The standard deviation is just the measure of how spread out the data is from the mean

Image 4.1) Skewness score and shape of distribution curve.



To begin this analysis the researcher would like to initially establish the „big picture“ by ranking which rooms are considered the most important from the Japanese tenant’s point of view then further analysis of each specific features will be presented.

From the data collected on Table 4.21) is not surprising that most people rank the living room (60%) as the most important room in their entire unit. This is due partly because of the nature of living in a high-rise building where space is often restricted and most of the family recreation is done inside the living room. If this survey was conducted for detached housing, the answer may deviate towards each individual’s bedroom because of less space restriction so some of the living room function can digress inside the bedroom.

Table 4.21) What do you consider the most important room in your unit?

Most important room	Frequency	Percent	Cumulative %
Living room	81	60%	60%
Kitchen	31	23%	83%
Valid Master bedroom	17	12.6%	95.6%
Services	6	4.4%	100%
Total	135	100%	

However, the interesting finding which is contrary to the common conception is the fact that most people showed a bias towards the kitchen as more important than their bedrooms, 23% compared to 12.6% respectively. The reasons for kitchens scoring almost double that of the master bedroom cannot be conclusively explained but the implications for existing building improvements and new building designs are significant.

Table 4.22) Most important room vs. gender.

Cross tabulation	Most important room VS Gender				Total
	Master bedroom	Living room	Kitchen	Services	
Gender Male	11	38	8	6	63
Female	6	43	23	0	72
Total	17	81	31	6	135

From Table 4.22) we can clearly see the differences between male and female preferences, while both do concur on the living room being the most important, a majority of females show a clear bias towards the kitchen whereas some men rank the services area (such as maid's quarter and laundry room) as important.

Although this discrepancy is expected, when coupled with the knowledge that housewives opinion is crucial in a successful tenant acquisition it means that a lot more emphasis should be placed when designing kitchen and choosing appliances for Japanese housing.

When considering the living room (Table 4.23) we can see that the most important feature that Japanese tenants ranked are the entertainment unit with Japanese cable TV. The negative skewness number of well below -1 indicates that most the score are above the mean value and the negative skewed distribution curve similar to Image 4.1).

Contrary to the popular conception that fully furnished apartments within the price range of this study should provide a luxurious living room set with leather upholsteries which are very expensive, it is not ranked as highly as the aforementioned entertainment unit. With this information, the operator can save furniture cost by choosing to upgrade their electronic appliances to gain better positive response.

Table 4.23) Living room features.

Living Room	N	Sum	Mean	Std. Deviation	Skewness
	Statistic	Statistic	Statistic	Statistic	Statistic
Japanese Cable TV	135	722	5.35	1.226	-2.662
LCD TV	135	706	5.23	.813	-.766
Balcony	135	702	5.20	1.105	-1.737
Square dining table	135	668	4.95	.945	-.309
Timber floor	135	621	4.60	1.392	-.880
Open floor-plan	135	554	4.10	1.373	-.334
Leather sofa	135	479	3.55	1.432	.068
Stereo	135	473	3.50	1.469	.111
Jap. styled furniture	135	432	3.20	1.609	.566

The kitchen provides one of the most important functions in any household regardless of cultures. However, for the apartments that the researcher has sampled it is often lacking in many crucial areas. Because the kitchen contains almost all built in furniture and appliances, except from the fridge, it must be planned and designed ahead and cannot be modified easily.

From the interviews with various agencies and building managers, one of the most consistently complained about feature is the lack of „open-planning“ where the housewives, the primary user of the kitchen, feels excluded from the family and friends when cooking in the kitchen. This open planning is also important because the majority of Japanese families do not hire babysitters (although many hire cleaning maids) so the mother needs to keep an eye on their children while in the kitchen. The reason for not including this question directly in the questionnaire is because it is very difficult to explain this architectural concept within the confines of the questionnaire format and can lead to misunderstand and inaccurate score.

The culture of Japanese people is such that when receiving guests the housewife will not sit down at the table, they will be in the kitchen cooking and tending to their guests therefore having an open kitchen will ensure that they can continue to interact with their guests while performing the aforementioned tasks.

As with any other kitchens, natural lighting and ventilation is important when cooking. This is even more so within the confines of high-rise building where poorly ventilated kitchen can cause bad odor to the entire apartment. According to the survey, large refrigerator is required which is normal for a typical family however, the addition of water filter will be great convenient for Japanese tenants because most buildings do not have their own drinking water machine so the housewives needs to either boil the tap water or buy water from supermarket which can be very heavy to carry into the unit.

The traditional usage of the kitchen and the explanation of how it ties in with the lifestyle of Japanese families will be explained and analyzed in detail in Chapter 5.

Table 4.24) Kitchen features.

Kitchen	N	Sum	Mean	Std. Deviation	Skewness
	Statistic	Statistic	Statistic	Statistic	Statistic
X Large refrigerator	135	790	5.85	.366	-2.123
Natural ventilation	135	763	5.65	.813	-2.502
Gas stove top	135	749	5.55	.686	-1.283
Water filter	135	702	5.20	1.240	-2.262
Oven	135	695	5.15	1.387	-1.874
Dual sinks	135	689	5.10	1.165	-1.322
Natural lighting	135	682	5.05	1.538	-1.539
Mechanical ventilation	135	648	4.80	1.473	-1.266
Dish washer	135	614	4.55	1.468	-1.440
Electric stove top	135	594	4.40	1.789	-.922
Hot water	135	527	3.90	1.861	-.383

When considering the master bedroom, the most important feature is, in fact, the en-suite bathroom. There is not much difference in the bedroom requirements for Japanese people and other cultures; features such as king-sized bed are often the standard. The walk-in closet is quite a common feature in modern apartment design but it is ranked as the least important feature for Japanese people therefore it would be best to use the space for other functions. However, for the bathroom, one of the most important functions is the separate shower and bathtub as Japanese people inherently use the bathtub everyday. This function is also consistent with the guest bathroom where separate bathtub and shower is required.

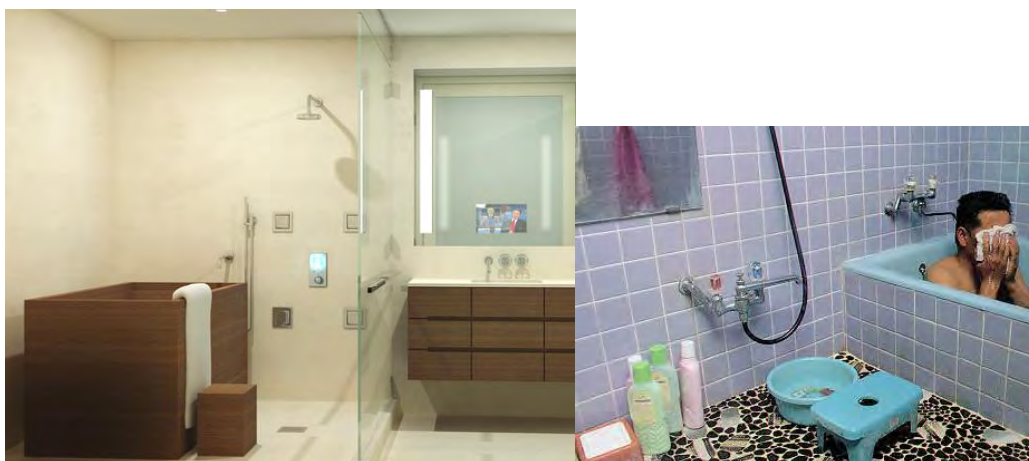
One common complaint that operators get from the function of the bathroom is that water is not hot enough. This is due in part to the use of bathtub where hot water is required and higher specification of water heater is needed. A typical Japanese bathtub (referred to as “Ofuro<sup>22</sup>”) will be much shorter and deeper than standard size in Thailand. (Image 4.2) This type of bathtub will also have electric heater to maintain consistent water temperature because traditionally Japanese wash their bodies outside the bathtub with normal shower then they use the bathtub for relaxation.

<sup>22</sup> Furo [Online]. Available from: <http://en.wikipedia.org/wiki/Furo> [1 April 2010.]

Table 4.25) Master bedroom features.

Master Bedroom	N	Sum	Mean	Std. Deviation	Skewness
	Statistic	Statistic	Statistic	Statistic	Statistic
Separate shower	135	797	5.9	.308	-2.888
Bathtub	135	763	5.7	.587	-1.521
King-size bed	135	756	5.6	.681	-1.514
Dual wash basins	135	729	5.4	.883	-1.449
TV	135	709	5.3	1.446	-2.109
Japanese cable TV	135	668	5.0	1.731	-1.538
Urinal	135	648	4.8	1.473	-1.156
Dressing table	135	641	4.8	1.020	-.103
En-Suite Bathroom	135	641	4.8	1.410	-1.386
Double lock	135	641	4.8	1.650	-1.039
Safe	135	635	4.7	1.380	-1.131
Balcony	135	608	4.5	1.701	-.819
Timber floor	135	608	4.5	1.433	-1.491
Sofa set	135	587	4.4	1.954	-1.019
Electronic washlet	135	554	4.1	1.483	-.404
Bidet	135	547	4.1	1.669	-.615
Computer table	135	506	3.8	1.803	-.662
Jacuzzi	135	486	3.6	1.569	-.341
Walk-in closet	135	331	2.5	1.395	.502

Image 4.2) Typical Japanese “Ofuro” bathtub (left) &amp; bathing procedure (right)



In both the private home and the public bath the actual Japanese bathing procedure is the same. Europeans often take run water into the bathtub, climb in and wash, then finish and drain the water away. In effect, the people end up washing themselves in what has become dirty water. A shower, of course, overcomes this limitation but does not allow the soaking of the body that can prove relaxing.



In Japan, the procedure is very different<sup>23</sup>. A person does not immediately enter the bathtub and start soaping and cleaning. He/she sits on a stool (in the modern case a separate shower box), douse the body with hot water then clean, soap and shampoo thoroughly before rinsing off. Only then do they enter the tub to relax<sup>24</sup>. This allows a number of people to use the same tub since the water in the tub does not get dirty as quickly.

In the Japanese home<sup>25</sup>, the bath is usually taken in the evening. It's not unusual for young children to bath with their parents, and the entire washing/soaking/relaxing process can take anywhere up to thirty minutes. On the other hand, teenagers and adults, especially those without children, bath alone.

Japanese people believe that the act of parents bathing with their children will help strengthen the parent-child bond. This places great importance in the act of bathing and, consequently, the proper design of Japanese bathroom. Some parents also use the bathing time to help teach young children things like multiplication tables and the alphabets. Children are also taught the proper methods to use in bathing and pass on this Japanese tradition

In households that are still very traditional in nature, there is an order in taking baths in the home. The head of the household baths first; any other males in the household then bath, in order of descending age; the females bath, also in descending age order. In modern times, this procedure is not compulsory although it may still be widely practiced.

Table 4.26) Guest bathroom features

Guest Bathroom	N	Sum	Mean	Std. Deviation	Skewness
	Statistic	Statistic	Statistic	Statistic	Statistic
Separate shower	135	770	5.70	.571	-1.845
Bathtub	135	675	5.00	1.338	-1.026
Urinal	135	662	4.90	1.252	-.865
Bidet	135	581	4.30	1.455	-.584
Electronic washlet	135	560	4.15	1.694	-.260

<sup>23</sup> ร.ศ. มณฑา พิมพ์ทอง, *ธรรมเนียมญี่ปุ่น*, (กรุงเทพฯ: โรงเรียนสมาคมส่งเสริมเทคโนโลยี ไทย-ญี่ปุ่น, 2542.). หน้า 191.

<sup>24</sup> *Japanese Ofuro*. [Online]. Available from: <http://www.rhtubs.com/ofuro.htm> [2 April 2010.]

<sup>25</sup> Martinez, D.P. *Modern Japanese culture and society*. (London: Routledge, 2007.)

We can see that the priority feature for the guest bathroom is consistent with the master bathroom with separate shower and bathtub ranked as the most important. The urinal is a convenient feature because it will be much cleaner for males to use but, obviously, it is not a mandatory feature.

Table 4.27) Other bedroom features

Other Bedroom	N	Sum	Mean	Std. Deviation	Skewness
	Statistic	Statistic	Statistic	Statistic	Statistic
Queen-size bed	135	608	4.50	1.469	-.886
Timber floor	135	520	3.85	1.565	-.732
En-Suite	135	500	3.70	1.838	-.185
Japanese cable TV	135	493	3.65	1.872	-.127
TV	135	486	3.60	1.818	-.149
Dressing table	135	479	3.55	1.605	-.100
Balcony	135	459	3.40	1.536	.209
Safe	135	446	3.30	1.625	.194
Computer table	135	432	3.20	1.642	.359
Double lock	135	392	2.90	1.832	.505
Sofa set	135	385	2.85	1.496	.702
Walk-in closet	135	358	2.65	1.268	.056
Stereo	135	344	2.55	1.356	.375

With its smaller size, the spare bedroom demands for a queen-sized bed when compared to the king size for master bedroom. However due to space restrictions, in some of the more modern apartments the bathroom is often outside and shared with the living room functions. According to the survey, Japanese tenants do actually prefer this extra bedroom to have its own en-suite. This is one of the more obvious advantages that older and larger apartments have over the newer but smaller units.

Table 4.28) Main entrance feature (“Genkan” or Vestibule)

Main Entrance (“Genkan”)	N	Sum	Mean	Std. Deviation	Skewness
	Statistic	Statistic	Statistic	Statistic	Statistic
Storage Space	135	716	5.30	.865	-.663
Shoe Closet	135	706	5.23	.801	-.627
Keycard Access	135	633	4.69	1.226	-.386
Genkan	135	628	4.65	1.182	-1.567
CCTV	135	581	4.30	1.455	-.698

One of the traditional features of Japanese house that has transcended into the modern era is the main entryway (vestibule) pronounced “Genkan<sup>26</sup>” in Japanese – it is the transitional space between the outside and the interior and it is where Japanese people take off and store their shoes. This custom<sup>27</sup> of removing one's shoes before entering the house is believed to go back over one thousand years ago where Japanese house rest on stilts higher than the ground level to prevent water from flowing in and dirt out of the house. This practice has continued to the present, even after the westernization of the Japanese home, which began in the Meiji period (1868-1912).

The term “Genkan” originally referred to the entranceway to an inner and hallowed place and had religious connotations. Today, it simply refers to the space intervening between the outside and inside of a dwelling as described above. Inside the front door is a small area usually floored with the same stone or tile covering as the outside area leading up to the front door. The wooden or tatami-covered floor of the house itself is a step up from the entrance area, and one must remove one's footwear before stepping up onto the floor<sup>28</sup>. This leaves behind the "dirt" from the outside, literally and figuratively, before entering the home. Guests are ushered into a guest room, but postal and package deliveries and other such quick transactions take place right at the genkan.

Every home, no matter how large or small, will have a built-in shoe closet in the genkan area. This shoe closet is sometimes called a getabako, literally "geta box," after traditional geta (clogs or sandals). Geta are seldom worn today, but the term is still used. Family footwear is stored in the shoe closet, but the shoes of guests remain in the genkan, neatly aligned with the toes pointing out toward the door.

If the genkan is large enough, it may also have an umbrella rack and hooks to hang up coats and jackets. The top of the shoe closet may be used as a space to display an arrangement of flowers, a bonsai, or a decorative piece of pottery. Some households use

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<sup>26</sup> ร.ศ. มณฑา พิมพ์ทอง, กรรมนิยมญี่ปุ่น, (กรุงเทพฯ: โรงเรียนสมาคมส่งเสริมเทคโนโลยี ไทย-ญี่ปุ่น, 2542.).  
หน้า 163.

<sup>27</sup> Buckley, S. Encyclopedia of contemporary Japanese culture. (London: Routledge, 2009.)

<sup>28</sup> ร.ศ. มณฑา พิมพ์ทอง, กรรมนิยมญี่ปุ่น, (กรุงเทพฯ: โรงเรียนสมาคมส่งเสริมเทคโนโลยี ไทย-ญี่ปุ่น, 2542.).  
หน้า 165.

this place to display photos of family and friends as it provides an “image” of the home to the visitors. It is not unusual to find many decorations such as pictures, flowers and ornaments in this area. The genkan is one of the traditional Japanese spaces that has been preserved, even when the rest of the home is thoroughly Western in style. The images below (Image 4.3)<sup>29</sup> show a modern interpretation of this traditional function inside Japanese home and apartments.

Image 4.3) Genkan entrance in modern Japanese apartments.



<sup>29</sup> Genkan, [Online]. Available from: <http://en.wikipedia.org/wiki/Genkan> [3 May 2010]

This fully functional entrance area is often missing in Thai apartments, however an interpretation of this has been designed in the “Villa Sikhara” project (Soi Sukhumvit 49) where the “Genkan” entrance is actually a small room at the entrance of every apartments. This project targets exclusive Japanese tenants and many of the features in this chapter has been implemented. (Image 4.4) Apartments that houses Japanese tenants that does not have this “Genkan” space will often have untidy shoe racks outside of their door in the common corridor. This can be hazardous during fire evacuation and may cause adults and small children to trip over.

Image 4.4) Genkan entrance plan view.



Finally we look into the service area of each apartment where the function is much more important than the aesthetic attributes and is also crucial for the day-to-day functions of the apartment. Although not many Japanese households hire babysitters, a number of them do hire cleaning maids especially with the larger 4 bedrooms units where self-cleaning is not practical. This area typically serves as a laundry cleaning area as

well as extra storage spaces as well – this is why it is ranked quite highly in the questionnaire.

Although the typical requirement for this area is very similar in all apartments, 100% of the Japanese population surveyed prefers to use natural sunlight to dry their clothes. (0 Culturally this is different to many European people who are fine with using the machine drier and have no need for sunlight to dry their laundry. For Japanese apartments, this places an importance in the building design and orientation as to allow maximum sunlight to reach the balconies for drying laundry.

To prevent unsightly hanging of cloths on the balcony to become visible on the exterior of the building, a separate cloth-drying balcony that is deeper in width can be included during the design process. Alternatively, a well-designed set of handrails with angled shades can prevent people to see onto the balcony itself.

Table 4.29) Service features.

Services	N	Sum	Mean	Std. Deviation	Skewness
	Statistic	Statistic	Statistic	Statistic	Statistic
Maid's quarter	135	574	4.25	1.293	-.843
Separate laundry area	135	533	3.95	1.761	-.365
Drying machine	135	432	3.20	1.609	.145

Table 4.30) Preferred laundry drying method

Clothes drying method		Frequency	Percent	Cumulative %
Valid	Sun light	135	100%	100%

In summary, the standard apartment features in the Japanese rental market today is sufficient to satisfy the targeted customers since there is no drastic differences to distinguish between apartment types made especially for Japanese people and any other nations. Because the price range that these apartments occupy is quite high all of the basic amenities, and much more, are already provided; however there are specific details and refinements that are preferred by Japanese people and if these features were present it would definitely increase the satisfaction level for the targeted Japanese segment. It can be envisioned that apartments that have

these attributes would be much more attractive to potential Japanese tenants and can be used to help increase the occupancy rate by satisfying the specific niche of these people.

According to the survey, these Japanese-specific features can be summarized in the Table 4.31). The researcher will use this information in the next section for the critical analysis of KC Court, Prompong Mansion and Lee House to see where any improvements can be made. It should be noted that these features represents an „additional“ requirements to the basic amenities that all apartments in this price range should have and are intended for recommendation only – not a decisive factor to determine the success or failure of these apartments.

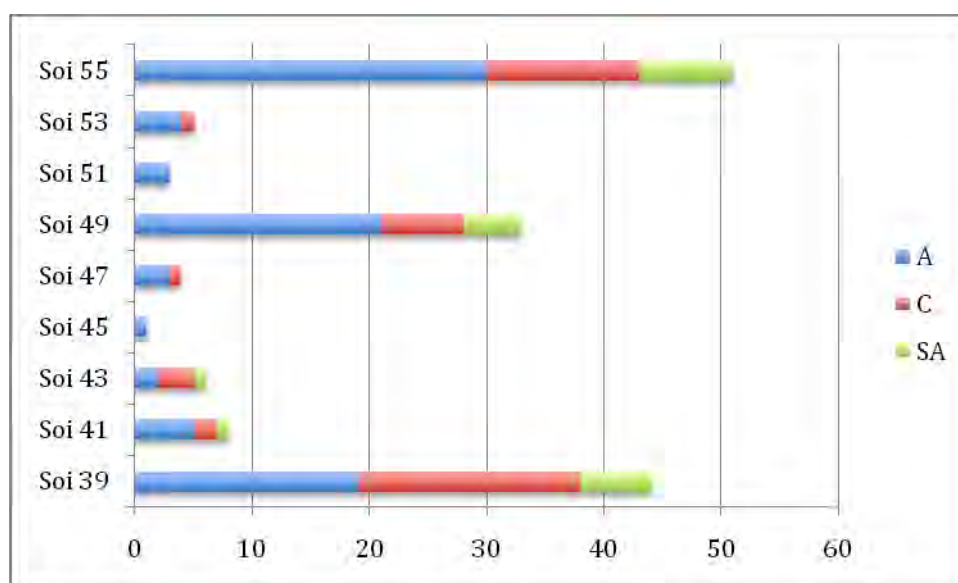
Table 4.31) Specific positive attributes for Japanese apartments.

<b>Japanese specific attributes</b>		
<b>Unit features</b>	<b>Available</b>	<b>Remarks</b>
Genkan entrance Deep balcony for drying laundry Heated bathtub Separate bathtub and shower Open kitchen plan Kitchen natural ventilation Water filter (for drinking) Gas stove top Japanese electronic products Separate laundry area Japanese cable TV		
<b>Common area features</b>	<b>Available</b>	<b>Remarks</b>
Safe pick up & drop off area Seating area for social gatherings Playground Separate children's pool Driver's rest area Keycard entry Security CCTV		

## 4.2 Supply Analysis

During 2009, there are a total of 156 medium-high rise residential buildings within the sample area between Sukhumvit road Soi 39-55. The most popular locations are at Sukhumvit 39, 49 and 55 where, according to Chart 4.1) the most common type is the apartment, totaling to 88 buildings, shown below in blue.

Chart 4.1) Residential building overview (Sukhumvit Soi 39-55)



For these apartments, the most common unit type is 3 bedrooms followed by 2 bedrooms, 1 bedroom and the least common is 4 bedrooms. The average prices of these apartments are between BHT49,117 to BHT72,466. These prices corresponds to the data from the income/rent cross-tabulation Table 4.6).

Age-wise, a large majority of these apartments are more than 10 years old which means that they are due, sooner or later, for major renovations and upgrades where many recommendations from this study can become useful; if their target group is Japanese expatriates.

Table 4.32) Year of completion

Year of Completion	Number	Percentage
Post 2000	25	28.41%
Pre 2000	63	71.59%



Table 4.33) Year of completion vs. unit size

Year of Completion	Average Sq.m. for 1BR units	Average Sq.m. for 2BR units	Average Sq.m. for 3BR units	Average Sq.m. for >3BR units
Post 2000	62.7	116.1	196.9	354.6
Pre 1999	72.3	129.8	228.8	338.2
% Decrease in average size for post 2000 units	15.31%	11.80%	16.21%	9.54%

In response to the ever increasing in popularity of the inner city condominium and apartment, the land prices has increased significantly over the past decade. This has resulted in a reduction in unit size for buildings that were constructed from the year 2000 and later as summarized in 4.32) where room sizes are, on average, 13.22% smaller than pre 1999 units.

Since there are many Japanese families with 2 or more children as stated in the previous section (4.1), many expats do still prefer to rent larger units as opposed to the countless newer but smaller apartments available today. This advantage in size is one of the main reasons why older units are still in demand and, coupled with proper facilities management and renovations, can become a much more attractive proposition for families with children. All three buildings in this study, KC. Court, Prompong Mansion and Lee House fall into this category.

The researcher will use the demand data collected from the questionnaire in 4.1 to analyze and suggest some improvements for each of the three aforementioned building in the following section.

#### 4.2.1 K.C. Court (refer to Appendix E)

Located in Sukhumvit Soi 49, K.C. Court was completed during 1993 and consists of 2 buildings with the total number of 42 units. The unit breakdown of this apartment is as follows:

Table 4.34) K.C. Court unit breakdown

Building	Type	Size (sq.m.)	Price	Units
A	1 Bedroom	85	26,000	2
	3 Bedroom	245	70,000	28
	Penthouse	350	85,000	2
B	2 Bedroom	150	50,000	4
	3 Bedroom	150	50,000	6

Building A is 16 stories tall and consists of 2 three-bedroom Penthouse units, 28 three-bedroom units and 2 one-bedroom units priced at BHT85,000, BHT70,000 and BHT26,000 respectively. Building B is 6 stories tall and consists of 4 two-bedroom units and 6 three-bedroom units all of which are the same 150sq.m. size and cost BHT50,000 to rent. Roughly about 90% of the tenants within this building are Japanese with families while the other 10% are from Taiwan and Europe.

Image 4.5) K.C. Court Building exterior.



According to the building manager interview, KC Court relies 100% on real estates agencies for new customers therefore this represents a need to establish and maintain strong relationship with Japanese real estates agencies. This 100% reliance can have an adverse effects as can be seen during 2009 where some agents has demanded an extra month's commission if the tenant chooses to extend their contract for another year. A better strategy is to diversity their marketing channels by using other advertisement sources such as establishing a proper website and direct contact with Japanese companies in Thailand.

From the security point of view, KC Court provides the typical standard that includes 2 x 24 hours security guard, keycard building entry and double lock for unit entry. One of the strongest selling point that most tenants do appreciate is the large outdoor garden area with many big trees providing shades all day round for the children in the playground. True to the collectivistic nature of the Japanese tenants, this area gets used quite heavily almost everyday during late afternoon. This is where many tenants, especially the housewives, gather and interact with each other.

The building entrance is not ideal for pickup and dropping off school children because the school mini bus has to drive right to the back of the building and do a U-turn to come out again. This causes danger to many small children who are usually running around the car park and the garden area which is connected. A proper pickup and drop off area at the front of building would be ideal but due to the layout of the building, unfortunately this problem cannot be fixed post-construction but needs to be designed during the planning phase.

One of the most interesting uses of the parking area is the „market on wheel“ (Image 4.6) concept where fresh produce is driven into the apartment complex and the housewives can do their grocery shopping on-site. Once again, this is not ideal condition for the area where lots of children run around and thus validating the need for better temporary parking area for the building. The picture below shows the drop off area during peak hour, we can see many children and also the black car trying to reverse while the market on wheels are in operation. This dangerous condition is similar to many buildings in the area.

Image 4.6) Market on wheels at K.C. Court.



Due to the age of the building, a lot of furniture in the common area is very old and some are inadequate during peak usage hours. This results in people bringing in their own mattresses to sit on the floor next to the swimming pool. The building manager has also received many complaints that the gymnasium equipment needs to be replaced or refurbish. Although this requirement can be seen as indifferent to apartments in the other segment, the fact that Japanese people tends to use the common area for socialization a lot more does emphasize the need for apartments that specialize in Japanese tenants to place more importance in design and maintenance of the common area.

Image 4.7) Inadequate swimming pool furniture.



Inside the typical 3 bedroom unit, KC Court do offer some of the Japanese specific features such as bathtubs in all bathrooms. However, only the master bedroom contains a separate shower and bathtub (Image 4.8 & 4.9) whereas the guest bathroom's shower and bathtub are combined. Functionally this does not match the usage for Japanese people where the bathtub is for relaxation only and is separated from the shower area where the washing and cleaning is being done as described in 4.1.3. This feature must be designed and implement during construction and cannot be built in later as an afterthought.

Image 4.8) Master bedroom.



Image 4.9) Master bedroom en-suite.



Overall, the furniture are quite dated (4.10) but they do provide sufficient comfort and can be a traded off with the ample 245sq.m. space that is much larger than the average 3 bedroom unit size today. (Table 4.33) The feature that can be seen as a disadvantage is the exclusive use of electric stovetop and the placement of the washing machine inside the kitchen in some unit. In the pent house unit, the kitchen planning is „opened“ compared to the closed planning of the typical 3 bedroom unit although both offer direct sunlight and natural ventilation via the kitchen balcony.

Image 4.10) Living room sofa



Image 4.11) Electric stovetop next to the washing machine.





Image 4.12) Open access from kitchen to dining room.



The kitchen layout for the 4 bedroom unit matches the requirement for Japanese housewives who needs easy access to the living room via „open plan“ (Image 4.12) design so that she can still keep an eye on her children and not feel excluded while cooking for guests. This feature is not available for all 3 bedroom unit and is one of the main disadvantage for this building.

What distinguishes KC Court from Prompong Mansion and Lee House is the nature of land ownership that reflects quite heavily in the operations of the building. Because KC Court is on a 30 years lease contract that will expire in 2020 – expenditures resulting from any major renovations or upgrading that cannot be recovered by then is not economically viable. Couple this with the fact that rental fee cannot be increased significantly after renovations due to the competitive nature of rental apartments, KC Court can only undergo minor fixes and small upgrades to furniture and electronics. This will result in a slow deterioration of facilities and will definitely have an adverse effect near the end of the lease. One strategy to try and improve the tenant’s experience is to upgrade all of the common facilities such as gym equipment and furniture in the common lounge instead of upgrading each room individually.

Since any major renovations cannot be done for KC Court for the above reason, minor improvements to the units such as furniture and electronic appliance upgrades and small renovations such as repainting the walls and re-polishing of parquet floor would greatly improve the image of the interior.

Table 4.35) K.C. Court positive attributes for Japanese tenants.

<b>Japanese specific attributes</b>		
<b>Unit features</b>	<b>Available</b>	<b>Remarks</b>
Genkan entrance	No	This feature should be designed and built in during construction.
Deep balcony for drying laundry	Yes	Railings is too exposed and clothes are visible from the outside
Heated bathtub	No	This feature should be designed and built in during construction.
Separate bathtub and shower	Some	Bathtub only available inside the master bedroom
Open kitchen plan	Some	About 50% of the units have this feature.
Kitchen natural ventilation	Yes	
Water filter (for drinking)	No	Can be easily installed by the tenants
Gas stove top	No	Due to safety reasons
Japanese electronic products	Some	Some appliances are Japanese brand, many such as air-condition, washing machine and microwave are not.
Separate laundry area	Yes	
Japanese cable TV	Yes	
<b>Common area features</b>	<b>Available</b>	<b>Remarks</b>
Safe pick up & drop off area	Some	The drop off area is somewhat adequate but can be overcrowded during peak usage hours.
Seating area for social gatherings	Yes	The seats are sufficient but the quality of the furniture should be improved.
Playground	Yes	
Separate children's pool	No	This feature should be designed and built in during construction.
Driver's rest area	Some	The driver's rest area should be improved and made larger due to large number of drivers sitting in the car and in the parking area.
Keycard entry	Yes	
Security CCTV	Yes	



#### 4.2.2 Prompong Mansion (refer to Appendix F)

Constructed in 1991, Prompong Mansion is a single residential building located in Sukhumvit Rd. Soi 39 and consists of only 24 units compared to the larger KC Court and Lee House with 40+ units. Since the owner of this apartment is also the freehold title owner of the land, the management and renovation pattern is different to KC Court.

Image 4.13) Prompong Mansion aerial view.



The unit type break down of this apartment is as follows:

Table 4.36) Prompong Mansion unit breakdown.

Building	Type	Size (sq.m.)	Price	Units
A	A (3BR)	250	78,000	2
	B (3BR)	240	65,000	11
	C (3BR)	240	65,000	11

Prompong Mansion's most unique feature is the extra large outdoor area that is almost 1 Rai (or 1600 Sq.m.) in size which makes it one of the largest in this segment. (Image 4.14) This open area is clearly separated from the car park area thus ensuring the safety of many children running around in the afternoon. Because the building regulation that prohibits using of area above 23 meters high did not exist in 1991, the swimming pool can be placed atop the roof deck to maximize the space on the ground floor. (Image 4.15) However, the placement of the swimming pool do have some downside due to extreme heat during the day which means that the swimming pool do not get used as often as the ones in KC Court where there is sufficient shading in the afternoon. There is no gym facilities at Prompong Mansion but, according to the survey, this feature is not critical for the Japanese rental segment whose rent decision rests with the housewife who does not use the gym that often.

Image 4.14) Large outdoor garden and playground.



Image 4.15) Roof deck swimming pool.



Similar to KC Court, the building manager of Prompong Mansion (K.Goy) has excellent relationship with her real estate agencies and obtains all of their new tenants straight from these agents. During the economic crisis in mid-2009, Prompong Mansion has managed occupancy rate of 80%-85% with minor decrease in rent of about 5%.

Location wise, it is not as good as KC Court and Lee House because there are not as many shops, services and restaurants especially for Japanese people within the walking distance. However, there is a large cluster of Japanese specialty shops at the start of the Soi near Prompong Station but the ambience of the area is not family orientated since it also contains a lots of pubs and bars that can be perceived as dangerous. (Image 4.16) Despite that, the actual building compound for Prompong Mansion is safe and secure with high walls and gates that completely enclose the apartment. (Image 4.17) Security is provided via 24 hours security guard and CCTV although there is no electronic keycard system. The close proximity to BTS station is a good advantage for the building but, as discovered by the questionnaire, it is not crucial for Japanese expats and their families.

Image 4.16) Japanese shops at Soi 39, Prompong Station.





Although the exterior condition of the building and the common area is quite dated, the built quality and furniture inside Prompong Mansion feels much better than KC Court and Lee House. (Image 4.19 & 4.20) This is a reversed situation where the owner can undertake a much more expensive task of upgrading each unit's interior as opposed to KC Court where only the common area can be renovated. Usually at the period near the end of a leasehold ownership, it is not feasible to upgrade older buildings since the cost cannot be recovered in time.

For Prompong mansion, the owner can remain the operator the building indefinitely hence the strategy to undergo consistent renovation can ensure that the building will remain competitive throughout its lifespan. It can be envisioned that the tenants must consider between better interior facilities of Prompong Mansion versus better location and lifestyle that are offered by both KC Court and Lee House since they are in a much better location.

The main entrance of Prompong Mansion comprise of the same flaw as KC Court where the pickup and drop off area can be inconvenient for school mini bus and can be dangerous for small children. There is no U-turn space at Prompong Mansion so all vehicles are required to drive completely around the car park of the building where there can be quite a lot of pedestrians especially small children later in the afternoon. Because there are only 24 units available, the driver's rest area has not been properly assigned. Image 4.17 shows the market on wheels improperly parked at the front of building entrance similar to KC Court.

Image 4.17) Prompong Mansion – Market on wheels



Within each unit, the kitchen layout is completely separated from the living area – this is not suitable for Japanese lifestyle. Function wise, this kitchen is better than both Lee House and KC Court because the appliances are much newer and also the stovetop consists of both electric and gas which is essential for Japanese cooking. There is no direct sunlight and natural ventilation inside the kitchen which relies completely on mechanical fans that are obviously not as effective. The separate laundry room is an ideal feature for Japanese tenants and is a big plus when compared to KC Court whose washing machine is located inside the kitchen.

While there are 4 separate balconies inside Prompong Mansion's 3 bedroom unit, none of them are suitable for sun drying clothes since they all have a continuous row of plants on top of the hand rails. This is more aesthetically pleasing and can reduce direct sunlight inside the unit but at least one balcony should be designed for service purpose. There is a maid's room accessible via the kitchen, however this area does not get used often as Japanese tenants does not normally hire 24 hour maids just like Thai people.

Image 4.18) Prompong Mansion kitchen and gas stovetop.



Both the master bedroom ensuite and the shared bathroom in the second and third bedrooms at Prompong Mansion do not have separate shower and bathtub which is not ideal for Japanese bathing style. From the survey, most Japanese tenants prefer dual washbasins inside the ensuite but only single basin is provided. According to the plan (see Appendix F) the unit entrance at Prompong Mansion has a storage space and its own small corridor that somewhat resembles the Genkan entrance, although it is not

the same, function-wise it is much better suited to the Japanese tenants than the entrance space at KC Court and Lee House.

Image 4.19) Prompong Mansion interior.

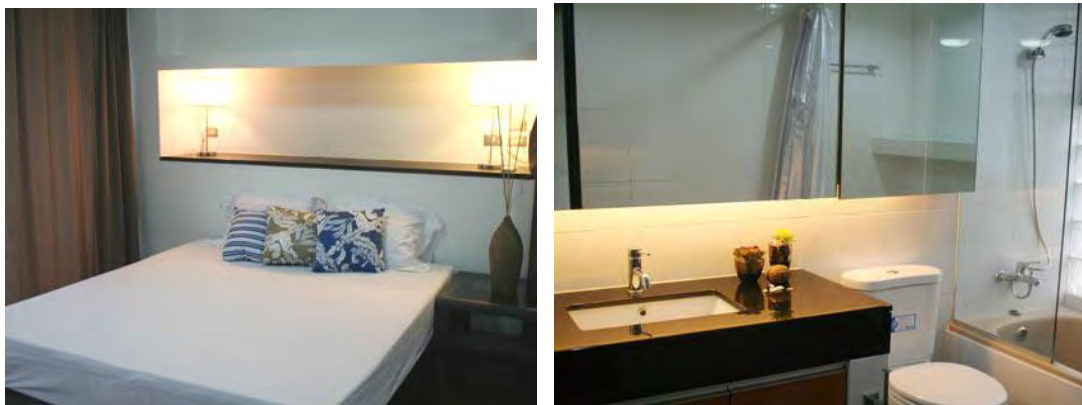


Image 4.20) New living room set.



Table 4.37) Prompong Mansion positive attributes for Japanese tenants.

<b>Japanese specific attributes</b>		
<b>Unit features</b>	<b>Available</b>	<b>Remarks</b>
Genkan entrance	No	Has a similar layout to Genkan but functionality is not the same.
Deep balcony for drying laundry	No	Plants at the top of the handrails does not allow enough sun to shine on clothing rails.
Heated bathtub	No	This feature should be designed and built in during construction.
Separate bathtub and shower	No	None of the bathroom has this feature
Open kitchen plan	No	The kitchen area is completely closed
Kitchen natural ventilation	No	This feature should be designed and built in during construction.
Water filter (for drinking)	Yes	
Gas stove top	Yes	
Japanese electronic products	Some	TV and Air-Condition are Japanese brand.
Separate laundry area	Yes	
Japanese cable TV	Yes	
<b>Common area features</b>	<b>Available</b>	<b>Remarks</b>
Safe pick up & drop off area	Some	Due to the layout of the building, this feature cannot be improved any further.
Seating area for social gatherings	Yes	
Playground	Yes	The playground and garden here is the best out of all three apartments.
Separate children's pool	Yes	
Driver's rest area	Yes	Due to small number of tenants, the drivers rest area is sufficient for this building.
Keycard entry	No	This feature can be easily installed for the main entrance to increase security.
Security CCTV	No	



### 4.2.3 Lee House (refer to Appendix G)

Lee House was built in 1996 and, although it is more than 10 years old, it is the newest apartment included in this study. It consists of one large 25 stories high building containing a total number of 45 units. The unit breakdown is as follows:

Table 4.38) Lee House unit breakdown.

Building	Type	Size (sq.m.)	Price	Units
A	1 Bedroom	90	50,000	3
	3 Bedroom	240	78,000	36
	4 Bedroom	375	90,000	4
	Penthouse	600	120,000	2

Image 4.21) Lee House building exterior.





In contrast to KC Court and Prompong Mansion, Lee House is a mixed-use building where the street frontage on the ground floor consists of retail space and some offices however; the primary use of the building is rental apartment for Japanese people. Although it is quite close to KC Court, the location of Lee House is the best out of all three apartments because it is less than 100 meters from J-Avenue and Villa Supermarket and also directly opposite to a cluster of Japanese complex in Thonglor 13 which contains more than 5 Japanese restaurants.

Because Lee House sits on a corner of an intersection, it has the luxury of providing 2 entrances where the front gate is used primarily for retail and office tenants and the side entrance are used mainly for apartment tenants. (Image 4.22 & 4.23) Both of these entrances are interconnected and people can use either entrance to access any part of the building with no restrictions. This is an advantage for the tenants because, by using the Thonglor 13 entryway, pick up and drop off activities can be completed without vehicles entering the building compound. However, if the driver chooses to use the side entry, he will need to reverse back out of the building which can be dangerous and can cause traffic jam during peak hours.

Image 4.22) Main office entrance



Image 4.23) Rear residential sub-entrance



When compared previous examples, Lee House provides better amenities for the drivers of Japanese expats with clearly defined rest area and motorcycle parking space. This will help to prevent the drivers to use the garage space for sleeping and eating which can adversely affect the ambience of the building. Due to the mixed use nature of this building, it can afford to have a larger service area, area for drivers, maids and equipment storage, when compared to KC Court and Prompong Mansion because this facility can be shared between all types, retail, office and residential.

Image 4.24) 5<sup>th</sup> floor garden rooftop, swimming pool and playground.



Lee House common area is also unique out of all three examples because they are all located on the 5<sup>th</sup> floor atop the office part of the building complex – these include gymnasium, swimming pool garden, playground and a function room. Lee House building open space ratio (OSR) is the least out of all buildings in this study because it rests on a smaller plot of land with much higher density hence the need for multi-story parking building.

The disadvantage of this is obvious because there are no big trees or open park space which can be considered as a necessity for Japanese people living in the high-rise building with many small children. The placement of the garden on the 5<sup>th</sup> floor is not ideal because the heat during the day will prevent any real usage for the area hence forcing the tenants to stay inside their unit during the day effectively reducing the social space for the Japanese people. The owner has tried to negate this by including a special air-conditioned function room where tenants can socialize together next to the swimming pool however, it hardly gets used because Japanese people tends to prefer outdoor activities with their children a lot more.

Image 4.25) Air conditioned function room on 5<sup>th</sup> floor.



The interior quality of the typical 3-bedroom unit is in the middle between Prompong Mansion and KC Court. The pinewood built-in decorations and cupboards are well aged while the furniture are somewhat newer and more luxurious than those in KC Court. Typical of apartments in Thailand, there is no “Genkan” entrance area that is preferred by the majority of Japanese tenants – this is the same in all apartments and should be designed into any future residential projects for Japanese tenants.

The living room is quite large for a typical 3-bedroom 270sq.m. unit and comprise of black leather sofa set. (Image 4.26) This choice of color is good as any aging will not be clearly visible therefore making the furniture last longer. The dining area and the livingroom is separated by a television cupboard and balconies on both sides provides excellent cross ventilation for the apartment however, the kitchen is enclosed in a separate room and this can completely exclude the housewife during family gatherings. (Image 4.27)



Image 4.26) Living room layout.



This completely enclosed kitchen plan is good for Thai lifestyle where cooking of Thai foods can leave a strong odor within the confines of the apartment, however typical Japanese cooking does not often involve using of strong spices and therefore it is better to have kitchen plan which is open to the living area so that the housewife can maintain contact while cooking for family and guests. This is confirmed within the questionnaire where Japanese people do actually prefer open kitchen plan. The stove top is electric only (Image 4.28) where Japanese tenants actually prefer gas, the reason for the use of this type of cooking surface in most high rise apartment is likely due to safety reasons as any open flames can be much more dangerous – however with new safety improvements in modern appliances the choice of gas cooking tops should be reconsidered during the next renovation.

Image 4.27) Kitchen entrance separated from the living area.

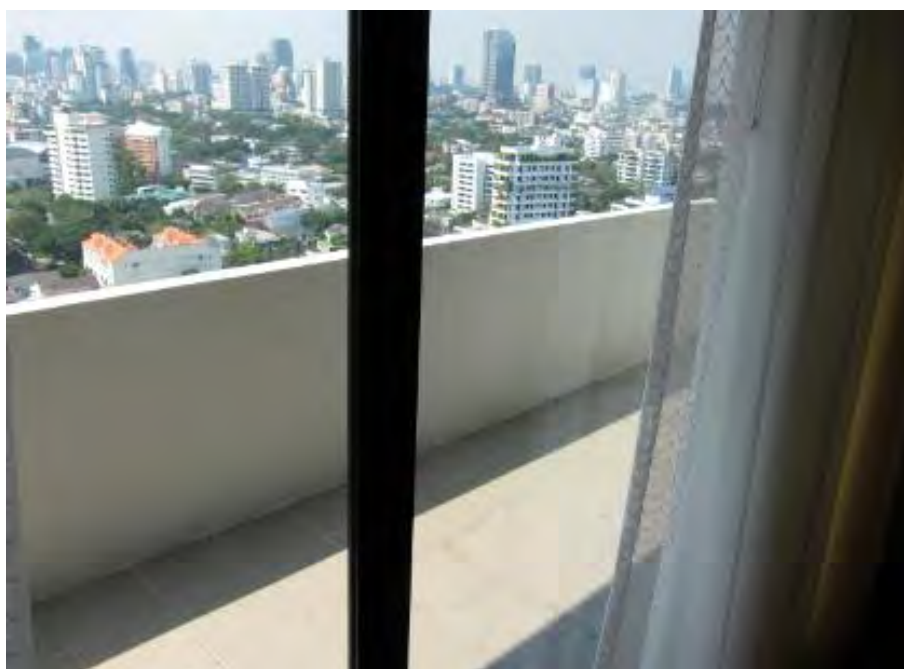


The laundry area is located on a separate balcony which matches the demand for the Japanese tenants. (Image 4.28) The use of solid balcony railings ensures (Image 4.29) that any clothes will not be visible from the exterior of the building because, traditionally, Japanese people prefer to use the sun for to dry their cloths and this can have adverse effect if it is clearly visible from the outside. According to the survey, 100% of Japanese tenants prefer to use sun drying rather than electric drier.

Image 4.28) Kitchen layout and external laundry area.



Image 4.29) Solid railings suitable for cloth drying.



Finally the bedroom layout is typical for this price range of 3 bedroom unit. There is a king-sized bed with large cupboards for storage inside the master bedroom. The ensuite is quite basic with a combined bathtub and shower with only one sink. (Image 4.30) The ensuite is only available in the 2<sup>nd</sup> bedroom while the spare bedroom shares the bathroom with the living room area.

Image 4.30) Master bedroom ensuite (top) and 2<sup>nd</sup> bedroom ensuite (bottom)



The list of Japanese specific attributes for this apartment is as follows:

Table 4.39) Prompong Mansion positive attributes for Japanese tenants.

<b>Japanese specific attributes</b>		
<b>Unit features</b>	<b>Available</b>	<b>Remarks</b>
Genkan entrance	No	This feature should be designed and built in during construction.
Deep balcony for drying laundry	Yes	The solid railing on this building makes the exterior of this building very tidy even when people are hanging their cloths outside.
Heated bathtub	No	This feature should be designed and built in during construction.
Separate bathtub and shower	Yes	
Open kitchen plan	No	It is not possible to change the layout of this kitchen post construction due to the location of service shafts.
Kitchen natural ventilation	Yes	
Water filter (for drinking)	No	Can be installed easily by tenant
Gas stove top	No	Due to safety reasons
Japanese electronic products	No	None of the appliances are Japanese brand.
Separate laundry area	Yes	
Japanese cable TV	Yes	
<b>Common area features</b>	<b>Available</b>	<b>Remarks</b>
Safe pick up & drop off area	Yes	
Seating area for social gatherings	Yes	The roof top garden is sufficient but not ideal for regular social gatherings due to heat and sun exposure.
Playground	Yes	
Separate children's pool	Yes	
Driver's rest area	Some	Lee House shares this area with the office space therefore it needs to be bigger to accommodate more people.
Keycard entry	No	
Security CCTV	Yes	

## CHAPTER V

### Recommendations

#### 5.1 The Japanese rental apartment

From analyzing the questionnaire data and matching that information with selected rental apartment projects for Japanese families, the researcher has determined that the overall housing condition for this market segment is sufficient for Japanese families to live quite comfortably in Bangkok. However, because a highly competitive housing market is emerging due to an improvement in the economic trends (post „Hamburger” crisis) and the ever-increasing popularity of high-medium rise apartment within Sukhumvit area; there exists a need for rental apartments, both old and new, to clearly define their target group in order to serve them better and gain a competitive edge. This is the difference between sufficiently satisfying the general mass and fine-tuning the housing product to completely evolve around the lifestyle of the intended tenants thus significantly increasing their satisfaction level. The end result of which is an apartment that is easy to rent with a higher occupancy rate and increasing the yield for the owner.

Although, there is no clear physical distinction or typology differences between apartments made especially for Japanese expatriates and expatriates from other countries, there are certain features and attributes that are preferred by the Japanese tenants. Buildings that contain a large combination of these features, which were outlined in the previous chapter, should be able to better define themselves as apartment for Japanese people and thus making their position in the market more prominent.

What is even more crucial in establishing an image of a rental apartment that is made especially for Japanese people than the actual feature(s) within the unit is the location of the building itself. The researcher has analyzed various lifestyle parameters for the Japanese families and established that they demonstrate a highly collectivistic and nationalistic traits, in other words, they prefer to live together in the same area complete with many products and services made especially for Japanese people and, if possible, by Japanese companies. This is why many older apartments in the area between Sukhumvit Soi 39 to Soi 55 are still competitive today and it is also why any new potential developments for Japanese rental apartments will continue to occupy this particular area of Bangkok.



One of the most important factors for the operators to consider is the fact that, for Japanese tenants, the opinion of the female spouse is crucial in any successful signing of new contracts. All things being equal and when operating on a tight budget, it is best to consider the female-orientated features during both design and renovation phases of the building lifecycle to maximize the chance of a tenant acquisition. This is especially important for the kitchen<sup>30</sup> area where the housewife does most of her daily chores, features such as open-plan which provide quick and easy access to the living room and does not exclude her from the family and guest is highly effective in gaining a positive response from the female.

In the traditional Japanese home during the Edo period from 1603–1867, the kitchen performs a central daily role in food preparation and consumption. Cooking is centered around the stove and the hearth which also provides heat for the family during winter time. Food was cooked in pots over a ‚kamado‘, a stove made of earth or clay. (Image 5.1)

Image 5.1) ‚Kamado“ clay stoves



Japanese cooking techniques involves a lot of boiling, broiling, steaming, grilling, and frying, and while the modern kitchen is very similar to its western counterpart, it has developed in a way that centers around these techniques. The centerpiece of the traditional<sup>31</sup> kitchen, the

<sup>30</sup> ร.ศ. มณฑล พิมพ์ทอง, ธรรมเนียมญี่ปุ่น, (กรุงเทพฯ: โรงเรียนสมาคมส่งเสริมเทคโนโลยี ไทย-ญี่ปุ่น, 2542.).  
หน้า 17.

<sup>31</sup> Martinez, D.P. Modern Japanese culture and society. (London: Routledge, 2007.)

kamado, has been replaced by the gas stove which often has an integrated broiler. Typical homes will also have a refrigerator, a microwave oven, a rice cooker, and a toaster oven. Less common are dishwashers and ovens.

Many of the appliances for the Japanese cooking style have been adapted from the post-war American technologies into the modern Japanese kitchen. These appliances include the gas & broiler combination, rice-cooker, dishwasher, toaster, oven, and microwave oven. Until recently it was not common for appliances to be built into the cabinets, so dishwashers and ovens have been available as countertop models. However, newer homes often have a "system kitchen" in which appliances such as the stove, broiler, and dishwasher are integrated into the cabinets.

Image 5.2) Combination broiler (left) and rice cooker (right)



Image 5.3) A modern interpretation of traditional Japanese Kitchen<sup>32</sup>



<sup>32</sup> ร.ศ. มณฑา พิมพ์ทอง, ธรรมเนียมญี่ปุ่น, (กรุงเทพฯ: โรงเรียนสมาคมส่งเสริมเทคโนโลยี ไทย-ญี่ปุ่น, 2542.).  
หน้า 181.

From (Image 5.3) we can see that the modern Japanese kitchen is very compact due to space limitations in Japan, the countertop also serves as a dining table and the kitchen space is „open“ towards the living room. This will not exclude the housewife from her guests while she is cooking. The tradition of cooking while entertaining has derived from the „*irori*“<sup>33</sup> in the Japanese folk houses. (Image 5.4) It consisted of a square pit in the floor filled with earth or ashes. Over the pit is a hook that is used to hang pots and kettles over the fire. While the *irori* was used for cooking, it also provided heat and light to the home. Essentially it is a place where everyone in the family gathers around in the evening for entertainment, talking and eating together as a family. Although the *irori* form is no longer applicable in the modern Japanese apartment, the concept of cooking while socializing is still central to the Japanese way of life today.

Image 5.4) *Irori*<sup>34</sup> cooking and entertainment space



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<sup>33</sup> Buckley, S. *Encyclopedia of contemporary Japanese culture*. (London: Routledge, 2009.)

<sup>34</sup> *Irori* [Online]. Available from: <http://www.redbrick.dcu.ie/~melmoth/japan/i.html> [9 March 2010]

Apart from the kitchen, the design and planning of various other common facilities such as the swimming pool and the lounge area is very important due to the lifestyle of Japanese people where these areas tend to get used much more often and by many people at once than other cultures such as European or Thai.

Having made all of the necessary designs and adjustments, it is crucial to establish a strong relationship with various Japanese real estate agencies because they are the single most important source of new potential customers. They are the people who can actually bring potential customers on-site and effectively communicate in Japanese language and persuade them to rent the unit. Naturally if the tenants are happy with the apartment, word-of-mouth will spread between friends and families thus bringing in more customers in the future – this is especially true for the closed nature of the Japanese social circle in Thailand where they tend to only socialize with other Japanese people outside of the working environment.

The size of the unit is also one of the crucial factors for the Japanese expats housing decision. The researcher has concluded that most tenants would pay the same price for a unit smaller than the usual 240-250sq.m. currently offered by the older buildings if they can gain access to better facilities – therefore any new development need not compete on the size, instead they should be concentrating on better unit design and functions of the common area. Because Japanese expats usually get their housing allowance in lump sum and must spend all of it (since they do not get any cash back), the usual „rent-per-square-meter“ formula is inapplicable here. Any potential tenants will look at the total rent cost ie, BHT60,000 or BHT70,000 instead – this is why newer buildings will gain much better rent per sq.m. rate since they are smaller while costing the same.

## 5.2 Recommendations for new project development

Through the globalization process, both the design and function of new medium-high end rental apartments for foreign expatriates in Bangkok are now comparable to, or even better, than apartments anywhere in the world. However, throughout this thesis, the researcher has identified many niches that are specific only for the Japanese expatriates. Therefore the following recommendations are not crucial or absolute to the successful operations of the building but rather, they are points of reference to further refine and specialize apartments for Japanese expatriates in order to clearly identify themselves in this sector.

### 5.2.1 Location: Sukhumvit Soi 39 – 55.

As mentioned earlier, Japanese people are highly collectivistic and prefer to live together within their own community where there are specialized imported Japanese products and services. Direct access to public transport in the form of BTS is not essential once they are already living within the “Japanese” area. The husband can travel to work with his driver inside a company car while the housewife can live her life comfortably, look after her children and socialize with many Japanese friends within the area.

However, for the typical Japanese housewives, direct access to “Krapor” (or 2-row buggy) is essential as they are deemed much safer than motorcycles, can carry many people and can travel very quickly in-and-out of the small Soi. It can also take her to the BTS station should the need arise. With this in mind a good location for Japanese rental apartment should not be on the main road where it can be noisy, dangerous, polluted and contain less open space for small children; but the immediate Soi. Ideally it should be within the walking distance to the “Krapor” stand or on the street where they regularly travel pass but this is not an absolute essential as the security guard can often call them to the apartment as needed – it is merely for convenience only.

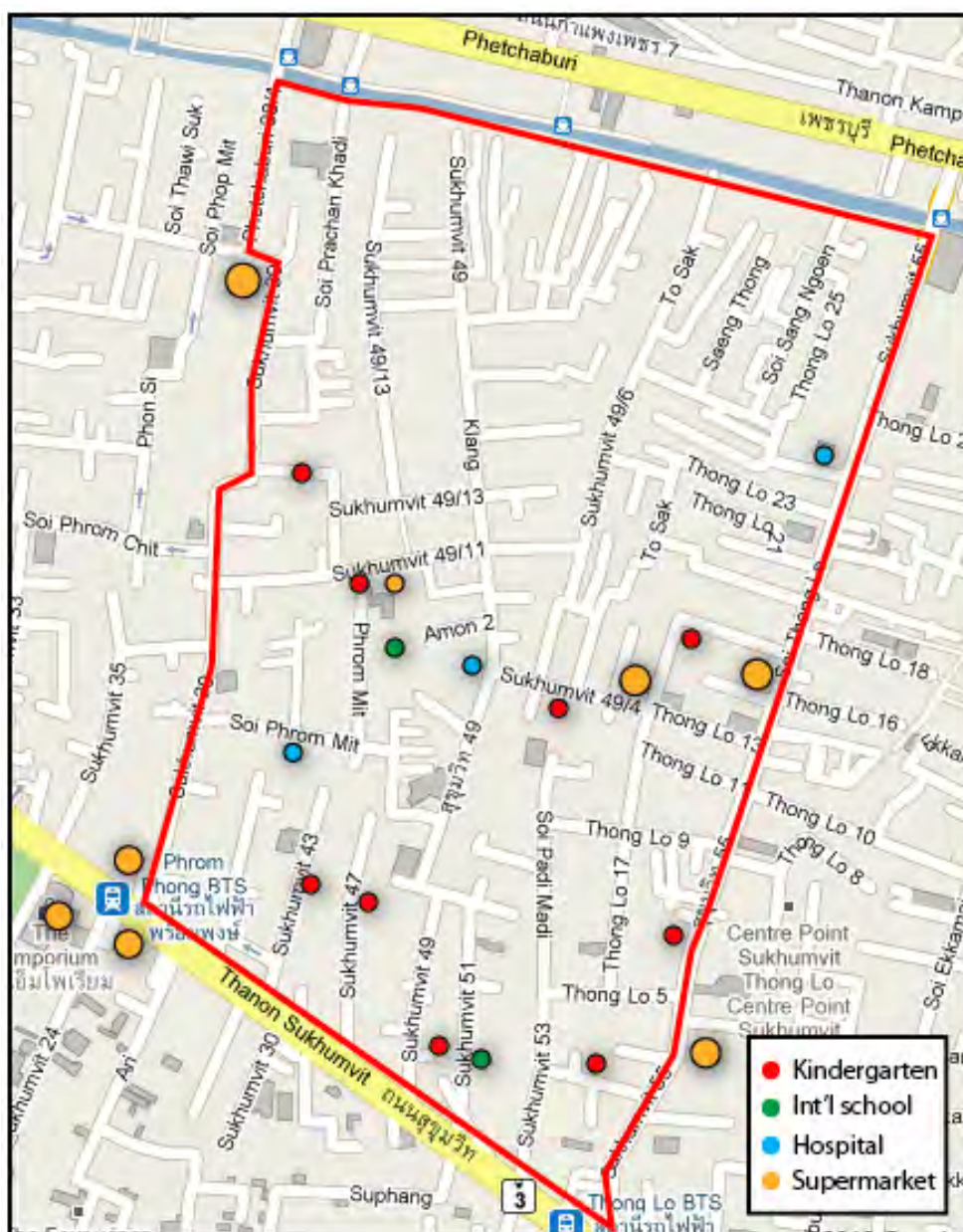
One of the main reasons why Sukhumvit Soi 39-55 will continue to be an ideal location for Japanese expatriates in Thailand is because of its well-established Japanese community. Between this particular area, a Japanese person can gain easy access to many specialty supermarkets such as Fuji Super UFM and Villa Market where all of them have a large selection of Japanese imported products when compared to other areas of Bangkok; countless high quality international and Japanese schools; healthcare facilities, shopping malls and countless Japanese restaurants.



For the medium-high rental price range, there are simply no reasons for a Japanese family to live anywhere else in Bangkok.

Image 5.5) below shows the specialized Japanese services within Sukhumvit Soi 39-55 area, we can see that the large orange circles are areas of high concentration of Japanese-specific shops, supermarket and restaurants – these are placed at roughly the corner of the red perimeter and thus providing easy access for the Japanese people within the area. There are countless other small Japanese shops along the small streets that are not shown in this map. Red and green circles shows education facilities that can accommodate young Japanese students within the area.

Image 5.5) Specialized Japanese services within the area



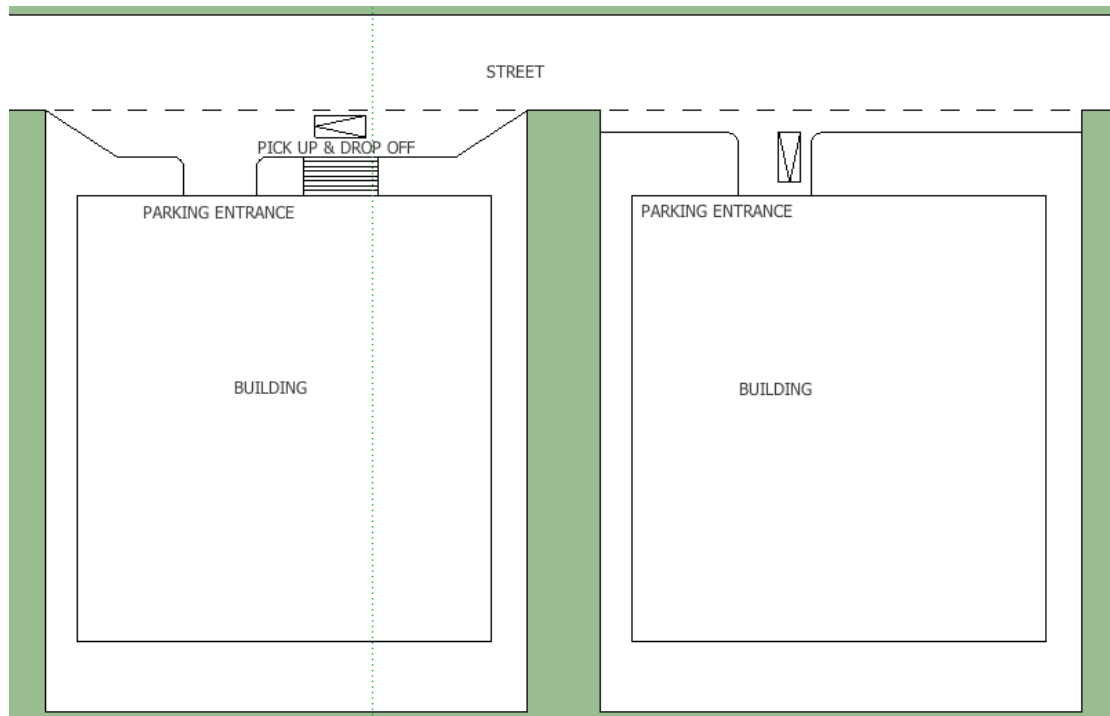
### 5.2.2 Common facilities.

Apartments for Japanese tenants with family requires the same set of facilities as any apartments in the market, however due to certain lifestyle factors, some facilities are deemed more important than others which will reflect on minor details in the design and different area requirements. The following guidelines are geared towards customizing the common facilities in apartment buildings to better service the Japanese tenants.

#### i. Accessibility.

- If possible, buildings should provide a safe pickup and drop off area at the front of the building to prevent public transport from entering into the car park and making U-turn to come out again. This is for safety reason due to a large number of kids running around during peak hour and also to prevent unnecessary traffic jams in the small Soi.

Image 5.6) Safe pick up and drop off area (left) vs. normal entrance area



## ii. Driver's rest area.

Although most buildings provide some sort of service personals quarter, the researcher has identified that the sizing and function of this area is insufficient. From the data collected in Chapter 4 regarding the provision of company drivers to Japanese expats – the researcher has concluded that all of the units surveyed has a driver assigned to them by their company. This results in the use of the general area in the car park as a resting space for sleeping, eating, smoking and general relaxation. This form of usage is undesirable in most buildings and therefore a properly designed rest area for these people should be provided.

The functions of this area may include:

- Toilet (as required by the building code for parking space which is, 1 Toilet and 1 Urinal per 1,000 sq.m.)
- Shower room
- Resting area, a well ventilated common room with bare essentials such as seats and TV.
- Pantry
- Dining area

Although all of these extra facilities can be shared with the existing space for permanent service personals that reside at the building, there is a need to increase the resting area space. Often these drivers will wait inside the car and leave the engine running for air conditioning which can cause nasty pollution to the parking area, this problem can be reduced by providing a properly ventilated resting area for them to wait for their boss.

## iii. Outdoor area (garden and playground)

This area is already a prerequisite for any inner city apartments but it should be emphasized that, due to the large number of children, large open grass area with plenty of playground equipments is highly preferred by the Japanese tenants especially for the housewives. Rooftop garden such as in Lee House is sufficient but not as good as ground level facilities.



#### iv. Sporting facilities

Japanese rental apartment requires the same set of sporting facilities such as swimming pool, gymnasium, changing room & sauna as any other segments in the market. However, they do prefer separate shallow swimming pool for young kids and, if possible, a sauna for the popular Japanese pass-time similar to the bathhouse. The availability of the gymnasium is important for the „completeness“ of facilities but it is the least crucial sporting space since the housewives hardly ever utilize this facility. In some cases, such as Prompong Mansion, there is no gymnasium but the occupancy rate is still over 90%.

#### 5.2.3 Unit design, functions and features.

The desirable feature inside each unit has already been presented in detail in the previous chapters, however the researcher will summarize these into a more concise format.

##### i. Genkan entrance.

The main function of this vestibule space is for taking off the shoes and changing into slippers therefore the surface should be made from durable materials such as ceramic tiles or granite stones. Traditionally this floor space is lower than the unit floor.

There should be plenty of storage space for shoes and other miscellaneous objects. Other functions include storage for kids bicycle, various sporting equipments, umbrella and CCTV panel for buildings with electronic entry system.

In modern Japanese apartments, this rectangular area is roughly between 3-6 sq.m. depending on the size of the apartment as seen in Image 4.3 & Image 4.4.

##### ii. Open kitchen planning.

The term “open kitchen planning” is coined to help visualize the uninterrupted connectivity of the layout between the kitchen and the living room. Essentially both of these functions will occupy the same space with an island or a counter separating them instead of a solid wall with a door.

The use of gas stove top, electronic rice cooker, oven is also important and various other cultural aspects of the cooking and entertainment function have been outlined at the beginning of this chapter. (Chapter 5)

Image 5.7 shows the differences between completely enclosed kitchen and the modern interpretation of open planning between kitchen and the livingroom.

Image 5.7) Layout differences between “Open Kitchen” (above) and “Enclosed Kitchen” planning (below with kitchen entrance door on the left).



### iii. Bathroom

Various dimensions of bathroom usage, both cultural and practical, has already been analyzed in detail. In summary, a typical 3 bedroom apartment requires at least 3 bathrooms with the 3<sup>rd</sup> bathroom being shared with the living area.

The master bedroom ensuite require:

- Japanese-styled bathtub.
- Separate shower cubicle.
- Dual washbasins.
- High capacity water heater or, preferably, heated bathtub function.

The second bedroom ensuite requires:

- Japanese-styled bathtub.
- Separate shower cubicle.
- Single washbasin.
- High capacity water heater or, preferably, heated bathtub function.

The shared bathroom requires:

- Japanese-styled bathtub.
- Preferably separate shower cubicle. (not as essential as the ensuite bathrooms)
- Single washbasin.
- High capacity water heater or, preferably, heated bathtub function.

### iv. Service area

- Separate laundry room for washing and cleaning clothes and other cleaning equipments.
- Deep balcony with solid or obscured railings.
- Folding cloth-drying rails.
- For 3 bedroom unit, maid's room is not necessary since Japanese tenants do not usually hire full-time maids.

v. Unit size

According to table 4.33 the sizing for modern 3 bedroom rental units (post 2000) are just below 200 sq.m., this is still quite large. Today, new apartments for Japanese tenants with family in the price range of 60,000 to 70,000 needs to be no bigger than 200 sq.m. This size is usually necessary due to sharp increase in land price in the CBD, any bigger would either shift to the ultra-premium segment or make the project not feasible.

vi. Safety

For any foreigners living in foreign countries especially with young children, the issue of safety is paramount and, apart from choosing the right location and 24 hours guards, modern safety equipments such as CCTV, keycard entry and electronic gates should be considered as top priority when designing apartments for Japanese expats.

### 5.3 Recommendations for existing projects

To make any drastic changes to the planning and layout of existing apartments is often not feasible since the effective increase in rent would not cover the renovation costs. It is therefore necessary to choose only the features that will generate the most positive response from the targeted Japanese group. Baring in mind that the opinion of the female spouse is the most important for the housing decision, the operators should therefore give more weight to the features that corresponds to the female's need than males.

#### 5.3.1 Common facilities.

i. Lounging area

By far the cheapest and most effective renovation can be achieved with the common area. Specifically, the lounging facility where many housewives gather together during the day to watch their children play should be upgraded with better furniture and, if space is available, more seating. Small upgrades such as fans and outdoor mist spray can make the area much cooler and more comfortable to use

Image 5.8) Lounge area that requires upgrading.



### ii. Gymnasium equipment

The gym is one of the most common facilities for apartments in Bangkok and, although it is not ranked as crucial according to the Japanese demand survey, refurbishing the equipments can help to improve the marketability of the building. Retrofitting newer facility such as sauna would also have a positive response from the Japanese tenants.

### iii. Driver's rest area

For most building, this area is often considered only as an afterthought and the resulting of which is an untidy parking space. By assigning proper rest area complete with a waiting room and sufficient bathroom facilities, the ambience of the building can be greatly improved. This is especially true for the apartment with Japanese tenants since all of them use company drivers almost everyday.

## 5.3.2 Unit design, functions and features.

### i. Entrance

It is most likely not possible to retrofit a genkan-type entrance space to existing apartments, however by placing a reasonably sized shoe cupboard can improve the function of this area to match the need for Japanese tenants. Often Japanese tenants will place a small shoe rack outside of their unit if storage space is not available and this can make the corridor very untidy.

## ii. Kitchen

For apartments with only electric heating elements, it would better suit the Japanese cooking style if portable gas stove similar to Image 5.2) is provided. Usually the kitchen surfaces for buildings older than 10 years can be worn down and it is not difficult to resurface this with more modern materials such as acrylic polyester resin which are cheap and durable.

If the kitchen space is completely closed, it might not be feasible to start knocking down walls and changing the layout completely. It would be much more economically viable to selectively upgrade certain equipments such as stove top, oven and microwave instead.

## iii. Living room

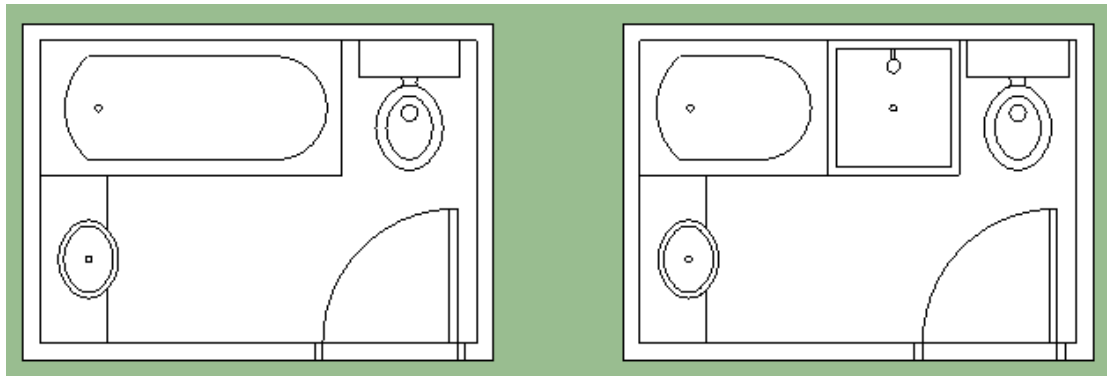
For the living area, the cheapest upgrade with the maximum positive response would be to change to a large flat panel television. This single piece of equipment would make bring the living room up to modern standard instantly.

If new living room sofa set is too expensive to purchase, a typical solution is to upgrade the upholstery instead. If the sofa, curtain and carpet colors are matched well, it can also make the living area more pleasant and would be a good selling point for older buildings.

## iv. Bathroom

Renovating the bathroom is one of the most expensive options and, since the locations of the toilet and bathtub are fixed, the layout cannot be improved significantly. However, if changes are needed the order of priority would be to change the bathtub to the shorter Japanese style (Image 4.2) and use the newly acquired space to install separate shower instead. (Image 5.9) Other ceramic bathroom fixtures such as the basin do not usually require upgrade as they can a very long time.

Image 5.9) Typical bathroom (left) vs layout with Japanese tub and shower (right)



#### v. General notes about appliances

The issue of that should be considered when purchasing new appliances is to purchase Japanese brand products when possible. Due to the nationalistic nature of Japanese culture, Japanese electronic appliances are often considered as superior to other countries especially Korean brands; this is due partly to the conflicting history between both countries. This perspective may or may not be true but for Japanese apartments – Japanese brands would have the maximum positive response.

Light fixtures should also be changed to energy efficient types and also regular cleaning and maintenance of air-conditioning units should be conducted to save on operating costs.

#### vi. Safety

For older apartments, installation of modern electronic safety systems can have a significant impact for Japanese tenants. Electronic keycard entry for the main building entrance can easily be installed and can cost much less than fitting keycard entry for every single units.

# CHAPTER VI

## Conclusion

The culture and lifestyle of Japanese families in Bangkok that affects their physical housing needs are as follows:

### 6.1 General demographics

The following data gives a general overview of the typical Japanese family who rents an apartment in Bangkok's Sukhumvit area.

- The age range for both male and female spouse who lives in the Sukhumvit area is between 34-51 years old with the average of 40.27 years old.
  - This is an age range with a highly active lifestyle and enough money to satisfy their individual needs.
  - Japanese people in this age group are well-educated and has a clear sense of taste and lifestyle therefore the housing product needs to be in a good location (well established Japanese area) with designs and function that matches their lifestyle.
- The typical Japanese person who lives in Sukhumvit has been living in Bangkok for 2.65 years.
  - This relatively long length-of-stay in Bangkok means that these Japanese people are well-informed about life in Bangkok and their decision to live in Sukhumvit area between Soi 39-55 confirms that this is the prime location for Japanese families with all of the amenities that matches their lifestyle.
  - Any decisions to relocate or to renew their housing contract is done with plenty of personal information and information from real estates agencies therefore a housing product with features designed for Japanese people will be of great advantage.
- Number of Children per household is between 1-3 with the average of 1.89 children. (rounded to 2)



- A family of 4 will dictate the number of bedrooms for a typical Japanese apartment to be 3 bedrooms with a bare minimum of 2 bedrooms if one child is a toddler.
- The average household income of a typical Japanese family in Sukhumvit area is roughly BHT210,000.
  - This level of income dictates the amount that a household can afford to spend on their housing.
  - The common knowledge that people should never spend more than 1/3 of their income on their housing is consistent with the survey data where most of Japanese people surveyed pay between 60,000 to 70,000 Baht rent. This is the price that operators should aim for in this particular segment.

## 6.2 Japanese family culture

The Japanese people surveyed are found to be:

- Highly collectivistic.
  - They tend to live together in a well-established Japanese area. (Sukhumvit Soi 39-55)
  - They tend to socialize together within their own enclosed group of Japanese nationals.
  - They are often involved in a group activity such as knitting and reading classes (female), golf and drinking (male).
  - They tend to use the common area of the building together in a large number in the evening peak hours.
- Nationalistic.
  - They prefer to use products that are made in Japan or by Japanese companies. (cars, electronics, food, home appliances, etc)
  - They prefer to eat Japanese foods.
  - They prefer services that are catered especially for Japanese people.

- Male role in the family.
  - Male spouse role is to work and provide for the family. He hardly spends any time at home during weekdays and are usually not involved in any house chores.
  - Leisure activities include golf, family gathering during weekends and drinking & dining with co-workers after work because these activities are seen as part of the teamwork building and commitment to the company.
  
- Female role in the family.
  - Female spouse are responsible for almost all domestic issues. She spends most of her day at home, preparing food, tending to her family, looking after the children or socializing with her other female counterparts within area accessible by foot or „Kra-por“ near by her apartment. These activities place some restrictions on the location of Japanese housing to certain areas with well-established services and facilities to satisfy the Japanese female spouse’s needs.
  - When deciding on where to live, Japanese female spouses are responsible for choosing the key physical attributes of the house.
  
- Japanese children in Bangkok.
  - Education is seen as the most important activity for Japanese children. Younger children or toddlers will attend Japanese-specific kindergartens within the area while older children will attend hi-end international schools such as „Wells International School“ and „Bangkok International Prep School“ all of which are between Soi 39-55.
  - The existence of these high quality international schools that can be accessed via small public transport such as „Kra-por“ is one of the reason why this area is very popular for Japanese families.

### 6.3 Existing housing supply review

From the critical analysis of existing Japanese housing supply, the researcher has reached the following conclusions:

- Although most buildings contain a mix of nationalities, Japanese tenants tend to live in a building where the majority of the tenants are from Japan.
- The size of the 3 bedroom units that were constructed pre 1999 are slightly too big for today's standard – most Japanese tenants would prefer smaller units with better facilities.
- Most of these buildings were not originally built with Japanese tenants in mind but slowly evolved with the popularity of the area.
- Most of the existing apartments features and designs are sufficient for Japanese families to live comfortably in Bangkok however many small, but significant, improvements to key features can still be made. The resulting highly specialized Japanese housing units will be much easier to rent when compared to the generic type.
- It may not be possible or feasible to physically modify individual units however, significant positive impact can be gained from upgrading the common facilities instead.
- Japanese real estate agencies play a crucial role in this segment, they are the most effective channel to reach the Japanese tenants.
- 

### 6.4 Recommended common facilities

- Large open outdoor area complete with playground on the ground floor is a highly desirable feature for Japanese tenants.
- Swimming pool with separate children's pool is preferred.
- Gymnasium is not a necessity in this case.
- Driver's rest area with pantry, bathroom, shower and a waiting area is a desirable attribute for Japanese apartments.
- Safe pickup and drop off area at the front of the building that does not require cars to drive directly into the parking area is desirable.

- Safety issue is amongst the top priority for Japanese tenants therefore the use of key-cards (at least for the main building entrance) and CCTV is highly desirable.

## 6.5 Recommended housing features

- Genkan entry space.
  - This area is typically about 2-3 sq.m. with storage space for shoes and miscellaneous items.
  - The floor material of this space needs to be made from durable materials such as granite or ceramic tiles.
- Open kitchen plan with direct access to living room and natural ventilation.
- Gas stove top.
- Separate laundry area linked to:
  - Deep balcony for drying cloths in natural sunlight.
- Separate bathtub and shower cubicles.
  - This is most important inside the en-suites.
  - Bathtub can be smaller-shorter Japanese tub.
  - Ideally should be a heated bathtub.
- Drinking water filter.
- Use of Japanese electronic products.
- Japanese cable TV. (or separate satellite)

## 6.6 Summary

The standard of building design and function for modern apartments in Bangkok today has been refined from many years of experience coupled with the globalization process which allows the knowledge of form and function to be transferred without boundaries. To this extent, apartments in Bangkok within this medium to high price range can already satisfied almost all of the rigors of modern inner city life. In other words, Japanese tenants should be able to live a comfortable life at this present stage.

However by studying the culture of the target Japanese group, the researcher has shown that there are still many small refinements that can, and should, be made to both existing and new projects. The refinements presented here in this study are extremely important to ensure that the Japanese housing product is clearly distinguishable from countless other apartments that are available in the market today.

The culmination of these minor refinements would result in a highly specialized housing product that will satisfy this niche market and will, hopefully, improve the occupancy rate and, ultimately improve the bottom line for the rental apartment operation.

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## **APPENDICES**



**APPENDIX A**  
**ENGLISH QUESTIONNAIRE**

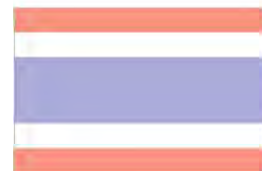
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Chulalongkorn University



Japanese Expatriates  
Housing Survey



This survey is being conducted to form part of a research thesis from Chulalongkorn University, Master of Housing Development program, K.C. Courts Apartment, and Prompong Mansion.

The aim of this study is to identify various components of the housing demand for Japanese Expatriate families in Bangkok. It may be used to serve you better by improving existing buildings and, or, as a guideline for future housing projects for Japanese clients.

Any information you provide will be treated with strict confidentiality and anonymity. We would like to thank you in advance for sparing your precious time to complete this survey.

This survey consists of 4 Parts and 27 Questions.  
 It should take about 10 minutes to complete.

There are 2 sets, one for you and the other for your spouse.

Please complete both sets and return them to the collection box (mailroom) when you have finished.

Thank you.

Part A. Personal Information

1. Sex M F Age .....
2. Marital status: Single Married Others (Go to 6)
3. Does your family reside with you in Thailand? Yes No (Go to 6)
4. Number of children None (Go to 6) 1 2 3+
5. Does your child attend school in Thailand? Yes No (Go to 6)
  - a. Name of your child's school .....
  - b. How does your child travel to school? (may choose more than one)
   
Walk Taxi Private Car BTS MRT
   
Song-Taew (2 rows buggy) Others.....
  - c. How long does it take to travel to your child's school?
   
0-15 min. 16-30 min. 31-45 min. 46-60 min. more than 1 hr.
6. How many cars do you own in Thailand? 0 1 2 or more
7. How many years have you been living in Thailand? 0-1 1-2 2-3 3-4 5+
8. How often do you travel back to Japan per year year? 0-1 1-2 2-3 3-4 5+
9. During which month(s) do you usually travel back to Japan? (you may choose more than 1 answer)
   
Jan. Feb. Mar. Apr. May Jun. Jul. Aug. Sep. Oct. Nov. Dec.
10. Your company name & address (Housewife go to 13)
   
.....
   
.....
11. How do you travel to work? (may choose more than one)
   
Taxi Private/Company Car BTS MRT Others.....
12. How long does it take to travel to your work?
   
0-15 min. 16-30 min. 31-45 min. 46-60 min. more than 1 hr.
13. Household monthly income (Baht)?
   
50,000 or less 50,001 < 100,000 100,001 < 150,000 150,001 < 200,000
   
200,000 < 300,000 300,000 or more Private Information.
14. How much rent are you willing to pay each month? (Baht)
   
30,000 or less 30,001 < 40,000 40,001 < 50,000 50,001 < 60,000
   
60,001 < 70,001 70,001 < 80,000 80,001 < 90,000 90,001 < 100,000
   
100,001 < 150,000 more than 150,000

Part B. Previous Residence

15. Name & Address of your previous residence. (if not in Thailand go to Part C.)
   
.....
   
.....
16. Please choose, from the list below, 3-4 reasons for terminating your previous contract.
   
High rental fee Poor neighborhood Poor facilities (state) .....
   
Far from BTS Bad neighbors Poor services (state) .....
   
Unit too big Unit too small Far from work Far from school
   
Far from supermarkets & stores Far from healthcare services Noisy
   
Lack of Japanese community Poor safety (state) .....
   
Want to experience living in a different area Poor furniture (state) .....
   
Poor interior features (state) .....
   
Others .....

**Part C. Current Residence Building**

17. Thru which channel did you learn about rental apartments in Bangkok? (may choose more than one)
- Internet       Your company's listing       Real Estates agency       Spouse
- Friends or Family       Others .....
18. How do you pay your rental fees?
- 100% subsidized by your company.       Pay your own rent
- Partly subsidized by your company. How much? .....
19. Please answer 'yes' or 'no' to the following comments:
- a. While in Thailand, you prefer to live amongst Japanese neighbor/community.       Yes  No
  - b. You regularly visit Japanese restaurants near your home.       Yes  No
  - c. You prefer to buy Japanese products from your local supermarket.       Yes  No
  - d. You prefer services that cater especially for Japanese people.       Yes  No
  - e. You regularly have social gatherings with Japanese friends during the day.       Yes  No
  - f. You belong to a Japanese club or take social classes with other Japanese People. (Cooking class, Knitting, Reading, Golf, and Tennis etc.)       Yes  No
  - g. You socialize with many Japanese people who lives in your building.       Yes  No
  - h. You regularly use the common area to socialize with your friends       Yes  No
  - i. Your children regularly use the swimming pool and playground.       Yes  No
  - j. You use the swimming pool regularly.       Yes  No
  - k. You use the garden and other outdoor area regularly.       Yes  No
  - l. You use the gymnasium regularly.       Yes  No
  - m. You feel that the common facilities in your building are sufficient.       Yes  No
  - n. You spend a lot of your free time inside your apartment.       Yes  No
  - o. You often invite friends inside your apartment unit.       Yes  No
  - p. You would like to have pets inside your apartment.       Yes  No
  - q. You regularly spend more than 8 hours at work everyday.       n/a       Yes  No

**Part D. Current Residence – Your Apartment Unit**

When you are looking for a new apartment, please rank your inclination towards the following features by crossing ①②③④⑤ or ⑥ where 1 is Unimportant and 6 is the Most important.!

For example: Unimportant ①②③④⑤⑥ Most important

- |                            | Unimportant    Most Important |  | Unimportant    Most Important |
|----------------------------|-------------------------------|--|-------------------------------|
|                            | ←    ① ② ③ ④ ⑤ ⑥    →         |  | ←    ① ② ③ ④ ⑤ ⑥    →         |
| 20. <b>Master Bedroom:</b> |                               |  |                               |
| a. Walk-in closet          | ① ② ③ ④ ⑤ ⑥                   | l. Bidet   | ① ② ③ ④ ⑤ ⑥                   |
| b. King-size bed           | ① ② ③ ④ ⑤ ⑥                   | m. Urinal  | ① ② ③ ④ ⑤ ⑥                   |
| c. Sofa set                | ① ② ③ ④ ⑤ ⑥                   | n. Electronic washlet                              | ① ② ③ ④ ⑤ ⑥                   |
| d. Computer table          | ① ② ③ ④ ⑤ ⑥                   | o. Bathtub   | ① ② ③ ④ ⑤ ⑥                   |
| e. Television              | ① ② ③ ④ ⑤ ⑥                   | p. Separate shower                                 | ① ② ③ ④ ⑤ ⑥                   |
| f. Japanese Cable TV       | ① ② ③ ④ ⑤ ⑥                   | q. Jacuzzi   | ① ② ③ ④ ⑤ ⑥                   |
| g. Safe                    | ① ② ③ ④ ⑤ ⑥                   | r. Dual wash basins                                | ① ② ③ ④ ⑤ ⑥                   |
| h. Double lock             | ① ② ③ ④ ⑤ ⑥                   | s. Dressing table                                  | ① ② ③ ④ ⑤ ⑥                   |
| i. Balcony                 | ① ② ③ ④ ⑤ ⑥                   | t. Other suggestions to improve your <u>Master</u> |                               |
| j. Timber floor            | ① ② ③ ④ ⑤ ⑥                   | <u>Bedroom:</u> .....                              |                               |
| k. En-Suite bathroom       | ① ② ③ ④ ⑤ ⑥                   | .....  |                               |
|                            |                               | .....  |                               |





APPENDIX B  
ENGLISH QUESTIONNAIRE

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チュラロンコン大学



日本人海外勤務者  
住宅調査



このアンケート調査は、KCコート・アパートメント、プロンポン・マンションに関するチュラロンコン大学の住宅開発プログラムの修士課程研究論文の一部を形成するものです。

この研究の目的は、バンコク在住の日本人海外勤務者家族の住宅需要のさまざまな構成要素を明らかにするためのものです。これは既存の建物を改善し、日本人顧客を対象とする将来の住宅計画のガイドラインとなるものです。

提供して下さるすべての情報は、厳重な秘密・匿名扱いと致します。このアンケート調査のために貴重なお時間を割いていただきありがとうございます。

このアンケートには4部27個の質問があります。  
所要時間はおよそ10分間ほどです。

2セットあり、1部はあなた用、もう1部はあなたの配偶者用です。

両方のセットにご記入頂き、終わりましたら郵便室の収集箱にご戻し下さい。

ありがとうございます。

パートA：個人に関する情報

1. 性別 男 女 年齢 .....
2. 婚姻状態: 独身 既婚 その他 (6番へ)
3. タイ国であなたのご家族は一緒にお住まいですか? はい いいえ (6番へ)
4. 子供数 なし (6番へ) 1 2 3+
5. あなたのお子さんは対国で学校に通学していますか? はい いいえ (6番へ)
  - a. お子様に通学している学校名 .....
  - b. どのように通学していますか? (1つ以上選択が可能)
   
徒歩 タクシー 自家用車 高架電車 地下鉄
   
乗合車(軽四輪) その他 .....
  - c. 学校までの通学所要時間は?
   
0-15分 16-30分 31-45分 46-60分 1時間以上.
6. タイ国で自家用車を何台お持ちですか? 0 1 2台或いはそれ以上
7. タイ国に何年間お住まいですか? 0-1 1-2 2-3 3-4 5+
8. 年に何回、日本にご帰国ですか? 0-1 1-2 2-3 3-4 5+
9. 何月に通常は日本にご帰国ですか? (1つ以上選択可能)
   
1月 2月 3月 4月 5月 6月 7月 8月 9月 10月 11月 12月
10. あなたのご勤務先会社名と住所 (主婦の方は13番へ)
   
.....
   
.....
11. どのように通勤されますか? (1つ以上選択可能)
   
タクシー 個人/会社の車 高架電車 地下鉄 その他.....
12. 勤め先までの通勤所要時間は?
   
0-15分 16-30分 31-45分 46-60分 1時間以上
13. 所帯の月収入は(パーツ)?
   
50,000 或いはそれ以下 50,001 < 100,000 100,001 < 150,000 150,001 < 200,000
   
200,000 < 300,000 300,000 或いはそれ以上 個人的情報
14. 借り住居の毎月の家賃は?(パーツ)
   
30,000 それ以下 30,001 < 40,000 40,001 < 50,000 50,001 < 60,000
   
60,001 < 70,001 70,001 < 80,000 80,001 < 90,000 90,001 < 100,000
   
100,001 < 150,000 150,000以上

パートB：. 以前の住居

15. あなたが依然お住まいになった住居名と住所 (タイ国内でない場合はパート Cへ)
   
.....
   
.....
16. 以前のアパート賃貸契約をあなたが解消された理由を以下から3-4つ選んでください:
   
家賃が高い 近所が良くない 設備が良くない (説明せよ).....
   
BTSから遠い 隣人が良くない サービスが良くない (説明せよ).....
   
ユニットが大き過ぎる ユニットが小さ過ぎる 勤務先から遠い 学校から遠い
   
スーパーや店舗から遠い 医療機関から遠い 騒がしい
   
日本人共同体がない 安全性が欠如 (説明せよ).....
   
他の地域に住んでみたい 家具類が良くない (説明せよ).....
   
室内が良くない (説明せよ).....
   
その他

パート C：在住中のアパート

17. バンコク市内の賃貸アパートをどのような方法で見つけましたか？ (1つ以上選択可能)
- インターネット    勤め先にあるリスト    不動産屋    配偶者  
友人或いは家族    その他.....
18. 家賃をどのようにお支払いですか？
- 100% 勤務先会社が支払う. 自分で支払う  
一部を勤務先会社が負担。 どのように? .....
19. 以下のコメントに“はい” 或いは“いいえ” を記入してください：
- |   |  |
|---|--|
| a. 在タイ中、日本人の共同体の中で住みたいですか                               | <input type="checkbox"/> はい <input type="checkbox"/> いいえ                               |
| b. お住まい近くの日本料理店によく行かれますか                                | <input type="checkbox"/> はい <input type="checkbox"/> いいえ                               |
| c. 地元のスーパーで日本製品を購入されますか                                 | <input type="checkbox"/> はい <input type="checkbox"/> いいえ                               |
| d. 日本人を対象にした食事出前サービスを利用されますか                            | <input type="checkbox"/> はい <input type="checkbox"/> いいえ                               |
| e. 日本人の友達との付き合いを毎日されますか                                 | <input type="checkbox"/> はい <input type="checkbox"/> いいえ                               |
| f. 他の日本人と一緒に友好クラブや教室に参加されますか<br>(料理教室、編み物、読書、ゴルフ、テニスなど) | <input type="checkbox"/> はい <input type="checkbox"/> いいえ                               |
| g. あなたの居住ビルに住んでいる多くの日本人とお付合されますか                        | <input type="checkbox"/> はい <input type="checkbox"/> いいえ                               |
| h. あなたは友人付合に公共の場所をご利用になりますか                             | <input type="checkbox"/> はい <input type="checkbox"/> いいえ                               |
| i. あなたのお子さんはプールや遊戯場をよく利用されますか                           | <input type="checkbox"/> はい <input type="checkbox"/> いいえ                               |
| j. あなた自身はプールをよくご利用になりますか                                | <input type="checkbox"/> はい <input type="checkbox"/> いいえ                               |
| k. 公園やその他の屋外施設をよくご利用になりますか                              | <input type="checkbox"/> はい <input type="checkbox"/> いいえ                               |
| l. あなたはジムをよくご利用になりますか                                   | <input type="checkbox"/> はい <input type="checkbox"/> いいえ                               |
| m. お住まいのビル内公共設備は十分整っていると思われませんか                         | <input type="checkbox"/> はい <input type="checkbox"/> いいえ                               |
| n. 自由時間を自分のアパート内で長時間お過ごしですか                             | <input type="checkbox"/> はい <input type="checkbox"/> いいえ                               |
| o. ご自分のアパートによく友人を招待されますか.                               | <input type="checkbox"/> はい <input type="checkbox"/> いいえ                               |
| p. ご自分のアパートでペット動物をお飼いにしたいですか                            | <input type="checkbox"/> はい <input type="checkbox"/> いいえ                               |
| q. あなたは毎日 8 時間以上仕事されますか                                 | <input type="checkbox"/> 該当無し <input type="checkbox"/> はい <input type="checkbox"/> いいえ |

パート D：居住中の住宅 - アパート

もしあなたが新しいアパートを探す場合、選択の基準となる要因を重要性の程度 ①②③④⑤或いは⑥の順に選んでください (①は不要 ⑥重要) !!

例: 不要 ①②③④⑤⑥ 重要

- | 20. 主寝室      | 不要 ←      → 重要 |                        | ← 不要      重要 → |
|--------------|----------------|------------------------|----------------|
| a. 着替小部屋     | ① ② ③ ④ ⑤ ⑥    | l. ビデ                  | ① ② ③ ④ ⑤ ⑥    |
| b. 大型ベッド     | ① ② ③ ④ ⑤ ⑥    | m. 尿器                  | ① ② ③ ④ ⑤ ⑥    |
| c. ソファ       | ① ② ③ ④ ⑤ ⑥    | n. 自動温水便座              | ① ② ③ ④ ⑤ ⑥    |
| d. コンピューター机  | ① ② ③ ④ ⑤ ⑥    | o. バスタブ                | ① ② ③ ④ ⑤ ⑥    |
| e. テレビ       | ① ② ③ ④ ⑤ ⑥    | p. シャワー                | ① ② ③ ④ ⑤ ⑥    |
| f. 日本語ケーブルTV | ① ② ③ ④ ⑤ ⑥    | q. ジャクジ                | ① ② ③ ④ ⑤ ⑥    |
| g. 貴重品金庫     | ① ② ③ ④ ⑤ ⑥    | r. 対洗面台                | ① ② ③ ④ ⑤ ⑥    |
| h. 二重ロック     | ① ② ③ ④ ⑤ ⑥    | s. 化粧台                 | ① ② ③ ④ ⑤ ⑥    |
| i. バルコニー     | ① ② ③ ④ ⑤ ⑥    | t. あなたの寝室をより改善するアドバイス: |                |
| j. 木材床       | ① ② ③ ④ ⑤ ⑥    | .....                  |                |
| k. 新室内バスルーム  | ① ② ③ ④ ⑤ ⑥    | .....                  |                |

21. 他の寝室:
- |                          | 不要 ← | → 重要      |
|--------------------------|------|-----------|
| a. 着替小部屋                 | ①    | ② ③ ④ ⑤ ⑥ |
| b. クイーンサイズベッド<br>(少なくとも) | ①    | ② ③ ④ ⑤ ⑥ |
| c. ソファ                   | ①    | ② ③ ④ ⑤ ⑥ |
| d. コンピューター机              | ①    | ② ③ ④ ⑤ ⑥ |
| e. テレビ                   | ①    | ② ③ ④ ⑤ ⑥ |
| f. 日本語ケーブルTV             | ①    | ② ③ ④ ⑤ ⑥ |
| g. ダブルロック                | ①    | ② ③ ④ ⑤ ⑥ |
| h. バルコニー                 | ①    | ② ③ ④ ⑤ ⑥ |
| i. 木材床                   | ①    | ② ③ ④ ⑤ ⑥ |
| j. ステレオ                  | ①    | ② ③ ④ ⑤ ⑥ |
| k. 金庫                    | ①    | ② ③ ④ ⑤ ⑥ |
| l. 新室内バスルーム              | ①    | ② ③ ④ ⑤ ⑥ |
| m. 化粧台                   | ①    | ② ③ ④ ⑤ ⑥ |
| n. 他の寝室をより良くするアほかのドバイス:  |      |           |
| .....                    |      |           |
| .....                    |      |           |

22. 居間:
- |                            | 不要 ← | → 重要      |
|----------------------------|------|-----------|
| a. 皮ソファ                    | ①    | ② ③ ④ ⑤ ⑥ |
| b. 日本風家具類                  | ①    | ② ③ ④ ⑤ ⑥ |
| c. オープンフロアプラン              | ①    | ② ③ ④ ⑤ ⑥ |
| d. 四角食卓                    | ①    | ② ③ ④ ⑤ ⑥ |
| e. バルコニー                   | ①    | ② ③ ④ ⑤ ⑥ |
| f. 薄型TV                    | ①    | ② ③ ④ ⑤ ⑥ |
| g. 日本語ケーブルTV               | ①    | ② ③ ④ ⑤ ⑥ |
| h. 木材床                     | ①    | ② ③ ④ ⑤ ⑥ |
| i. ステレオ                    | ①    | ② ③ ④ ⑤ ⑥ |
| j. <u>居間</u> を改善する他のアドバイス: |      |           |
| .....                      |      |           |
| .....                      |      |           |

23. 玄関:
- |                               | 不要 ← | → 重要      |
|-------------------------------|------|-----------|
| a. キーカード・アクセス                 | ①    | ② ③ ④ ⑤ ⑥ |
| b. CCTV 入口システム                | ①    | ② ③ ④ ⑤ ⑥ |
| c. 玄関空間                       | ①    | ② ③ ④ ⑤ ⑥ |
| d. 下駄箱                        | ①    | ② ③ ④ ⑤ ⑥ |
| e. 物置空間                       | ①    | ② ③ ④ ⑤ ⑥ |
| f. <u>玄関</u> を改善するその他のアドバイス : |      |           |
| .....                         |      |           |
| .....                         |      |           |
| .....                         |      |           |

このアンケート調査のためにあなたの貴重な時間を割いて下さりありがとうございました。お住まいのビルの郵便室の収集箱にご返信下さい。

24. 台所:
- |                              | 不要 ← | → 重要      |
|------------------------------|------|-----------|
| a. ガスコンロ                     | ①    | ② ③ ④ ⑤ ⑥ |
| b. 電気コンロ                     | ①    | ② ③ ④ ⑤ ⑥ |
| c. オープン                      | ①    | ② ③ ④ ⑤ ⑥ |
| d. 水ろ過器                      | ①    | ② ③ ④ ⑤ ⑥ |
| e. 自動皿洗い器                    | ①    | ② ③ ④ ⑤ ⑥ |
| f. 対流し台                      | ①    | ② ③ ④ ⑤ ⑥ |
| g. 温水                        | ①    | ② ③ ④ ⑤ ⑥ |
| h. 大型冷蔵庫                     | ①    | ② ③ ④ ⑤ ⑥ |
| i. 自然照明                      | ①    | ② ③ ④ ⑤ ⑥ |
| j. 自然通風                      | ①    | ② ③ ④ ⑤ ⑥ |
| k. 人工通風装置                    | ①    | ② ③ ④ ⑤ ⑥ |
| l. <u>台所</u> を改善するその他のアドバイス: |      |           |
| .....                        |      |           |
| .....                        |      |           |

25. 客用浴室:
- |                           | 不要 ← | → 重要      |
|---------------------------|------|-----------|
| a. ビデ                     | ①    | ② ③ ④ ⑤ ⑥ |
| b. 尿器                     | ①    | ② ③ ④ ⑤ ⑥ |
| c. シャワー                   | ①    | ② ③ ④ ⑤ ⑥ |
| d. 自動温水便座                 | ①    | ② ③ ④ ⑤ ⑥ |
| e. バスタブ                   | ①    | ② ③ ④ ⑤ ⑥ |
| <u>客用浴室</u> を改善する他のアドバイス: |      |           |
| .....                     |      |           |
| .....                     |      |           |

26. サービス:
- |   | 不要 ← | → 重要      |
|---|------|-----------|
| a. メイドコーナー  | ①    | ② ③ ④ ⑤ ⑥ |
| b. 独立洗濯場  | ①    | ② ③ ④ ⑤ ⑥ |
| c. 乾燥機  | ①    | ② ③ ④ ⑤ ⑥ |
| d. 洗濯物乾燥方法は何かいいですか?<br><input type="checkbox"/> 太陽光線 <input type="checkbox"/> 乾燥機     |      |           |
| e. どんな洗濯機がいいですか?<br><input type="checkbox"/> 前方開放タイプ <input type="checkbox"/> 上部開放タイプ |      |           |

27. 雑多:
- 新しいアパートを選ぶ時どの部屋が一番大切ですか?  
主寝室    他の寝室    居間  
玄関    台所      客用浴室    サービス
  - より良きサービスと設備のために、更に家賃を支払いますか?  
はい (後いくら……、パーツ)    いいえ
  - 今と同じ家賃で、より狭い空間だがより良き設備をご希望ですか?    はい    いいえ

----- おわり -----



**APPENDIX C**  
**BUILDING MANAGER AND AGENCY INTERVIEW**

Date/Time.....Building Name.....  
Building Manager's Name.....

Operator's Interview

1. Japanese customers specific demands.

- a. Master Bedroom.....  
.....  
.....
- b. Other Bedrooms .....  
.....  
.....
- c. Living room .....  
.....  
.....
- d. Main Entrance .....  
.....  
.....
- e. Kitchen.....  
.....  
.....
- f. Guest bathroom .....  
.....  
.....
- g. Services .....  
.....  
.....

2. Problems and difficulties.

- a. Contracts
  - i. Rent payment (subsidized, self-sponsored, late payment?)  
.....
  - ii. Rent increase, decrease
    - 1. How much?.....  
.....
    - 2. What are the causes?.....  
.....  
.....  
.....

3. Effects on vacancy rate?.....  
.....  
.....

b. Common complaints.....  
.....  
.....  
.....

c. Maintenance issues

i. Garbage.....  
.....  
.....

ii. Electrical .....  
.....  
.....

iii. Common facilities

1. Pool.....  
.....  
.....

2. Gym.....  
.....  
.....

3. Garden .....  
.....  
.....

4. Lobby .....  
.....  
.....

5. Car park .....  
.....  
.....

iv. Renovations

1. How often?.....  
.....  
.....

2. What did renovate?.....  
.....  
.....

3. How did the tenants respond? .....  
.....  
.....

v. Number of staffs and their jobs?.....  
.....  
.....  
.....

d. Services

i. What services do you offer? .....  
.....  
.....  
ii. Special requests? .....  
.....  
.....

e. Safety features

i. Security guards .....  
.....  
ii. Entry system .....  
.....  
iii. CCTV.....  
.....  
iv. Others.....  
.....

3. Marketing channels.

a. Agency fees .....  
.....  
b. Advertisements.....  
.....  
c. Others.....  
.....





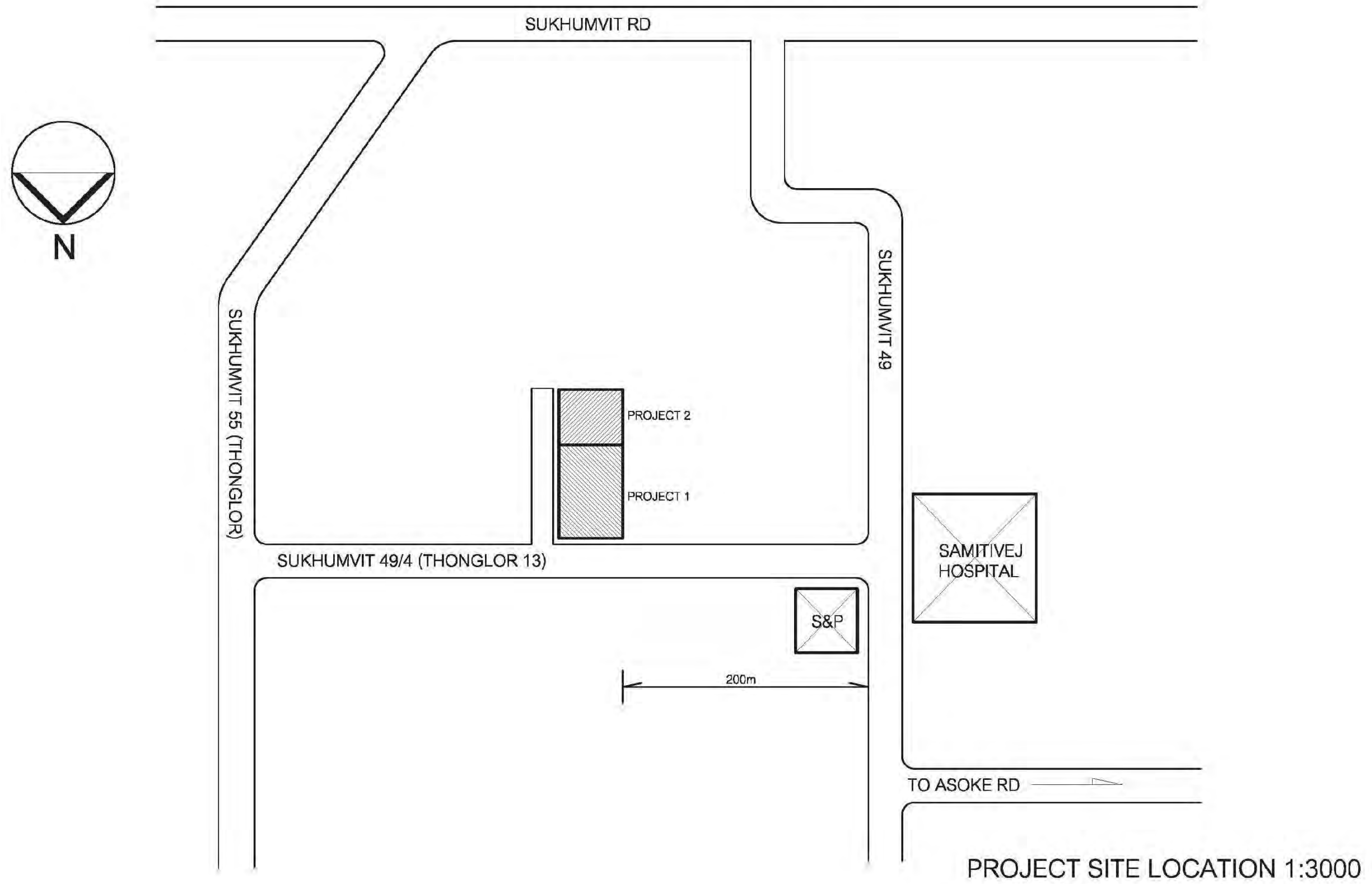
## APPENDIX D RENTAL HOUSING SUPPLY DATA

Soi	Type	Name	Total Units	Floors	Year of completion	1Br	#No. 1Br	2Br	#No. 2Br	3Br	#No. 3Br	>3Br	#No. >3Br	Price (Min)	Price (Max)	Price (Avg)	Occupant's Nationality		
																	Jap	Tha	Other
Soi 39	A	Baan Jarmjeree	102	31	2007	-	-	145	-	200	-	370	-	฿74,000	฿250,000	฿162,000	-	-	-
	A	Piyathip Place	95	25	2009	-	-	173	76	250	37	650	14	฿70,000	฿200,000	฿135,000	-	-	-
	A	Promsak Mansion	33	5	2005	60	3	120	21	210	11	-	-	฿25,000	฿60,000	฿42,500	-	-	-
	A	Royal Apartment	23	14	1985	-	-	-	-	250	23	-	-	฿75,000	฿80,000	฿77,500	100%	0%	0%
	A	Prompong Mansion	24	10	1991	-	-	-	-	250	24	-	-	฿62,000	฿67,000	฿64,500	100%	0%	0%
	A	Yong Su Apt.	56	16	1993	-	-	-	-	230	56	-	-	฿60,000	฿65,000	฿62,500	100%	0%	0%
	A	Tubtim Mansion	30	10	1987	-	-	175	9	250	21	-	-	฿56,000	฿65,000	฿60,500	100%	0%	0%
	A	D.H. Grand Twr	23	14	1997	120	-	-	-	230	19	-	-	฿40,000	฿69,500	฿54,750	100%	0%	0%
	A	Center Pt. Resident	76	25	1999	-	-	-	-	265	-	325	-	฿105,000	฿140,000	฿122,500	90%	0%	10%
	A	BIO House	37	22	1995	-	-	126	-	202	-	408	-	฿62,000	฿150,000	฿106,000	90%	0%	10%
	A	PSI Tower	63	23	1996	90	3	120	3	200	53	450	5	฿40,000	฿120,000	฿80,000	90%	10%	0%
	A	Super Mansion	42	7	1996	-	-	-	-	160	42	-	-	฿35,000	฿40,000	฿37,500	90%	0%	10%
	A	Le Gullinan	52	14	1987	-	-	-	-	260	-	500	-	฿77,000	฿200,000	฿138,500	80%	0%	20%
	A	Mano Tower	32	17	1992	-	-	110	-	320	-	340	-	฿35,000	฿70,000	฿52,500	70%	0%	30%
	A	Aramvej Apartment	17	7	2007	-	-	170	-	260	-	300	-	฿40,000	฿80,000	฿60,000	60%	0%	40%
	A	Executive Mansion	17	9	2002	-	-	-	-	260	-	17	-	฿55,000	฿55,000	฿55,000	50%	0%	50%
	A	S2 Apartment	6	3	1990	-	-	150	6	-	-	-	-	฿35,000	฿35,000	฿35,000	50%	0%	50%
	A	Wewon Mansion	11	8	1992	-	-	-	-	250	-	500	-	฿55,000	฿120,000	฿87,500	10%	80%	10%
	A	Baisal Court	7	4	1971	-	-	120	-	-	-	-	-	฿40,000	฿40,000	฿40,000	0%	0%	100%
	C	39 by Sansiri	166	31	2010	55	-	78	-	126	-	295	-	-	-	-	-	-	-
	C	The Rise	77	7	2008	-	-	105	50	206	21	310	6	-	-	-	-	-	-
	C	Le Raffine'39	59	34	2009	-	-	225	-	360	-	-	-	-	-	-	-	-	-
	C	Prime Mansion Promsri	39	8	2005	-	-	126	-	240	-	-	-	฿65,000	฿140,000	฿102,500	-	-	-
	C	The Cadogan	24	7	2005	-	-	175	-	200	-	-	-	฿70,000	฿100,000	฿85,000	-	-	-
	C	The Amethyst 39	79	8	2009	51	-	79	-	180	-	200	3	฿30,000	฿120,000	฿75,000	-	-	-
	C	Prime Mansion	14	8	2005	-	-	98	-	292	-	-	-	฿55,000	฿95,000	฿75,000	-	-	-
	C	Citi Resort	104	8	2007	44	68	67	7	-	-	-	-	฿32,000	฿62,000	฿47,000	-	-	-
	C	Grand 39 Tower	85	30	2007	80	15	160	14	210	54	340	2	฿48,000	฿80,000	฿34,000	-	-	-
	C	Royal Castle	146	24	1996	-	-	140	-	160	-	285	-	฿40,000	฿80,000	฿60,000	100%	0%	0%
	C	Regent on the Park 3	73	29	1995	-	-	-	-	230	-	250	-	฿60,000	฿65,000	฿62,500	90%	0%	10%
	C	Baan Suanpetch	130	33	1993	130	-	135	-	265	-	525	-	฿50,000	฿125,000	฿87,500	80%	10%	10%
	C	Baan Prompong	98	22	1996	-	-	140	-	300	-	-	-	฿40,000	฿75,000	฿57,500	80%	0%	20%
	C	Bexley Mansion	14	8	2005	-	-	100	14	-	-	-	-	฿40,000	฿55,000	฿47,500	80%	0%	20%
	C	DS Tower II	192	30	1996	-	-	138	-	180	-	256	-	฿40,000	฿45,000	฿42,500	70%	10%	20%
	C	Rin House Condo	62	8	1997	45	26	110	26	-	-	-	-	฿18,000	฿45,000	฿31,500	70%	30%	0%
	C	Supalai Place	500	30	1996	79	-	135	-	218	-	-	-	฿26,000	฿70,000	฿48,000	50%	40%	10%
	C	Baan Mitra	20	12	1993	-	-	-	-	183	20	-	-	฿40,000	฿40,000	฿40,000	20%	60%	20%
	C	Yada Resident	97	9	1991	60	-	133	-	-	-	-	-	฿18,000	฿25,000	฿21,500	10%	30%	60%
	SA	Prommitr Place	16	5	2007	44	4	88	2	132	8	168	2	฿40,000	฿80,000	฿60,000	-	-	-
SA	39 Living	3	5	2008	-	-	90	3	-	-	-	-	฿35,000	฿40,000	฿37,500	-	-	-	
SA	39 Boutique Suites	22	5	2005	31	-	48	-	-	-	-	-	฿20,000	฿37,000	฿28,500	-	-	-	
SA	Citi Resort 39 Annex	257	26	1998	73	-	130	-	131	-	-	-	฿34,000	฿64,000	฿49,000	100%	0%	0%	
SA	Sirin Place	42	8	2005	70	8	150	14	200	14	-	-	฿35,000	฿63,000	฿49,000	100%	0%	0%	
SA	Citi Resort 39	198	26	1996	86	-	-	-	-	-	-	-	฿25,000	฿38,000	฿31,500	100%	0%	0%	
Soi 41	A	Chiemprapha Apt.	5	5	1995	60	-	140	-	240	-	-	-	฿25,000	฿40,000	฿32,500	100%	0%	0%
	A	Phirorn Gardens	40	11	1986	-	-	-	-	280	20	320	20	฿80,000	฿135,000	฿107,500	90%	0%	10%
	A	River Court	105	8	1981	40	-	64	-	64	-	-	-	฿65,000	฿111,500	฿88,250	80%	10%	10%
	A	River Place	68	8	1990	45	-	62	-	-	-	-	-	฿15,000	฿22,000	฿18,500	80%	10%	10%
	A	Raintree Village	27	8	1996	-	-	-	-	278	-	420	-	฿75,000	฿110,000	฿92,500	50%	0%	50%
Soi 43	C	Lumpini Suite 41	158	9	2005	42	-	70	-	-	-	-	฿20,000	฿50,000	฿35,000	-	-	-	
	C	The Madison	152	36	2007	-	-	130	-	130	-	-	-	฿78,000	฿100,000	฿89,000	-	-	-
	SA	Adelphi Grande	30	20	1992	40	-	67	-	-	-	-	-	฿44,000	฿65,000	฿55,000	40%	30%	30%
Soi 45	A	Mukada Mansion	11	4	1970	-	-	120	11	-	-	-	฿40,000	฿40,000	฿40,000	100%	0%	0%	
	A	Charan Tower	39	24	1992	70	-	110	-	320	-	380	-	฿45,000	฿90,000	฿67,500	60%	0%	40%
	C	The Bangkok 43	54	7	2005	-	-	138	54	-	-	-	-	฿65,000	฿80,000	฿72,500	-	-	-
	C	Academia Grand Tower	98	21	1997	80	-	100	-	200	-	-	-	฿25,000	฿75,000	฿50,000	90%	0%	10%
	C	Richmond Palace	157	23	1994	-	-	140	-	148	-	290	-	฿40,000	฿70,000	฿55,000	70%	10%	20%
SA	Check Inn	18	4	2007	18	12	26	5	-	-	-	-	฿24,000	฿36,000	฿30,000	60%	-	40%	
Soi 47	A	45 House	35	6	1984	45	-	-	-	-	-	-	฿8,000	฿15,000	฿11,500	80%	0%	20%	
	A	GS Housing	40	10	1993	-	-	180	-	220	-	-	-	฿48,000	฿58,000	฿53,000	90%	0%	10%
Soi 49	A	Piranohi Apartment	9	8	1999	-	-	140	###	300	-	-	-	฿58,000	฿85,000	฿71,500	50%	0%	50%
	A	Sirindra Mansion	20	3	1990	70	-	140	-	-	-	-	-	฿33,000	฿45,000	฿39,000	50%	0%	50%
	C	Tongtip Mansion	38	16	1987	-	-	-	-	250	38	-	-	฿50,000	฿55,000	฿52,500	80%	0%	20%
Soi 49	A	Oscar Mansion	28	9	2006	-	-	120	16	140	12	-	-	฿55,000	฿70,000	฿62,500	-	-	-
	A	S 49	2	4	2005	-	-	-	-	220	2	-	-	฿60,000	฿60,000	฿60,000	-	-	-
	A	49 Plus I	77	9	2005	50	-	78	-	104	-	-	-	฿35,000	฿55,000	฿45,000	-	-	-
	A	Baan Kwanta	16	6	2005	-	-	150	8	170	7	300	1	฿62,000	฿120,000	฿91,000	100%	0%	0%
	A	Villa Achara	19	12	-	-	-	-	-	160	-	260	-	฿60,000	฿80,000	฿70,000	100%	0%	0%
	A	The Pearls	27	13	1990	-	-	190	-	210	-	-	-	฿60,000	฿75,000	฿67,500	100%	0%	0%
	A	KC Court	45	15	1992	-	-	145	8	250	35	350	2	฿50,000	฿80,000	฿65,000	100%	0%	0%
	A	Baan Arthit	22	7	1997	-	-	126	12	300	10	-	-	฿50,000	฿70,000	฿60,000	100%	0%	0%
	A	Citi Resort 49	198	26	1997	73	-	111	-	-	-	-	-	฿38,000	฿56,000	฿47,000	100%	0%	0%
	A	Hornhual Mansion	23	6	1987	-	-	90	-	240	-	-	-	฿25,000	฿50,000				

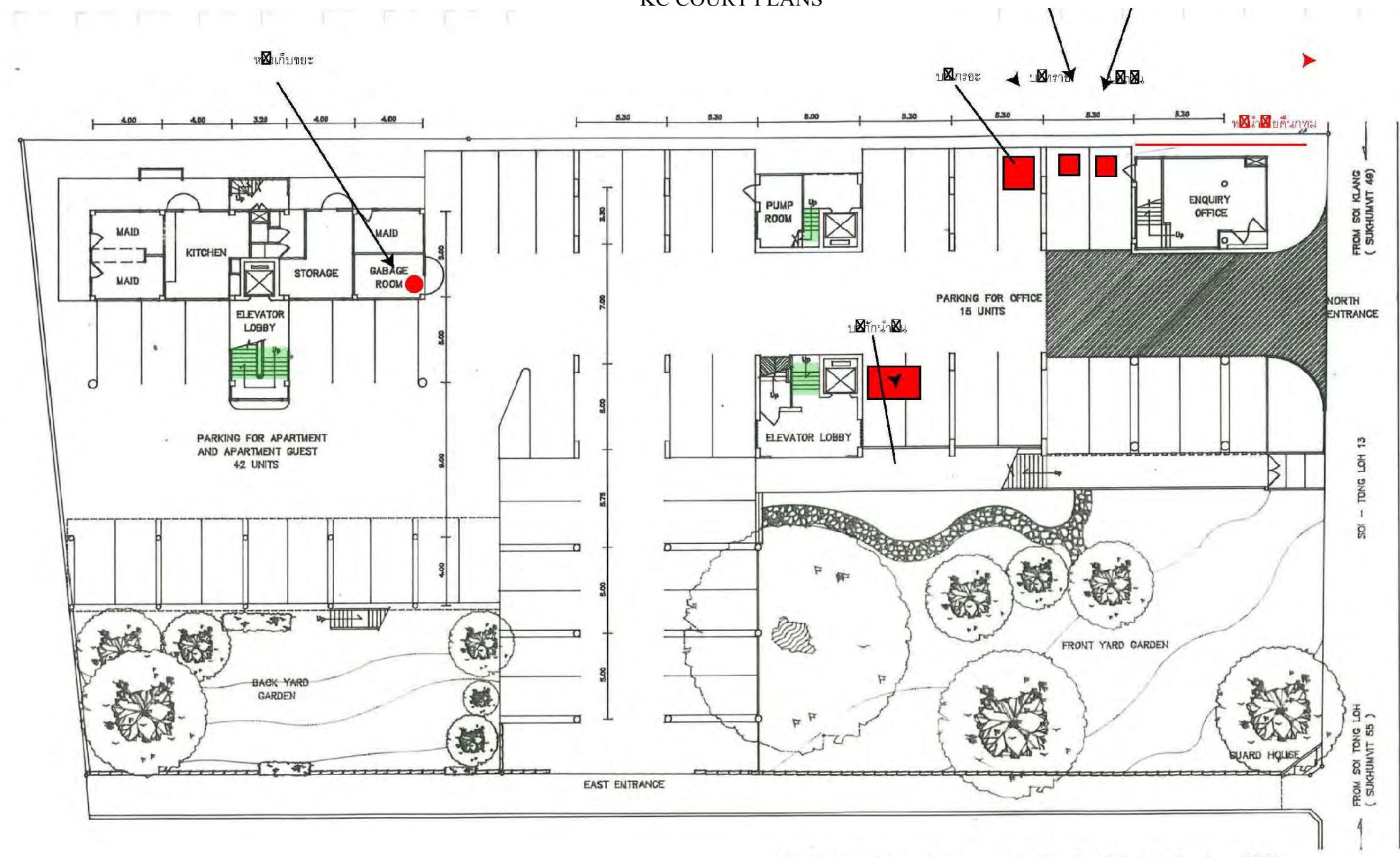
	Type	Name	Total Units	Floors	Year of completion	1Br	#No.	2Br	#No.	3Br	#No.	>3Br	#No.	Price (Min)	Price (Max)	Price (Avg)	Occupant's Nationals		
						sqm	1Br.	sqm	2Br.	sqm	3Br.	sqm	>3Br				Ja	Tha	Other
Sci 53	A	Sachayan Mansion	24	8	2001	-	-	-	-	270	24	-	-	฿70,000	฿70,000	฿70,000	100%	0%	0%
	A	Baan Mela	16	7	2007	-	-	160	16	-	-	-	-	฿60,000	฿73,000	฿66,500	80%	0%	20%
	A	MRK Apartment	10	8	2008	-	-	154	8	-	-	-	-	฿60,000	฿70,000	฿65,000	80%	0%	20%
	A	53 Park Place	12	8	1998	-	-	-	-	205	-	-	-	฿55,000	฿55,000	฿55,000	80%	0%	20%
	C	Raintree Villa	150	8	1997	58	-	75	-	108	-	-	-	฿16,000	฿55,000	฿35,500	60%	0%	40%
C	The Habitat Condo	67	29	1992	-	-	-	-	256	-	-	366	฿75,000	฿85,000	฿80,000	30%	10%	60%	
Sci 55	A	The Pentades	33	7	2006	-	-	110	-	190	-	-	-	฿65,000	฿107,000	฿86,000	100%	0%	0%
	A	Lee House	45	28	1996	90	-	-	-	240	-	600	-	฿50,000	฿120,000	฿85,000	100%	0%	0%
	A	Baan Wannapa	14	7	2002	-	-	145	-	180	-	-	-	฿55,000	฿70,000	฿62,500	100%	0%	0%
	A	Suncity	12	7	2004	-	-	-	-	235	12	-	-	฿60,000	฿65,000	฿62,500	100%	0%	0%
	A	MHI Tower	50	19	1997	-	-	180	-	180	-	-	-	฿60,000	฿62,000	฿61,000	100%	0%	0%
	A	Romsai Residence	20	12	1999	-	-	-	-	290	20	-	-	฿55,000	฿56,000	฿55,500	100%	0%	0%
	A	Arcadia Tower	22	12	1989	-	-	-	-	270	22	-	-	฿55,000	฿55,000	฿55,000	100%	0%	0%
	A	Nida Thonglor	17	7	1997	-	-	190	-	250	-	290	-	฿65,000	฿75,000	฿70,000	90%	0%	10%
	A	SR Place	28	16	1998	90	9	130	18	350	1	-	-	฿43,000	฿80,000	฿61,500	90%	0%	10%
	A	Phatana Court	21	4	1987	80	-	100	-	180	-	-	-	฿35,000	฿65,000	฿50,000	90%	0%	10%
	A	PR Home II	11	10	1995	-	-	200	-	350	-	380	-	฿50,000	฿75,000	฿62,500	80%	0%	20%
	A	PR Home I	4	5	1985	-	-	200	3	350	1	-	-	฿70,000	฿75,000	฿72,500	75%	0%	25%
	A	Tiara Mansion	10	8	1998	-	-	-	-	-	-	170	10	฿30,000	฿30,000	฿30,000	70%	0%	30%
	A	Premier 20	20	8	2006	80	20	-	-	-	-	-	-	฿19,000	฿35,000	฿27,000	70%	0%	30%
	A	Baan Phansiri	9	6	1997	-	-	160	-	-	-	300	-	฿60,000	฿85,000	฿72,500	60%	0%	40%
	A	Baan Lert Paisari	10	7	1998	-	-	130	10	-	-	-	-	฿48,000	฿50,000	฿49,000	60%	0%	40%
	A	Sawit Suites	8	6	2004	-	-	-	-	165	8	-	-	฿65,000	฿65,000	฿65,000	50%	0%	50%
	A	Arcadia Mansion	10	8	1990	-	-	-	-	250	8	-	-	฿55,000	฿55,000	฿55,000	50%	0%	50%
	A	Waterford	26	12	1994	-	-	100	-	200	-	-	-	฿35,000	฿65,000	฿50,000	50%	0%	50%
	A	Chaitan Suites	6	4	2005	-	-	120	6	-	-	-	-	฿50,000	฿50,000	฿50,000	50%	0%	50%
	A	Jirathit Mansion	94	8	2000	53	-	75	-	-	-	-	-	฿8,000	฿25,000	฿16,500	50%	20%	30%
	A	Hampton	73	30	2005	-	-	90	-	162	-	232	-	฿60,000	฿130,000	฿95,000	40%	20%	40%
	A	Park Thonglor Tower	39	16	2004	84	-	182	-	-	-	249	-	฿52,000	฿135,000	฿93,500	40%	0%	60%
	A	K.House	8	5	2007	45	1	115	5	150	2	-	-	฿25,000	฿58,000	฿41,500	40%	10%	50%
	A	Capri Court	12	7	1980	-	-	-	-	-	-	250	12	฿30,000	฿30,000	฿30,000	30%	0%	70%
	A	SP Mansion	24	7	1995	-	-	95	24	-	-	-	-	฿22,000	฿25,000	฿23,500	30%	30%	40%
	A	Kurecha Residence	12	7	2007	-	-	145	1	145	11	-	-	฿61,000	฿70,000	฿65,500	20%	0%	80%
	A	Pakpong Court	14	4	1975	-	-	130	14	-	-	-	-	฿25,000	฿25,000	฿25,000	20%	40%	40%
	A	TY Court	20	6	1983	-	-	-	-	140	20	-	-	฿25,000	฿30,000	฿27,500	10%	0%	90%
	A	Apart.55	8	4	1971	-	-	120	-	-	-	-	-	฿30,000	฿30,000	฿30,000	0%	0%	100%
	C	8 Thonglor	196	34	2009	75	89	150	78	200	26	636	3	-	-	-	-	-	-
	C	United Tower	48	23	1995	-	-	140	-	220	-	250	-	฿55,000	฿75,000	฿65,000	95%	0%	5%
	C	Baan Chan Condo	96	8	1988	70	-	100	-	160	-	-	-	฿30,000	฿60,000	฿45,000	80%	0%	20%
	C	The Waterford Park	300	29	1994	69	-	90	-	150	-	-	-	฿25,000	฿50,000	฿37,500	80%	0%	20%
	C	Fifty-Fifth Tower	103	35	1996	-	-	160	-	200	-	-	-	฿50,000	฿70,000	฿60,000	70%	0%	30%
	C	Ioon I	28	17	1993	-	-	160	-	160	-	-	-	฿45,000	฿55,000	฿50,000	50%	50%	0%
	C	DLV Thonglor	29	8	2008	-	-	70	29	-	-	-	-	฿50,000	฿50,000	฿50,000	40%	30%	30%
	C	The Height	53	28	2006	80	-	85	-	144	-	-	-	฿60,000	฿100,000	฿80,000	20%	50%	30%
	C	Noble Ora Condo	220	21	2006	79	-	140	-	-	-	-	-	฿55,000	฿65,000	฿60,000	20%	40%	40%
	C	Garden Place	15	6	1994	-	-	-	-	200	-	-	-	฿55,000	฿55,000	฿55,000	20%	60%	20%
	C	Antique Palace	32	14	2006	65	-	85	-	-	-	-	-	฿45,000	฿58,000	฿51,500	20%	0%	80%
	C	Ioon III	161	33	1996	100	-	123	-	-	-	-	-	฿35,000	฿60,000	฿47,500	10%	80%	10%
	C	Ioon II	24	8	1991	-	-	160	24	-	-	-	-	฿50,000	฿50,000	฿50,000	0%	100%	0%
	SA	Center Point	165	12	2005	80	-	140	-	-	-	-	-	฿50,000	฿110,000	฿80,000	-	-	-
	SA	Grand Tower Inn	300	15	1985	32	-	-	-	160	-	-	-	฿50,000	฿150,000	฿100,000	100%	0%	0%
	SA	Assign Residence	57	8	2006	70	-	108	-	-	-	-	-	฿48,000	฿76,000	฿62,000	100%	0%	0%
	SA	Qvic Place	57	8	1995	85	57	-	-	-	-	-	-	฿37,000	฿63,000	฿50,000	100%	0%	0%
	SA	The Alocve	20	7	2007	60	16	110	4	-	-	-	-	฿51,000	฿80,000	฿65,500	90%	0%	10%
	SA	Oakwood Thonglor	66	9	2008	75	37	120	23	183	7	-	-	฿57,000	฿153,000	฿105,000	80%	0%	20%
	SA	Premier Thonglor	60	7	2007	55	36	69	6	83	18	-	-	฿47,000	฿61,000	฿54,000	60%	0%	40%
	SA	Vasu The Residence	40	21	2007	-	-	-	-	200	38	560	2	฿100,000	฿360,000	฿230,000	30%	0%	70%



APPENDIX E  
KC COURT PLANS



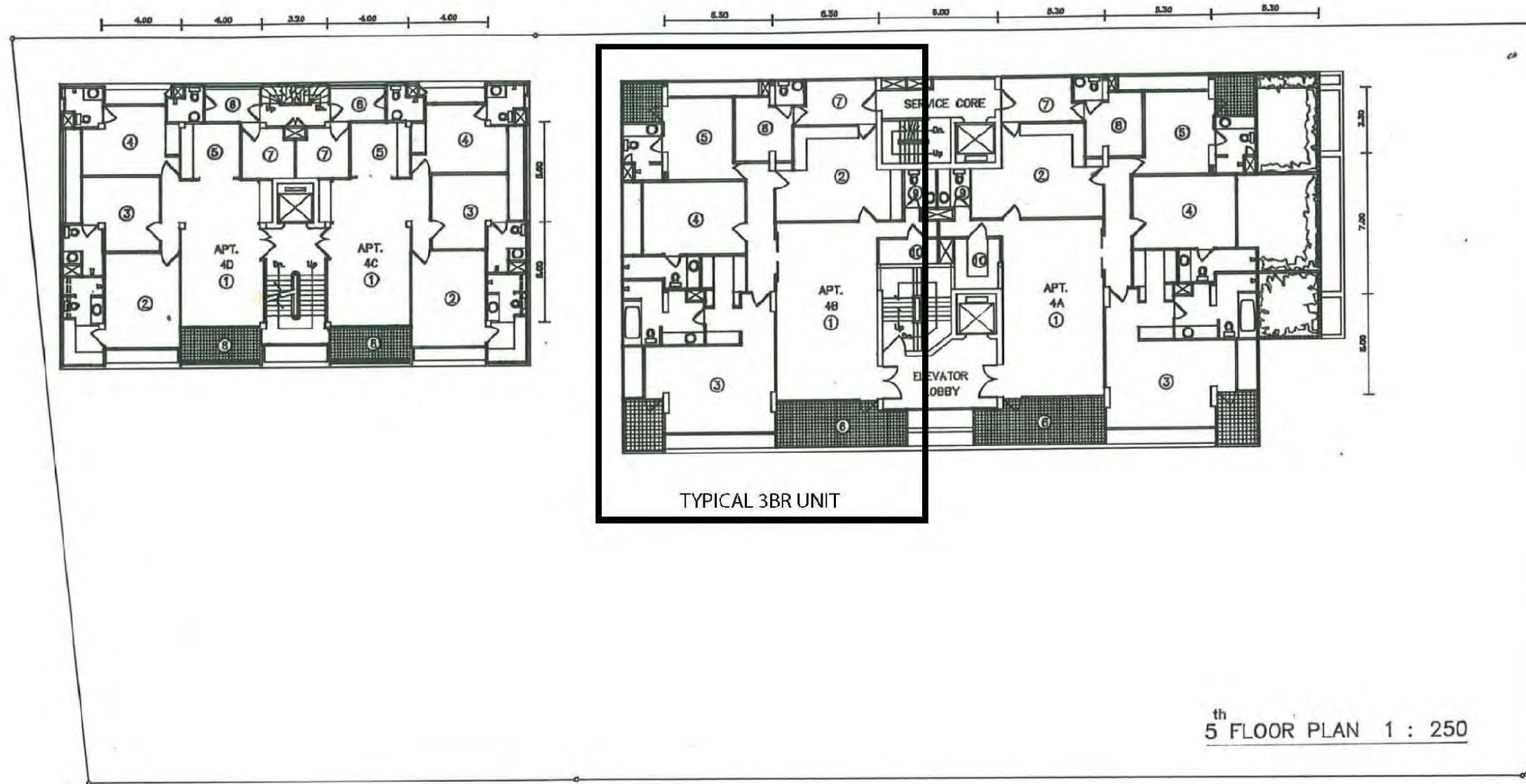
APPENDIX E  
KC COURT PLANS



GROUND FLOOR PLAN , SERVICE FLOOR PLAN 1 : 250



APPENDIX E  
KC COURT PLANS



**APARTMENT 4D** 145 SQM.

- 1) LIVING & DINNING ROOM
- 2) MASTER BEDROOM WITH BATH & WALK-IN CLOSET
- 3) BEDROOM 2 WITH BATH
- 4) BEDROOM 3 WITH BATH
- 5) KITCHEN
- 6) SERVICE YARD
- 7) MAID ROOM WITH TOILET
- 8) BALCONY

**APARTMENT 4C** 145 SQM.

- 1) LIVING & DINNING ROOM
- 2) MASTER BEDROOM WITH BATH & WALK-IN CLOSET
- 3) BEDROOM 2 WITH BATH
- 4) BEDROOM 3 WITH BATH
- 5) KITCHEN
- 6) SERVICE YARD
- 7) MAID ROOM WITH TOILET
- 8) BALCONY

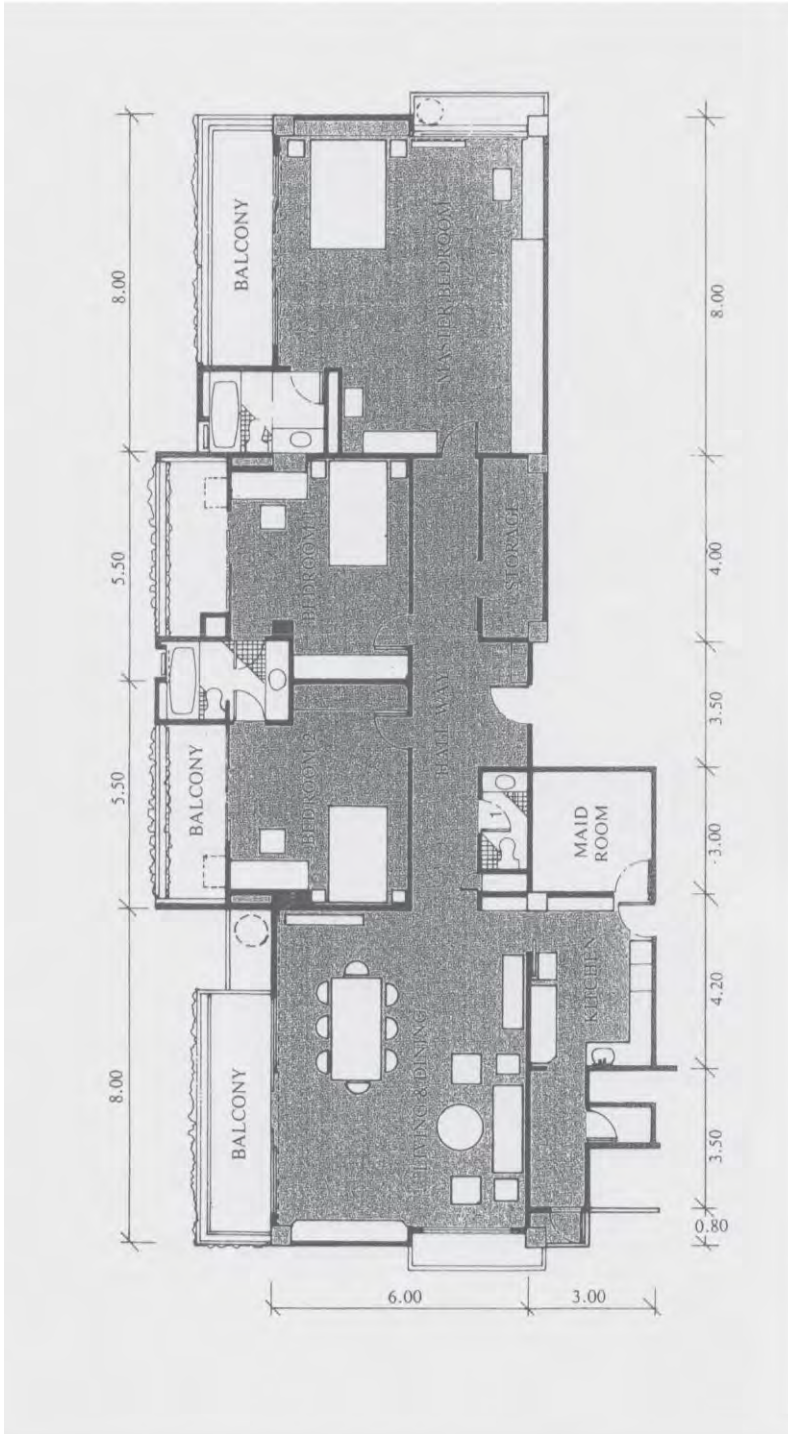
**APARTMENT 4B** 243.50 SQM.

- 1) LIVING & DINNING AREA
- 2) KITCHEN & LAUNDRY
- 3) MASTER BEDROOM WITH BATH ROOM  
WALK-IN CLOSET & PRIVATE BALCONY
- 4) BEDROOM 2 WITH BATH
- 5) BEDROOM 3 WITH BATH & WALK-IN CLOSET
- 6) MAIN BALCONY
- 7) SERVICE YARD
- 8) MAID ROOM WITH TOILET
- 9) GUEST TOILET
- 10) STORAGE

**APARTMENT 4A** 293 SQM.

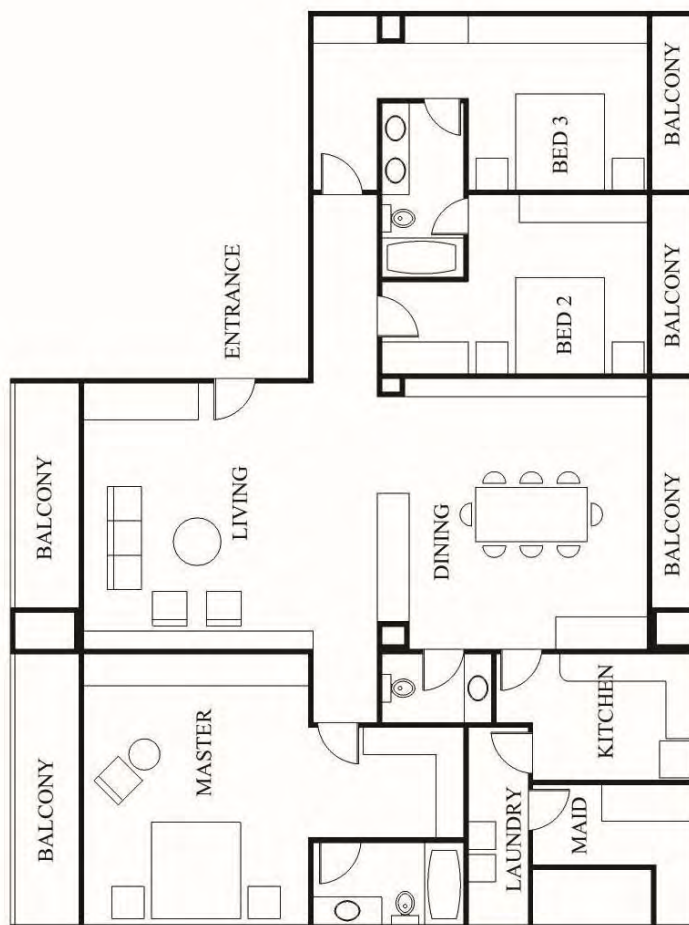
- 1) LIVING & DINNING AREA
- 2) KITCHEN & LAUNDRY
- 3) MASTER BEDROOM WITH BATH ROOM  
WALK-IN CLOSET & PRIVATE BALCONY
- 4) BEDROOM 2 WITH BATH & PRIVATE BALCONY
- 5) BEDROOM 3 WITH BATH & WALK-IN CLOSET
- 6) MAIN BALCONY
- 7) SERVICE YARD
- 8) MAID ROOM WITH TOILET
- 9) GUEST TOILET
- 10) STORAGE

### APPENDIX F PROMPONG MANSION PLANS





### APPENDIX G LEE HOUSE PLANS



## **BIOGRAPHY**

Mr. Thanang Jayasuta was born in Bangkok on October 11<sup>th</sup>, 1980. He has completed primary education from King's College, Auckland New Zealand in 1999 and received a Bachelor of Architecture degree from Royal Institute of Technology (RMIT) in Melbourne, Australia in 2005. After graduation, he has worked as an architect consultant at 'Thai Kajima Company' for one year then as a project architect at 'GIM Global Group' prior to studying his Master of Housing Development Degree at the Faculty of Architecture, Chulalongkorn University.