



**SUGGESTIONS ON REGULATING HOUSING RENTAL
MARKET TO HELP HEALTHY ECONOMIC DEVELOPMENT**

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**SUGGESTIONS ON REGULATING HOUSING RENTAL
MARKET TO HELP HEALTHY ECONOMIC DEVELOPMENT**

Thematic Certificate

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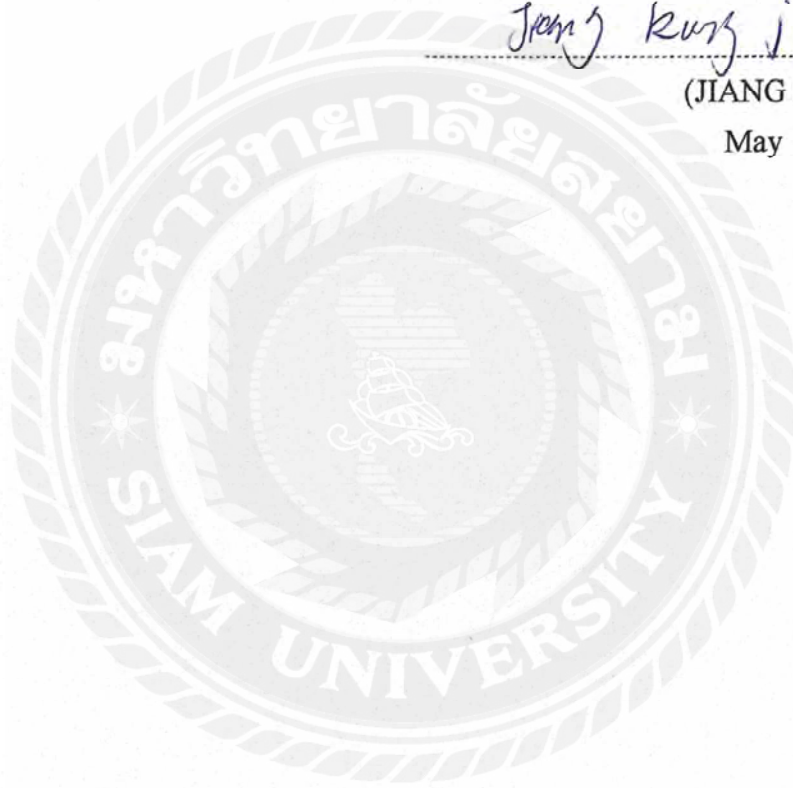
Declaration

I, JIANG RONGJI, hereby certify that the work embodied in this independent study entitled "SUGGESTIONS ON REGULATING HOUSING RENTAL MARKET TO HELP HEALTHY ECONOMIC DEVELOPMENT" is result of original research and has not been submitted for a higher degree to any other university or institution.

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ABSTRACT

High housing prices, the increase in rigid demand population, and the inevitable practical problems caused the current stage of the housing rental market to be extremely hot. Compared with the prosperous housing rental market and a late start, the development was not perfect and resulted in the existing housing rental rules and regulations. In 2022, the real estate industry faced unprecedented challenges due to the frequent occurrence of unexpected factors, such as repeated outbreaks of COVID-19 in many areas and the suspension of multiple housing projects. The regulatory policies and credit environment were continuously optimized, but the effects of the policies were not obvious and the trend of deep adjustment of the real estate market remained unchanged. In the fourth quarter, several regulatory departments released a series of heavy positives to stabilize market expectations, but residents' income expectations were weak. The wait-and-see sentiment was heavy, short-term policy transmission to the market needed time, and the real estate market adjustment pressure remained. In 2023, the situation of epidemic prevention and control is expected to improve. Problems related to the housing rental market were discussed and analyzed from the two aspects of the problem areas, and relevant suggestions were put forward for the future development and improvement of the housing rental market.

Keywords: housing rental market, educational resources, household registration system



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Chapter 1 Introduction

1.1 Introduction

In our country, the housing rental market formed late, and at present there is no complete management system and management regulations of the housing rental market, which is the most main reason for the current housing rental market non-standard. Traditional concept of buying houses has also limited people's attitude towards renting to a certain extent, always thinking that renting is temporary, buying a house is for life (Zhang, 2020).

Since 1998, the urban housing market reform, the urban housing system has been improved constantly. The Chinese real estate industry has become a mainstay industry contributing greatly to GDP. All industries have gained rich benefits through the road housing industry and led the development of many related industries. The upstream industries are steel, cement, etc., while the downstream industries are decoration, furniture, interior design, real estate sales, etc. (Wang, 2018). However, under the condition of improving people's living conditions, real estate dividend also brings a series of economic and social problems. The excessive boom in the real estate industry has brought about drawbacks. While residents invest a large amount of wealth in real estate, it also limits their consumption and investment ability. Chinese macro leverage ratio has risen, and high-quality public resources linked with real estate have gradually solidified (Zheng, 2018).

From a micro point of view, the excessively high housing price has occupied a large amount of wealth of ordinary families. To beat inflation and obtain high-quality education resources, medical resources and household registration benefits related to real estate, many wage earners have become "house slaves" and their quality of life has decreased. From the macro point of view, the high housing price greatly weakens the purchasing power of the residents (Zhang, 2020). The "consumption", one of the "three carriages" driving the economic development, is affected by the residents' real disposable income, which is related to the healthy and stable development of our macro economy.

1.2 Problems of the Study

The problem of Chinese housing rental market supply

1. Total supply is insufficient

According to the Analysis Report of China's Housing Rental Market in 2021 released by Fangtianguo Research Institute, the size of China's rental housing market in 2020 will be about 2.71 trillion yuan, with a rental area of about 7.04 billion square meters and a rental population of about 240 million. At present, the total supply of Chinese housing rental market is obviously not enough to meet the huge rental demand (Luo, 2019). This partly explains why there are so many small houses in developed cities.

2. Unreasonable supply structure

In China's first - and second-tier cities, population inflow is greater than outflow, housing rental demand is often greater than supply. In the third - and fourth-tier cities, the population outflow is greater than the inflow, and the contradiction between supply and demand of housing rental is relatively mild (Wang, 2018). Among them, the contradiction between supply and demand of small house and low rent is more prominent than that of large house and high rent. The supply of small - and medium-size and low-rent rental houses deviates from the actual demand. The proportion of small - and medium-size and low-rent rental houses in the total rental houses is too small, while the proportion of large and high-rent rental houses is too large, and the supply structure is unreasonable (Liu & Han, 2020).

3. The supplier is not mature

In mature residential rental markets, for example, the most recent statistics from the Bureau of National Research show that institutional renters account for more than 35 percent of the rental market. However, according to the 2021 China Housing Rental Market Analysis Report released by Fangtianxia Research Institute, the proportion of institutional housing rental providers in China is only slightly more than 2%, far below the level of developed countries (Lin, 2019). Due to the low profitability of the housing rental industry and the lack of systematic regulation and management of the market by the government, the tax proportion is relatively high. Many institutional investors are reluctant to invest capital due to the thin market profits and long investment return cycle. As a result, the housing rental market is small in scale and the housing supply is small and scattered, most of which are provided by individual renters (Huang, Wang, Zhang, et al., 2017). At the same time,

due to the influence of the "heavy sale and light rent" orientation in the past, the government has not paid enough attention to the housing rental market, and the supervision has not been in place, which has provided opportunities for landlords to arbitrarily increase the rent and terminate the contract and brought great insecurity to the tenants. Therefore, the main body of the housing rental market is still immature (He, 2017).

1.3 Objective of the Study

To cultivate and develop the housing rental market is a practical requirement for further promoting the structural reform of the supply side, implementing the construction of new urbanization, and ensuring the orderly flow of population, and it is an inevitable choice for us to broaden the public rental housing channel and improve the housing security system. The guidance and support of various policies of the state and autonomous region ushered in new opportunities for the development of housing rental market. According to the China Index Academy, China's housing rental market was worth about 1.38 trillion yuan in 2017 and is expected to reach 1.7 trillion yuan by 2020. As a pioneer and professional service provider in the field of real estate finance in China, CCB actively responds to the call of the CPC Central Committee, plays the role of market pioneer, leader and promoter, proactively explores new models of developing housing leasing business through multi-channel and market-oriented means, and provides customers with a series of housing leasing financial services and solutions.

1. Deepen the structural reform on the supply side, cultivate and develop the housing rental market.
2. To implement new-type urbanization construction, cultivate and develop the housing rental market
3. Broaden the channels of public rental housing, improve the housing security system, and cultivate and develop the housing rental market.

1.4 Significance of the Study

The diversity of Chinese housing rental market demand

1. Housing demand derived from urbanization.

Since urbanization, many rural populations has flooded into cities and towns, forming a huge demand force in the housing rental market, which is an important part of the rental demand (Huang, Wang, Zhang, et al., 2017). On the other hand, a large number of rural and small-town college students choose to study in first-tier coastal cities and stay in the local employment after graduation. The low salary of the freshmen also makes them become the main force of housing rental demand.

2. Rental demand caused by the deviation between rent and housing price.

Before the introduction of the regulation policy, China's real estate market was hot, the price of housing skyrocketed, the increase is far more than the increase of rent, resulting in many people with difficulties in buying houses (Chen, 2009). Because renting and buying are both ways to meet housing demand, and in the short term, the cost of renting is far less than the cost of buying. As a result, many people who do not have enough financial resources to buy real estate turn to the housing rental market, generating a large amount of rental demand (Chen, 2016).

3. The restriction policy of the property market has caused part of the purchase demand to shift to rental demand.

The excessive prosperity of the real estate market and the accumulation of bubbles have become an important factor causing systemic risk of our economy. In order to control the housing price, the government began to introduce intensive control policies (Huang, Wang, Zhang, et al., 2017). However, while the measure has curbed the demand for investment speculation, it has also affected some buyers, forcing them to turn to the rental market.

4. Rental demand derived from many single people.

With the continuous improvement of the living standard of Chinese residents, the education of residents is gradually opening and diversifying. The new generation of marriageable people no longer values the economic community ties tied by marriage in the past but are more inclined to focus on personal development (Chu, 2014). As a result, we generally delay the age of first marriage. The resulting large number of single people, to reduce personal expenses, rental housing has become a common phenomenon (Fu, 2017).

5. Changing attitudes towards housing among the younger generation have increased demand for rentals.

The post-90s have gradually entered society, and as they receive open education and ideas, most of them pursue a life of low burden and fewer constraints (Jia, 2018). More and more young people do not want to bind their life to a fixed residence, more do not want to become a "mortgage slave". As a result, they are slowly turning into a major player in the rental market (Lin, 2019).

1.5 Limitation of the study

Due to the limited academic level and knowledge of the author, there are still many deficiencies in the research scope of this subject, which is limited by location and various resources (Liu, 2012). It is hoped that more researchers will study the rigid demands, habits, and behaviors of consumers in second - and third-tier cities from the practical level and put forward more practical and beneficial suggestions according to the actual needs of the leasing market to make up for the shortcomings of this paper.

Chapter 2 Literatures Review

2.1 Literatures Review

Kong Deying pointed out in the Practice and Suggestions on the Development of the Domestic Housing Rental Market (from China Construction Finance, No. 7, 2018, 28-33, 6 pages in total) that developing the housing rental market and establishing a housing system featuring both rental and purchase is an important measure to implement the position that "housing is for living in, not for speculation", which has received strong support from the policy level and market parties in recent years. A high degree of concern (Song, 2016). This paper starts with the supply structure of house in the rental housing market and analyses the development status and main problems of three main supply bodies -- public rental housing, rental housing operated and managed by rental enterprises, idle housing of residents' families. In view of the "pain points" existing in the development of the housing rental market, this paper proposes to further improve the market supply system and coordinate the relationship between the government, enterprises and individual rental housing supply; We will implement relevant supporting policies and increase the supply of land for rental housing, tax incentives and financial support (Wang, 2018). We will improve market supervision and management, establish public service platforms, and strengthen industry self-discipline.

The 14th Five-Year Plan clearly states that we will accelerate the establishment of a housing system featuring multi-entity supply, multi-channel support, and both rental and purchase of housing, so that all the people will have adequate housing and a balance between jobs and housing (Zhang & Liu, 2020). Therefore, it is of great significance to accelerate the cultivation and development of housing rental market. Based on this, the research team of the Real Estate Finance Research Center of PBC School of Finance, Tsinghua University participated in writing the research report "The Pain points, Difficulties and Policy Suggestions in the Development of Housing Leasing in China", which comprehensively and systematically interpreted the significance of the development of housing leasing in China, pointed out the pain points and difficulties in the development of housing leasing in China, and put forward targeted policy suggestions (Zhu & Zhang, 2018). The research believes that The development of housing rental is of great significance. On the one hand, cultivating and developing the housing rental market and guiding new citizens and

young people to choose rental methods to achieve housing ownership is an important measure and direction to adhere to the positioning of "no speculation in housing and housing" and implement the long-term mechanism of stable and healthy development of the real estate market (Xiang & Gan, 2017). On the other hand, accelerating the development of the housing rental market can effectively reduce the pressure of housing burden on people's consumption, help reduce residential costs, release the potential of people's consumption, and foster a strong domestic consumption market (Huang, Wang, Zhang, et al., 2017).

Current housing rental market pain point difficulty

According to the research, the development of rental housing market is inadequate at present, which mainly manifests in the following four aspects:

(1) In the aspect of new supply, the fit between the supply side and the demand side is insufficient. In terms of price, the land supply price of new rental housing is still high compared with the net rental income. In terms of space, most of the newly supplied land is difficult to match the employment area of the main leasing group, which is not conducive to the balance between jobs and housing.

(2) In terms of putting stock to good use, policies to support land compliance and financial and tax support need to be improved. For market-oriented rental housing projects that are not converted to residential areas, there are many operational obstacles, such as difficulty in compliance and lack of financial and tax support, leading to slow progress of such projects to revitalize the stock (Huang, Wang, Zhang, et al., 2017).

(3) The proportion of institutions is low, resulting in poor housing quality and rental stability. Professional leasing agencies have more advantages than individual rentals. Chinese housing leasing is dominated by individual leasing, and the institutional proportion is only 5%, which leads to problems such as structure mismatch, quality mismatch and poor lease stability.

The tenant's rights and interests are not protected without the same right. New young people tend to flock to first - and second-tier cities. A large influx of talents has

resulted in insufficient public resources in education, health care, employment and so on, leading to many policy inequalities (Xiang & Gan, 2017).

Policy Recommendations

The large population of new citizens and young people are generally young and active, and they are used to expressing their opinions through the Internet. If the rental problem is not solved well, it is easy to cause antagonism and mass incidents, which will affect social stability. The development of housing rental has very important strategic and practical significance. In view of the above pain points, the study puts forward the following suggestions:

(1) On the supply side, we will improve the land pricing mechanism and promote a balance between jobs and housing

With the goal of "stabilizing housing prices, land prices and expectations", we will try to optimize the pricing mechanism of leased land further scientifically in accordance with urban housing development plans and annual construction plans(Xiang & Gan, 2017).

(2) To revitalize stock, fill policy gaps, reduce reconstruction costs

Support for the supply side can be increased by reducing compliance costs, reducing tax costs and increasing financial support.

(3) In terms of market supply subjects, we should cultivate specialized housing rental institutions and improve operational efficiency

On the one hand, we will optimize the policy environment and provide financial, tax and fiscal subsidies to qualified professional housing rental agencies. On the other hand, fair policy opportunities, on the premise of ensuring financial security, endow leasing property right, increase the enthusiasm of enterprises to participate (Huang, Wang, Zhang, et al., 2017).

(4) As for the main body of market demand, we will promote the implementation of the same rights of rent and purchase as soon as possible to protect the rights of tenants

The legal effect of the current provisions on the right to rent and purchase is low, so the legislation should be carried out under the condition that the livelihood value, commercial value and financial value of the right to rent and purchase are clearly defined. At the same time, it will gradually promote the equalization of basic public services in leasing.

On November 24, 2021, the 35th meeting of the Standing Committee of the 15th Beijing Municipal People's Congress was held. The meeting heard the "Regulations of Beijing on Housing Rental (Draft)" and planned to regulate multiple aspects of the housing rental market.

Combined with the Opinions on Accelerating the Development of Affordable Rental Housing issued by The General Office of the State Council in July 2021, the draft Regulations of Beijing on Housing Leasing regulate hot issues such as "group rental", "black intermediary", "formaldehyde house", rent gelling, and supervision of long-term rented apartments. It has clarified and regulated the payment methods of rent and deposit, strictly controlled rent loans, and brought the deposit and rent over 3 months into the scope of supervision(Xiang & Gan, 2017). When the housing rent rises significantly or is likely to rise significantly, the municipal government can take price intervention measures; In addition, it proposed for the first time that the tenant cannot be evicted at will and the tenant can continue to lease after the lease expires, so as to protect the tenant's residential rights and interests and ensure the formation of a stable and standardized leasing relationship between the two parties. At the same time, the regulations also make clear that housing rental enterprises should abide by relevant regulations and standards to ensure the safety of rental housing when they decorate it. The Internet information platform shall examine the certification materials submitted by the publisher before releasing the information in compliance with the regulations (Huang, Wang, Zhang, et al., 2017).

The release of the above policy is a great benefit to the healthy development of the housing rental market in Beijing, reducing the rental cost of the leasing group and promoting the healthy development of the economy. Through the association of the

above problems, in fact, there is a commercial housing market still need to be paid attention to at the government level.

2.2 Theory of Review

2.2.1 Housing - Welfare substitution theory

Since 1998, Swedish scholar Kemery has put forward the insightful "housing-welfare substitution theory". He believes that there is a certain substitution relationship between the housing ownership rate and the level of social welfare, and countries with good social welfare generally have a low housing ownership rate. Housing construction and social welfare security both consume a large amount of public financial funds, so they are alternative institutional arrangements, difficult to coexist (Huang, Wang, Zhang, et al., 2017).

The housing-benefit alternative theory also states that the choice between renting or buying depends not only on one's personal and household income, but also on the welfare arrangements of the country in which one lives (Zhu & Zhang, 2018). Kemery's insight inspired many scholars, and subsequent studies were further revised and improved. In combination with the "asset-based welfare" theory, Kemery not only applied to Europe and America, but also extended to the analysis of the relationship between housing system and welfare system in East Asian economies.

2.2.2 The theory of "unitary system and binary system

The development of rental housing in western countries can be divided into two modes: one is the "unitary system" which connects the two systems of market rental and social rental; The second is the private rental (market rental) and public rental (relief) separate "dual system" (Huang, Wang, Zhang, et al., 2017). The reason why the system is different is not only the concept of housing security, but also the concept of social security as a shelter and relief net for those who fail to compete in the market, but also "cooperative" support and assistance for those who are temporarily financially disadvantaged.

2.2.3 The land-housing theory

The land system is closely related to the housing market. At present, there are mainly three types of land property rights in the world: the first is public (government) ownership, land free use; The second is the privatization of land, which is called fee

simple or life tenure. The third is that the land is owned by the government, but the government leases it to individuals and businesses for a certain period(Zhu & Zhang, 2018).

In theory, compared with private land, public land leasing system has more advantages to solve the housing problem. But on the other hand, land can also become an important source of government revenue. Reliance on revenue from land sales, especially residential land sales, also contributed to the rapid rise in house prices. High housing prices will lead to a large amount of capital chase, and a high price-to-rent ratio will lead to market capital's lack of interest in the rental market, thus affecting the supply of the rental market (Huang, Wang, Zhang, et al., 2017).

2.3 Research Frameworks

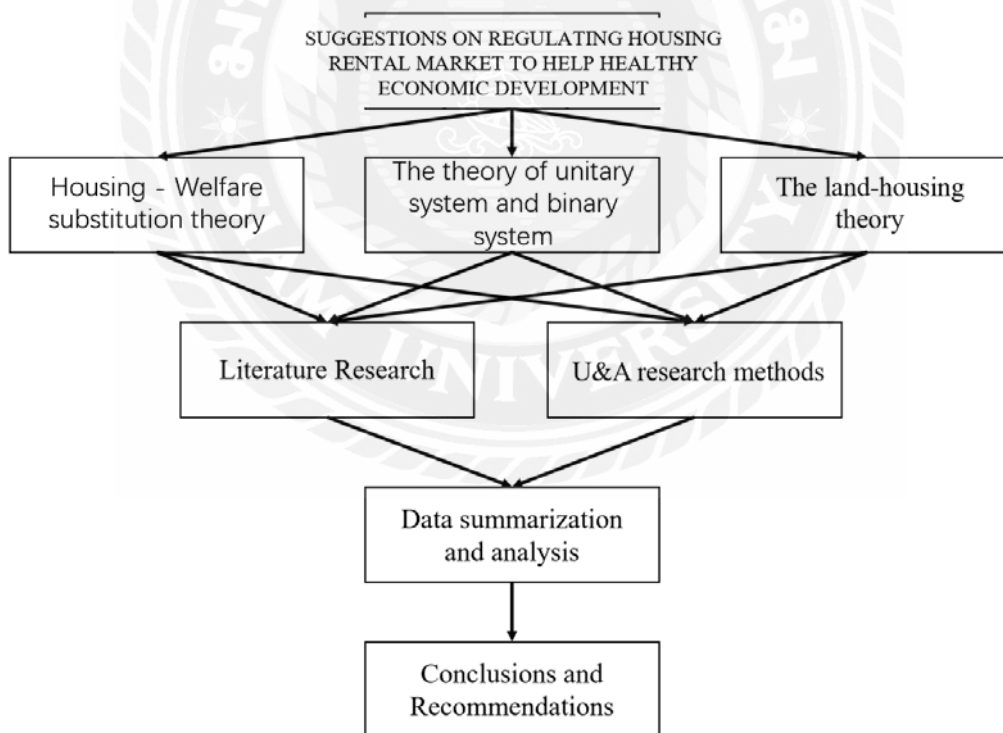


Figure 2.1 Research Frameworks

2.4 Terms and Definition Used in This Study

2.4.1 Lease term

Usually, the developer requires the client to sign the contract for at least 2 or 3 years for the lease term. Customers with more space can negotiate a 6 - or 9-year lease agreement with the developer but change the rent by market value at the end of each third year.

2.4.2 Renewal

Before the expiration of the original lease term, the client can ask the developer to extend the lease term for another 2 or 3 years and sign a new lease agreement, which includes the renewal term, the new rent, and the modification of the handover clause after the expiration of the original lease term.

2.4.3 Annual rental growth rate

In some cases, the developer will only specify the rent for the first year or the first two years of the lease term, and then increase the rent each year according to the agreed percentage increase (Liu, 2012).

2.4.4 Rent-free period

For individual projects, the developer promises to waive rent for the first few months of the lease term for the renovation of the leasing office. The length of the rent-free period is subject to amicable negotiation between the developer and the client.

2.4.5 Handover conditions

Usually, the lease agreement provided by the developer will contain a "delivery standard" clause. Delivery standards will vary from project to project, but the vast majority of Grade A office buildings will provide carpet or raised floors, latex paint walls, suspended ceilings and lighting sources (Liu, 2012). At the same time to provide the main air conditioning duct, but the specific decoration of the extension needs to be undertaken by the tenant.

Although the tenant leases the facilities and equipment of the office space, considering the overall construction standards and security requirements of the building, the developer provides unified repair and maintenance for all mechanical and electrical equipment. Tenants are not allowed to change it without permission.

At the end of the lease, the developer usually reserves the right to ask the lessee to restore the original renovations at the lessee's expense (Huang, Wang, Zhang, et al., 2017).

2.4.6 Pre-rent

As permitted by the policy, the Developer will enter into an intention to lease with the lessee prior to the delivery of the project. In this case, the lessee will be able to obtain a better price and better lease terms. The closer to the completion of the project, the discount offered by the developer will be reduced or cancelled (Liu, 2012). The lessee must bear the risk of the developer's late delivery and the risk of the rent falling in the event of market fluctuations.

2.4.7 Lease term

Rent office space must be rented at least one year, three years below, if you consider half a year or a few months, only very few business centers will do, and most of the area is very small, the price is high (Liu, 2012). The lease term is more than three years, the general owner will not agree, or it needs a certain amount of increase.

2.4.8 Rent fee

The price of renting office buildings is often divided into "including invoice" and "without invoice". "Including invoice" means that the rent has included the leasing tax invoice, and "without invoice" is vice versa. Beijing office rental market rent generally includes invoices, does not include property fees, property fees are borne by the lessee. Beijing office rental market on the other hand.

2.4.9 Payment terms

Two to pay two or three to pay one, office rental is generally paid two months of rent + two months of management fee (some do not need management fee security), there are also some building owners require three months of rent + three months of management fee as security deposit if the early rental is generally not returned. When signing a contract, it is usually two months 'rent + two months' management fee + the first month's rent fee (Huang, Wang, Zhang, et al., 2017).

2.4.10 Property costs

Most of the less than 20 yuan have no central air conditioning or central air conditioning fees, and most of the more than 20 yuan are central air conditioning. The

management fee usually covers utilities, maintenance, sanitation, 24-hour security services and so on. However, there are also many buildings will be independent of the public fees from management fees (Liu, 2012).



Chapter 3 Research Methodology

3.1 Introduction

By combing the literature related to Housing - Welfare substitution theory, theory of "unitary system and binary system theory. It needs to collect data and analyze the current situation of its company compensation system. Therefore, this paper will use a mixed research methodology.

Research models of consumer behavior

In the study of consumer behavior, the study of habits and attitudes is its core issue (U&A). At present, the research on consumer usage habits and attitudes is a relatively mature and commonly used market research model, which is widely used in consumer research on fast-moving consumer goods and durable consumer goods such as household appliances, food/beverage, cosmetics/washing products, daily necessities, etc.

Market positioning model

For a new product (project), based on market segmentation research, the further work needs to be done is market positioning. Market positioning is very important, the correct market positioning will enable the product to enter the market smoothly, and establish their own brand; On the contrary, if the positioning is wrong, the marketing plan will be severely hindered, and even lead to the failure of the product to market. In the implementation of market positioning, we usually use the positioning model based on the two main tools of benefit positioning -- cognitive map and value map.

Market segmentation model

Market segmentation research in market research can help enterprises better understand the demand characteristics and consumption or use characteristics of different levels of consumers, which can help enterprises to better lock the target group and promote the promotion for different levels of users more effectively.

3.2 Research Design

3.2.1 Leasing market research content

1) Application of U&A research

U&A is a mature and complete consumer research model, which is widely used by professional research institutions at home and abroad. Through U&A model, enterprises can accurately measure the market conditions of the tested products, the conditions of target consumers and the conditions of competitors, and effectively

understand the characteristics and behaviors of consumers, thus providing guidance for the next step of the enterprise's market strategy or market promotion.

The main research content of U&A includes a series of indicators, such as consumer cognition of products/advertisements, consumer usage and purchasing habits, consumer satisfaction evaluation, consumer media habits, and consumer attitudes towards marketing activities. At the same time, consumer attitude research can also be used for market segmentation and target market determination. The method of market segmentation is based on consumers' preference for products. Under the same conditions, businesses should locate the target market in the market with a high degree of consumer preference, because consumers always give more attention to their favorite products. Even with other market segmentation methods, such as using geographical location as the standard, efforts should be made to detect the relative degree of product preference of each market segment. The greater the segment's preference for the product, the greater the likelihood of success.

2) U&A research methods

In the actual research process, we usually use research methods including Fishbin model and ideal point model.

① The Fishbin Model: The Fishbin model is the most well-known test model. According to the Fishbin model, the quantitative evaluation of consumers' attitude towards a given product is as follows: the sum of the degree to which the product has each significant characteristic and the product's evaluation value.

② The ideal-point Model: The ideal-point model is unique in that it provides the information that consumers think is The Ideal brand and consumers' views on the current brand. In the ideal point model, the consumer is asked where a brand product fits into a feature and where he thinks the "ideal" brand should fit. According to the model, the closer the characteristic value of a brand is to the ideal value, the more consumers prefer the brand, that is, the closer the AB value is to zero, the better.

3) Analysis of factors influencing purchasing behavior

There are many factors that affect consumers' purchasing behavior, including psychological factors, internal factors and external factors. Consumer behavior research is usually carried out in the following mode, as shown in Figure 3-1-1.

4) Advantages of the model

Comprehensiveness: understand the formation process of the internal causes of consumer behavior from different perspectives.

② Effectiveness: To accurately understand the influencing factors of consumer decision, so as to determine the feasible market strategy.

③ Accuracy: accurately define the target consumer group.

Market positioning is roughly divided into three parts, as follows.

1) Choose the concept of positioning and establish the cognitive map or value map

When positioning a product or project, marketers first need to understand what the target market "cares" about before they can position their research. The results of positioning research can be represented by cognitive map, which can be used to reflect the position of the product in terms of consumer interest, product and corporate image compared with competitors. As shown in Figure 3-1-2, it is the cognition map of jeans, where the length (or vector) of the line represents the importance index of these product features, and the distance or Angle between the brand position and the vector represents the closeness of the feature.

2) Develop effective positioning communication methods and selling points

The communication of product positioning includes brand name, slogan, product appearance or other product features, sales location, employee image, etc. In addition, it is necessary to design the correct concept of product positioning, including the choice of advertising language.

3) Integrated communication combination positioning

On the basis of the above work, the positioning work also includes marketing planning and communication combination positioning. Generally, the positioning mode of marketing communication mix is shown in Figure 3-1-3.

3.2.2. Purpose of leasing market research

The People's Daily said in a commentary titled "The Rental Market is also not worth speculation" that "housing" could be used for speculation if not properly managed, and that "housing costs" for ordinary people would rise further. The article

points out that houses are for living in, not for frying. New homes, second-hand housing, rental market is the same. To develop the leasing market, the original meaning is to fill in the weak links, "rent and purchase simultaneously", by no means to provide speculators with room to change.

At present, the frequent support and encouragement policies for leasing and the enthusiastic entry of various capital forces are good news for the leasing market, but they do breed some risks, some of which come from ineffective means. For example, some intermediary agencies or "principal landlords", under the banner of "lease outlet is coming", bid up the rent, manipulate the market and create artificial tension, which leads to irrational rent increase.

The phenomenon described in the People's Daily article is now widespread. And it's hard to put an end to, for one simple reason: businesses want to make money! The national measures to develop the rental housing market are good in purpose, in order to calm housing prices, so that everyone has a home. However, the uncertainty of rising rents and the possibility that they will continue to rise has strengthened the Chinese people's inherent concept of living: buy a house, buy a house of their own, life is stable!

3.3 Research steps

Automatically consolidate markets that are not differentiated or are too small.

According to the significant degree of difference, the level of each factor in the division of market segments is judged.

Stop segmentation when the variable difference is not significant or the market size of the segment is too small.

Market segmentation research steps are as follows.

Step 1: Understand the project background and identify the basic variables.

This is a very important step in the process of market segmentation. The selection of basic variables and the method to establish the relationship between variables become the key to the success of segmentation research. These variables are shown in Table 3-1-1.

Step 2: Data collection.

Due to the need of accurate market research, market segmentation research has high requirements on the sample size and typicality. The sample size of multi-city research is generally more than 100. At the same time, market segment research needs the survey conclusion to infer the overall consumer, so the random user interview is usually adopted. Point-blocked access can also be used if the target market is buyers of a particular product. Segment market survey questionnaires are generally long, with access time ranging from 30 to 50 minutes, and involve more personal information of respondents. Therefore, it is difficult to conduct telephone interview.

Step 3: Data analysis.

By using cluster analysis and correspondence analysis in multivariate statistical analysis, survey objects with the same or similar answers to basic questions are grouped into different groups, and these groups are carefully studied and analyzed, and finally the overall market is divided into segments. Ex post segmentation uses demographic indicators and behavioral variables to describe market segments, making them easier to define.

Step 4: Analyze other data to build market segments.

Demonstrate the market segment obtained from the third step. If it is found to be contrary to the previous results, it will go back to the third step for analysis.

3.4 Population and Sampling

3.4 Population and sampling

The study was selected from the more active segments of the tenant population, including potential customer groups. Respondents were either current tenants or interested and booked tenants. The above questionnaire was distributed to 100 citizens. The sample data did not have any default value, and the received data was normal without abnormal data. Through the analysis of the collected data, it is found that the main age distribution ranges are 18-30 (48%), 30-40 (35%), 40-50 (10%) and above 50 (7%). Among them, 53 were boys and 47 were girls. In the rental market, 30 percent are white-collar, 53 percent are blue-collar, and the remaining 17 percent are mainly students. Twenty percent think Beijing's rental market is perfect, 62 percent think it is not perfect, and the rest are not clear. Seventy percent said it was expensive, 21 percent were not sure, and the rest said it was cheap. As for the supervision of

rental housing, more than 60 percent of people think that the supervision of rental housing in Beijing is generally or even not strict.

3.5 Data Analysis

The renting and selling groups are from newly graduated college students to those who have settled down. Some families with children choose to rent for educational resources, and the age range is large. Some parents fill in the questionnaire by themselves. The sex ratio of parents varies widely, with female parents accounting for two-thirds of the total; Education level refers mainly to college, university, and graduate degrees, and the education level of parents of middle and high school students is very small in this range, except for the students.

3.6 Reliability and validity analysis of the scale

Reliability refers to the degree of consistency of results obtained when the same object is repeatedly measured in the same way. Reliability index is mostly expressed by correlation coefficient, which can be roughly divided into three types: stability coefficient (consistency between time), equivalence coefficient (consistency between forms) and internal consistency coefficient (consistency between items). There are four main methods for reliability analysis: retest reliability method, repeated reliability method, half-fold reliability method and alpha reliability coefficient method.

In this study, we use Krumbach α reliability coefficient, which is the most commonly used reliability coefficient, and the formula is: $\alpha = (k / (k-1)) * (1 - (\sum Si^2) / ST^2)$

Where K is the total number of question items in the scale, Si^2 is the variance within the question score of the i th question, and ST^2 is the variance of the total score of all question items. It can be seen from the formula that the consistency between the scores of items in the alpha coefficient evaluation scale is an internal consistency coefficient. This method is suitable for reliability analysis of attitudinal and opinion-based questionnaires (scales).

The reliability coefficient of the total scale is above 0.8, between 0.7 and 0.8, and the reliability coefficient of the subscale is above 0.7, between 0.6 and 0.7.

Validity refers to the degree to which a measuring instrument or tool can accurately measure the object being measured. Validity refers to the degree to which the measurement result reflects the tested content. The more the result matches the tested content, the higher the validity is. On the contrary, the lower the validity. There are three types of validity: content validity, standard validity, and structural validity.

Validity is the validity of a measurement, the extent to which a measuring instrument can measure the feature it is intended to measure, or simply the accuracy and usefulness of a test. Effectiveness is the most important condition that a scientific measuring instrument must have. In social measurement, questionnaire or scale as a measuring tool has a high validity requirement. Determining validity requires clarifying the purpose and scope of the measurement, considering the content to be measured and analyzing its nature and characteristics, checking whether the content of the measurement conforms to the purpose of the measurement, and then determining the degree to which the result reflects the quality of the measurement.

Structural validity was used in this study. It refers to the corresponding degree between a structure reflected in the measurement results and the measured value. The method of structural validity analysis is factor analysis. The most important and interesting question is: which characteristics are measured on a scale? In evaluating structural validity, researchers attempt to explain the theoretical question of "why the scale is valid" and consider what inferences can be drawn from this theoretical question. Construct validity includes homogenous validity, heterogeneous validity and semantic logic validity. Some scholars believe that the most ideal validity analysis method is to use factor analysis to measure the structural validity of the scale or questionnaire. The main function of factor analysis is to extract some common factors from all variables (questions) of the scale that are highly correlated with a particular set of variables, and these common factors represent the basic structure of the scale. Factor analysis is used to test whether the questionnaire can measure a certain structure assumed by the researcher when designing the questionnaire. In the results of factor analysis, the main indicators used to evaluate the structural validity are cumulative contribution, commonality and factor load. The cumulative contribution rate reflects the cumulative validity of common factors to the scale or questionnaire,

the commonality reflects the validity of the original variable explained by the common factor, and the factor load reflects the correlation between the original variable and the common factor. Finally, SPSS software was used for factor analysis, and the validity of the questionnaire was good.



Chapter 4 Result of the Study

4.1 Analysis of data

The data in this case is based on real data from Airbnb for the city of Toronto in 2018-19.

The dataset contains listings data set, which contains about 20,000 pieces of data that record all housing information and dozens of information fields, including prices.

The other data set in the dataset is calendar, which contains about 6.5 million rental transactions and has entry information for every home on every day.

field	describe
listing_id	Housing Data No
date	Current recording time
available	Whether the current room is not rented
price	If it is not leased, the price is displayed

Data cleaning

`isnull().sum()` Check for null values

`shape` Check data size

`describe` View the data field data type

`value_counts()` View the data distribution of the data set

```
In [4]: calendar.head()
```

```
Out[4]:
```

	listing_id	date	available	price
0	349827	2019-06-17	t	\$200.00
1	349827	2019-06-16	t	\$200.00
2	349827	2019-06-15	t	\$200.00
3	349827	2019-06-14	t	\$200.00
4	349827	2019-06-13	t	\$200.00

```
In [5]: calendar.date.min(), calendar.date.max()
```

```
Out[5]: ('2018-10-06', '2019-10-05')
```

```
In [6]: calendar.isnull().sum()
```

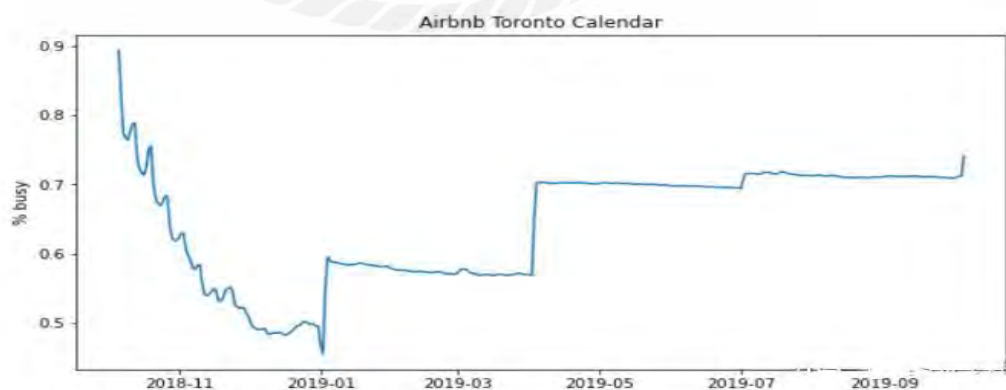
```
Out[6]: listing_id    0  
date                0  
available           0  
price              4069436  
dtype: int64
```

```
In [7]: calendar.shape
```

```
Out[7]: (6326545, 4)
```

The daily occupancy rate of the house

```
calendar_new=calendar[['date','available']]  
calendar_new['busy']=calendar_new.available.map(lambda x:0 if x=='t' else 1)  
calendar_new=calendar_new.groupby('date')['busy'].mean().reset_index()  
calendar_new['date']=pd.to_datetime(calendar_new['date'])  
  
plt.figure(figsize=(10,5))  
plt.plot(calendar_new['date'],calendar_new['busy'])  
plt.title('Airbnb Toronto Calendar')  
plt.ylabel('% busy')  
plt.show()
```



As can be seen from the figure, October-November is the busiest period, followed by July-September of the next year. It can be inferred that the occupancy rate of the whole short-term rental is higher in the second half of the year.

4.2 Analyze the specific problems found

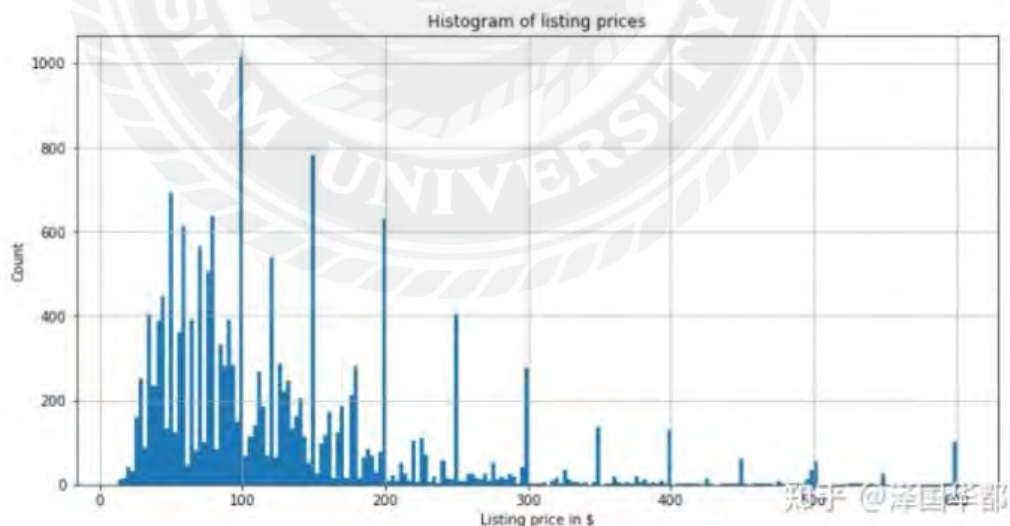
(1) Inaccurate positioning of target consumers

Toronto's most expensive reality housing price is \$12933 / night, here is building links to <https://www.airbnb.ca/rooms/16039481?locale=en> can be found through the link was about 100 times more expensive than average, mainly because the house is an art collector's loft in one of Toronto's most fashionable neighborhoods. (The value of the art collection has pushed up the listing price by a factor of 100.)

In data analysis, we need to obey the principle of normal distribution. For the existence of such extreme cases, we need to clean up. Therefore, we filter the data with prices exceeding 600 yuan, and continue to observe the current price distribution after removing the extreme values.

4.2.1 Explore price dependencies

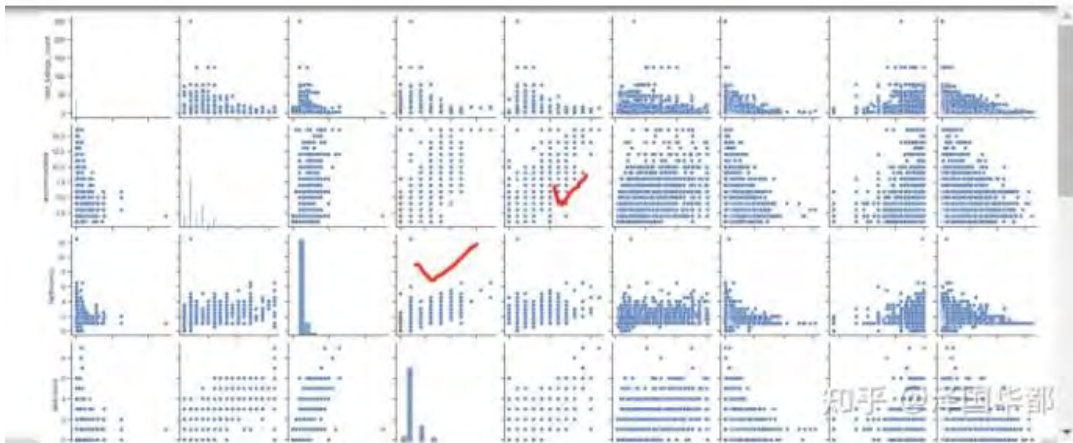
Observe the distribution of housing prices



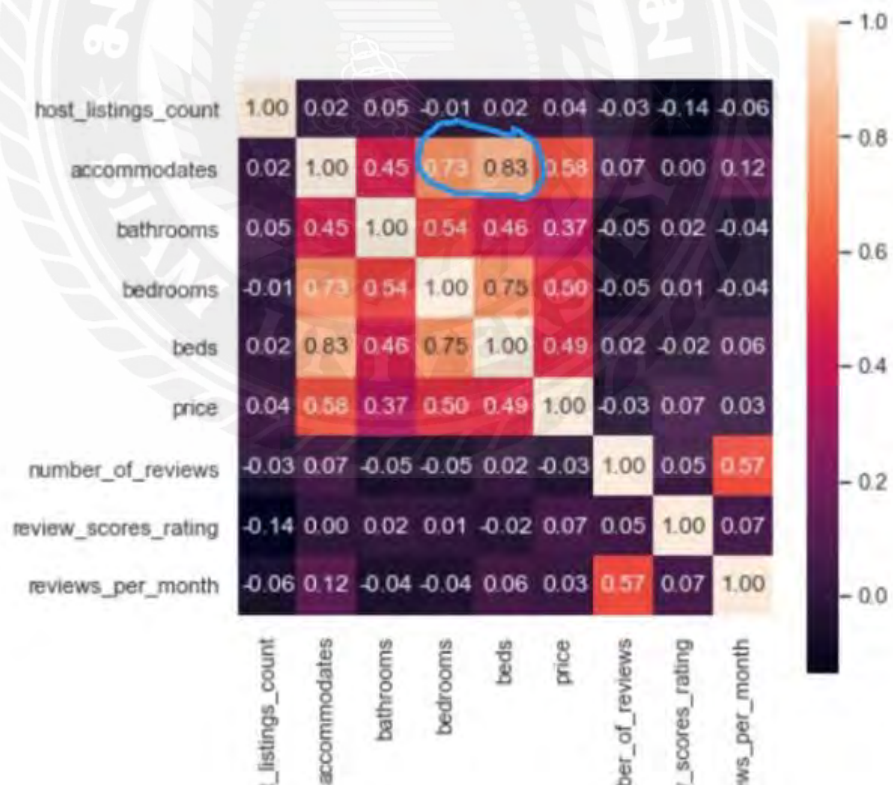
价格主要集中在50~300美元。

The closer the coefficient is to 1, the stronger the correlation between the two.

4.2.2 community



```
plt.figure(figsize=(18,10))
corr = listings.loc[(listings.price <= 600) & (listings.price > 0)][col].dropna().corr
plt.figure(figsize = (6,6))
sns.set(font_scale=1)
sns.heatmap(corr, cbar = True, annot=True, square = True, fmt = '.2f', xticklabels=col)
plt.show()
```



Analyze the correlation between neighborhood and price: We observe that the best neighborhoods not only have the highest prices, but also the highest average prices of all neighborhoods, which is very representative.

To sum up, the demand for short-term rental is mainly concentrated in the second half of the year. The housing occupancy rate reaches the highest in October and November, and the price also rises to the annual peak in June, August, and October.

Factors strongly related to the housing price include geographical location, room type, whether it is marked with superhot, amenities of the room, number of bedrooms and so on.

4.3 Result of the study

By analyzing the current situation of Beijing's leasing market, it is not difficult to see that the development of Beijing's leasing market is still relatively slow. Regardless of people's traditional concepts, the main problems are as follows: the housing rental supply system is not perfect, the scale momentum of professional leasing agencies is not enough, and the monitoring and supervision system is not perfect.

4.4 There are three reasons why the rental market is problematic

4.4.1 The housing rental supply system is not perfect

In terms of the supply system, the main body of housing rental is relatively simple. Currently, only a small number of units can provide employees with short-term housing turnover, and other employees need individual housing rental. The available rental supply in Beijing mainly falls into two categories: market lease and security lease. At the same time, the public housing rental is currently in short supply. Since 2010, when Beijing established a public rental housing system, the city has supplied 105,000 units of public rental housing, housing nearly 200,000 people. In terms of the financing of public rental housing, there are certain difficulties in housing resources. The area of public rental housing constructed is large, which leads to the high cost of property, and this part of housing resources is not accepted by everyone and the utilization rate is low. Finally, Beijing has neglected a large group of blue-collar tenants, for whom there is a shortage of rental housing. Blue-collar people are the main force of urban development and construction, accounting for a large proportion in the society, but the overall wage level is not high, the affordability of rent is not strong, the most popular choice of housing environment for urban villages, however, urban villages are disappearing step by step, therefore, the housing of this group of people is threatened, which is a great challenge for Beijing.

4.4.2 Leasing agencies lack scale momentum

For the scale of leasing agencies, the current form of Beijing is not optimistic. This is mainly manifested as: for leasing operation, everyone's enthusiasm is not too high. At present, according to the current tax system, all kinds of housing rental agencies need to bear greater tax pressure, mainly for the property tax, value-added tax and corporate income tax, the proportion of 12%, 5% ~ 6%, 17% ~ 18%. High taxes give companies little incentive to grow, and the return on investment is long, often taking more than 10 years to pay for itself. Therefore, housing rental enterprises must have long-term, low-cost capital support. At present, the term of real estate loans is usually 3-5 years, which does not match the financing needs of housing rental enterprises.

4.4.3 The monitoring and supervision system is not perfect

Through the investigation of the leasing market in Beijing, we find that the corresponding supervision system in the leasing market is not perfect, mainly due to the low record rate of the contract, which is less than 20% at present. The reasons for this phenomenon are firstly due to the lack of cooperation from the landlord, secondly due to the lack of stability of the contract record handling process, and thirdly due to the relatively complicated contract record procedure. A lot of materials need to be presented, and the landlord needs to personally submit and certify. Therefore, the current implementation of this policy is far from enough. In addition, the lack of authority in the price indices used to measure rent changes is a major weakness. At present, Beijing housing rental has a small number of price indices, but the calculation method and authenticity of these indices remains to be studied. For the formulation of price index, it requires authoritative institutions to analyze the data and then publish it to the society.

4.5 Leasing market optimization proposals

To promote the development of housing rental is an important instruction on the construction of housing supply system. For the improvement and development of the housing rental market, it will help to reduce the financial and economic dependence on real estate, and at the same time, it will also inhibit housing speculation. It is in line with the situation of Shanghai and a practical measure to develop the real estate market. To regulate the development of the leasing market, the following aspects should be done well:

4.5.1 We will advance supply-side reform, introduce purchase restriction policies, and increase the effective supply of rental housing.

Supply-side reform is an important measure to effectively solve the problem of rental housing. It can strengthen the replenishment of the "rent for sale" policy of new real estate, such as reducing taxes, increasing fiscal subsidies, and assisting publicity. At the same time, the crackdown on "real estate speculation" and other illegal activities will be intensified, and tougher measures will be introduced, such as limiting the purchase of two homes for married families with local household registration and raising the down payment ratio.

4.5.2 Optimize the existing leasing model and gradually move closer to "the same right to rent and purchase"

At present, the Work Plan of Guangzhou to Accelerate the Housing Rental Market issued by Guangdong Municipal Government clearly puts forward the provisions on the equal right of rent and purchase. The equal right of rent and purchase system will effectively protect the interests of the leasing groups in education, medical treatment and other aspects. Moving towards a lease-to-buy system would mean more migrant children getting places. Therefore, the local government should increase the investment in educational resources and coordinate the balanced allocation of educational resources while ensuring the right of children to attend school. At the same time, people with enrollment needs can be solved by renting, which will inevitably eliminate part of the housing demand, and is very likely to reduce the price of school district housing. Only by protecting the interests of the leasing group, can people slowly change their bias towards renting and change their concept of housing consumption, which is of great significance for solving the housing problem of the floating population or the registered population without the ability to buy a house.

4.5.3 The state shall provide corresponding policy support to meet the needs of both parties and establish a corresponding regulatory system.

A large part of the reason for the chaos of the rental market is the existence of black intermediaries, malicious increase in rent, raise the price of scarce housing, in order to make a profit, at the same time for the problems in the rental, black intermediaries mostly adopt a perfunctory attitude, it is difficult to effectively solve the

problem, bring a lot of inconvenience to the tenants. It is suggested that the state issue relevant regulations to severely crack down on the illegal behavior of black intermediaries manipulating housing prices, open a citizen service hotline, and encourage tenants to report illegal behaviors.

4.5.4 Housing enterprise transformation layout new track, light asset operation to broaden new ideas

The capital regulation and financing restrictions of "three lines and four levels" make the financing activities of real estate enterprises more prudent and self-disciplined. The construction of housing rental market not only conforms to the development direction of the national housing planning, but also can seize the opportunity of tax reduction and fee reduction to layout the long-term rental market. The construction of security housing has the attribute of people's livelihood and the characteristics of infrastructure construction. Oriental Securities issued "affordable rental housing will bring much investment for the" 14th Five-Year Plan "? According to the report, the construction cost, land cost, reconstruction cost and other factors are considered and calculated. It is estimated that during the "14th Five-Year Plan" period, the construction of protected rental housing in 40 key cities will drive the investment scale of about 1.3 trillion yuan. Compared with long-rent apartment operators from other backgrounds, real estate companies have more advantages in construction and development, such skills are more resistant to risks, but lack of operational experience. However, with the gradual maturity of team cultivation, now some of the long-term rental apartment brands with the background of real estate enterprises have accumulated mature operating experience and team and can achieve management output.

At the same time, state-owned enterprises and local platforms are the indispensable backbone of the long-term rental market, leading the trend of the market as models. However, in the face of market changes, many traditional state-owned enterprises may be delayed in their feedback to the market due to the limitations of the internal system and the complexity of business procedures. On the other hand, the shortage of talents and the lack of market experience may also lead to the lack of essential elements in business cultivation. Even with policy support, it is difficult to change the situation of passive development. Brand operators with professional rental housing experience are more sensitive to the market, respond faster and make decisions

faster. For this reason, they seek to cooperate with state-owned enterprises and local platforms involved in rental housing construction, and export operation and services in an asset-light way, which can not only make up for the deficiencies in operation services of long-term rental projects under large-scale construction. It is also a new idea and opportunity for the development of rental housing brand.



Chapter 5 Conclusion and Recommendation

5.1 Conclusion

(1) The impact on the allocation of public resources

The introduction of the policy is based on two facts: new urbanization and improving the real estate leasing market. With the deepening of the urbanization, China has introduced some measures to protect the equal rights of migrant workers to enjoy basic public services, and constantly reduce the gap between them and the household registration population.

"Equal rights for rent and purchase" undoubtedly shows the determination and attitude of the government to ensure that the floating population enjoys equal access to public services. Its essence is to allocate social resources through government administrative measures, involving transfer payment and redistribution of social wealth. For the cultivation of the housing rental market, the development of the simple cultivation of leasing institutions to participate in the supply of housing rental market, safeguarding the rights and interests of the tenant in the housing rental market to gradually break down the barriers between the purchase and rent on the fair access to public resources. Both work together to make it possible for tenants to get equal access to public services.

However, the implementation of "equal rights to rent and purchase" may not be as quick as we hope. In China, due to the large population, education, medical care, housing and other resources are always in short supply, so it is difficult to achieve complete equality in public services. Especially in developed first - and second-tier cities, high-quality education resources are extremely scarce. Even for the registered population with local housing, it is difficult for them to fully obtain these resources, and it is even more difficult for the migrant population. Therefore, in such a market where supply is much smaller than demand, there must be a demand satisfaction sequencing problem. If only the "rent and purchase equal rights" is strictly implemented, it will not only lead to the shortage of degrees, but also aggravate the contradiction between supply and demand. And for those with real estate and household registration or constitute another kind of injustice.

Equality in policy only means a direction of improvement, not equality in fact. If we look at the broader aspects of health care and social security, we still have a long way to go to achieve true "equal rights", which will not be achieved overnight. However, we should also see that the introduction of "equal rights to rent and purchase", the prospective adjustment of people's expectations and commitment to this show that the government intends to make a difference in promoting social equity. In the long run, the continuous implementation of this policy will inevitably make the allocation of public resources closer to the real "equal rights".

(2) The impact on housing rental prices

Housing rental prices are usually affected by supply and demand forces in the housing rental market. The continued push for "equal rights to rent" has helped stabilize expectations that house prices will continue to rise. In order to alleviate the past due to the continuous rise of housing prices caused by the "home preference", and by the "home preference" further promote housing prices continue to rise this vicious circle. According to this logic, rental prices will also stabilize based on stable housing prices. However, in the short term, the effect of "leasing equal rights" on regulating the real estate market and the leasing market is not great, and even shows a worsening trend in the short term.

From the perspective of demand, if the "same right of lease" can be fully implemented, it means that the leaseholder can enjoy the same rights as the homebuyer. As the value attached to the rental increases, so does the demand for quality housing. In addition, since the supply of housing remains basically unchanged in the short term, according to the principle that supply and demand determine the price in the product market, the rental price of housing will inevitably rise. At the same time, some tenants who are not seeking to obtain the added value of the house will also be passively burdened by the increase in rents due to "parity". And from the perspective of supply, in the short term, "lease rights" will inevitably lead to institutional dividends. School district homeowners who have been reluctant to sell in the past may change their decision and actively participate in the supply of rental housing in the hope of gaining more profits. As a result, if the owners of the school district houses seize the loopholes of the system and rent them out to families with enrollment needs in stages, such as a three-year contract period, it will inevitably lead to a sharp increase in school pressure and intensify the contradiction between supply and demand. In order to adjust the excessive demand for education, the market and

the administration will exert their power. The former means that the market will force out some demand in the form of higher rents or higher sponsorship fees; The latter will be sorted according to the children's household registration, family and other conditions, so as to dilute the effect of the "rental rights of the same". All this will make it more expensive for people to enjoy leasehold rights, especially in buildings linked to high-quality, scarce public resources.

In the longer term, however, the picture looks brighter. On the one hand, the government is constantly guiding the transformation of housing demand to rental demand, including providing expectations, public opinion guidance, withdrawal of housing provident fund, future property tax collection, etc., so as to dilute the investment attribute of housing and stabilize its price. On the other hand, the government is also taking a multi-pronged approach to continuously increase the supply of housing rental market, towards the improvement of relevant laws and regulations, the implementation of the corresponding regulatory regulations direction. This is reflected in the government's independent planning of land for rental housing and its inclusion in the annual land supply scheme. When the land premium rate exceeds a certain proportion, the area of rental housing is changed from bidding to competing. At the same time, some provincial governments cooperated with the launch of the "Commercial to residential", clearly pointed out that "commercial houses are allowed to be transformed into rental housing according to regulations", "the adjusted water, electricity and gas prices shall be implemented in accordance with residential standards", and "the reconstructed rental housing shall not be sold". In addition, the government also supports the mass supply of rental houses, constantly increasing the supply of housing in the rental market and expanding the housing rental market, so as to build a long-term mechanism of housing development and make renting a new trend and concept of housing. Therefore, in the long run, the housing rental market will become more and more mature, and the standardization and sufficient supply will guide the housing rental price to stabilize in an appropriate range to meet the needs of the middle- and low-income population.

5.2 Recommendation

"Equal rights for rent and purchase" is not a policy that can achieve significant results if implemented independently. To better improve the implementation effect of the policy, it needs to work together with other supporting policies to ultimately promote the healthy development of the housing rental market. Since the launch of

"the same right to rent and purchase", the implementation status of various provinces shows that the real implementation of "the same right to rent and purchase" is still faced with many obstacles, which are mainly rooted in the scarcity of high-quality public resources, unequal rental relationship, housing concept has not changed, etc.

5.2.1 We will increase the supply of quality public resources

Quality education resources, medical resources, public welfare supply is insufficient, resulting in the distribution can only be based on household registration, property and other conditions. If we ignore the main contradiction on the supply side and simply implement "equal rights for rent and purchase", we will put the cart before the horse and find it difficult to fundamentally solve the problem and provide residents with public resources in a fair way. Therefore, if we want to strip the added value bound on housing property rights, we must start from the supply side, increase the supply of high-quality public resources, so that there are "rights" can be divided.

5.2.1.1 We will continue to increase the supply of educational resources

Taking education resources as an example, we should constantly increase the supply of high-quality education resources, cultivate more and better backbone teachers, and provide corresponding supply for the gradually increasing demand for enrollment. On the other hand, excellent teacher rotation system can be adopted to share excellent educational resources, avoid the connection between housing property right, residence and educational resources, promote educational equity, and break the barriers of high-quality resources brought by real estate.

5.2.1.2 We will continue to reform the household registration system

In terms of the household registration system, due to the progress of the urbanization process and the increasing number of foreign populations, the way of defining the household registration system, which used to protect some citizens' rights and interests in various aspects of work, education and social welfare, is no longer applicable. The hukou system in the past has increasingly become an unfair threshold to protect the rights and interests of the minority, while keeping out most newcomers. In order to implement "the same right to rent and purchase", the high wall established by the household registration system must be dismantled, and the different social and economic functions attached to the household registration must be peeled off one by one, so as to further realize "the same right to rent and purchase".

5.2.2 We will promote harmony between supply and demand for leasing

The stable lease supply and demand relationship plays an important role in the development of the housing rental market. At present, the main body of the housing rental market is individuals, with scattered supply and strong randomness. The landlord has a great say and bargaining right for the lease contract, and the tenant is in a weak position, and at any time there is a risk of eviction, residential insecurity and instability. Therefore, renting is often seen as a helpless choice, housing rental market is difficult to accumulate a large number of long-term demands.

5.2.2.1 We will foster diversified housing rental providers

We will continue to introduce a series of encouraging policies to foster the main suppliers of the housing rental market, and encourage the government, enterprises, institutions and individuals to participate in the housing rental market, so as to continuously expand the scale of rental housing supply. At the same time, we will encourage standardized and batch supply to the public. At the same time, the government also needs to continue to introduce a series of supporting policies tilted towards the rental market, such as giving tax incentives and policy support to housing rental enterprises, institutions and individuals, to ensure a smooth market-oriented road. If the rate of return on leasing is lower than the financing cost of housing enterprises, it will be difficult for enterprises and institutions to make profits and continue to withdraw investment, hindering the market-oriented reform of the leasing market. Moreover, if enterprises and organizations want to make profits, they have no choice but to raise rents. This will further increase people's rental and housing costs, continue to make people's housing demand become a big economic burden, and may force the demand into the housing trading market.

On the other hand, the diversification of rental housing supply will increase the difficulty of government management. For example, whether the reconstruction of commercial buildings and urban villages is implemented in place, whether it complies with the national and local housing design codes, and whether it can ensure the integrity and effectiveness of fire fighting facilities, all need the government's continuous attention and continuous provision of human and material resources for supervision and maintenance. At the same time, the increase of suppliers will also make the implementation of "the same right to rent and purchase" more complicated. How to distinguish and accurately implement the rights and interests of institutional

housing tenants, government-guaranteed housing tenants and private housing tenants will also become the focus of government work in the future, and relevant matters need to be set up in a standardized way.

5.2.2.2 To guide residents to establish a correct concept of housing

The concept of residential housing is also a big barrier to the implementation of "the same right to rent and purchase". For one thing, in the past, the mainstream view was that a family could only be secure if it owned a house, while renting was mostly an expedient. Therefore, many low - and middle-income people who should rent to meet their housing needs are forced to enter the housing market, resulting in insufficient demand for housing rental, and the universal promotion of "the same right to rent and purchase" cannot be achieved. On the other hand, if people's preference for house purchase does not change, and the increase of housing rental supply unilaterally promoted by the government, there will be fewer houses available for sale, which will further aggravate the contradiction between supply and demand in the current real estate transaction market, and further increase the housing price. Moreover, this will likely stimulate speculative demand again, leading to a further accumulation of systemic risks in our economy. Therefore, reversing people's concept of housing in the past is also crucial to guide housing demand towards the rental market.

In addition, on the tenant side, the government can timely increase the corresponding subsidies, and increase the amount of housing provident fund withdrawal, to provide certain rights and interests protection for the tenant. If properly implemented, it will promote the further implementation of the "equal rights to rent and purchase". At the same time, the government needs to strengthen the corresponding supervision, protect the rights and interests of the lessee, in order to promote the development of the housing rental market in a market-oriented way, and gradually establish a long-term housing mechanism of both rent-purchase.

In general, "equal rights for rent and purchase" should complement each other with other policies to promote the housing rental market. The successful construction of long-term housing mechanism must be the result of joint efforts of multiple parties. In the future, on the one hand, the development of the housing rental market can touch the new growth pole of our economy and transform the development mode of land finance in the past, which will help the consumption power of the people get rid of the high housing prices and promote the development of the real economy. On the other

hand, the growth of the housing rental market will cool down the housing trading market and strengthen the tone of "housing does not stir". Houses will return to their residential functions, thus reducing the current high leverage ratio of banks, preventing further escalation of the real estate bubble, and preventing systemic risks to the Chinese economy; It is beneficial to narrow the wealth gap caused by real estate dividend and promote social equity. Therefore, the development of the housing rental market is the only way to the future real estate market, "the same right to rent and purchase" is also the main direction of the future development of our housing market.

5.3 The future of this research

For the leasing market, under the policy support of increasing the supply of rental housing, future first-tier cities "commercial to rent" and "industrial to rent" may bring more than billions of investment scale, leading to profound changes in the pattern of Chinese real estate industry. Li Shuyu pointed out that in the future, real estate enterprises will change from production attributes or service attributes, and residential services will become the most important contributing factor to the added value of the real estate industry. She believes that with the strong support of the policy, a number of large-scale, intensive and professional housing rental enterprises will be formed quickly to provide personalized products for the market and better meet the rental needs of different consumers.

From the heated discussion on the "Two sessions", to write the "14th Five-Year" plan, affordable rental housing has become the annual hot topic, become an important starting point to solve the housing problem in big cities, for the housing rental market ushered in a rapid development opportunity.

1. The General Office of the State Council explicitly supports the development of affordable rental housing

The Opinions on Accelerating the Development of Government-subsidized Rental Housing issued by The General Office of the State Council clearly calls for accelerating the improvement of the housing security system, which mainly includes public rental housing, government-subsidized rental housing and housing with shared property rights, clarifying the basic system and supporting policies for government-subsidized

rental housing, adhering to the position that houses are for living in, not for speculation, and highlighting the livelihood of housing. We will expand the supply of low-income rental housing, alleviate the structural shortage of supply in the housing rental market, promote the establishment of a housing system featuring multi-entity supply, multi-channel support, and both rental and purchase, promote a new type of people-centered urbanization, and ensure that all people have adequate housing.

The Opinions mainly clarified the basic system of indemnificatory rental housing from five aspects. It includes: 1) Clarifying the guarantee objects and guarantee methods, guiding multiple parties to participate in and build guaranteed rental housing, and adhering to the matching of supply and demand; 2) providing housing through multiple channels, increasing support, strengthening supervision, and implementing local supervision responsibilities; 3) taking the main responsibility for the development of affordable rental housing in the region, and promoting the solution of housing difficulties of new citizens, young people and other groups.

From the perspective of resource support, the Opinions specify the supporting policies of land, fiscal, tax and finance for low-income rental housing as well as the corresponding reform measures of the approval system to guide the participation of multiple parties. Government-subsidized rental housing will be provided with land, fiscal, tax, and financial policy support by the government to give full play to the role of the market mechanism, guide multi-entity investment and multi-channel supply, adhere to the principle of "whoever invests, whoever owns", and mainly use collective construction land for business purposes, idle land owned by enterprises and public institutions, supporting land for industrial parks, and idle housing stock. Appropriate use of the new supply of state-owned construction land construction, and reasonable supporting commercial service facilities. We will support professional large-scale housing rental enterprises in building, operating and managing government-subsidized rental housing.

The introduction and implementation of these support policies can effectively solve some bottlenecks in the development of affordable rental housing, effectively reduce the construction and operation costs of affordable rental housing, fully mobilize the enthusiasm of various entities to participate in the development of affordable rental housing, provide strong support for accelerating the development of affordable rental housing, increase the supply of housing, and create a favorable policy environment.

2. Construction of China's affordable housing system has been completed

After the policy of indemnatory rental housing was introduced, a complete system of public rental housing, indemnatory rental housing and common property right housing has formed. Among them, affordable rental housing and public rental housing belong to the rental type of security housing. However, the security rental housing is different from the public rental housing, and the security group has a great difference from the previous security housing. The security rental housing is an innovation in the Chinese security housing system to deal with the current needs of the security housing.

The three types of housing that constitute our social security housing system have differences in security object, security method, property right, area, land supply and so on, and have their own advantages and disadvantages. In order to adapt to the development of The Times and meet the housing needs of residents at different stages, they are respectively responsible for solving their own functions.

First, the objects covered are different. Public rental housing is for the lower middle-income people in the city, whose income and property are lower than the stipulated standards. Migrant workers are required to have stable employment in the local area for a certain number of years. Government-subsidized rental housing is for new citizens, young people and other groups without housing in the city, with fewer restrictions on income threshold and employment years, and covers a wider range of objects than public rental housing. The co-ownership housing is for the urban low - and middle-income families, housing difficulties, mainly have a certain economic strength but can not afford to buy a house in the short - to medium-term families.

Second, the construction operation subject is different. Public rental housing is constructed and operated by the government, which is responsible for providing physical housing and monetary subsidies, and carries out strict management of access and exit. Low-income rental housing is mainly in big cities with net population inflow, and the government provides policy support to guide multi-subject investment and various channels to raise "small apartment and low rent" rental housing. The co-ownership houses are mainly distributed by local governments to eligible families at a low price by transferring part of the proceeds from the sale of land.

Third, the product features are different. The building area of a single set of public rental housing is mainly 40 square meters, which is strictly controlled within 60 square meters. Affordable rental housing is mainly small units with construction surface no more than 70 square meters; Common property housing construction area is the largest, generally controlled within 90 square meters of the housing type.

According to the comparison of the conditions for applying for public rental housing and low-income rental housing in first-tier cities, it can be seen that:

Compared with public rental housing, first-tier cities do not set an income threshold for people in need of low-income rental housing, which shows the sincerity of big cities to welcome new citizens with housing difficulties, young people and other groups with housing difficulties. It also shows the urgency of attracting talents and new citizens at all levels with affordable rental housing without discrimination. Eligible new citizens are likely to actively try to apply for affordable rental housing in the future.

Second, the city's household registration conditions relaxed, but the social security requirements did not reduce. It shows that on the one hand, the government really wants to settle the influx of talents, on the other hand, it should ensure the effective use of resources to avoid the waste of housing resources and government resources caused by the inability to work in the local area for a long time.

Therefore, in the future, compared with public rental housing, the housing and income requirements of applicants will be moderately relaxed, and the number of years of employment requirements for migrant workers will also be moderately relaxed, or even not restricted.

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Appendix

Hello! Thank you for participating in this survey. We hope that you can fill in the questionnaire truthfully as required and submit it on time, so as to make the information more reasonable, faster and provide more considerate service. Thank you very much!

Questionnaire design.

1. Your gender: Male/female

2. Your education level:

Middle School High school College students

Bachelor's degree. Master's degree

3. Your age:

18 ~ 30; 30 ~ 40; 40 ~ 50; Above 50

4. What kind of work do you do

Blue collar, white collar, student

5. Do you think the rental market in Shanghai is perfect?

Perfect, imperfect, unclear

6. Is your rent expensive?

Expensive, cheap, normal

7. How much can you afford to rent?

Below 2000

2000 to 3000

3000 to 4000

4000 to 5000

Over 5000

Other _____

8. How do you feel about the supervision of rental housing

Strict

General

The force is not strict

9. Other suggestions _____