

## **Towards Socio-Economic Strategic Management Model for Emerging Housing Developers**

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### **Abstract**

The primary objective of this study is to propose a socio-economic strategic management model for emerging housing developers. By analyzing the interactions between the three variables, this study seeks to provide actionable insights that can help developers create more effective and sustainable housing solutions for low-income and middle-income households. This study employed a descriptive-correlational research design to examine the relationships among three key variables: Level of Understanding, Extent of Influence to Reside, and Perceived Challenges and Issues in low-cost housing. The respondents of the study were a total of 300 individuals from minimum and middle-wage households, selected from resident households in the Greater Manila Area within the National Capital Region (NCR). The study revealed that there is no significant difference in the perceived level of understanding among the respondents on low-cost housing when assessed according to gender, age, average monthly income, average house monthly amortization, and number of dependents in the household. However, the study found that there is a significant difference in the perceived level of understanding among the respondents on low-cost housing when assessed according to occupation. In particular, government employees tend to have a higher perceived level of understanding on low-cost housing than self-employed and private company employees. Additionally, the study's findings also revealed that there is no significant difference in the extent of influence among the respondents to reside in low-cost housing when assessed according to gender, age, occupation, average monthly income, average house monthly amortization, and the number of dependents in the household. Lastly, the study revealed that there is a significant relationship between the level of understanding and the extent of influence to reside in low-cost housing.

*Keywords: Emerging Housing Developers, Minimum Wage Earners, Middle Wage Earners, Low-cost housing, Efficient Land Use, and Acquisition*