

Abstract

This research study factors determining parents' educational aspirations for their children. Using data from Thailand and Vietnam, the research shows that both socioeconomic characteristics and non-cognitive traits matter. Openness to new experiences is positively correlated with educational aspiration, while neuroticism is positively correlated with marital age aspiration. We also find that the non-cognitive traits matter more in Vietnam compared to Thailand. When using panel data analysis, we find that when parents become more open to new experiences, they may relax their children's educational and marital age aspirations in Thailand.