

# CHARACTERISTICS OF APARTMENT HOUSING SALES INFORMATION ACCORDING TO HOUSING LOCATION IN PUSAN CITY

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Housing developments have been needed in large cities such as Pusan, to solve the housing shortage problem and to provide better home environments. The mainstream of those developments has several characteristics such as mass housing, multi-family housing, suburbanized housing, and high-rise housing. In these process, the apartment has been a main type of housing.

However, the view of apartment housing development has been changed since the 1990's, because of difficulty in purchasing land for large-scale developments and the overall improvement of residents' standard of living. The construction market has various environmental characteristics in terms of traffic, education facility proximity, and natural environment according to housing location. Consumers' needs have changed. So constructors have made a study of diverse apartment housing developments according to housing location. In general, the central business district (CBD) is made up of the old houses and has high density of population, but residents in the CBD have the advantage of proximity to workplace and using such facilities as shops, theaters, markets, schools and so on. Outer regions are newly developed areas that have good natural environments instead of facility services such as traffic, education facility proximity etc. These mean apartment housing developments should consider the characteristics of housing locations and attitudes of the consumers. Actually, current apartment housing developments have focused on using these advantages according to housing location.

Therefore, this study attempts to find out the characteristics of apartment housing sales according to housing location. For this purpose, the apartment housing sales information in newspaper advertising was investigated and analyzed by advertising appeals (AAs) to clarify the phenomenon of apartment housing sales and the components of home environmental quality according to housing location in Pusan.

The apartment housing sales information was used for this study to clarify housing developments according to housing location. The housing information types were economic, technical, locational and structural information types (Schlagel, 1990). Newspaper advertising was the type and source of information open used for housing choices (Oh, 1994). Because newspaper advertising has diverse AAs, this study investigated all AAs, that is head lines, sub-head lines, and body copy. Methodology applied to this study is documentary research from 1990-1997 in the Pusan Daily Newspaper. The sample consisted of 475 AAs. Data was analyzed by SAS WIN

Program. In order to analyze the characteristics of housing location, Pusan city could be categorized as follows: the CBD, subcenters, and outer regions.

The major findings are as follows:

(1) Based on the results of analysis, the components of home environment through AAs were divided into three specific categories of appeals: residential area with their proximity to other facilities, site area with public open space in one compound, and dwelling unit area regarding quality of finishing materials.

(2) The components of home environment through AAs were analyzed by factor analysis. In the category of residential area, the home environment was composed of 5 factors: 'facility-convenience', 'location', 'economy', 'sales service', and 'traffic'. Especially, 'facility-convenience' was defined as the most important factor for the residential area. In the category of site area, the home environment was composed of 3 factors: 'facilities', 'management', and 'site environment'. Especially, 'facilities' was defined as the most important factor for the site area. In the category of dwelling unit area, the home environment was composed of 3 factors: 'ambient environment', 'space structure', and 'interior design'. Especially, 'ambient environment' was defined as the most important factor for the dwelling unit area.

(3) The characteristics of apartment housing sales information through AAs were summarized as follows: The apartment housing developments were differentiated according to period of development and occupancy scales according to housing location. It showed that the apartment housing developments were influenced by the characteristics of location. In the residential area, the proximity to other facilities was defined as the most important component of home environment for the CBD. Education was defined as the most important component of home environment for subcenters. The cost of commuting was defined as the most important component of home environment for outer regions. These results clarified the characteristics of each type of housing location. In the site area, housing developments emphasized the sites' quality levels more than housing location characteristics. Also, in the dwelling unit area, housing developments emphasized the dwelling unit characteristics more than housing location.

Finally, the characteristics of apartment housing sales information according to housing location were revealed those characteristics were concentrated on the category of residential area than site area or dwelling unit area. Therefore, for better apartment housing development and planning, the characteristics of housing location need to be considered more actively.

## References

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