

CONSUMER NEED FOR HOUSING INFORMATION IN THE SEOUL AREA

Jae-Soon Choi, University of Incheon
Hyung-Ock Hong and Seo-Ryeong Ju, Kyunghee University
Soon-Joo Kang and Oh-Jung Kwon, Konkuk University
Kyung-Hee Rhee, Chungang University
Jung-Shin Choi, Catholic University
Kyoung-Ok Park, Chungbuk University
Sun-Joong Kim, Ulsan University
Dae-Nyun Kim, Seowon University
In-Sook Kwak, Woosuk University

The purpose of this study was: 1) to determine actual conditions of consumer satisfaction with housing consultations, and 2) to identify consumer need in housing consultations and in housing information materials, such as leaflets.

The data were collected using a survey questionnaire with 1198 respondents from seven metropolitan areas. The survey instrument was mailed during three weeks in September 1997, and the data were analyzed by frequency, mean, percentage, t-test, one-way ANOVA, and cross-tabulation using the SAS program.

The major findings were summarized as follows:

1. The main source of obtaining information related to housing was a newspaper.
2. The variables showing significant effects relating to the housing information source were age, educational level, place of residence, and housing size.
3. The most frequent agency for housing consultations was the realtor, followed by permanent housing exhibitions. Type of ownership, and housing size were variables that showed a significant effect on choosing the agency for the housing consultation.
4. The degree of need for a housing consultation scored 3.46 out of 5 points. Specifically, architects and interior designers, and realtors, were the most preferred specialists. Also, the respondents preferred to be provided with low-cost housing information leaflets.
5. Of the 14 topics about housing information, consultation about residential environments was felt to be the most needed. However, in terms of the need for a housing information leaflet, information about how to purchase a house was the most requested (or most important).

6. The variables which showed significant effects on the need for housing consultations were previous consultation experience, age, educational level, and current housing type.

In short, results of this study revealed the necessity for various channels to provide housing information, including permanent housing exhibitions and also the need for trained professional housing consultants, and the development of housing consultation materials and programs.