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HAVE ON SENIORS HOUSING MARKET
ANALYSIS: A KOREAN EXAMPLE

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Analysis: A Korean Example

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Abstract

As economies and societies transform, housing models must be modified to reflect changes in demand. Many Asian countries are experiencing demographic, economic, and cultural changes that are altering housing and living arrangements. Economic development has led to increasing life expectancy, decreasing fertility, better health, higher educational attainment, higher incomes, and establishment of pension plans. Many South Korean baby boomers will enter retirement with sufficient financial resources to support themselves during later life, providing the option to live independently. However, Asian cultural norms may require modification of Western housing demand models.

We use a derivation of the push-pull and life-course movement models to examine which South Koreans are interested in independent living and seniors housing. Regression analysis results indicate that preference for independent living and seniors housing in South Korea is related to availability of pension resources, sex, presence of a son, and attitudes about intergenerational living, in-home care, and seniors housing. Pensions appears to be an enabling factor; however, the cultural expectation of the eldest son providing housing for his aging parents appears to be enduring and may indicate the need to modify Western housing demand models to incorporate this factor in estimating demand for seniors housing in Asian countries.

1. Introduction

Housing market behavior is difficult to model amid changing economic and social conditions that affect the quantity and type of housing demanded by consumers. Historical models will not adequately predict nor explain evolving demand patterns unless researchers consider changes in living arrangements and housing options. Nowhere are these changes more evident than in rapidly developing Asian countries where economic and social shifts are having a direct impact on housing markets.

Demographic, economic, and cultural changes are occurring in the Republic of Korea (hereafter South Korea) that are altering the population's housing and living arrangements. Economic development has led to increasing life expectancy, decreasing fertility, better health, higher educational attainment, higher incomes, and establishment of a national pension plan. Many South Korean baby boomers will enter retirement with sufficient financial resources to support themselves during later life, giving them the opportunity to consider alternative living arrangements and housing not available to previous generations.

Whether aging South Koreans will choose housing alternatives such as living alone or with a spouse in seniors housing will depend not only on their resources, but also on their preferences and constraints. Previous research suggests that the factors that influence consumer demand for retirement housing in other societies can be classified as motivating factors, enabling factors, and inhibiting factors. First, people must be stimulated to consider moving to seniors housing rather than aging in place. They must also possess the resources to remove the financial, psychological, and social obstacles to undertaking such a move.

South Korean baby boomers comprise a transitional generation concerning these opportunities and constraints. Most plan to fulfill their filial obligations by sharing a home with their parents to provide for them during their later years. However, many baby boomers may prefer living independently of their own children during their coming retirement. The national pension program will provide many the means for such independent living arrangements, including seniors housing. However, to determine the future demand, we must examine the attitudes and preferences of those who would be the target market for seniors housing.

This research examines the opinions and characteristics of adult South Koreans who have not yet reached retirement to determine whether their views indicate a preference for independent living and seniors housing as they age. We will examine attitudes about seniors housing and determine whether identifiable segments of the population express interest in living separately from their children and in seniors housing as they age. This will assist researchers in modifying housing models to incorporate this housing alternative in South Korea and other similar markets.

2. Background and Conceptual Framework

Researchers in many countries have investigated patterns and reasons for changing living arrangements, moving, and selecting various types of housing. The emphasis in countries with relatively young populations has been on life-cycle changes such as marriage and household formation, movement relative to job opportunities, and tenure choice. In countries with aging populations such as the U.S., researchers have expanded the models to examine the unique motivations and constraints associated with advancing age and retirement. The models developed in Western countries may be useful in understanding the housing patterns in the rapidly aging Asian societies as well.

2.1 Models of Late Life Movement

One model used to guide research on late life movement is the push-pull model (See, for example: Haas and Serow, 1993). Within push-pull models, endogenous and exogenous factors work to either encourage or discourage movement. Adding to push-pull models are the life-course models (See, for example: Wiseman, 1980) that incorporate life-course events that may trigger mobility. Research using these models suggests the factors influencing consumer demand for retirement housing can be classified as predisposing, motivating, and triggering factors; enabling factors; and inhibiting factors.

Predisposing variables include favorable attitudes toward retirement housing and interest in housing and long-term care options. Motivations include preserving health and independence, maintaining economic security, protecting physical safety and comfort, ensuring social contact, and maintaining an active lifestyle. Events such as retirement, loss of spouse, and disability, may trigger

movement. Enabling factors include good health, financial resources, social and family support, moving experience, and knowledge of housing options. Inhibiting factors consist of obstacles to moving such as family and social bonds, length of tenure and homeownership, negative perceptions of seniors housing, and cultural taboos. This classification of factors provides a framework for examining preferences for seniors housing products and services. Researchers have explored these factors in various Western studies of both expectations as well as actual late life movement and housing selection. (See Beaver, 1979; Bradsher, Longino, Jackson and Zimmerman, 1992; Colsher and Wallace, 1990; De Jong, Wilmoth, Angel and Cornwell, 1995; Gober and Zonn, 1983; Kichen and Roche, 1990; Longino, Perzynski, and Stoller, 2002; Robison and Moen, 2000; Silverstein and Zablotzky, 1996; Tell et al., 1987; Walters, 2002; Young, 1998.)

2.2 Theories of Living Arrangements

Implicit in a move to seniors housing is a living arrangement in which the resident lives either alone or with a spouse, but not with children. Sociological and gerontological theories suggest that living arrangements in later life are dependent on demographic characteristics, family structure, economic and health resources, family norms, and preferences (Wilmoth, 1995).

One important demographic characteristic affecting living arrangements after retirement is age. Researchers have identified a U-shaped pattern between age and living arrangements in South Korea. Currently, young seniors often live with unmarried adult children, then experience a period of independence, and then coreside again in late life (Eu, 1992; Hashimoto, 1991; Kim, 1998; Won and Lee, 1999).

Marital status is also relevant. South Korean studies find unmarried seniors are more likely to live with children (De Vos and Lee, 1993; Eu, 1992; Hashimoto, 1991; Lee, 1999; Won and Lee, 1999) because of their need for assistance due to lack of financial resources or support of a spouse. Because more women outlive their spouses, this implies that elderly women, especially those with limited resources, are more likely to coreside with children (Hashimoto, 1991; Kim, 1998; Kim and Choe, 1992; Won and Lee, 1999).

Higher levels of education have been associated with residential separation from adult children both in South Korea (De Vos and Lee, 1993; Lee, 1999; Won and Lee, 1999) and among Korean-American immigrants (Yoo and Sung, 1997). Education exposes residents to alternative lifestyles and new ideas such as individualism and independence. It also leads to higher earnings during working years, higher socioeconomic status, and economic independence. Education may also be associated with better health and fewer children, which would encourage an independent living arrangement.

The number of living children may be important in determining living arrangement because a larger number of children represents more opportunities for shared living arrangements. South Korea experienced a post-war baby boom so that the largest proportion (36%) of its population of more than 46 million people is now between the ages of 25 and 44. However, these younger South Koreans are delaying marriage until their late 20s and then planning to have just two children. Meanwhile, average life expectancy at birth has risen to more than 75 years and life expectancy at age 65 to approximately 14 years for males and 18 years for females. Because of these trends, both the absolute number and proportion of the elderly is increasing while average family size and household size is declining (Korea NSO, 2001).

The child's sex and marital status affect South Korean living arrangements. Unmarried adult children often continue to live with parents, sometimes more for the benefit of the child than the parents (Eu, 1992; Lee, 1999). Then, as parents age, the responsibility for caring for them often falls to the eldest son and his wife. Eu (1992) and Won and Lee (1999) find having one or more sons important in determining living arrangements. Multigenerational living is more likely in South Korea when elderly parents have a son and a family is more likely to live with the husband's parents than with the wife's parents. Residing with a married son continues to be prevalent even among Korean-American immigrants (Yoo and Sung, 1997).

Sufficient economic resources provide the means to select preferred living environments and services. In fact, some studies indicate economic resources are the greatest determinant of living arrangements (Eu, 1992; Lee, 1999). De Vos and Lee (1993), Kim (1998), Lee (1999), and Won and Lee (1999) all find South Korean elderly residents who have the financial resources for self-support are less likely to live with children and Yoo and Sung (1997) find the same among Korean-American immigrants. Resources such as income and insurance are related to living independently, allowing even those with some health problems and disabilities to obtain in-home medical services and

assistance. However, declining health usually increases the likelihood of living with others (Eu, 1992; Hashimoto, 1991; Kim, 1998; Lee, 1999).

There is a broad consensus regarding the effect economic development has on the family support system for the elderly (Chattopadhyay and Marsh, 1999). Economic theory suggests that economic development undermines family support of their elderly members. Industrialization and urbanization lead to a decline of familial production, increased female labor force participation, and physical separation. Similarly, the structuralist-functionalist and modernization theories of sociology predict that economic development results in separation, segregation, and specialization that leads to a breakdown of traditional norms and increases emphasis on individualism and the nuclear family. Certainly, South Korea economic development has been accompanied by a decline in multigenerational coresidence. In 1966, 21% of South Korean households were comprised of a married child and his parents; by 1990, that percentage had decreased by half (Kim, 1998). By 1998, the proportion of households including a person age 65 or older and adult children dropped to 53%. One-fifth of seniors households are persons living alone and 22% are couples living alone (Kwon, 2001). The drop in coresidence comes as a surprise to some because of the cultural importance of filial piety in Asian societies.

Confucian ethical concepts of filial piety are an important part of the value structure of South Korean culture, making respect for elders a virtue. Repaying one's parents for their sacrifices has traditionally included sharing a home and providing personal care in later life. While few South Koreans believe that respect for the aged is weakening (Korea NSO, 2001), they do believe that they may demonstrate respect, financial support, and caring in ways other than coresidence. Younger generations who prefer individualistic lifestyles and freedom from rigid family rules and obligations can still provide affection-based respect and care (Sung, 2001).

The strict South Korean familial role of the eldest son appears to be shifting as well. Only one-half of elderly South Koreans and 27% of younger South Koreans believe the responsibility for the parents' care falls just to the eldest son (Kim, 1999; Yoon and Cha, 1999).

Economic changes have also affected family structure and responsibilities. Almost half of adult women are now working, with two-thirds of working females currently married (Korea NSO, 2001), providing their families with more income to support a separate household and less time to care for in-laws.

In the past, the elderly have depended heavily on their children, especially their sons, for financial support (Kim and Choe, 1992). Government support and pensions have been limited and usually would not start payment until the recipient reached age 60 despite mandatory retirement at as early an age as 55. However, younger South Koreans, especially men, are saying they should plan their financial resources for their old age, depending more on social welfare and less on children (Kim, 1998). While only one-third of the working-age population was making financial preparations for old age in 1988, the proportion had grown to over one-half 10 years later (Korea NSO, 2001). Major changes will occur as the first retirees become eligible for substantial benefits under the National Pension (NP). Pension coverage has reached 60% of South Korean workers. To receive full benefits from the NP, one must participate for 20 years and be 60 years old (gradually rising to 65 in 2033). The NP will begin paying full pensions in 2008 as it becomes the primary pension program in the country. Thus, the 58% of household heads who provide financial support to their parents may continue to decline as more aging parents become self-supporting (Korea NSO, 2001).

Although changes are occurring, most of the current South Korean elderly have not benefited enough to have the choice of independent seniors housing. While more than 200 seniors housing facilities now house more than 13,000 residents in South Korea (OECD, 2001), family members still provide housing and long-term care for most of the elderly in their homes. However, the existing situation may not reflect the preferred housing and living arrangement for current seniors and for future generations. To examine the future potential for seniors housing in South Korea, we must examine the preferences of the baby boomers.

One nationwide survey (Kim and Rhee, 1997) indicates that already one-half of South Korean parents age 60 and older with living children would prefer a separate residence to living with children, especially those seniors who have more economic resources. They are most often younger, healthier, better educated, married, without a son. Even among those with health problems, those with more economic resources are more likely to prefer separate residence. However, some view separate living as a temporary arrangement until health and financial resources decline. Lee (1999) finds that more South Korean elderly would prefer to live alone than are actually doing so. Those who would prefer living alone are younger, more highly educated, and self-supporting with a more negative attitude toward adult children caring for parents and a more positive attitude toward living independently. These studies as well as the Yoo and Sung (1997) study of Korean-American

immigrants find the motivations for preferring independent living are privacy, freedom, and independence. Many middle-aged South Koreans want the sense of freedom and privacy a separate residence provides while not relying on the financial uncertainty of their children's ability to support them (Kim, 1998). Even within seniors housing options, most middle-aged South Koreans prefer independent houses in small communities to any communal dwelling or larger senior communities (Kim, Kim, and Kim, 2003).

2.3 Moving Expectations

Researchers have conducted surveys about subjective moving expectations during later years with pre-retirees in the U.S. However, most have not distinguished between movement to seniors housing and other housing options. Lee, Brandt and McFadden (1994) find that those in the western U.S. who expect to move after retirement tend to be closer to actual retirement age, better educated, healthier, male, married, renting, with a smaller community support system, and more income sources after retirement. Similarly, Schiamburg and McKinnney (2003) find those anticipating moving in retirement tend to be younger, have greater financial resources, and want greater proximity to family. Among the married males in good health, those most likely to think they will move are younger, and have lived in the community for a shorter time (Malroux and Brandt, 1997). Almost one-third expressed a preference for age-segregated housing.

A study in Taiwan (Hsu, Ting, and Wu, 2001) finds that although the attitudes of people of all ages are changing toward independent elderly living, the preference for such arrangements is most pronounced among those over 40 years old. Those over 40 are most likely to be experiencing the reality of caring for aging parents. Similarly, in South Korea, most adult children living with their parents say they do so out of obligation; few say they want to take care of elderly parents. Some women are even avoiding dating an eldest son to prevent a marriage that would lead to living with parents-in-law (Eu, 1992).

Thus, research conducted so far in South Korea indicates that the push-pull and life-course models for independent seniors housing living that incorporate predisposing, motivating, and triggering factors; enabling factors; and inhibiting factors may be appropriate for application in this market. However, differences in pension schemes, family structure, social norms, and previous housing experiences may necessitate modifications. We must test these models to determine which variables are relevant in the Asian context to use them to estimate future demand for seniors housing in South Korea.

3. Methodology

To examine the potential interest in seniors housing among young adult South Koreans, we use a model derived from the push-pull and life-course models. It is comprised of predisposing or motivating factors, enabling factors, and inhibiting factors that researchers have shown affect the choice of seniors housing and the implied living arrangements therein in other societies. The model does not include the common triggers associated with seniors moving in other societies because this study focuses on the predisposition for living in seniors housing in the future, not whether one is ready to move at this time. Thus, the two models can be expressed as:

Preference for independent living arrangement = f (motivating factors, enabling factors, inhibiting factors)

Preference for seniors housing = f (motivating factors, enabling factors, inhibiting factors)

Preference for independent living arrangement is measured by agreement with the statement "I am not going to live with my children" using a 5-point scale from 1 = "strongly disagree" to 5 = "strongly agree." Preference for seniors housing is measured by whether the respondent intends to live in seniors housing using a 5-point scale from 1 = "never" to 5 = "definitely." Seniors housing is defined as "paid facilities that provide specially designed housing and various services for seniors. They either do or do not provide medical services." The two categories fit the types of seniors housing currently available in South Korea.

To define the motivating factor, we adapted a series of attitude statements from previous Western research studies on seniors housing preferences, including positive attitude toward seniors housing, desire to have access to medical care, desire to remain independent and retain dignity, and desire for security. We asked respondents to indicate their level of agreement with a series of attitude statements using a 5-point scale. In the analysis, we first include each of the statements as an

independent variable. We then conduct a factor analysis to determine which statements best define the underlying attitudes and use the resulting summed scales of the resulting factors as independent variables in further analysis.

The enabling factor consists of a set of resources and knowledge. These are comprised of self reported health from very bad to very good on a 5-point scale, educational attainment (1 = elementary, 2 = junior high school, 3= senior high school, 4 = college, or 5 = graduate school), whether respondents are familiar with seniors housing (1 = yes, 0 = no), and financial resources. We measure financial resources in four ways—monthly income, assets, pension participation (1 = yes, 0 = no), and support from family (1 = yes, 0 = no).

The inhibiting factor consists of a set of obstacles to moving to seniors housing. These are comprised of current household composition measured with the proxy of household size, presence of children who could provide housing in later life (especially a son), tenure (1 = owner, 0 = nonowner), length of residence in current home, and a series of attitudinal measures of negative perceptions of seniors housing and cultural beliefs in filial responsibility, dependence on children, and intergenerational coresidence. We conduct a factor analysis to determine which statements best define the underlying attitudes and use the resulting summed scales of the resulting factors as independent variables in further analysis.

We also include the demographic variables of age, sex (1= male, 2 = female), marital status (1 = married, 2 = unmarried), and respondent's and spouse's employment status (1 = employed, 2 = not employed). We use multiple regression analysis to estimate the effects of the independent variables on the intention to live in seniors housing and preference for independent living in later life.

The data used in the analysis comes from personal interviews with a sample of 634 people between the ages of 30 and 49 who live in urban South Korea. The sampling method used is a multi-stage cluster sample. First, we randomly selected six large and medium size cities; then we randomly selected Beonji (administrative districts) within each city; then we used quota sampling to get representatives from each age group and both sexes.

4. Results

Summary information on the respondents is presented in Exhibits 1 and 2. Compared to the general South Korean adult population, the sample is overrepresentative of the youngest age groups and females with an average age in the same of just under 39 years and 60% female respondents. The higher employment rate reported for spouses is reflective of the predominance of females among respondents. Almost all (94.6%) the respondents are married, higher than the 84.4% of the population in this age group. The employment rate of 57.7% is lower than the 79.2% national rate for this age group, once again reflecting the overrepresentativeness of females. Educational attainment appears slightly higher than the average of 12 years for South Koreans in this age group. Their average self-assessment of health at 3.87 on the 5-point scale is similar to national surveys of South Koreans their age (Korea NSO, 2001).

[Exhibits 1 and 2 about here]

The average household size of 3.89 presented in Exhibit 2 is similar to that of the national average of 3.72 for this age group, as would be expected because many of the respondents are married couples with children living at home. Homeownership is similar to the 54% overall ownership rate (Korea NSO, 2001). The average length of tenure in their current home is 8.27 years.

The respondents' average monthly income is more than 2 million won and average assets total more than 168 million won; however, there is tremendous variance within the sample. More than three-fourths of the respondents participate in a pension plan and just over one-third receives social and family support. Average household income and assets are similar to those of the South Korean population (Korea NSO, 2001).

An examination of the correlations among the attitudinal statements indicated significant correlations, indicating a factor analysis may be appropriate to identify the underlying attitudes that the individual statements are measuring. The Bartlett sphericity test on the data is significant ($X^2(1736.49)$, $p = .000$), indicating the data are approximately multivariate normal and acceptable for factor analysis. An exploratory factor analysis was employed using principal component extraction and varimax rotation with a selection criterion of minimum eigenvalue =1. Three factors were extracted and three statements were removed that did not load well on any factor. The resulting factor loadings were all greater than .544 and all of the coefficient alpha measures of internal consistency were greater than .557. The resulting factors are presented in Exhibit 3: Living with

children would create conflict, positive attitude toward seniors housing/security, and desire for independence/in-home care when required.

[Exhibit 3 about here]

The mean rating of preference for seniors housing was 3.28 with a standard deviation of 0.96 and the average rating of preference for independent living was 3.08 with a standard deviation of 0.93. This indicates that the respondents exhibit a range of preferences about housing and living arrangements.

The results of a multiple regression estimating preference/intention to live in seniors housing and preference for independent living using the independent variables described above are presented in Exhibit 4. The preference for seniors housing model is significant ($F = 7.031$) and produces an R^2 of .19. Awareness of seniors housing as an option is important (Familiarity coefficient of 0.084), as those who are familiar with the concept of seniors housing are more likely to express interest in living there. Two of the attitudinal factors are related to intention to live in seniors housing: positive attitude toward seniors housing/security and desire for in-home care when required. Those who intend to live in seniors housing prefer to do so because they perceive it offers them the ability to obtain needed support services in a dignified manner (coefficient = 0.315). They are less likely (coefficient -0.191) to want children to provide in-home care as they age. This is similar to the findings of Lee (1999) concerning the relationship between attitudes about independence and children providing care and independent living.

[Exhibit 4 about here]

Those intending to live in seniors housing are also more likely to be participating in a pension program (coefficient = 0.082), providing the economic resources that will enable them to exercise this choice. Females are more likely to intend to live in seniors housing, reflecting the longevity of elderly widows, the changing cultural concerns about interference of a mother-in-law, and the desire for freedom from household chores. Having a son (coefficient = -0.100) is negatively associated with intent to live in seniors housing, indicating the availability of a son for coresidence remains an inhibiting factor to interest in seniors housing.

The regression for preference for independent living is significant ($F = 6.068$) and produces an R^2 of .166. Here the only socioeconomic variables demonstrating a significant relationship is pension participation, in contrast to findings of Kim and Rhee (1997) and Lee (1999) when interviewing elderly South Koreans regarding their living arrangement preferences. This is also in contrast to the actual living arrangements of older South Koreans. Current living arrangements appear related to such socioeconomic characteristics as sex, education, health, economic resources, and family resources. Those who do not plan to live with their children are more likely to participate in a pension plan (coefficient = 0.107), an enabling factor. The respondents may be forward looking, planning to use their pensions to enable them to live independently.

The other significant coefficients are found on positive attitude toward seniors housing/security (0.116), desire for in-home care when required (-0.205), and concern that living with children would create conflict (0.276). Thus, attitudes and are most important predictors of the intention to maintain separate living arrangements from one's children.

The nature of respondents may partially explain why attitudinal rather than socioeconomic variables are better predictors of preferences regarding independent living and seniors housing. The respondents are potential future residents of seniors housing, so their current economic status may not be as relevant as their socioeconomic characteristics when they reach retirement age. Thus, current pension participation is an enabling factor that is more relevant in determining whether South Koreans expect to live independently in seniors housing in the future rather than their current economic resources.

The relevant attitudes toward intergenerational living, in-home care, and dignity in old age do not appear to be correlated with socioeconomic characteristics except the presence of sons. These predisposing and motivating attitudes are found among South Koreans of all educational backgrounds, economic status, age, sex, and marital status. However, the cultural expectation of the eldest son providing housing and support for his aging parents appears to be enduring among this transitional generation.

5. Conclusions

The dramatic economic and social changes occurring in South Korea and other Asian countries will affect housing and living arrangements throughout the region requiring adjustments to current housing models. Many South Korean baby boomers will enter retirement with the opportunity to consider alternative housing and living arrangements not available to previous generations. Whether they will choose to live alone or with a spouse in seniors housing will depend not only on their resources, but also on their preferences and constraints.

Previous research regarding consumer demand for retirement housing in Western countries has identified some of the motivations for moving to seniors housing and the resources needed to remove the obstacles to undertaking such a move. However, to determine the future demand for such housing in South Korea and other Asian markets, we must examine the attitudes and preferences of those who would be the target market.

This research examines adult South Koreans who have not yet reached retirement to determine their preferences regarding independent living and seniors housing as they age. The results indicate that preference for independent living and seniors housing is not limited to any one socioeconomic group. Interest in seniors housing exists among middle-aged South Koreans with varying educational levels, health condition, economic resources, and family composition. Planning to live independent of one's children is tied more to attitudes and pension participation. Whether that independent living will take place in housing designed specifically for seniors appears to be related to attitudes about where best to receive needed support services as one ages, financial resources to pay for such support, and whether a son is available to provide the support.

However, much research still needs to be done in this area. The Western models adapted in this study are insufficient to provide complete understanding of the housing preferences and intentions of future generations of seniors in South Korea and other Asian nations. Although this study has identified some attitudes related to preference for independent living and seniors housing, further research is needed to identify other relevant attitudes and preferences that affect housing demand models. The prevalence of preference for independent living in seniors housing rather than independent housing with in-home care or coresidence with care provided by children must be assessed to estimate the size of the future market for seniors housing and commercial in-home care services.

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Exhibit 1: Characteristics of Respondents

Characteristic	% of Respondents (n = 634)
Age	
30-34	27.0%
35-39	28.8
40-44	25.4
45-49	18.8
Sex	
Male	39.6
Female	60.4
Marital Status	
Married	94.6
Unmarried	5.4
Education	
Less than senior high	4.6
Senior high	63.0
College	30.8
Graduate	1.6
Employment (self)	
Employed	57.7
Not employed	42.3
Employment (spouse)	
Employed	62.3
Not employed	37.3
Monthly Income (10,000 Korean Won)	
Less than 100	2.1
100 - 199	26.7
200 - 299	47.8
300 - 399	19.1
400 or more	4.3
Assets (10,000 Korean Won)	
Under 5,000	24.0
5,000- 14,999	35.5
15,000-249,999	21.9
250,000 or more	18.6
Pension Participation	
Yes	77.3
Receive Social and Family Support	
Yes	37.9
Tenure	
Own	58.8
Rent	41.2
Familiar with Seniors Housing	
Yes	82.8
No	17.2

Exhibit 2: Summary Statistics for Selected Variables

Variable	Mean	Standard Deviation
Preference for Seniors Housing	3.28	0.96
Preference for Independent Living	3.08	0.93
Age	38.62	5.27
Household Size	3.89	0.87
Monthly Income (10,000 Won)	249.40	89.89
Assets (10,000 Won)	16,809.22	15,852.73
Length of Tenure (yrs)	8.27	16.24
Health*	3.87	0.75
In-home care wouldn't be fair to my children**	2.06	0.93
Living with children would threaten our relationship**	2.45	0.96
In-home care would cause conflict within children's family**	2.82	0.94
Different generations do not mix well**	2.84	0.96
People in seniors housing usually retain their dignity**	3.07	0.79
I desire the service provided by seniors housing**	3.34	0.76
I want the security of knowing I'll be cared for**	3.46	0.79
I expect to spend my old age in seniors housing**	3.03	0.85
My children want me to live with them**	3.02	0.85
I want to be cared for at home**	3.37	0.83
In-home care lets me retain my dignity**	3.15	0.79
I want in-home care even if it costs**	3.25	0.83

*measured on a 5-point scale with 5 = very good.

**measured on a 5-point scale with 5 = strongly agree.

Exhibit 3: Attitude Factors

Factor Name and Items	Factor Loading	α Coefficient
Living with children would create conflict		.737
In-home care wouldn't be fair to my children	.668	
Living with children would threaten our relationship	.776	
In-home care would cause conflict with my children's family	.797	
Different generations do not mix well	.755	
Positive attitude toward seniors housing/security		.557
People in seniors housing usually retain their dignity	.617	
I desire the services provided by seniors housing	.674	
I want the security of knowing I am being cared for	.561	
I expect to spend my old age in seniors housing	.713	
Desire for in-home care when required		.585
My children want me to live with them	.544	
I want to be cared for at home	.733	
In-home care lets me retain my dignity	.628	
I want in-home care even if it costs	.659	

Exhibit 4: Standardized Regression Results for Preferences

Variable	Seniors Housing		Independent Living	
	Coefficient	t-statistic	Coefficient	t-statistic
Living with children would create conflict factor	-0.001	-0.015	0.276	7.093*
Positive attitude toward seniors housing/security factor	0.315	8.267*	0.116	3.005*
Desire for in-home care factor	-0.191	-5.090*	-0.205	-5.376*
Health	0.025	0.660	0.021	0.558
Education	0.022	0.545	-0.018	-0.430
Familiarity with seniors housing	0.084	2.187*	-0.052	-1.337
Income	0.015	0.350	-0.048	-1.102
Assets	-0.008	-0.180	-0.018	-0.419
Pension participation	0.082	2.137*	0.107	2.755*
Family support	0.064	1.725	0.030	0.791
Household size	-0.039	-0.893	-0.011	-0.239
Having son(s)	-0.100	-2.330*	0.034	0.776
Having daughter(s)	-0.008	-0.190	0.031	0.726
Tenure	-0.049	-1.237	0.026	0.657
Length of residence	0.023	0.628	-0.024	-0.626
Age	-0.016	-0.369	0.038	0.992
Sex	0.160	2.193*	0.086	1.164
Marital status	-0.049	-1.116	-0.008	-0.168
Employment status (self)	-0.038	-0.744	-0.040	-0.760
Employment status (spouse)	0.068	0.988	-0.020	-0.281
R ²	0.188		0.166	
F	7.031*		6.068*	

*significant at 0.05 level.