

SEOUL RESIDENTS' RECEPTION BEHAVIORS AND PLACES FOR GUESTS.  
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Reception behaviors were highly stressed and viewed as an important and indispensable responsibilities of women during Yi-dynasty. Women had to receive guests at home with a heart warming hospitality at any time. Along with the changes of society, norms of reception behaviors have been changed a lot in many ways. The purposes of this study are: 1) to identify general characteristics of Seoul residents' guest reception behaviors, 2) to examine differences of guest reception behaviors according to households' demographic and housing variables and values on guest receptions, and 3) to develop a probabilistic model for guest reception behavior. For this study, documentary research and questionnaire survey methods were used. Three hundred and twenty questionnaires were analyzed for this study. Such statistics as  $\chi^2$ -test, t-test, F-test, Duncan's multiple range test, factor analysis, and logit model were used for these purposes. The major findings were as follows: 1) Most frequent guest receptions among Seoul residents were husbands' and wives' birthday parties, children's one-year birthday parties, friends and relatives gatherings, wedding receptions, and family members' birthday parties. 2) Homemakers preferred to increase receptions for their own birthday parties and invitations for friends. They wanted to continue to have memorial services at home in the future. Family celebration meetings and wedding receptions, however, were held at restaurants rather than at homes. They also wanted to have such guest receptions as birthday parties, formal and informal meetings of friends and relatives at restaurants. And 3) Decisions to receive guests whether at homes or at restaurants were influenced by the educational level of husbands and employed homemakers. To receive guests whether in the living room or in the Anbang, master bedroom, depended on the type and the size of houses. To receive the guests at homes was influenced by their traditional values on guest receptions. Young homemakers preferred to receive guests at restaurants. The probabilistic model showed the most influential variables to receive guests in the living room were size of the house and educational level of husbands.

July, 18th (Fri.)