

# THESIS ABSTRACTS

## A PRELIMINARY STUDY TOWARDS DEVELOPING A MODEL OF CONSUMER HOME PURCHASE BEHAVIOR

Satyaseela S. Brink  
Doctor of Philosophy  
Purdue University, 1975  
(Major Professor: Kathleen A. Johnston)

Housing is a unique consumer durable product which is not well handled by general consumer behavior models. The dissertation research was aimed towards developing a consumer home purchase behavior model by adapting the general consumer behavior theory to the unique characteristics of the home as a good and integrating existing empirical data to construct a conceptual framework. Such a framework would enable the focusing of further research towards clarifying the various components and interrelationships until a theory evolves.

A preliminary model was developed tracing the entire purchase process including the perception of the unsuitability of one's home, the decision to adapt or change homes, the decision to purchase or rent the next home, the search for financing, the search for home alternatives, the weighing of available alternatives, the ultimate choice decision, the sensing of satisfaction and the accumulation of housing experience. An attempt was made to clarify the information processing that accompanies each step. The model was capable of explaining extended problem solving behavior as well as impulsive purchasing behavior.

Preliminary testing of some elements and relationships within the model was undertaken.

The objectives in general were to identify the need priorities that motivate middle class home purchasing consumers, the differences in the behavioral processes of husbands and wives, the effect of economic and non-economic needs on the home choice and satisfaction perception process, and the existence of a learning effect in the accumulation of housing experience.

A sample of thirty-one couples from Lafayette, Indiana were interviewed. Additional data were collected by means of a detailed questionnaire. Data were provided on the aspirations and expectations of the husband and wife, the need satisfying potential of features as rated by husbands and wives, the evaluation of the previous home and the new home.

Based on the findings the model was revised. The findings indicated that the middle class tended to seek satisfaction of socio-psychological needs in housing. There were indications that husbands and wives coordinated their effort in formulating expectations, but varied in the evaluation of their new home and in the resultant perception of satisfactions. This led to a revision of the model indicating the possible points of interaction between the parallel behavioral processes of the spouses, allowing for individual perception of satisfactions. The findings also indicated the importance of non-economic expectations in the actual choice of the home though such a choice occurred within economic limitations. There was evidence to believe that the consumer accumulated housing experience by the purchase and evaluation of his home, which he utilized in subsequent home purchases. In general, the findings supported the preliminary model.

In conclusion, the revised model of consumer home purchase behavior was presented along with implications for the housing industry, the housing experts and the consumer. Suggestions for further research for validation of the model were provided.

**A CRITICAL STUDY OF AN  
INTERIOR SPACE DESIGN OPTION  
WITHIN A PROFESSIONAL  
ARCHITECTURE DEGREE PROGRAM**

Anna Marie Shannon  
Doctor of Environmental Design  
Texas A & M University, 1975  
Advisor: David G. Woodcock

This critical study seeks to examine the problem of establishing quality education for the profession of interior design. Specifically, it deals with the Interior Space Design option at Texas A & M University, and its preparation of students to enter the profession of interior design.

The major purpose of this study is to review the direction of the Interior Space Design option in the Department of Architecture, College of Architecture and Environmental Design, Texas A & M University, and recommend alternatives that could be initiated to strengthen the program.

As a basis for the study, the past, present, and future of the profession are highlighted. The implications of practice, the influence of professional organizations, and trends in education are discussed.

The existing program is reviewed, including the

history of its existence, the progress since its establishment, and the program as it exists today in administrative structure, curriculum, students, faculty, and other support resources.

The educational accrediting programs of the National Architectural Accrediting Board (NAAB) and the Foundation for Interior Design Education Research (FIDER), the two applicable accrediting programs for the option, are examined and compared in order to establish whether the option could hold both accreditations for the same program, and the feasibility of seeking the FIDER accreditation in addition to the NAAB accreditation presently held.

Four interior design programs from across the nation are also reviewed to establish the relationships developed by other schools between their interior design and architecture programs, and between NAAB accreditation and FIDER accreditation. The programs selected for review held FIDER accreditation and existed within or closely related to architecture programs accredited by NAAB and included the programs at the University of Oregon, Kansas State University, the University of Cincinnati, and the University of Florida.

Based upon the status of the profession, the existing Interior Space Design option program, and the review of the accrediting programs and the schools that hold these accreditations, recommendations are then made to give a stronger and more positive direction to the Interior Space Design option program.

*Author's current address: Room 206, Scovell Hall,  
University of Kentucky, Lexington, Kentucky  
40506.*