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Subjective perception by home-use experts of the suitability of a material in a certain location, must count both the general perception of society and aspects such as quality, price, user maintenance, cleanliness and suitability of use.

Choice of valuation is a complicated task because the knowledge of the technique that leads to the determination of market value is insufficient.

Market value involves both objective and subjective aspects that mean value for the property.

Previous studies on the subjective perception of how construction materials influence the market properties for residential use.

A survey carried out randomly among public bodies and professional associations in the city of Alicante between March to April 2009.

In order to obtain 35 valid surveys. For the sample calculation was used the expression

$n = \frac{Z^2 \cdot p \cdot q}{d^2}$ Assumptions: d: 2,500 building experts, margin of error of 5%,
Z: 95% level of confidence, p = 90% expected next proportion
q=(1- p) the supplementary percentage.

Structure was:

Demographic variables: the relationship between individuals' perception of the quality of life and demographic characteristics.

Preferences: the expert's aesthetic perception based on the most feasible materials used in construction.

Material quality: the quality of materials depending on their location (toilet, bathroom, kitchen, gallery, living room) and taking into account the following priorities of choice: quality, price, user maintenance, cleanliness, suitability of use.

Table 1. Average values of the priority factors for choosing the materials selected by the experts for 1st, 2nd or 3rd option, the preference of choice being based on the following aspects: quality, price, maintenance, cleanliness and use suitability.

Average values of the priority factors for choosing the material as a 1st, 2nd or 3rd option			Quality	Price	User acceptance	Maintenance
Toilet	1st	Porcelain tiles	9.14	7.66	8.52	9.24
	2nd	Marble	8.11	6.00	8.42	7.84
	3rd	Glazed stoneware	8.13	8.07	8.60	9.00
Bathroom	1st	Porcelain tiles	9.07	7.60	8.43	9.13
	2nd	Marble	8.11	6.00	8.42	7.84
	3rd	Glazed stoneware	7.93	8.14	8.57	9.00
Kitchen	1st	Porcelain tiles	9.32	7.64	8.64	9.29
	2nd	Tiles	7.96	8.00	7.56	8.56
	3rd	Glazed stoneware	8.43	8.43	8.36	9.14
Gallery	1st	Porcelain tiles	9.38	7.67	8.79	9.33
	2nd	Tiles	7.90	8.10	7.76	8.43
	3rd	Rustic stoneware	8.43	8.36	7.14	8.21
Bedroom	1st	Marble	8.48	7.17	8.59	7.50
	2nd	Wooden Floors	8.73	7.59	9.10	7.00
	3rd	Parquet	9.05	7.50	8.48	7.80
Living Room	1st	Marble	8.32	7.20	8.48	7.80
	2nd	Wooden Floors	8.83	7.65	8.78	7.13
	3rd	Parquet	9.11	7.63	9.05	7.32

- For **humid areas** they consider Porcelain tiles most suitable. This may be due to a greater perceived quality associated with better maintenance and good user acceptance, which in humid areas is certainly less than if one uses natural stone materials.
- For the **living room and bedrooms**, the perceived quality and suitability of use prevail in their choice, regarding both the most favoured material (marble) and for the most technical point of view (wood).
- In both cases, it is believed that the technical quality of material has possibly been overvalued in the order of choice, when excusing the fact that it is easily stained, its low durability against water and/or that it scratches easily, its cleaning and / or maintenance.

After PCA study, the six original variables have been reduced to two.

- In **humid areas** the main component correlates quality, user acceptance, cleanliness and use.
- In the **other rooms**, apart from those mentioned, it also correlates price.
- In both cases, these two components can be explained a percentage close to 67% of the variance.

Table 2. Shows the expert' material choice order after to carry out a PCA in an instance of humid areas (toilet) and another for other rooms (living room).

	Prioritized choice of materials by experts with 1st, 2nd y 3rd options	Order of choice average	Expected order of choice average	Experts' order of choice frequency average
Toilet	1st Porcelain tiles	1.24	1.808	29.00
	2nd Glazed stoneware	2.13	1.876	7.39
	3rd Marble	2.32	2.135	7.39
Living room	1st Wooden floor	1.74	1.84	8.48
	2nd Parquet	1.93	1.93	8.78
	3rd Marble	2.16	1.99	9.05

CONCLUSIONS

- Experts believe the ceramic and natural stone as the greatest influence on the material choice in residential housing based on aspects such as quality, user acceptance, cleanliness and use suitability.