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MOTIVATION

The objective of the study was to examine the subjective perception by home-use experts of the suitability of a material in a certain location, and to account for both the general perception of society and aspects such as quality, price, user acceptance, maintenance, cleanliness and suitability of use.

CONCLUSIONS

Experts believe the ceramic and natural stone as the greatest influence on the perceived quality associated with better maintenance and good user acceptance, which outlay 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 favored material (marble) and for the most robust in technical point of view (wood).

In both cases, it is believed that the technical quality of material has possibly been overestimated. The perceived quality associated with better maintenance and good user acceptance, when excusing the fact that it is easily stained, its low durability against humid areas and/or that it scratches easily, its cleaning and/or maintenance.

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, while for other rooms, it correlates price.

After PCA study, the six original variables have been reduced to two: the main component correlates quality, user acceptance, cleanliness and suitability of use.

In humed areas the main component correlates quality, user acceptance, cleanliness and suitability of 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 1. Average values of the priority factors for choosing the materials selected by the experts for 1st, 2nd and 3rd option, the preference of choice being based on the following factors: quality, price, user acceptance, maintenance, cleanliness and suitability of use.

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