Universalism of Means-End Chain Model for Measuring Housing Environment Research

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Abstract
Several research models abound in housing environment related research both for measurement on the socio-economical or on psychological platforms. However few potent measurement research models exist for both objective and subjective housing environments; and/or that can measure both concrete aspects of the housing environment attributes as well as housing user’s motivations. Means-end chain (MEC) research model developed originally for market products research has been found to be potent and effective in measuring both objective and subjective aspects of products. Within the few years that MEC has been employed and applied in the field of housing research, it has been found also to be very effective in measuring objective or concrete aspects of the housing environment as well as the subjective cognitive structures of the housing user. The MEC model was developed as a concept, with a focus on qualitative in-depth understanding of consumer motives. It measures products’ attributes (both concrete and abstract), consequences of product use, and user’s values as motivational forces. MEC model can be used to evaluate new market products with the view for their development. This paper attempts to present the applicability of commonality of MEC to all society globally with respect to measuring housing environment. Empirical studies conducted with MEC model in three continents (Europe, Asia and Africa) at different times, presented identical findings. This findings’ profile in each case is powerfully suggestive of the universality of the MEC model. It also suggests that the applicability of MEC model can be replicated in all societies and for any market product.