

# PERCEIVED VALUE IN SOCIAL HOUSING PROJECTS

Lisiane P. Lima<sup>1</sup>, Luciana I. G. Miron<sup>2</sup>, Fernanda Leite<sup>3</sup> and Carlos T. Formoso<sup>4</sup>

## ABSTRACT

In recent years, concerns with value generation in construction have increased, as a result of the introduction of novel marketing and operations management ideas, strongly related to the Lean Production paradigm. Among other improvements, several organizations have developed strategies targeting client attraction and retention. In the Brazilian construction industry, investments in social housing projects have greatly increased in the past decade. Considering the heavy investments in this sector, the success of a project depends strongly on final client retention and main clients' perception on satisfaction and value. The goal of this paper is contribute to the consolidation of these concepts in the social housing context. This research is based on a set of multiple case studies carried out in two different forms of housing provision implemented in Southern Brazil. The main contributions of the paper are concerned with the understanding of the relationship among satisfaction, human needs and perceived value according to the perception of the main clients involved in construction projects, especially the dwellers.

## KEY WORDS

Perceived value, satisfaction, housing needs, human needs, low-income housing projects.

## INTRODUCTION

Low-income housing provision plays a very important role in Brazil, both economically and socially. According to the Brazilian Federal Government's Cities Ministry (Ministério das Cidades, 2008), the Brazilian social debt related to the housing deficit is very large, especially for the families who earn up to three minimum wages per month. It is estimated that more than 7 million families need new homes and over 10 million homes suffer from the lack of urban infrastructure. Such deficit includes both the housing deficit and the inadequacy of existing dwellings.

The role of the government in the provision of services and facilities has suffered major changes worldwide. Similarly to what has happened in other countries (Barlow and Ozaki, 2003), there is a trend in Brazil of reducing the participation of the state as a direct developer or client in the construction industry. In fact, many existing social housing programs in Brazil have private developers, such as construction companies, cooperatives, and non-profit organizations. This has led to growing financial, regulatory, environmental, social and technical complexity, mostly due to the fact that the promotion of social housing projects

---

<sup>1</sup> M.Sc., Dr. Candidate, Building Innovation Research Unit (NORIE), Federal University of Rio Grande do Sul (UFRGS), Osvaldo Aranha, 99, 3<sup>rd</sup> floor, Porto Alegre, RS, Brazil, CEP: 90.035-190, e-mail: lisi.lima@gmail.com

<sup>2</sup> Dr., Associate Professor, School of Architecture and Urbanism, NORIE/UFRGS, Osvaldo Aranha, 99, 3<sup>rd</sup> floor, Porto Alegre, RS, Brazil, CEP: 90.035-190, e-mail: luciana.miron@ufrgs.br

<sup>3</sup> Ph.D. Candidate, Department of Civil and Environmental Engineering, Carnegie Mellon University, e-mail: fl@andrew.cmu.edu

<sup>4</sup> Ph.D., Associate Professor, Department of Civil Engineering, NORIE/UFRGS, Av. Osvaldo Aranha, 99, 3<sup>rd</sup> floor, Porto Alegre, RS, Brazil, CEP: 90.035-190, Phone + 55 51 3308 3518, e-mail: formoso@ufrgs.br