



AN EXPLORATIVE STUDY DETAILING THE
PERCEIVED VALUE OF THE TINY HOUSE MOVEMENT
FOCUSSING ON RECENT GRADUATES IN SOUTH
AFRICA

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ABSTRACT

The Tiny House Movement is an established international housing trend, that advocates for a more modest lifestyle. This trend has only recently gained traction as a housing option in the South African residential climate. However, the successful adoption of this trend may prove difficult to forecast in a South African context as there is the uncertainty of the unknown value that South Africans, specifically recent graduates, might attach to it.

The study aims to establish or identify what the perceived value of the Tiny House Movement is, too recent graduates. In addition to the main aim of the study, three sub-questions attempt to, in part, answer the main research objective. This qualitative study utilised a semi-structure interview data collection method on five recent graduates. The data that was collected was analysed by means of a thematic analysis in order to prepare the data for interpretation, presentation and discussion of findings. It was found that recent graduates perceive value based on the price they paid for the item first, followed by the perceived quality. In addition there was an undecided likeliness to adopt the movement, this indicated neutral connotations towards the movement based on the evenhanded and impartial responses. It was found that the Means-End theory and the Family Life-Cycle influenced decision making in recent graduates substantially. Through the analysis and interpretation of the findings the researcher was able to tabulate important factors for recent graduates when considering to own/ renting a home. These factors in turn influence a recent graduates purchase intent.

DECLARATION

I hereby declare that the research report submitted for the Honours in Interior Design to The Independent Institute of Education (The IIE) is my own work and has not previously been submitted to another University or Higher Education Institution for a postgraduate qualification.

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14/ 12/ 2020

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Date

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KEY TERMINOLOGY

Family Life Cycle	The life cycle, also known as the family life cycle, is a concept derived from Kotler (2008, as cited in Abdullah <i>et al.</i> , 2012) and adapted by RBC Royal Bank that details the phases that an individual endures throughout their lifetime.
Means-end theory	The means-end theory is an approach used to understand consumer decisions and links these decisions to high and low level attributes (Zeithaml, 1988).
Perceived value	Perceived Value can be defined as the overall evaluation of the practicality of a commodity, based on the perception of what is offered and what is received in return (Zeithaml, 1988).
Recent Graduates	A Recent Graduate is a individual who has left full-time tertiary education that are still within a five year window from completion of their studies (Clegg, 2017).
Tiny Home	According to the Institute for Timber Construction South Africa (2019), a Tiny Home can be described as a dwelling that ranges between 9 square meters and 37 square meters and enjoys a variety of benefits mainly with a focus on the environmental impacts.
Tiny House movement	The Tiny House Movement is a Worldwide Phenomenon that can be described as a Lifestyle Movement (LMS) where individuals electively choose to downscale to significantly smaller dwellings (Mangold & Zschau, 2019).

CHAPTER 1: PROPOSAL AND ORIENTATION OF THE STUDY

1.1. INTRODUCTION 1434

The Tiny House Movement is a relatively new alternative housing trend making waves in international residential markets. The trend has only quite recently made its way to the South African residential market. Based on the aforementioned facts, it is uncertain what attached what recent graduates may perceive the value of the Tiny House Movement to be. The aim of the study is to explore what the perceived value of the Tiny House Movement is too recent graduates in South Africa. This will be achieved by answering three sub-questions relating to the main research objective.

This chapter will present the proposal and orientation of this study. This will be done by firstly, providing a background of the research problem and a rationale. Thereafter, the problem statement, purpose statement, research questions and objectives will be discussed in relation to the aim of the study. The chapter concludes with a summary of the research questions and their respective objectives.

1.2. CONTEXTUALISATION

The key concepts that pertain to this study include the Tiny House Movement, recent graduates, perceived value and residential climate. The Tiny House Movement is a Worldwide Phenomenon that can be described as a Lifestyle Movement (LMS) where individuals electively choose to downscale to significantly smaller dwellings (Mangold & Zschau, 2019). A Recent Graduate is an individual who has left full-time tertiary education that is still within a five-year window from the completion of their studies (Clegg, 2017). By being able to identify a recent graduate, their stage within the life-cycle can be identified as well. This will allow the researcher to predict factors that could determine value and quality. Customer Perceived Value can be defined as the overall evaluation of the practicality of a commodity, based on the perception of what is offered and what is received in return (Zeithaml, 1988).

By establishing indicators of perceived value the researcher will be able to analyse participant responses and understand them in greater detail. Residential climate can be defined as the situations, standards and perceptions that currently exist regarding the real estate market and that of related professions. An analysis of the current residential climate in South Africa will determine whether the Tiny House Movement can be accommodated. The exploration into these key concepts will be able to give a deeper understanding of the research questions.

1.3. BACKGROUND OF THE RESEARCH PROBLEM AND RATIONALE

According to Boeckermann, Kaczynski and King (2019), in America, the average housing size and cost have increased significantly from the 1970s to the present. In addition, individuals have become more aware of their own negative environmental impact (Boeckerman *et al.*, 2019). Consequently, these circumstances gave rise to the Tiny House Movement. The Tiny House Movement is a Worldwide Phenomenon that can be described as a Lifestyle Movement (LMS) where individuals electively choose to downscale to significantly smaller dwellings (Mangold & Zschau, 2019). There are several key characteristics that have resulted in the success, in an American and European context, and the value inhabitants of Tiny Houses attach to the movement (to be discussed further in the literature review).

Similarly, within the current South African residential market between the years of 1995 to 2015 the housing costs have increased from below R500 000 to just over R1 000 000 for a medium-sized house (Business Tech, 2020). Additionally, according to Engineering news (2020), South Africans have become more mindful of sustainable methods of living. These factors have also ultimately resulted in the initial adoption of the trend. However, because the movement is still in its early days within South Africa there are no studies or literature detailing the movement within a South African or even an African context. Additionally, even by disregarding the South African context, there are no academic sources detailing the value of the Tiny House Movement for recent graduates at all.

A Recent Graduate is an individual who has left full-time tertiary education that is still within a five-year window from the completion of their studies (Clegg, 2017)

Customer Perceived Value can be defined as the overall evaluation of the practicality of a commodity, based on the perception of what is offered and what is received in return (Zeithaml, 1988). There are various theories detailing how consumer perceived value, ultimately the Means-End theory and Zeithaml's (1988), interpretation are most applicable to the context of the study.

However, once again, the existing literature regarding perceived value has never detailed the application of the theory to the Tiny House Movement. Therefore, this study is significant because it will reveal what the perceived value of the Tiny House Movement is to South Africans, specifically recent South African graduates. Additionally, because recent graduates fall within the 'getting started' life-phase and one of their life goals is to purchase a house, the study will also be able to evaluate whether the Tiny House Movement will be successful in a South African context, among the graduates, by evaluating the responses of participants (Abdullah *et al.*, 2012).

Lastly, these responses will prove to be the most significant because the age parameters that define the 'getting started' life-phase are the same parameters that define the highest percentage of home buyers within South Africa's capital cities (Private property, 2019). The residential climate can be defined as the situations, standards and perceptions that currently exist regarding the real estate market and that of related professions. An analysis of the current residential climate in South Africa will determine whether the Tiny House Movement can be accommodated. The exploration into these key concepts will be able to give a deeper understanding of the research questions. The study aims to give an academic contribution and generate new knowledge on the topic of the perceived value of the Tiny House Movement to recent graduates in South Africa.

1.4. SUMMARY OF BACKGROUND AND RATIONALE

BACKGROUND	RATIONALE (what is missing)
The Tiny House Movement has International influences. In South Africa, there is an initial, small scale, adoption of trend based on housing and utility costs.	There are no studies or literature detailing the movement within a South African or even an African context. .
	There are no academic sources detailing the value of the Tiny House Movement for recent graduates at all.
There is an extensive amount of literature regarding perceived value.	The existing literature regarding perceived value has never detailed the application of the theory to the Tiny House Movement.
Recent graduates in their 'Getting started' life phase and the associated goal to purchase a house.	The responses of participants will determine the success of the movement among recent graduates (Abdullah <i>et al.</i> , 2012). Literature relaying the absolute success of the movement in a South African context is lacking.
Current Residential market	The Tiny House Movement is a new trend, therefore, few insights and literature detailing the Tiny House Movement and whether it can be accommodated in the current residential market

Table 1: van Zyl, C. 2020. *Background and Rationale summary*. (Diagram by author)

1.5. PROBLEM STATEMENT

There are increasing concerns related to depleting resources, environmental impacts, and the increasing population around the world. As a result, a new trend has risen to promote a simpler life. These concerns have prompted consumers to review their wants and needs, eventuating to the tiny house movement (Kilman, 2016; Boeckerman *et al.*, 2019). However, the successful adoption of this trend may prove difficult to forecast in a South African context as there is the uncertainty of the unknown value that South Africans,

specifically recent graduates, might attach to it. In contrast to the average asking price in middle-income housing areas, the more passable asking prices of tiny houses are better suited for lower-income earners i.e recent graduates (Business Tech, 2017; Cape Business News, 2019). According to Business Tech (2017), the average price of a house in a middle-income area can cost an estimated R1 500 000, in comparison to the more modest starting price of R350 000 for a Tiny Home (Cape Business News, 2019).

There are various attributes that a consumer attaches to their perceived value of an item, all of which are subjective in nature (Holbrook and Corfman, 1985, as cited in Zeitheml, 1988: 15; Zeitheml, 1988). Therefore, determining the perceived value that recent graduates may attach to the Tiny House Movement may be of value in a South African context.

1.6. PURPOSE STATEMENT

The purpose of this qualitative study is to explore what the perceived value of the Tiny House movement is too recent graduates in South Africa, with specific reference to the theoretical underpinnings informing perceived value, the capacity of South Africa's current residential climate to accommodate the Tiny House Movement and factors that influence decision making for first-time buyers.

1.7. RESEARCH QUESTIONS

1.7.1. Primary Research Question

Below, is the primary research question that clarifies the intent of the study:
What is the perceived value of the Tiny House Movement among recently graduated scholars in South Africa?

1.7.2. Sub-Questions

In addition to the primary research question, the following sub-questions will further clarify the intent of the study.

1. What is the theoretical underpinning that informs the perceived value of the THM for recent graduates?

2. What is the capacity of South Africa's residential climate to accommodate the Tiny House Movement?
3. What are the factors that influence decision making for first-time buyers?

1.8. AIM AND OBJECTIVES

The aim of this study is to explore what the perceived value of the Tiny House Movement is too recent graduates in South Africa. In addition to the above-mentioned aim, below, are the objectives that the study will attempt to resolve:

1. Establish what the theoretical underpinnings that inform perceived value are.
2. Establish what the capacity of the current residential climate is in order to accommodate the Tiny House Movement.
3. Establish what factors influence decision making for first-time buyers.

1.9. SUMMARY OF RESEARCH QUESTIONS AND OBJECTIVES

KEY TERMS FROM PROBLEM STATEMENT	PRIMARY QUESTION	OBJECTIVE
Perceived value Tiny House Movement Recent graduates	What is the perceived value of the Tiny House Movement among recently graduated scholars in South Africa?	Establish what the perceived value of the Tiny House Movement is too recent graduates in South Africa.
KEY TERMS CONT.	SUB-QUESTIONS	OBJECTIVE
Perceived value Tiny House Movement Recent graduates	What is the theoretical underpinning that informs the perceived value of the THM for recent graduates?	Establish what the theoretical underpinnings that inform perceived value are.
Residential climate Tiny House Movement	What is the capacity of South Africa's residential climate to accommodate the Tiny House Movement?	Establish what the capacity of the current residential climate is in order to accommodate the Tiny House Movement.

KEY TERMS CONT.	SUB-QUESTIONS	OBJECTIVE
Factors that influence decision making First-time buyers	What are the factors that influence decision making for first-time buyers?	Establish what factors influence decision making for first-time buyers.

Table 2: van Zyl, C. 2020. *Question and Objective correlation*. (Table by Author)

CHAPTER 2: LITERATURE REVIEW

2.1. INTRODUCTION 2338

The figure below illustrates the general outline of the body that will be elaborated on, in the output of the literature review. Firstly, Perceived Value and the Means-End Model will be discussed in relation to Sub-Question 1. Thereafter, South Africa's current residential climate and the Tiny House Movement will be discussed in relation to Sub-Question 2. Lastly, the Means-End Model and the Family life-cycle will be discussed in relation to sub-question 3.

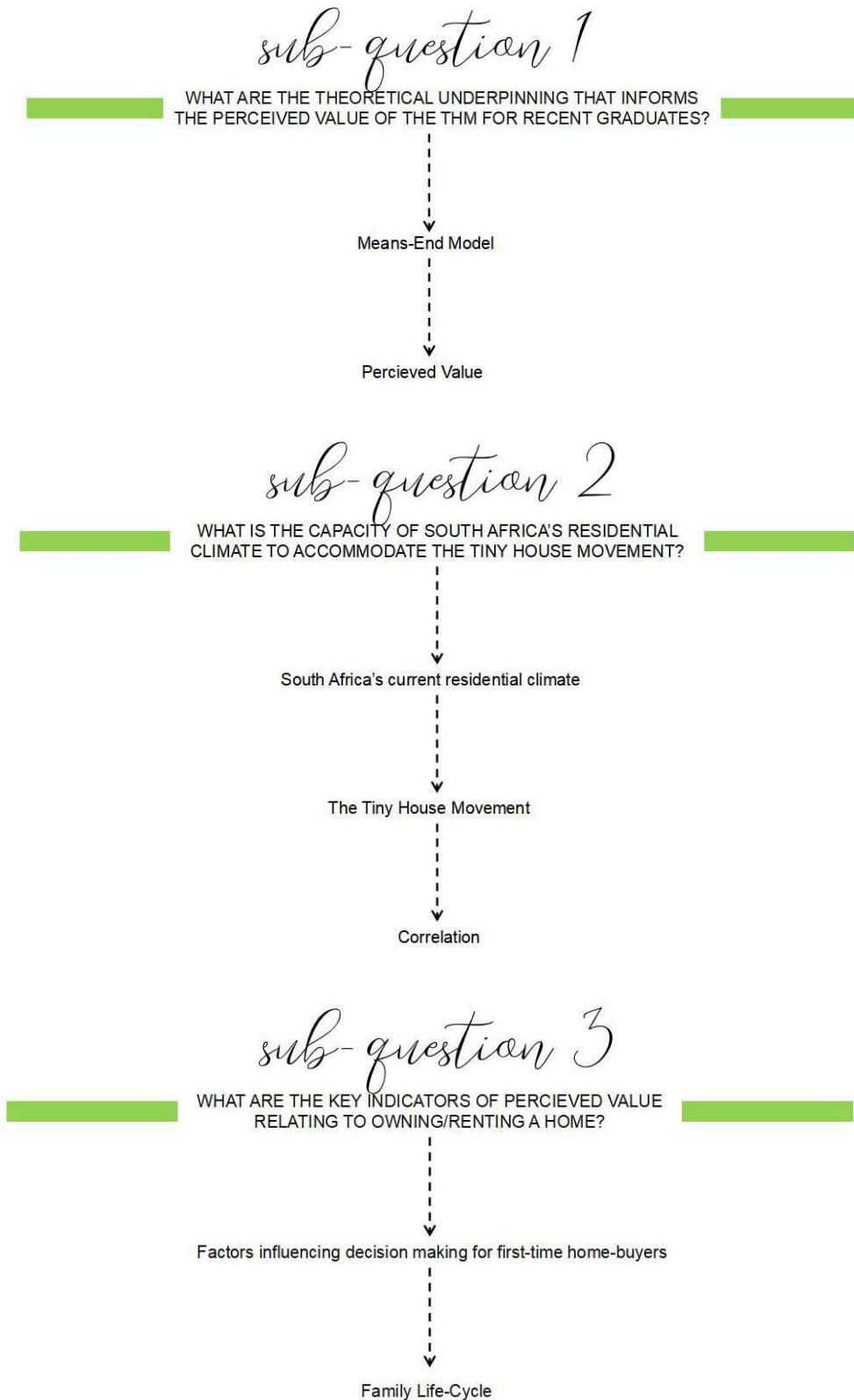


Figure 1: van Zyl, C. 2020. *Summarised Literature Review*. (Diagram by author, 2020)

2.2. THE CONCEPT OF PERCEIVED VALUE

2.2.1. The Means-End Model and Perceived Value

The concept of customer perceived value has existed in academic literature for a long time and there have been numerous authors that have attempted to establish roots within the academic community with their theoretical perspectives. Existing within the academic community are many journals and articles aimed at analysing perceived value and attributes that contribute to perceived value, to the likes of seminal authors such as Holbrook (1994), Zeithaml (1988), Woodall (2003) and Patterson and Spreng (1997) that range from titles such as 'customer value' to 'subjective expected value' (As cited in Zauner, Koller and Hatak, 2015: 3). However, one of the most significant theories relating to perceived value is the Means-End model first proposed by Jonathan Gutman (1984) and adapted by Dodds and Monroe (1985). The Means-End theory is an approach used to understand the interrelationship of price, perceived value and perceived quality (Zeithaml, 1988). The figure below summarises the gist of the Means-End model.

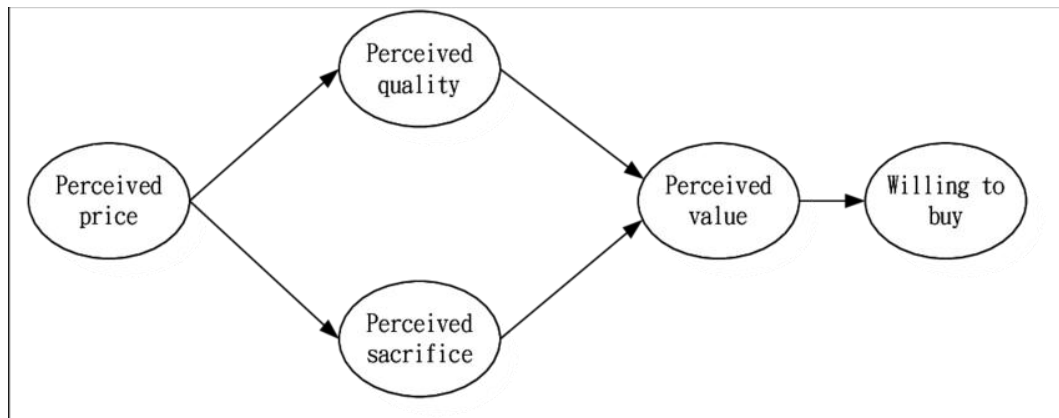


Figure 2: Lee, C.C. 2013. *Perceived Value Model*. (ResearchGate, 2020)

The Means-End theory applies to this study because it details the factors that influence how customers perceive value and this, subsequently, correlates to the aim of the study. For this study, the literature will pertain mainly to the perceived value within the means-end model to answer the primary research question that, in turn, wants to resolve what the perceived value of the Tiny House Movement is among recently graduated scholars in South Africa.

Customer Perceived Value can be defined as the overall evaluation of the practicality of a commodity, based on the perception of what is offered and what is received in return (Zeithaml, 1988). To summarise, Perceived Value can be defined as the cost of an item in relation to its utility. According to Wilson (2003), value is at the core of the give-and-take relationship. In agreement with Wilson, Zauner *et al.* (2015), state that value is based on the notion of “give-versus-get”.

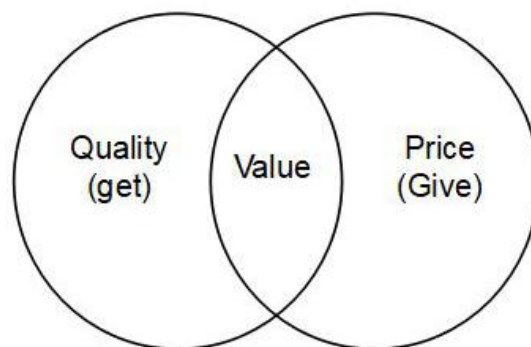


Figure 3: van Zyl, C. 2020. *Perceived Value Venn diagram*. (Diagram by author, 2020)

Zeithaml (1988), states that perceived value is personal and is affiliated with individualism. Similarly, Holbrook and Corfman (1985, as cited in Zeithaml, 1988: 15), state that perceived value is circumstantial and vary according to the conditions in which the appraising occurs. Therefore, it can be deduced that the perceived value of a commodity is subjective in nature. In Zeithaml's (1988) adaption of the means-end theory, she narrates four varied interpretations of how customers perceive value. These narrations explain what value is comprised of in each category.

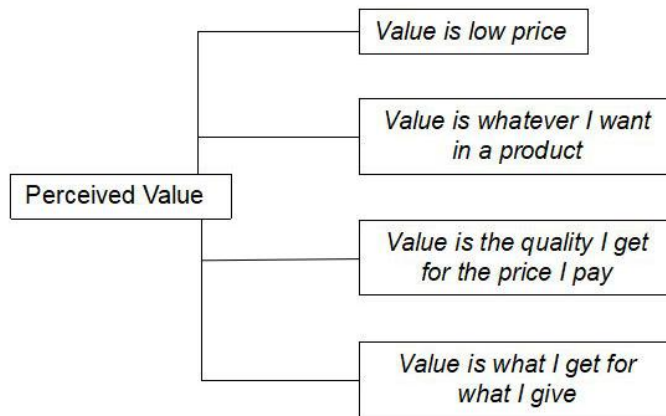


Figure 4: van Zyl, C. 2020. *Perceived Value narrations*. (Diagram by author, 2020)

The figure above can be interpreted as follows (Zeitheml (1988):

INTERPRETATION	EXPLANATION
1. Value is low price:	Schechter (1984, as cited in Zeitheml, 1988: 13) and Bishop (1984, as cited in Zeitheml, 1988: 13) describe these consumers as those that associate value of a product to the price.
2. Value is whatever I want in a product:	Schechter (1984, as cited in Zeitheml, 1988: 13) describes these consumers as those that account for the whole acquisition encounter when accessing the perceived value.
3. Value is the quality I get for the price I pay	These consumers can be described as those that perceive quality according to the price that they paid. These customers consider the price first and the quality second.
4. Value is what I get for what I give	These customers can be described as those that evaluate what item can make the 'most' for the least amount of money.

Table 3: van Zyl, C. 2020. *Zeitheml's Interpretation*. (Table by author)

Zeitheml's (1988), perceived value interpretation and those it was derived from is considered unidimensional meaning that it conceptualises a single attribute or particularity (APA Dictionary of Psychology, 2020). Compared to multidimensionality that conceptualises more than one attribute, unidimensional conceptualisations such as that of Zeitheml (1988), are often criticised because they lack an emotional aspect. However, in order to be able to evaluate the findings within the time constraints, the simplified interpretation is appropriate and applicable for the study.

Additionally, the simplified interpretation will assist the researcher in identifying what factors, according to Zeitheml's (1988) narration, each member of the target population attaches to the Tiny House Movement and in turn make identifying the perceived value more straightforward.

2.3. SOUTH AFRICA'S CURRENT RESIDENTIAL CLIMATE AND THE TINY HOUSE MOVEMENT

2.3.1. South Africa's current residential climate

Within the South African property market, there are several concerns regarding the outlook of the residential climate (Goslett, 2019, as cited in Smith, 2019). In this context, the climate can be described as a situation, or the progression of a situation, perceptions and standards that are prevalent during a particular time (Cambridge Dictionary, [s.a.]; Dictionary.com, [s.a.]).

Therefore, it can be deduced that the residential climate can be defined as the situations, standards and perceptions that currently exist regarding the real estate market and that of related professions as a whole.

As a result of the lack of seminal academic work regarding South Africa's residential climate, the literature will be informed by industry professionals and property journalism. In an article written by Smith (2019), there were several predictions of trends that could be expected in the upcoming year, made by industry professionals namely Dr. Andrew Golding, the chief executive of Pam Golding Properties and Adrian Goslett, the CEO of RE/MAX Southern Africa. According to Golding (2019, as cited in Smith, 2019), there is an increasing awareness that sustainable and environmentally-responsible 'green' houses

may be more economic, therefore these modest income houses may be embraced more extensively. There is a significant appeal of the homebuyer to occupy lock-up-and-go accommodation (Golding, 2019, as cited in Smith, 2019), consequently, it is expected that there will be a continuation of relocation to smaller properties in safe neighborhoods and more sizable homes will remain unsold for far longer (Goslett, 2019, as cited in Smith, 2019). According to Seeff (2020), these are the trends that can be expected in 2020 :

EXPECTED TRENDS (Seeff, 2020)	EXPLANATIONS
Environmental considerations and Eco-developments:	The repercussion related to Climate changes are encouraging property owners to become more aware of the performance in their home and how it can be improved in a more sustainable manner (Seeff, 2020).
Short-term rental investment partnerships with family or friends:	Short-term rental investment partnerships related to the tourism market and alternate compensation received from coordination between friends and family creates supplementary dividends (Seeff, 2020).
Smart homes and digital living:	Personal devices that are linked to appliances via smart technology is making its way into the property market (Seeff, 2020).
Self-sustaining homes:	Emphasis is being placed on sustainable minimalist living (Seeff, 2020).
Growth in sectional title market:	Communal living detailing proportionate expenditure distribution between occupants is described as rewarding and beneficial (Seeff, 2020).

Table 4: van Zyl, C. 2020. *Expected 2020 Trends*. (Table by author)

The South African property market is currently in a buyer's market which can be explained as a high supply of housing versus a low demand and this is expected to remain so for the remainder of the year. Additionally, interest rate cuts are providing more prosperous outlooks for homeowners and homebuyers alike, as the repayment on their bonds are less p/m and the lower prime rates make qualifying for a home loan less challenging (Ooba, 2020). As a result of the Corona Virus Crisis, housing prices are expected to fall (Ramapele, 2020). In contrast, the luxury housing market is expected to experience a slump, whereas the affordable housing market is expected to experience a surge in business (Ooba, 2020). It is unknown how the Corona Virus crisis will affect the property market for the remainder of the 2020 financial year as the pandemic is still ongoing.

2.3.2. The Tiny House Movement

The costs of living, environmental impact and the growing size of the population have caused citizens to re-evaluate their current living situations and consider alternative options. The Tiny House Movement is a Worldwide Phenomenon that can be described as a Lifestyle Movement (LMS) where individuals electively choose to downscale to significantly smaller dwellings (Mangold & Zschau, 2019). According to the Institute for Timber Construction South Africa (2019), a Tiny Home can be described as a dwelling that ranges between 9 square meters and 37 square meters and enjoys a variety of benefits mainly with a focus on the environmental impacts. As there is no previous seminal academic work that investigates the Tiny House movement in a South African context, the literature is informed by international precedents.

According to Business Tech (2017), the average price of a house in a middle-income area can cost an estimated R1 500 000, in comparison to the more modest starting price of R350 000 for a Tiny Home (Cape Business News, 2019). However, according to Botha (2019), banks do not offer bonds for this type of residence. Ultimately, the issue regarding the bonds could be as a result of the classification of the structure, or the lack thereof.



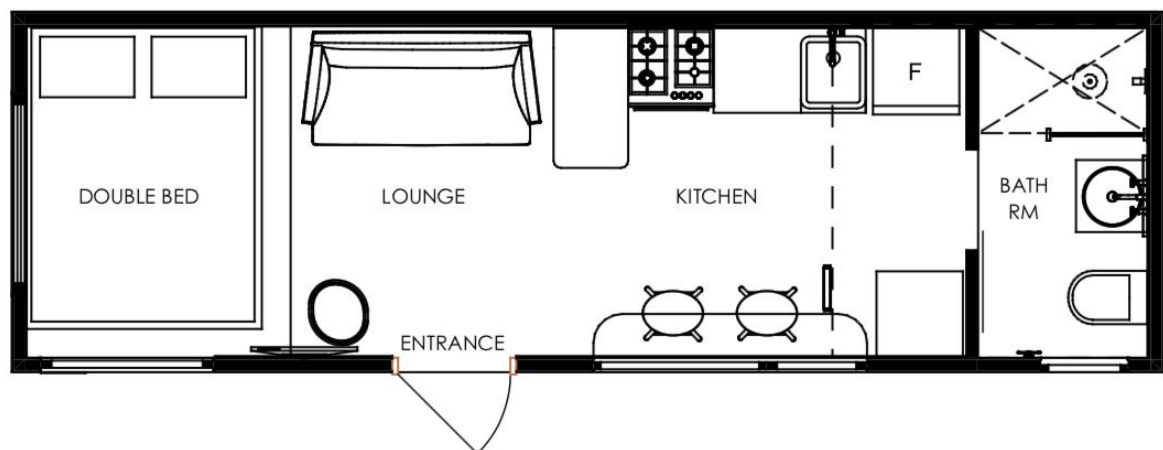
Figure 5: *The Sheffield - 1. [s.a.]*. (Wanderlust Co, 2020)

According to Kilman (2016), tiny homes are built on trailer flatbeds to bypass zoning codes and restrictions. Additionally, the trailer flatbed eliminates the constraint of being necessitated to live in one fixed location. According to Kilman (2016), there are four suitable locations to station your tiny house: on your property, a friend's property, a caravan park, or to join a Tiny House community. However, because the movement is still in its infancy in South Africa, there is no evidence of established tiny house communities.

The minimal surface area means decreases living costs because ultimately the biggest incentive to downgrade stems from the ability to save a greater deal of money (Kilman, 2016; Boeckerman, Kaczynski and King, 2019). In addition, tiny homes limit indoor leisure time and enforce moderate technology usage (Boeckerman *et al.*, 2019). However, the minimalist lifestyle forces inhabitants to live uncluttered and the constraints regarding space require occupants to consider every item they buy carefully (Kilman, 2016).



Figure 6: *The Sheffield* - 2. [s.a.]. (Wanderlust Co, 2020)



SHEFFIELD

8.100

Figure 7: *The Sheffield* - 3. [s.a.]. (Wanderlust Co, 2020)

Figure 6 and figure 7, are examples of a typical floorplan and interior perspective from a local tiny house manufacturer, Wanderlust Co. The typical tiny home is a structure built on a pre-fabricated trailer flatbed and consists of an open plan room merging the kitchen and the living room, incorporation of modular furniture, clever utilisation of the vertical clearance for sleeping loft quarters, has neat storage nooks and a bathroom with a full-size shower and toilet (Kilman, 2016).

It is evident, by comparing the literature, that the modest tiny houses have a range of benefits that outweigh the disadvantages and increase financial prosperity as well as environmental consciousness.

2.3.3. Correlations between the Tiny House Movement, the current residential market and how it will affect recent graduates

It is noted that the expected trends for the South African residential property market align with the characteristics pertaining to the Tiny House movement, as elaborated on in the sections above. Furthermore, the more modest income housing market is expected to surge and considering the price range of the tiny houses, there is an evident, available market for the Tiny House movement (Ooba, 2020; Cape Business News, 2019). This is especially significant for recent graduates considering that this would be described as the perfect condition for first-time buyers. It is these circumstances that may contribute to the value that is attached, by recent graduates, to the Tiny House movement.

2.4. FACTORS INFLUENCING DECISION MAKING FOR FIRST-TIME HOME-BUYERS

2.4.1. Means-End Theory and the Family Life-Cycle

Buying a house is considered a long term investment and the eventual decision is not a casual or imprudent commitment. Consumers purchase houses not only to satisfy their basic needs, as set out in Maslow's hierarchy of needs, but to exhibit their individual ambitions and integrity (Abdullah, Jumandi, Nor, and Arshad, 2012). Karna (2014, as cited in Dastane and Selvaraj, 2012), states that the perceived quality of a dwelling influences the investment intent. In addition to perceived quality, perceived value has the same influence (Dastane and Selvaraj, 2012). It can be deduced that perceived quality, value and price can be identified as factors that influence decision making and therefore, the Means-End theory is justified as an appropriate model to apply to the study.

According to Abdullah *et al.* (2012), the stages in the (family) life-cycle affect consumer behaviour as a result of the changing needs according to the phase in which an individual is in the life-cycle. The life cycle, also known as the family

life cycle, is a concept derived from Kotler (2008, as cited in Abdullah *et al.*, (2012) and adapted by RBC Royal Bank that details the phases that an individual endures throughout their lifetime. The life-stages are divided into 5 categories namely 'Youth' that are younger than the age of 18, 'Getting started' between the age of 18 and 35 years old, 'Builders' between the ages of 35 and 50 years old, the 'Accumulators' between the ages of 50 and 60 years old and finally the 'Preservers' over the age of 60. According to Abdullah *et al.* (2012), in the 'Getting started' phase customers experience their graduation, marriage, their first loan, first car and first child. Therefore, for this study, there will be a focus on the 'Getting started' life-phase because our recent graduates falls under this stage.

According to Sunlife Assurance Company ([*s.a.*]), there are several goals and characteristics associated with this phase of the life-cycle, the most significant characteristics and goals include: they prefer a mobile and flexible lifestyle, they save money for travelling and experiences because they are consumed by wanderlust and they dream of owning items such as a car or a house. It can, therefore, be deduced that the stage in which the recent graduates are in their life-cycle, indicates that the chances of buying a house or more specifically a Tiny House may be part of their associated goals. Therefore, recent graduates may attach a lot of value to the Tiny House Movement. In a study to determine the factors that influence first-time home-buyers decision making, Abdullah *et al.* (2012), came to a conclusion as set out in figure 8.

Factor 1 : Financial/economic	House price Ability to obtain finance Payment term i.e. deposits, interest rate
Factor 2 : Location	Close to workplace Close to amenities i.e. shops, school Close to city or town centre Near to main road, highway, public transport
Factor 3: Neighborhood	Quiet place Green surrounding Low criminal area
Factor 4 : Developer's reputation	Reputable developer
Factor 5 : Interior design and space	Size of the building Number of floor Building layout design Number of bedrooms and bathrooms Type and quality of finishing
Factor 6 : Family Life-cycle	Current house too small Marriage; family expansion
Factor 7 : Exterior design	Size of garden Building orientation

Figure 8: Abdullah, L., Jumandi, M., Nor, I. and Arshad, H. 2012. *Details of Ranking of factors consider in purchase in a first home*. (ResearchGate, 2020)

It is evident that financing and costs related to purchasing a new house is the factor that is the most influential on decision making, compared to the Interior design and space that is ranked as far less important. In an analysis of the findings, it is evident that pricing (factor 1), perceived quality (factor 2, 3, 4, 5 and 7), perceived value (the attached value by evaluating the factors) and the Family Life-cycle (factor 6) played a big part in their decision making. Therefore, these factors can be identified as those that influence decision making for first-time buyers.

2.5. LITERATURE REVIEW SUMMARY

LITERATURE REVIEW SECTION		CORRELATION TO PROBLEM STATEMENT	
The concept of perceived value			
The Means-End Model and Perceived Value		The Means-End theory is applicable to this study because it details the factors that influence how customers perceive value and this, subsequently, correlates to the aim of the study. Zeitheml's (1988) narration of the Means-End model, will assist the researcher in identifying what factors each member of the target population attaches to the Tiny House Movement and in turn, make identifying their perceived value more straightforward.	
South Africa's current residential climate and the Tiny House Movement			
South Africa's current residential climate		The South African residential market is currently in a buyers-market, where modest income housing market is expected to surge. Consequently as a result of the residential market and the expected trends of 2020, there opens up a possible market for tiny houses. These conditions may contribute to the perceived value of the Tiny House Movement.	
The Tiny House Movement			
Correlations between the Tiny House Movement, the current residential market and how it will affect recent graduates			
Factors influencing decision making for first-time home-buyers			
Means-End Theory and the Family Life-Cycle		It can be deduced that perceived quality, value and price can be identified as factors that influence decision making and therefore, the Means-End theory is justified as an appropriate model to apply to the study. The stage in which the recent graduates are in their life-cycle indicates that the chances of buying a house, or more specifically, a Tiny House are part of their associated goals. Therefore, recent graduates may attach a lot of value to the Tiny House Movement.	

Table 5: van Zyl, C. 2020. *Literature review Summary*. (Table by author).

CHAPTER 3: METHODOLOGY

3.1. INTRODUCTION 2781

The chapter below will detail the particulars regarding the population and sampling, the data collection method and the data analysis method relating to this study. The first section discusses the population and sampling by elaborating on the units of analysis and sampling. Thereafter, the following section will discuss the particulars regarding the data collection method and how the data will be collected. Lastly, the particulars regarding the data analysis method will be discussed and how the data analysis method will be performed/ applied.

3.2. RESEARCH PARADIGM

A research paradigm can be described as a set of ideas regarding a particular discipline that dictates how various research phenomena are investigated (Rehman & Alharthi, 2016; Du Plooy-Cilliers, Davis and Bezuidenhout, 2014). For this study, the interpretivist paradigm is the most appropriate paradigm to apply. The interpretivist paradigm attempts to understand the multifaceted, diverse outlooks of participants and the researcher seeks to, through performing an interactive role, interpret these outlooks (Willis, 2007). The interpretive paradigm aligns with qualitative approach methods, therefore making it applicable to the proposed study (McCaffrey, Raffin-Bouchal & Moules, 2012).

The Interpretivist paradigm will be researched within the hermeneutic-phenomenology methodology. Hermeneutic-phenomenology is a methodology that aims to understand subjective experiences of participants related to a certain phenomenon to bring forth the best depiction of a certain phenomenon (Du Plooy-Cilliers *et al.*, 2014; Kafle, 2013). Therefore, the hermeneutic-phenomenology methodology is relevant to this study because it aims to understand subjective opinions which is in congruence with the interpretivist paradigm.

Ultimately, the interpretivist paradigm and hermeneutic- phenomenology are applicable to the study because the aim of the study is to understand the perceived value of the Tiny House Movement and according to Holbrook and Corfman (1985, as cited in Zeitheml, 1988: 15), the perceived value of a commodity is subjective.

3.3. RESEARCH APPROACH

In the Qualitative approach researchers study participants in their natural habitats to gathering their different representations to understand the studied phenomena (Guest, Namey and Mitchell, 2013, p3). The Qualitative research approach applies to this proposed study because this study aims to understand the perspectives of participants and the perceived value they ascribe to the Tiny House Movement. Within the qualitative approach, the researcher aims to perform exploratory research which will be aided by the use of applied research. In exploratory research, the researcher aims to gain new insights into an unexplored subject (Du Plooy-Cilliers *et al.*, 2014). In this study, exploratory research is performed because there has not been research done on the perceived value of the Tiny House Movement to recent graduates within a South African context. Additionally, applied research is conducted in order to resolve real and current problems in society to extend primary knowledge on the issue (APA Dictionary of Psychology, 2020). Applied research is in congruence with the need for flexibility of exploratory research (Guest *et al.*, 2013, p2) (Du Plooy-Cilliers *et al.*, 2014).

Furthermore, the research approach will be further supported by the use of ideographic research that will be applied in a non-empirical context. Ideographic research is a research approach where the research attempts to gain extensive knowledge of phenomenon relating to either an individual or an occurrence (APA Dictionary of Psychology, 2020). This research approach is applicable to this study because it is in-line with an interpretive nature of qualitative studies (Du Plooy-Cilliers *et al.*, 2014). Lastly, non-empirical research is research that is based on theory and not on statistics (Your dictionary, 2020).

According to Du Plooy-Cilliers *et al.* (2014), this type of research is indicative of a qualitative approach that is researched and explored based on an interpretivist paradigm. Refer to figure 9 for an onion diagram that summarises the research approach for this study.

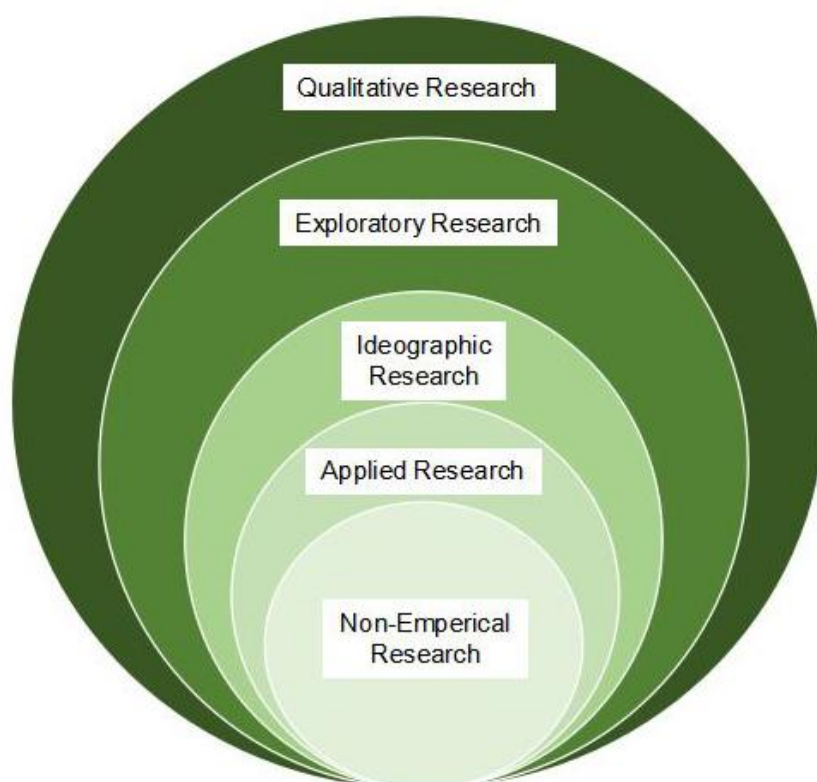


Figure 9: van Zyl, C. 2020. *Research Approach*. (Diagram by author)

3.4. POPULATION AND SAMPLING

3.4.1. Units of Analysis

This section will discuss the population criteria relating to the study. The Units of analysis are the population or principle bodies that are being researched (Dolma, 2010). The units of analysis for this proposed study are recent graduates. More specifically, the target population parameters for this proposed study are known recent graduates in Pretoria and Johannesburg that are currently working and still fall within the five-year window of the completion of their studies. Target population can be defined as any one or thing that falls under the parameters as set out for the population of the study (Du Plooy-Cilliers *et al.*, 2014). In addition to the target population, the accessible population can be defined as the portion of the target population that can be

incorporated into the study based on their availability (Du Plooy-Cilliers *et al.*, 2014). Additionally, the exclusion criteria for this study are any recent graduate that live outside of the Gauteng province. Lastly, based on the time constraints associated with the study, the sample frame will be made up of five individuals that fall under the accessible population. Participants will be selected with maximum variation in mind.

3.4.2. Sampling

Sampling is a process whereby a representative subdivision of the populace is selected for studying (Showcat and Parveen, 2017). A Non-Probability sampling technique is a sampling method whereby participants are selected based on the reason for the contribution they can give, related to the study (Showcat and Parveen, 2017). Within the non-probable sampling technique, purposive and homogeneous sampling is best suited for the study because participants will be chosen according to the contribution they can give to the study. Purposive sampling is a non-probable sampling technique where participants are chosen purposefully based on the purpose of the study and the contribution they can give (Showcat and Parveen, 2017). Additionally, homogeneous sampling is a purposive sampling technique where participants are chosen based on particular characteristics or traits (Etikan, 2016). For the purpose of this study, these traits belong to those of Recent graduates. The study will make use of purposive and homogeneous sampling by intentionally selecting known, recent graduates.

Lastly, convenient sampling will allow the researcher to choose participants based on convenience, specifically relating to those that are known to the researcher. Convenient sampling can be defined as a non-probable sampling technique where the candidates are chosen based on accessibility and convenience (Showcat and Parveen, 2017). Figure 10 is an onion diagram that summarises the sampling methods that will be utilised in the study.

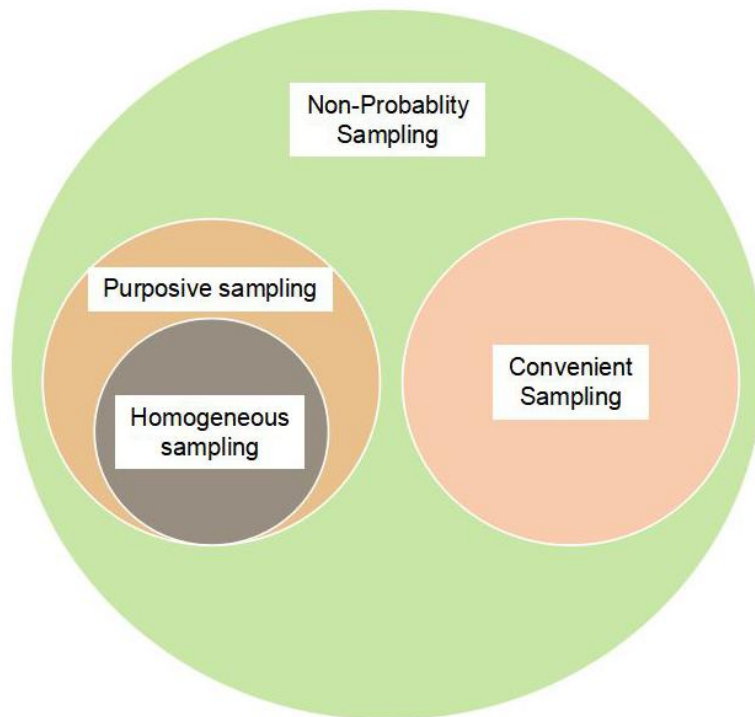


Figure 10: van Zyl, C. 2020. *Sampling techniques*. (Diagram by author)

3.5. DATA COLLECTION METHOD

The following paragraph will discuss the data collection methods that will be used for this study. In qualitative data collection, the researcher aims to collect data in a manner where the personal experiences and opinions of participants are explored to be understood rather than explained (Du Plooy-Cilliers *et al.*, 2014). For this study, semi-structured interviews have been selected as a data collection method. Semi-structured interviews are controlled, thorough dialogues where participants answer predetermined open-ended questions (Jamshed, 2014).

Semi-structured interviews are applicable to the study because they leave room for more interpretation (Du Plooy-Cilliers *et al.*, 2014). Additionally, open-ended questions elicit broad subjective answers and are therefore in-line with the qualitative approach and exploratory research (Allen, 2017).

Semi-structure interviews fall under an open standardised interview approach that is centered around asking each participant the same set of open-ended questions. Ultimately, this approach makes it easier to be able to analyse the collected data.(Du Plooy-Cilliers *et al.*, 2014).

Lastly, the study will make use of a cross-sectional design. Cross-sectional design is a data collection method where the aim is to collect data from participants based on their detailed, informative narrations (Allen, 2017). It can be deduced that due to the subjectivity, this method is in line with a qualitative approach and interpretivist paradigm.

3.6. PROCEDURES DURING DATA COLLECTION

This section will detail the application of the data collection method and the process that leads to interview. Firstly, the interview schedule, detailing the questions that are going to be asked and containing the interview hand-out, has to be finalised. The interview schedule will serve as a guide for the interviewer during the interview process and facilitate the probability of gathering useful and applicable information (Cleverism, 2019). The purpose of finalising the interview schedule is to touch base with the topic supervisor to confirm the appropriateness of the interview questions before proceeding with the interview process.

Thereafter, individuals that fall within the target population were contacted to establish availability. The individuals within the accessible population that responded, were each sent the consent forms as set out in Annexure A. Verbal screening questions were asked before commencing with interview. These questions include whether the participant is a recent graduate, where they studied and the year of their programme completion. These screening questions were asked to confirm that the participants fall within the eligibility criteria.

Before the interviews commenced, a brief background of the study was given to the participants. Seeing as the interviews are semi-structured, participants can be informed of the estimated interview duration. Thereafter, the interviewer confirmed that the consent forms, to record conversation audio and to participate in the interview, were signed by the participants before proceeding with the interview. Subsequently, the participants were informed before starting to record the audio. The interview audios are recorded to allow for accuracy when transcribing participant responses (Du Plooy-Cilliers *et al.*,

2014). The audio recordings will be stored on the researchers laptop and backed-up on Google Drive.

The questions were structured in such a way that they will be able to answer the primary and secondary research questions. The questions make use of words that elicit broad responses that include: elaborate, describe and identify (see Annexure B for interview schedule). The purpose of this is to extract interpretive detailed responses that are in line with the cross sectional design method (Allen, 2017). Some responses from the participants needed further clarification therefore, the participants were prompted to elaborate further. The hand-out contains renders and a floorplan to help the participant envision the interior of a tiny house,

3.7. MATERIALS/RESOURCES USED DURING DATA COLLECTION

MATERIAL/RESOURCE	PURPOSE
Laptop	The laptop is used to run the online meeting platform to conduct the interviews. Additionally, the laptop has the interview schedule stored and will store the transcribed interviews and consent forms under password protection.
Recorder	A recorder will be used to transcribe the data for the data analysis. The recordings will also serve as evidence if required.
Interview Schedule	The interview schedule was used to ensure the researcher did not veer off track.
External Hard-drive/ Online drive	Google Drive was used to store the collected data online to prevent problems related to losing any of the data that has been collected.
Data/ WI-FI	Data/WI-FI was used during the data collection to be able to run the online meeting platform.
Email	Email was used to send the interview hand-outs to the participants for their perusal.

Table 6: van Zyl, C. 2020. *Materials used during Data Collection*. (Table by Author)

3.8. DATA ANALYSIS

The data-analysis methods relating to this study will be briefly discussed in this paragraph. The aim of qualitative data analysis methods are to convert the subjective data that has been collected into findings (Du Plooy-Cilliers *et al.*, 2014). Qualitative data analysis methods are used to decrease the amount of unprocessed data, identify substance and comprehend data, pin-point symbolic or indicative patterns and lastly, report on the interpretation of the data (De Vos, *et al.*, 2011:397, as cited in Du Plooy-Cilliers *et al.*, 2014). For this study qualitative content analysis and inductive thematic coding will be used to analyse the collected data.

Firstly, in Qualitative content analysis, the data of a text is grouped into codes to identify underlying patterns and themes (Du Plooy-Cilliers *et al.*, 2014). A qualitative content analysis applies to this proposed study because it focuses on the meanings related to a phenomenon rather than statistics (Zhang and Wildemuth, 2009). Subsequently, thematic coding is condensing data by categorising the text into themes. Lastly, the data analysis form this study will be done inductively. In Inductive Thematic coding, these themes and codes become evident through the analysis of the text (Du Plooy-Cilliers *et al.*, 2014).

3.9. PROCEDURES DURING DATA ANALYSIS

After the interview process has been completed, the audio recordings detailing the responses of the participants, needs to be transcribed onto a Microsoft Word document in order to analyse the data in a written format. Transcribing can be defined as converting and documenting information into a written duplicate (Du Plooy-Cilliers *et al.*, 2014). The transcribed interviews will be stored on the researchers laptop and backed-up on Google Drive. For the purpose of this study, the analysis will focus on the verbal cues of the participants only. On account of the fact that the interviews ask each participant the same set of questions, the information gathered from each interview analysis can be weighted against each other to identify similarities and differences (Du Plooy-Cilliers *et al.*, 2014).

3.9.1. Qualitative content analysis

Step 1: preparing the data

As mentioned in the previous paragraph, the data that has been collected needs to be transcribed in order to proceed with the analysis. For the purpose of this study, the transcribed data will detail the full responses of the participants, as opposed to the summarised versions. In addition to transcribing the data, the researcher will employ the method of memoing. Memoing can be defined as taking pensive notes during the reading and coding process of the transcribed interviews (Du Plooy-Cilliers *et al.*, 2014).

Step 2: Defining the coding unit to be analysed

In step 2, the researcher needs to indicate the coding units that they are going to analyse. For the purpose of this study, the coding units will consist of phrases and individual words. Essentially, the data needs to be examined in order to identify how to group the data for analysis.

(Du Plooy-Cilliers *et al.*, 2014).

Step 3: Developing categories and a coding scheme

In step 3, the researcher will group coding units that are similar to arrange categories of codes. This step helps the researcher form a coding scheme. Based on the fact that the coding scheme is emerging from the data, it is inductive. The coding categories will be identified with the use of a combination of in-vivo labels and constructed labels identified by the researcher. These labels help to differentiate between codes and themes. Additionally, a coding manual will be developed in order to define terms, characterise category names and detail the guidelines for attaching codes.

(Du Plooy-Cilliers *et al.*, 2014)

Step 4: Testing your coding scheme

In this step the researcher inspects and analyses the comprehensibility and coherence of the category definitions, as set out in the coding scheme, on a sample of collected data. Redefining needs to occur if the coding guidelines or definitions are unclear.

(Du Plooy-Cilliers *et al.*, 2014)

Step 5: Coding all text:

In this section the researcher will use thematic coding based on the fact that it is an analysis of a text (transcribed interviews) (Du Plooy-Cilliers *et al.*, 2014).

Step 6: Accessing coding consistency

In step 6, the researcher will reassess the consistency of the coding method/tool.

Step 7: Drawing conclusions from the coded data

In step 7, the researcher will make sense of the coded data. This will be done by relying on theory and personal interpretation and understanding of the text and the context of the study. This step will detail the relationship established, while still taking the irrelevant information into account and by considering the determinants influencing the problem to prevent false interpretation. (Du Plooy-Cilliers *et al.*, 2014).

Step 8: Reporting your methods and findings

In the last step, the researcher will report on the findings from the process that was applied throughout the coding, investigation and interpretation (Du Plooy-Cilliers *et al.*, 2014).

3.9.2. Steps of thematic analysis and thematic coding

The figure below details the summarised steps that need to be taken when doing a thematic analysis. These steps include generating codes and themes from the familiarised data and finally, producing a report on the analysed data.

PHASES OF THEMATIC ANALYSIS (ADAPTED FROM BRAUN & CLARKE, 2006)

	PHASES	DESCRIPTION OF ANALYSIS PROCESS
1	Familiarising myself with data	i) Narrative preparation, i.e. transcribing data ii) (Re-)reading the data and noting down initial ideas
2	Generating initial codes	i) Coding interesting features of the data in a systematic fashion across entire data set ii) Collating data relevant to each code
3	Searching for themes	i) Collating codes into potential themes ii) Gathering all data relevant to each potential theme
4	Reviewing themes	i) Checking if themes work in relation to the coded extracts ii) Checking if themes work in relation to the entire data set iii) Reviewing data to search for additional themes iv) Generating a thematic "map" of the analysis
5	Defining and naming themes	i) On-going analysis to refine the specifics of each theme and the overall story the analysis tells ii) Generating clear definitions and names for each theme
6	Producing the report	i) Selection of vivid, compelling extract examples ii) Final analysis of selected extracts iii) Relating the analysis back to the research question, objectives and previous literature reviewed

Figure 11: *Phases of Thematic Analysis*. 2019. (Simply Psychology, [n.d.]

3.10. TRUSTWORTHINESS

The trustworthiness, as it relates to this study, will be briefly discussed in the paragraph below. In order to ensure trustworthiness within a qualitative study, the researcher will apply the following concepts: credibility, transferability, dependability and confirmability.

Credibility within a study refers to how accurate the researcher can interpret the data that was collected (Lincoln and Guba, 1985, as cited in Du Plooy-Cilliers *et al.*, 2014). Creditability will be ensured by spending a minimum of 45 minutes with each participant during a interview session. Subsequently, transferability within a study refers to the capability of a researcher to apply the outcome of the study to a similar situation and receive similar conclusions (Lincoln and Guba, 1985, as cited in Du Plooy-Cilliers *et al.*, 2014). Transferability will be ensured by thoroughly describing the research framework that the study will utilise. Therefore, making it easier to transfer to a different situation. Second to last, dependability within a study refers to the stability of the research outcome and relates to how well the data

collected from the participants has been integrated into the study (Lincoln and Guba, 1985, as cited in Du Plooy-Cilliers *et al.*, 2014). Dependability will be ensured by means of audio files and written notes that detail the proceedings of the data collection process. Lastly, confirmability within a study refers to the extent to which other the study outcomes can be supported by other researchers (Lincoln and Guba, 1985, as cited in Du Plooy-Cilliers *et al.*, 2014). Confirmability will be ensured by describing the research process properly to aid other individuals when they analyse the research design.

3.11. CHAPTER SUMMARY

CHAPTER 3: METHODOLOGY	STUDY APPROACH
Research Paradigm	Interpreivist paradigm
	Hermeneutic-Phenomenology methodology
Research Approach	Qualitative Research
	Exploratory Research
	Ideographic Research
	Applied Research
	Non-Emperical Research
Population	Five Recent Graduates that fall under the accessible population.
Sampling	Non-Probable Sampling
	Purposive Sampling Homogeneous Sampling
	Convenient Sampling
Data Collection	Semi-structured interviews
	Cross-Sectional Design
Data Analysis	Qualitative Content Analysis
	Thematic Analysis

Table 7: van Zyl, C. 2020. *Methodology Chapter Summary*. (Table by author)

CHAPTER 4: INTERPRETATION, DISCUSSION AND FINDINGS

4.1. INTRODUCTION 3062

The purpose of this chapter is to interpret the data that has been collected and subsequently, report on the findings in order to answer the primary and secondary research questions/objectives. The aim of this study is to establish what the perceived value of the Tiny House Movement is with a focus on recent graduates. As mentioned in the previous sections of this research paper, a recent graduate is a individual who has completed their tertiary education and still fall within a five year window from the fulfillment of their studies (Clegg, 2017). Subsequently, the selection criteria required the participants to conform to the above mentioned demarcation. Ultimately, five participants were interviewed based on their compliance. The data was analysed by means of a thematic analysis and then subsequently, compared to the related academic journals and articles within the literature review. Essentially, indicating that the findings are supported by literature. Interviews where conducted in such a way that they answer in part or in full the primary and secondary research questions. The questions have been grouped and themed according to their correlation to one another and therefore, interpreted as a unit. A breakdown of the groupings can be seen in Table 8, below.

QUESTION GROUPING	QUESTIONS	THEME
Question 1 and Question 2	Question 1: Elaborate on the factors that persuaded you to live in your current housing situation?	Current living situation
	Question 2: Elaborate on the features within your current living situation that you categorise as the most important?	

QUESTION GROUPING	QUESTIONS	THEME
Question 3 and Question 4	Question 3: What do you know about the Tiny House Movement? Explain your answer in detail.	Tiny House Movement
	Question 4: What are your opinions regarding the Tiny House Movement? Explain what you believe it to be.	
Question 5 and Question 6	Question 5: Identify, from the list below, how you would define value and explain your answer?	Perceived value
	Question 6: Based on your response to the previous question, describe the value that you would attach to the Tiny House Movement?	
Question 7 and Question 8	Question 7: By referring to the hand-out, kindly elaborate on the factors that could persuade you to consider living in a tiny house?	Influencing factors
	Question 8: Describe what factors that could influence you not to invest in the Tiny House Movement?	
Question 9	Question 9: Identify characteristics regarding the Tiny House Movement that will compliment your current lifestyle ? This could be financially, socially, environmentally, etc.	Complimentary factors
Question 10	Question 10: Elaborate on your likeliness to adopt the Tiny House Movement?	Likeliness of adoption

Table 8: van Zyl, C. 2020. *Grouped questions and their correlation.* (Table by author)

Furthermore, figure 1 below details the concept map for this section of the research study.



Figure 12: van Zyl, C. 2020. *Concept Map*. (Figure by Author)

4.2. SUB-QUESTION 1

The first research objective was to establish what the theoretical underpinnings that inform perceived value are. This was answered by the literature review and the interview responses. Question 5 and Question 6, in part, answer sub-question 1.

4.2.1. Question 5

Question 5: 'Identify, from the list below, how you would define value and explain your answer?'

Based on the responses from the participants interviewed, four out of the five participants indicated that they define value as the quality they get for the price they pay. The other participant, participant 4, indicated that in order to make the best product, the value had to be defined by the key characteristics from all of the options that were given (line 102-103 in interview 4). Participant 4 bases the value of a product on the price, the quality versus the price, the acquisition encounter and how 'much' they got versus the price they paid.

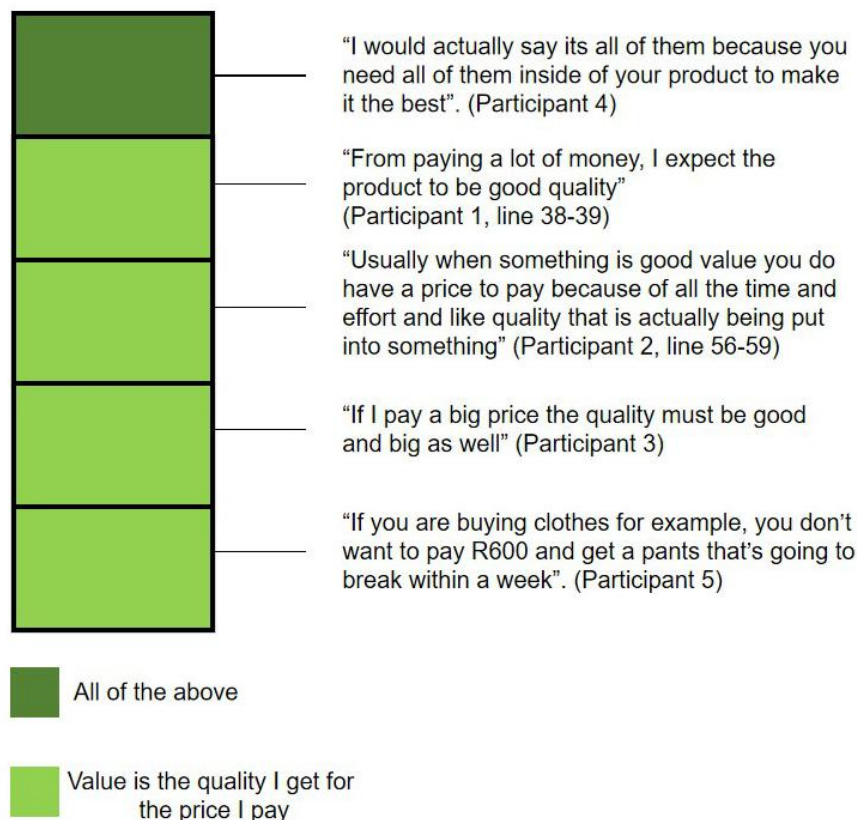


Figure 13: van Zyl, C. 2020. *Open versus close ended diagram*. (Figure by Author)

4.2.2. Discussion of Findings of Question 5

The findings show that majority of the participants define value as the quality they get for the price they pay. These participants perceive quality according to

the price that they paid for the item. The participants substantiated their responses by individually making examples that eluded to the fact that they don't want to pay a lot of money for poor quality. The findings indicate that in order to convince a recent graduate to purchase a product, the quality must be proportionate to the price.

4.2.3. Question 6

Question 6: 'Based on your response to the previous question, describe the value that you would attach to the Tiny House Movement?'

The responses to the value that the participants attached to the Tiny House Movement, were varying. As mentioned in the literature review, according to Zeithaml (1988), this could be attributed to the fact that perceived value is circumstantial and varies according to the conditions in which the appraising occurs. Participant 1 attached a big value to the Tiny House Movement based on the fact that the movement allowed for a lowered carbon footprint, minimalist lifestyle and financial savings (line 46 to 54 in interview 1). Participant 2 response is associated with a positive value due to the fact that each house can be personalised and the sheer size minimises costs coupled with mortgages (line 63 to 69 in interview 2). Two participants, participant 3 and 4, attached a value that was dependant on the appearance and design of the tiny house (line 39 to 41 in interview 3 and line 127 to 131 in interview 4). Lastly, in contrast to the other participants, participant 5 attached a low value to the movement based on their personal preference. As mentioned in the literature review, according to Abdullah *et al.* (2012), the stage at which the participants are in their (family) life-cycle affects their purchasing decisions and needs. This may justify the varied responses based on the variation of participants.

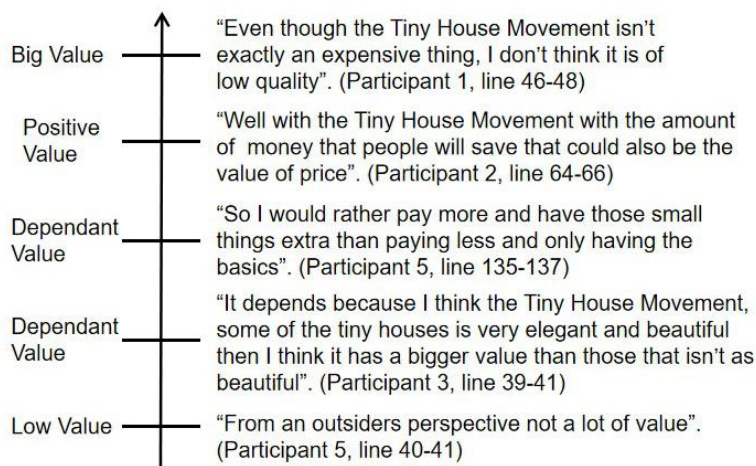


Figure 14: van Zyl, C. 2020. *Value attached to the THM*. (Figure by Author)

4.2.4. Discussion of Findings of Question 6

The findings show that the participants have varying ascribed values to the Tiny House Movement. Their responses vary from positive value to low value. The findings indicate that recent graduates as a whole are fairly undecided on the value of the Tiny House Movement. As mentioned in the literature review, perceived value is circumstantial and subjective in nature (Zeitheml, 1988). Thus explaining why the responses differed from one another.

4.3. SUB-QUESTION 2

The second research objective was to establish what the capacity of South Africa’s current residential climate is in order to accommodate the Tiny House Movement. This was answered by the literature review and the interview responses. The table below is a summary of figure 1, indicating the questions that, in part, answer sub-question 2.

SUB-QUESTION 2	
QUESTION	THEME
Question 3	Tiny House Movement
Question 4	Tiny House Movement
Question 10	Likeliness to Adopt

Table 9: van Zyl, C. 2020. Sub-Question 2. (Table by Author).

4.3.1. Question 3

**Question 3: ‘What do you know about the Tiny House Movement?
Explain your answer in detail.’**

Participant 1 and participant 4 indicated that they were not that familiar with the movement and therefore, they were not as acquainted with the particulars regarding the movement. In line 21- 26, participant 1 responded by saying: *I don’t know much but I do know that it’s pretty convenient for people who like to travel a lot. Who don’t have anyone depending on them such as children or pets or anything like that. It is also very environmentally friendly and I think it is much cheaper to live in a tiny house than to rent or own a big big house.* Additionally, line 40- 42 , participant 4 responded by saying: *“I actually have no idea what it is, but I think its almost like they do in China where they make the house small but compact, everything is in one area or a smaller space”.* Ultimately, all the participants were able to arrive at the gist of the movement indicating that essentially, it comes down to tiny houses and tiny spaces.

4.3.2. Discussion of Findings of Question 3

The findings show that the participants are informed, whether consciously or by means of deduction, of the essence of the Tiny House Movement. The findings indicate the comprehension and understanding and what the recent graduate initially perceived the Tiny House Movement to be.

4.3.3. Question 4

**Question 4: ‘What are your opinions regarding the Tiny House Movement?
Explain what you believe it to be.’**

Participants were asked to watch an informative video regarding the Tiny House Movement after responding to question 3. The purpose of this was so that the participants can give their informed opinions based on the information gathered from the video on the Tiny House Movement. Comparatively, the responses differed from the recorded responses of question 3. All of the participants had positive opinions regarding the movement. However, participant 3, 4 and 5 added statements thereafter based on personal

concerns and shortfalls regarding the movement. Participant 3 and participant 5 mentioned shortfalls regarding the movement and its capacity for children. In line 24- 26, participant 3 responded by saying: “...but I think when there comes like kids and stuff like that then maybe I don’t agree with the Tiny House Movement”. Additionally, participant 5 responded by saying: “I think its a cool concept for single people, that don’t have a lot of belongings. But for married couples with children I don’t think it would be ideal... It looks to small’. As mentioned in the literature review, the size of the dwellings enforce a minimalist lifestyle and overall space constraints (Kilman, 2016). Participant 4 expressed concerns related to safety of the house and the car, the capacity for children and pets and the transportation of the tiny house in relation to the car transporting it. The hand-outs that were given, show a tiny house that is built on a trailer flatbed. This sparked concerns for participant 4 based on their observations of the type of cars that individuals own in South Africa. In line 75 to 76 participant 4 responded by saying: “I cant really pull that with a Polo and if that’s my car I am going to be stuck”.

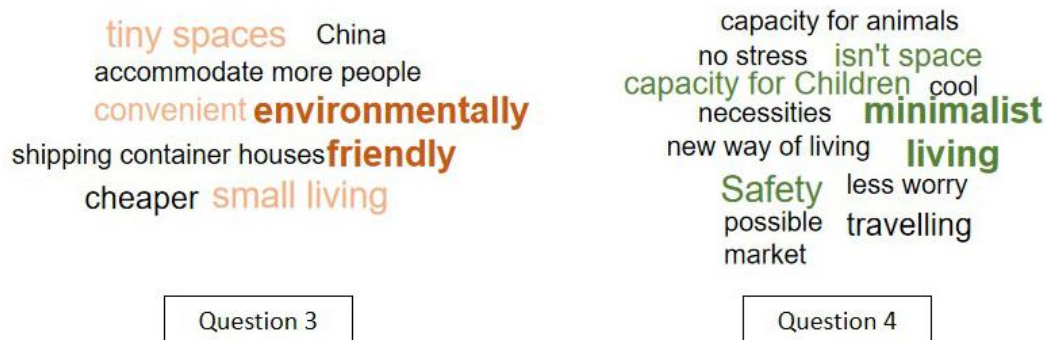


Figure 15: van Zyl, C. 2020. *Before and after word cloud comparison.* (Figure by Author)

4.3.4. Discussion of Findings of Question 4

The findings show that the participants had initial positive opinions of the Tiny House movement however, they identified shortfalls relating to personal preferences. The findings indicate that size, safety and incapacity related to

fit-outs and accommodation of a tiny house substituted participants positive opinions to that of more bleak outlook.

4.3.5. Question 10

Question 10: ‘Elaborate on your likeliness to adopt the Tiny House Movement?’

The responses to question 10 were notably varied. These responses may be attributed to the maximum variation of participants that the researcher aimed to approach to participate in the study. As mentioned in the literature review, according to Karna (2014, as cited in Dastane and Selvaraj, 2012), investment intent of a dwelling is influenced by the perceived quality. Participant 1 and participant 2 indicated that they were likely to adopt the Tiny House Movement however, only in the future. Participants 3 indicated that they were not likely to adopt the movement based on their preference to remain dependant on their parents. Participant 4 based their likeliness to adopt the movement on dependant variables that needs to be present in a tiny house. Participant 5 indicated that they were highly unlikely to adopt the movement based on the size of the dwellings.

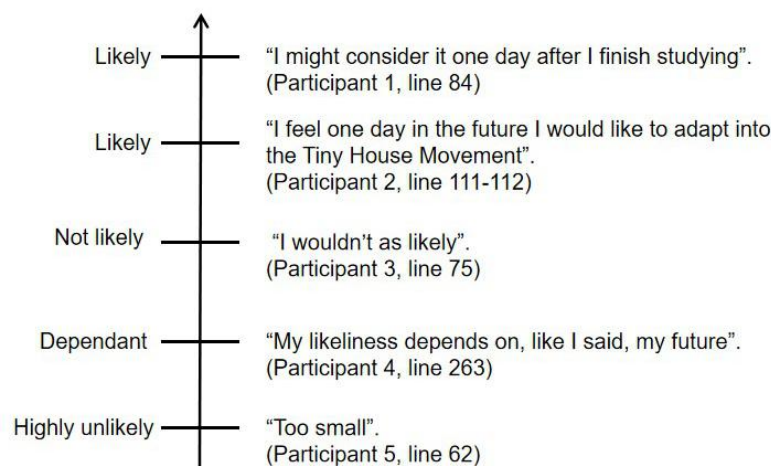


Figure 16: van Zyl, C. 2020. *Participant likeliness*. (Figure by Author)

4.3.6. Discussion of Findings of Question 10

The findings show that recent graduates are undecided, regarding their group as a whole, on their likeliness to adopt the movement. The investment intent of the participant appeared to be influenced by their (family) life cycle and their life phase (Karna , 2014, as cited in Dastane and Selvaraj, 2012). For those participants who were more likely to adopt the movement, the findings show that that would only be further on into the future. At that stage, the participants may not be recent graduates anymore.

4.4. SUB-QUESTION 3

The third research objective was to establish what are the key indicators of perceived value relating to owning/renting a home. This was answered by the literature review and the interview responses. The table below is a summary of figure 1, indicating the questions that, in part, answer sub-question 3

SUB-QUESTION 3	
QUESTION	THEME
Question 1	Current Living Situation
Question 2	Current Living Situation
Question 7	Influencing Factors
Question 8	Influencing Factors
Question 9	Complimentary Factors

Table 10: van Zyl, C. 2020. Sub-Question 3. (Table by Author).

4.4.1. Question 1 and Question 2

Question 1: ‘Elaborate on the factors that persuaded you to live in your current housing situation?’

Question 2: ‘Elaborate on the features within your current living situation that you categorise as the most important?’

Based on the responses by the participants, the three most important factors that persuaded the participants to live in their current housing situation include the location, two bedrooms and the fact that the bathroom has a bath and

shower. Participant 1, 3, 4 and 5 placed emphasis on the kitchen whereas participant 2 placed no emphasis on factors within the dwelling at all. In line 3-8, participant 2 responded by saying: “*Well my current housing situation, I’m still living with my parents.. so ...free rent. So that’s a factor... Well the area that I stay in in quite safe, I think, and there is schools and there are shops that are close by and there is like more than one so it like is a very well developed area*”. Additionally, the factors that the participants categorise as the most important in their current living situation includes a spacious kitchen, two bedrooms, a shower and a bath and an entertainment/ clubhouse area.



Figure 17: van Zyl, C. 2020. *Persuading factors in current housing word cloud*. (Figure by Author)



Figure 18: van Zyl, C. 2020. *Most important features word cloud*. (Figure by Author)

4.4.2. Discussion of Findings of Question 1 and 2

The findings show that there are corresponding factors that persuaded the participants to live in their current housing situation and the features that they

categorise and the most important. The findings show that these corresponding factors are of most importance to a recent graduate and can influence their investment intent.

4.4.3. Question 7

Question 7: 'By referring to the hand-out, kindly elaborate on the factors that could persuade you to consider living in a tiny house?'

Participant 1 and participant 3 would consider living in a tiny house based on the interior design and the mobility of the tiny house. Participant 2 indicated that the overall layout design and clever storage techniques would persuade them to consider living in a tiny house. The consideration of Participant 2 was substantiated by saying: *"Its a different way of living"* (line 74 to 75 in interview 2). Participant 4 would consider living in a tiny house based on the mobility of the tiny house, the size of the tiny house and the interior design and layout. In line 156- 157, participant 4 substantiates their preference for a smaller dwelling by stating that: "... its actually nice because it is nice and compact and you don't need all of those stuff". Participant 5 would consider living in a tiny house based solely on financial factors relating to cost savings associated with the movement.

4.4.4. Discussion of Findings of Question 7

The findings show that mobility, design and layout are the reoccurring factors that could persuade a recent graduate to consider living in a tiny house. The findings indicate that in order to motivate a recent graduate to consider a tiny house, they have to focus on the above mentioned factors initially.

4.4.5. Question 8

Question 8: 'Describe what factors that could influence you not to invest in the Tiny House Movement?'

Participant 1 would not invest in the Tiny House Movement based on the minimalism associated with the movement and the small spaces. Participant 2 would not invest in the Tiny House Movement based on concerns relating to

safety factors associated with accidents, fires and robberies. Participant 3 would not invest in the Tiny House Movement based on children and house location/ parking. Participant 2 has valid concerns regarding the placement of the tiny house because, as mentioned in the literature review, there are no established tiny house communities, based on the fact that the movement is still relatively new. Participant 4 would not invest in the Tiny House Movement based on concerns regarding the car/ bike and safety, the inability to have animals and the uncertainty related to whether or not they can have a garden. In line 193- 196, participant 4 expresses their concerns when they responded by stating: *“I understand you can put it anywhere but I would also like to have my own garden because now when I am somewhere I cant actually plan and do what I want”*. Participant 5 would not invest in the Tiny House Movement based on the size and the fact that there are stairs to climb.



Figure 19: van Zyl, C. 2020. *Positive and negative comparison word cloud.*
(Figure by Author)

4.4.6. Discussion of Findings of Question 8

The findings shows that the most prevalent factors that could influence a recent graduate not to invest in the movement includes safety concerns, the size and the incapacity of the tiny house to perform certain functions or accommodate certain groups. The findings indicate that these factors can inhibit the investment intent of a recent graduate.

4.4.7. Question 9

Question 9: 'Identify characteristics regarding the Tiny House Movement that will compliment your current lifestyle ? This could be financially, socially, environmentally, etc.'

Participant 1 indicated that the Tiny House Movement would compliment their current lifestyle financially, in addition to the fact that they could work remotely in the tiny house. In line 76 - 78, participant 1 responded by saying: *"...I think if you have a internet connection you can work from your little tiny house anywhere you go"*. Participant 2 indicated that the Tiny House Movement would compliment their current lifestyle by enforcing the minimalism characteristic and compliment their current lifestyle environmentally because *"...its really rewarding to seeing stuff grow and using it for your own house"* (line 101- 102). Participant 3 indicated that the Tiny House Movement would compliment their current lifestyle environmentally by limiting their water usage and financially because a tiny house is not as expensive. As mentioned in the literature review, tiny houses have very modest asking prices compared to houses in a middle-income area (Cape Business News, 2019). Participant 4 indicated that the Tiny House Movement would compliment their current lifestyle financially because: *"In the beginning you always struggle with finding a job. So while you are struggling you can't actually afford living in a big house"* (line 204- 206). Additionally, it would compliment participant 4 environmentally based on the fact that it decreases your carbon footprint, and socially because: *"You can also be a part of a community of small houses"* (line 228- 229). Lastly, participant 5 indicated that the Tiny House Movement would compliment their current lifestyle financially, only.

4.4.8. Discussion of Findings of Question 9

The findings show that in summary, based on reoccurring responses, that primarily the movement will compliment a recent graduate financially and environmentally. The findings indicate that these characteristics related to the movement will influence investment intent.

CHAPTER 5: CONCLUSION, IMPLICATIONS AND RECOMMENDATIONS

5.1. INTRODUCTION 2372

This chapter details the conclusion drawn from the findings and their implications. In addition to the above mentioned finding conclusions, the contribution to the field, suggestions for further research, ethical implications and limitations will round off the chapter. Lastly, the conclusion will wrap up the chapter and the research paper with final remarks and deductions.

5.2. RESEARCH QUESTION ONE

The first research question reads as follows: 'What are the theoretical underpinnings that informs the perceived value of the THM for recent graduates?'. The concepts, related to the interview questions, include the Means-End model and perceived value. The findings show that, as mentioned in the literature review that, the theoretical underpinning that informs the perceived value of the Tiny House Movement for recent graduates is Zeithemls (1988), interpretation of the means-end theory and her perceived value narrations. These narrations guided the participants and assisted them in establishing their preferential value narration that could be translated into their perceived value of the Tiny House Movement. It can be deduced that, based on participant responses, recent graduates base value on the quality they get for the price they pay. Recent graduates perceive value based on the price they paid for the item first, followed by the perceived quality.

Additionally, the (family) life cycle was applicable to the participant responses indicating that, this was a factor that informed their perceived value (Kotler ,2008, as cited in Abdullah *et al.*, 2012). Participants were noted to speak about the future and the possibility, based on their circumstances, to own a tiny home. Most of the participants commended the eco-friendliness and financial costs of the tiny houses and this therefore, forms part of the associated factors that recent graduates base their perceived value of the Tiny House Movement on.

5.2.1. Recommendations

Based on the findings above, it is recommended that in order for the Tiny House Movement to attract a recent graduate population to purchase a house, there need to be a focus on the price paid in relation to the quality on offer. The houses need to be representative of their investment in order for the recent graduates to perceive a greater value.

5.3. RESEARCH QUESTION TWO

The second research question reads as follows: 'What is the capacity of South Africa's residential climate to accommodate the Tiny House Movement?'

As mentioned in the literature review, there were several predictions made for trends that could be expected within the South African residential market for the year of 2020. Two out of the five expected trends, describe characteristics related directly to the Tiny House Movement. These trends include:

Environmental considerations and Eco-developments, and Self-sustaining homes. These findings are further substantiated in an article by ecophiles (2017), where they relate that tiny living has the ability to be self-sufficient and environmentally conscious. According to Consumer Affairs for Brands (2019), market trends influence consumer behaviour by creating buyer personas that resonate with the consumer and in turn motivate them to invest.

The South African residential market is currently in a Buyers-market and interest rate cuts are making bond repayments less and qualifying for home loans easier. However, as mentioned in the literature review, there are no bonds available for this type of residence (Botha, 2019). It has been established that a recent graduate may not earn a large salary and building a good credit record takes time. Therefore the findings show that regardless of the current buyers market, there is a possibility that recent graduates may not be able to afford it. However, the findings show that there is a available market for the Tiny House Movement as a result of the current residential climate and the adherence to forecasted trends. Furthermore, the findings showed that the undecided likeliness to adopt the movement indicated neutral connotations towards the movement based on the evenhanded and impartial responses.

5.3.1. Recommendations

It is recommended that in order to attract the recent graduate population, businesses need to consider how they can accommodate them financially. Rent-to-own leasing agreements are a suitable way for recent graduates to acquire property in an atypical manner. They have the opportunity to rent while building a good credit record and a deposit. After the agreed period, the recent graduate can decide whether to buy the property, in this case the tiny house. (Ooba, [s.a.])

5.4. RESEARCH QUESTION THREE

The third research question reads as follows: 'What are the key indicators of perceived value relating to owning/renting a home?'. The concepts, related to the interview questions, include the Family Life-cycle, Means-End theory, and complimentary factors influencing buying intent. The target population, namely recent graduates, fall within the 'Getting Started' life phase of their life cycle (Abdullah *et al.*, 2012). Appropriately, the participants placed a lot of emphasis on their futures and their current (family) life-phase. It is evident that the stage at which the participants are in their life-cycle informs their preferences and responses. An example of this can be noted in line 118-119, where participant 2 indicates that they would like to be more financially stable before considering to buy a tiny house, as they are currently still a recent graduate. It has been detailed in the literature review that part of their associated goals is owning a home (Sunlife Assurance Company, [s.a.]). However, it was noted that the participants either felt they were not at the right stage in their lives to own a tiny house or have surpassed the stage in their lives where a tiny house could accommodate them and their family. An example of this can be observed in line 21-22, from interview 5, where participant 5 indicates that for married couples with children a tiny house may not be ideal.

Within the Mean-End theory, the perceived value, perceived quality and perceived price influence the purchase intent Karna (2014, as cited in Dastane and Selvaraj, 2012). This was noted in the interview responses, where factors that fall within each of these categories were mentioned as those that would persuade them to live in a tiny house.

In a study by Abdullah *et al.* (2012), to determine factors that home buyers take into consideration, they were able to come to a tabulated conclusion as set out in the literature review. They were able to come to a conclusion by analysing their participant responses and ranking them according to their participants perceived importance. Similarly, based on the interview responses the following table below indicates the factors that proved most important for recent graduates when considering to own/ renting a home. The amount of times the factors were mentioned, indicate the importance of each factors, thereby giving each factor a ranking.

FACTOR		REASONING
Factor 1:	A spacious kitchen	Mentioned 5 times
Factor 2:	Two bedrooms	Mentioned 4 times
Factor 3:	Location	Mentioned 3 times
Factor 4:	Shower and bath	Mentioned 3 times
Factor 5:	Entertainment area	Mentioned 2 times

Table 11: van Zyl, C. 2020. *Important factors for recent graduates when considering to own/ renting a home.* (Table by author)

5.4.1. Recommendations

Based on the interview responses, it is recommended that tiny houses and house in general marketed at/ designed for recent graduates consider the factors identified in the table above. By incorporating these factors into a tiny house, the chances of the success of the movement in a South African context will increase.

5.5. SUMMARY

RESEARCH QUESTION	FINDINGS
Research Question 1: <i>What are the theoretical underpinnings that informs the perceived value of the THM for recent graduates?</i>	Recent graduates perceive value based on the price they paid for the item first, followed by the perceived quality.
	The (family) Life-cycle influenced the participant responses.

Research Question 2: <i>What is the capacity of South Africa's residential climate to accommodate the Tiny House Movement?</i>	There is a possibility that recent graduates may not be able to afford to buy a tiny house.
	The Tiny House Movement can be accommodated within the current South African residential climate.
	The undecided likeliness to adopt the movement indicated neutral connotations towards the movement based on the evenhanded and impartial responses.
Research Question 3: <i>What are the key indicators of perceived value relating to owning/renting a home?</i>	The stage at which the participants are in their life-cycle informs their preferences and responses.
	The Means-End theory was very influential aspect in participant responses and carries a lot of weight in a purchase decision.
	The table above, details the most important for recent graduates when considering to own/renting a home

Table 12: van Zyl, C. 2020. Findings Summary.(Table by Author)

5.6. CONTRIBUTION TO THE FIELD

The study detailing the perceived value of the Tiny House Movement, too recent graduates can contribute to literature existing within the Interior Design and Built environment discipline. This study could contribute to further research in the field by acting as a precedent that other researchers can advise on or learn from.

The contribution includes advising readers of the theory that informs the perceived value of the Tiny House Movement. Subsequently, this study will contribute to the understanding of what the perceived value of the Tiny House Movement is too recent graduates in South Africa. This contribution could determine the potential of success or failure of the movement within a South African context based on the responses of the participants that will determine whether the movement is of value to recent graduates in South Africa.

A contribution could be made towards the design and amenities available in newly designed tiny houses. The data analysis process indicated several factors that influence buyer intent. The study could contribute to new designs in the image of the potential user based on participant responses. This, in turn, could contribute to the promotion and appeal of a tiny house.

5.7. SUGGESTIONS FOR FURTHER RESEARCH

Based on the sample size of the study, it is suggested that a study is done with a larger sample for more representative results. Subsequently, recent graduates from all around the country should be approached as well. A topic of focus was the 'getting started' life phase' wherein the recent graduates fell. A future study focusing on this age group, in general, is suggested to give a more overall representative view of what the perceived value of the Tiny House Movement is to the age group that accounts for the highest percentage of property bought in 2019 (Private Property, 2019). Lastly, many of the participants are under the impression that tiny homes can't accommodate small families. Therefore, it is suggested that research could be done to establish how to accurately market that tiny homes can accommodate larger quantities of individuals, to either recent graduates or the 'getting started' life phase.

5.8. ETHICAL IMPLICATIONS

Firstly, as it relates to the researcher, no at-risk groups were approached to participate in the study. The researcher applied for ethical clearance from the institution before proceeding with data collection. The correct techniques, tools and processes were applied to avoid any harm and the recording of sensitive information was done in a manner that the participants' identities remained anonymous. The researcher was prepared and organised to ensure that the participants' time was not wasted. This was done by setting up an interview schedule detailing the researchers introduction, indicating the amount of time the interview was going to take and thereafter, indicating the amount of questions that were going to be asked.

The participants were informed of the nature of the study and their consent was required by thoroughly reading and signing the consent form before

proceeding with the data collection. In addition to a consent form to participate in the study, participants were required to sign a form consenting the recording of video and audio files, for the purpose of documenting their responses for the data analysis. The participants were informed that they could withdraw participation in the study at any time as their cooperation was voluntary. As it relates to the study, the participants' identities remain confidential and anonymous, the participants are referred to as participant 1 - 5, depending on context and applicability. No incentives or compensation was provided, ensuring that ethical research was performed. Lastly, evidence that none of the information given by the participants has been distorted will be substantiated by providing receipts of the interviews in the form of the original hand written notes/ voice recordings.

5.9. LIMITATIONS

A limitation can be defined as a hampering or restricting condition (Dictionary.com, [s.a.]). The first limitation of the study is related to the accessibility of the target population, as a result of a shift in conditions associated with the Corona Virus. Subsequently, based on these conditions, the participants had a regional focus based in Pretoria and Johannesburg, only. In addition, time constraints only allowed the researcher to interview five participants. These factors may not provide an accurate representation of the overall South African recent graduate population. Additionally, smaller sample sizes have limitations associated with the risk of over-estimation based on the limited data (Hackshaw, 2008).

The interviews had to take place based on the participant availability and the online platforms accessible to them. Subsequently, the data collection had to take place on online meeting platforms, such as Skype or Zoom. Where the recording of the data was hindered by lagging, the data costs associated, or the availability of WI-FI, in order to conduct the data collection. Data collection had to take place over the course of several days due to the fact that participants were not able to congregate at the same time. Consequently, several document and recordings had to be amalgamated in order for the researcher to proceed with data analysis.

There is a lack of previous research studies done and existing seminal work, detailing the application of the concept of perceived value to the Tiny House Movement. Additionally, the main theory, namely the Means-End theory, was established several years prior to this actual study. Although the theory and new narrations thereof remain relatively unchanged, according to WordVice ([s.a.]), a researcher should be cautious of using literature that is older than five years, as they are described as 'old references'.

5.10. CONCLUSION

The aim of this study was to explore what the perceived value of the Tiny House Movement is to recent graduates in South Africa. This was achieved through a smaller-scale Qualitative study that utilised semi-structured interviews and existing academic literature to answer the primary and secondary research questions. Subsequently, the data that was collected was analysed by means of qualitative content analysis and a thematic analysis.

The study found that recent graduates perceive value based on the price they paid for the item first, followed by the perceived quality. The findings show that recent graduates are undecided on the likeliness to adopt the movement. It was deduced that a bigger sample may have given more conclusive research. It was found that the Means-End theory and the Family Life-Cycle influenced decision making in recent graduates substantially. The study was able to produce a table detailing important factors for recent graduates when considering to own/ renting a home. Lastly, the findings showed that the current residential market can accommodate

In conclusion as it relates to the main objective, the findings show that recent graduates have a undecided, therefore inconclusive opinion of the Tiny House Movement. As recommended in the suggestions for further research, the study could be built on or additional participants could be interviewed in order to get more irrefutable findings. Subsequently, this study could act as a informant of secondary research.

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APPENDIX A: CONSENT FORMS



CONSENT FORM

Explanatory information sheet and consent form for participants
To whom it may concern, My name is Charlene van Zyl and I am a student at Vega Pretoria. I am currently conducting research under the supervision of JD Eksteen about what the perceived value of the Tiny House Movement is too recent graduates in South Africa. I hope that this research will enhance our understanding of what recent graduate perceive the value of the Tiny House Movement to be. I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.
What will I be doing if I participate in your study?
I would like to invite you to participate in this research because the information that is gathered will help me come to a conclusion and establish what the perceived value of the Tiny House Movement is among recently graduated scholars in South Africa. If you decide to participate in this research, I would like to ask you questions regarding your opinions on the Tiny House Movement and factors that influence your decision making regarding housing preferences. You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular interview questions.
Are there any risks/ or discomforts involved in participating in this study?
Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your (insert what you are examining). If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.
Do I have to participate in the study?
• Your inclusion in this study is completely voluntary; • If you do not wish to participate in this study, you have every right not to do so; • Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.
Will my identity be protected?
I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at Vega Pretoria, will have access to your interview information. I would like

to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you.

What will happen to the information that participants provide?

Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my Honours in Interior Design. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

What happens if I have more questions about the study?

Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.

You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details are as follows:

Charlene van Zyl

[REDACTED]

The contact details of my supervisor are as follows:

JD Eksteen

[REDACTED]

Consent form for participants

I, _____, agree to participate in the research conducted by Charlene van Zyl about what the perceived value of the Tiny House Movement is too recent graduates in South Africa.

This research has been explained to me and I understand what participation in this research will involve. I understand that:

- I agree to be interviewed for this research.
- My confidentiality will be ensured. My name and personal details will be kept private.
- My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
- I may choose not to answer any of the questions that are asked during the research interview.
- I may be quoted directly when the research is published, but my identity will be protected.

Signature

Date

CONSENT FORM FOR AUDIO OR VIDEO RECORDING

Consent form for participants	
I, _____, agree to allow Charlene van Zyl to audio record my interviews as part of the research about what the perceived value of the Tiny House Movement is too recent graduates in South Africa. This research has been explained to me and I understand what participation in this research will involve. I understand that: • My confidentiality will be ensured. My name and personal details will be kept private. • The recordings will be stored in a password-protected file on the researcher's computer. • Only the researcher, the researcher's supervisor and possibly a transcriber (who will sign a confidentiality agreement) will have access to these recordings.	
Signature	Date

APPENDIX B: INTERVIEW SCHEDULE

1.1. OPENING

[Great the participant] Thank you for taking out time to participate in this interview. Your input is greatly appreciated.

[Establish purpose] The reason why you were chosen to participate in this interview is because you have recently graduated from your tertiary studies or are still within the five year window from the completion of your studies.

[Motivation] With the information I gather from the participants, I hope to be able to come to a conclusion and establish what the perceived value of the Tiny House Movement is among recently graduated scholars in South Africa.

[Time Line] The interview should not take longer than 15 minutes of your time.

([Transition] If the participant is ready, the interviewer can proceed to ask the questions).

1.2. BODY

[Topic: Current living situation]

1. Elaborate on the factors that persuaded you to live in your current housing situation?

2. Elaborate on the features within your current living situation that you categorise as the most important?

[Topic transition]

[Topic: Tiny House Movement]

3. What do you know about the Tiny House Movement? Explain your answer in detail.

[Supply the participant with the THM hand-out containing renders and floorplans of a tiny house and watch Youtube video

<https://www.youtube.com/watch?v=GH1pAhogWcM>]

4. What are your opinions regarding the Tiny House Movement? Explain what you believe it to be.

5. Identify, from the list below, how you would define value and explain your answer?

- ☐ Value is low price
- ☐ Value is whatever I want in a product
- ☐ Value is the quality I get for the price I pay
- ☐ Value is what I get for what I give

6. Based on your response to the previous question, describe the value that you would attach to the Tiny House Movement?

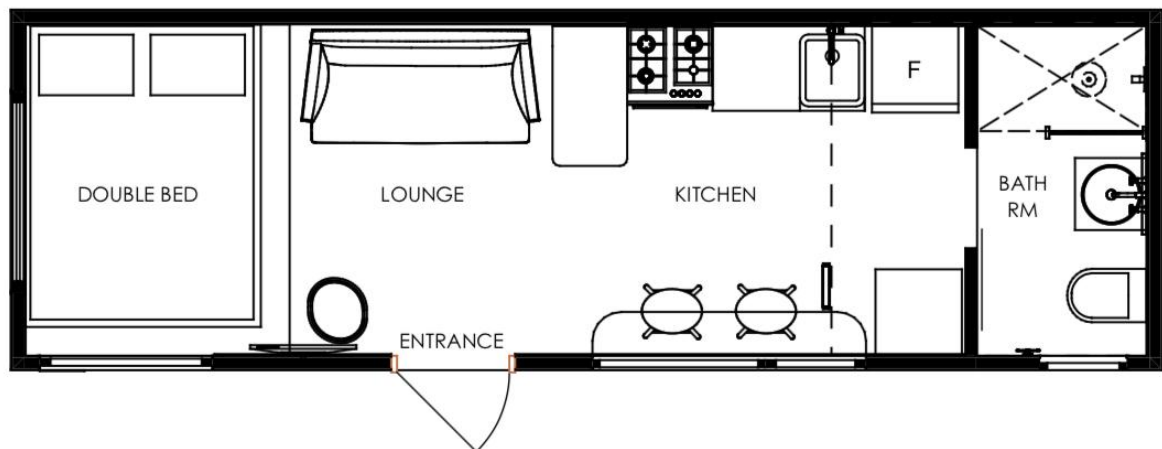
7. By referring to the hand-out, kindly elaborate on the factors that could persuade you to consider living in a Tiny House?

8. Describe what factors that could influence you not to invest in the Tiny House Movement?

9. Identify characteristics regarding the Tiny House Movement that will compliment your current lifestyle ? This could be financially, socially, environmentally etc.

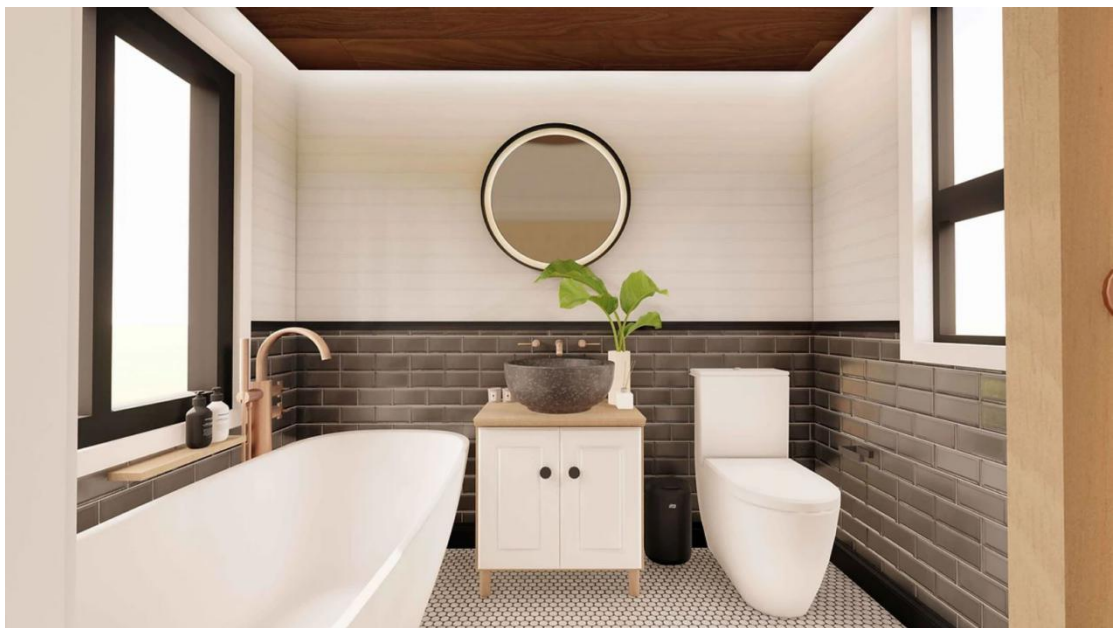
10. Elaborate on your likeliness to adopt the Tiny House Movement?

HAND-OUT



SHEFFIELD

8.100



APPENDIX C: TRANSCRIBED INTERVIEWS

Participant 1

Interview Date: 7 September 2020

1	Interviewer:	Elaborate on the factors that persuaded you to live in your
2		current housing situation?
3	Interviewee:	Well, I am a student at the moment so I don't need a very
4		large house. I needed a place close to campus which it is.
5		It has two bedrooms and a spacious bathroom, it has a bath
6		and a shower which is really convenient and spacious little
7		Kitchen and it also has a balcony.
8	Interviewer:	Elaborate on the features within your current living situation
9		that you categorise as the most important?
10	Interviewee:	I think the location of the apartment, it is very close to
11		campus and it is close to a lot of supermarkets and shops.
12		I think that is just very convenient and the fact that it has two
13		bedrooms instead of one which makes it possible to have a
14		guest over and also more space to put my things. The
15		complex also has a little like a clubhouse where you can
16		have little parties and it also has a swimming pool which is
17		very cool. Okay, the water costs are also included in the rent
18		which is great and we also have fibre internet.
19	Interviewer:	What do you know about the Tiny House Movement? Explain
20		your answer in detail.
21	Interviewee:	I don't know much but I do know that it's pretty convenient for
22		people who like to travel a lot. Who don't have anyone
23		depending on them such as children or pets or anything like
24		that. It is also very environmentally friendly and I think it is
25		much cheaper to live in a tiny house than to rent or own a big
26		big house.
27	Interviewer:	What are your opinions regarding the Tiny House
28		Movement? Explain what you believe it to be.
29	Interviewee:	I think it is a very cool movement. It enables you to adopt a

30		minimalistic way of living so you don't need a lot of things in
31		your house just like the bare necessities. Ya, I think it is very
32		cool.
33	Interviewer:	Identify, from the list below, how you would define value and
34		explain your answer? Value is low price, Value is whatever I
35		want in a product, Value is the quality I get for the price I pay
36		or Value is what I get for what I give.
37	Interviewee:	Okay, I think that value is the quality I get for the price I pay.
38		The reason that I think this is what value is, is from paying a
39		lot of money, I expect the product to be good quality. It should
40		be durable, sustainable, you know. If I see a product that is
41		very very cheap I am not going to expect the same quality for
42		something from something that was very expensive.
43	Interviewer:	Based on your response to the previous question, describe
44		the value that you would attach to the Tiny House
45		Movement?
46	Interviewee:	This is kind of going to contradict what I just said but even
47		though the Tiny House Movement isn't exactly an expensive
48		thing, I don't think it is of low quality. Like you are obviously
49		not going to get a lot of space but I think it is enough space to
50		live. You know you are not going to have so many rooms to
51		put all of your stuff and then have extra space but I think the
52		Tiny House Movement allows for, once again, like a
53		minimalistic lifestyle. I think in the long run it is going to save
54		you a lot of money. It is going to lower your carbon footprint.
55	Interviewer	By referring to the hand-out, kindly elaborate on the factors
56		that could persuade you to consider living in a Tiny House?
57	Interviewee:	I really like the interior design and decoration of the houses, it
58		is very very cute to me and in the video, the reporter stated
59		that each house is kind of a reflection on the persons
60		personality, which is very very cute. I think being able to
61		decorate the house according to my style would be fun and

62		being able to pack up your whole house and just go
63		somewhere is very very convenient. You can travel wherever
64		you want to.
65	Interviewer:	Describe what factors that could influence you not to invest
66		in the Tiny House Movement?
67	Interviewee:	I am a very cluttered person, so I don't know if I could
68		ever adopt like a minimalistic lifestyle because I like to hoard
69		and I might get a bit frustrated with the small spaces. So I
70		think that would be like the only reason that I wouldn't invest
71		in a little, like a tiny house.
72	Interviewer:	Identify characteristics regarding the Tiny House Movement
73		that will compliment your current lifestyle? This could be
74		financially, socially, environmentally, etc.
75	Interviewee:	I think as a graphic designer you can work remotely so you
76		don't have to be confined to a certain space. I think if you
77		internet connection you can work from your little tiny house
78		anywhere you go. I think that would compliment my current
79		lifestyle. I also don't have any children so I can just pack-up
80		and go. Financially I am still a student so you know cheaper
81		is better.
82	Interviewer:	Elaborate on your likeliness to adopt the Tiny House
83		Movement?
84	Interviewee:	I might consider it one day after I finish studying and maybe if
85		I have a job that allows me to work remotely then I might
86		consider it. But at the moment I think I am going to stick with
87		my house on the ground.

Participant 2

Interview Date: 10 September 2020

1.	Interviewer:	Elaborate on the factors that persuaded you to live in your
2.		current housing situation?
3.	Interviewee:	Well my current housing situation, I'm still living with my
4.		parents.. so ...free rent. So that's a factor. [what other factors
5.		would persuade me]. Well the area that I stay in is quite safe,
6.		think, and there are schools and there are shops that are close
7.		by and there is like more than one so it is like a very well
8.		developed area, I'd say.
9.	Interviewer:	Elaborate on the features within your current living situation
10.		that you categorise as the most important?
11.	Interviewee:	Okay, ya, so I would say the most important when it comes to
12.		like the living situation is the kitchen. If there's sort of like a
13.		spacious kitchen because you know you, you in a kitchen a
14.		lot. Kitchen and bathroom are important factors because
15.		those are the two areas where you spend the most time in so
16.		as long as the kitchen is spacious and has that [what's that
17.		triangle] working triangle, golden triangle to make it like
18.		comfortable even if it is in a small space. That would be an
19.		important factor. So it doesn't feel cramped or busy, you
20.		know and then obviously if the bathroom also... has basics:
21.		toilet, basin and I'd say sometimes having like a dual shower
22.		and bath is also like nice to consider because you know
23.		some people have different preferences with that. I'd also
24.		say placement of the windows and things because you want
25.		some areas in your house to have the sun coming in where
26.		you would spend [you know] where you would appreciate
27.		the sun. Whereas some areas you wouldn't mind having the
28.		sun in. So I would say window placement is a factor.
29.	Interviewer:	What do you know about the Tiny House Movement? Explain
30.		your answer in detail.

31.	Interviewee:	Well in my opinion the Tiny House Movement... I always just
32.		think of the shipping container houses because those are
33.		very easy to compact a small living into that small space and
34.		I see that actually a lot of people use the shipping containers
35.		as their small house/ living spaces.
36.	Interviewer:	What are your opinions regarding the Tiny House
37.		Movement? Explain what you believe it to be.
38.	Interviewee:	Well I see the Tiny House Movement as being like a new way
39.		of living because people... obviously there is not a lot of
40.		space for people to stay in and with the Tiny House
41.		Movement with some of the houses I see they just like put it
42.		on a trailer and then they can go where ever they want so
43.		people are exploring options of like travelling more with their
44.		house. I see the Tiny House Movement also has a way of try
45.		being minimalistic because the one guy was [in the interview]
46.		he was explaining how he has had to learn to let go of a lot of
47.		his materialistic property to be able to live in a smaller house.
48.		So that is quite an interesting thing that people are
49.		considering.
50.	Interviewer:	Identify, from the list below, how you would define value and
51.		explain your answer? Value is low price, Value is whatever I
52.		want in a product, Value is the quality I get for the price I pay
53.		or Value is what I get for what I give.
54.	Interviewee:	Well I would say the third one is what my opinion of value is
55.		because like somethings can be low price but then it doesn't
56.		actually have value. So usually when something is good
57.		value you do have a price to pay because of all the time and
58.		effort and like quality that is actually being put into
59.		something. So that is what I'd say value is.
60.	Interviewer:	Based on your response to the previous question, describe
61.		the value that you would attach to the Tiny House
62.		Movement?

63.	Interviewee:	The value that I would put with the Tiny House Movement
64.		is... Well with the Tiny House Movement with the amount of
65.		money that people will save that could also be the value of
66.		price because they don't have to pay high mortgages for their
67.		tiny houses but also the quality and you know the personality
68.		that each tiny house can get into, you still can get quite a lot
69.		of quality in the building of each individual small house. So
70.		you are able to function as a big house would.
71.	Interviewer:	By referring to the hand-out, kindly elaborate on the factors
72.		that could persuade you to consider living in a Tiny House?
73.	Interviewee:	Well firstly I find it interesting how they can make the living so
74.		compact yet feel so spacious. That would persuade me. It is
75.		a different way of living. Its not like your usual walk ten
76.		meters from one room to the next room but it still doesn't feel
77.		like everything is on top of each other. So I really like the fact
78.		how they intricately [you know] plan out the space in a way
79.		that it can feel very spacious for the people and especially
80.		like with all the storage. That's the most thing that I find is
81.		the... how they store everything without taking up to much
82.		space.
83.	Interviewer:	Describe what factors that could influence you not to invest
84.		in the Tiny House Movement?
85.	Interviewee:	Well I think of some factors like with safety. Firstly with the so
86.		people that are able to have portable tiny house movement,
87.		the people who travel with their house on the trailers, that
88.		could be safety because if they get into a accident that could,
89.		you know, your whole house is gone. Or if someone breaks
90.		into it your whole house is still, you know, and then if you
91.		know some things like fire hazards. If something as small
92.		as the kitchen fire goes into your house its a very small space
93.		or a fire to travel so your whole house will be burnt by a small
94.		kitchen fire.

95.	Interviewer:	Identify characteristics regarding the Tiny House Movement
96.		that will compliment your current lifestyle? This could be
97.		financially, socially, environmentally, etc.
98.	Interviewee:	Well I would say the characteristics that will compliment my
99.		lifestyle is a lot of the people with the Tiny House Movement
100.		incorporate green living, which is something I really like
101.		because you know its really rewarding to seeing stuff grow
102.		and using it for your own house. An interesting characteristic
103.		that I would compare to my lifestyle is having to become
104.		minimalistic because people tend to become bored and just
105.		hold onto useless things that we don't need in our lives.
106.		Whereas the Tiny House Movement they have what they
107.		need. There is a lot of people, you know, that need to try and
108.		adapt to this.
109.	Interviewer:	Elaborate on your likeliness to adopt the Tiny House
110.		Movement?
111.	Interviewee:	I feel one day in the future I would like to adapt into the Tiny
112.		House Movement because like I say its something I do find
113.		fascinating especially when they decide to use... recycle the
114.		material of shipping containers. Just find a small space and it
115.		becomes less expensive for the cost of living and it is just
116.		very interesting in planning such a small space, to have an
117.		entire household in it. So I feel I would one day try and adapt
118.		that lifestyle. Financially I'd say I have to take a very more
119.		years for me as just being a recent graduate, still student. I
120.		would have to take quite a bit of time to get the financial
121.		stability up to being able to do that . Maybe a ten year plan I
122.		could see myself adopting the lifestyle.

Participant 3

Interview Date: 10 September 2020

1.	Interviewer:	Elaborate on the factors that persuaded you to live in your
2.		current housing situation?
3.	Interviewee:	As I am a student, I don't have money to have my own like
4.		apartment or bigger house so that's why I still live with my
5.		parents in their house.
6.	Interviewer:	Elaborate on the features within your current living situation
7.		that you categorise as the most important?
8.	Interviewee:	As I am a student, I love my study room because that is room
9.		where I must be most of the time. So definitely the study
10.		and the kitchen because I am a baker and I love baking
11.		cakes and puddings and stuff like that.
12.	Interviewer:	What do you know about the Tiny House Movement? Explain
13.		your answer in detail.
14.	Interviewee:	What I currently know about the Tiny House Movement is
15.		things like its tiny houses, tiny living spaces and people that
16.		live in tiny spaces. Yes, that's what I understand about the
17.		Tiny House Movement. Its tiny living spaces.
18.	Interviewer:	What are your opinions regarding the Tiny House
19.		Movement? Explain what you believe it to be.
20.	Interviewee:	I really like the Tiny house Movement because I think its, like
21.		they said in the video, you don't have to worry like about
22.		bigger things as I am a student at this moment I don't need to
23.		worry about mortgage and levies and stuff like that. So, there
24.		is not that stress, but I think when there comes like kids and
25.		stuff like that then maybe I don't agree with the Tiny House
26.		Movement. I think there isn't place/ space.
27.	Interviewer:	Identify, from the list below, how you would define value and
28.		explain your answer? Value is low price, Value is whatever I
29.		want in a product, Value is the quality I get for the price I pay
30.		or Value is what I get for what I give.
31.	Interviewee:	I would say value is the quality I get for the price I pay. It isn't

32.		nice to pay a big amount for something that isn't [that doesn't]
33.		have any quality. So that's why I would say value is the
34.		quality for the price I get to pay for it. If I pay a big price the
35.		quality must be good and big as well.
36.	Interviewer:	Based on your response to the previous question, describe
37.		the value that you would attach to the Tiny House
38.		Movement?
39.	Interviewee:	It depends because I think the Tiny House Movement, some
40.		of the tiny houses is very elegant and beautiful then I think it
41.		has a bigger value than those that isn't as beautiful. I think
42.		you save a lot because [you are] it's eco-friendly. You use
43.		less water and less electricity. So the value, I feel, is greater
44.		because in the same process you get to be eco-friendly as
45.		well.
46.	Interviewer:	By referring to the hand-out, kindly elaborate on the factors
47.		that could persuade you to consider living in a Tiny House?
48.	Interviewee:	The factors that I would consider is because it's really
49.		beautiful. I think some of the houses is really beautiful and I
50.		love living in a beautiful house. I feel like a better person.
51.		That's definitely one of the better factors and the facts that it
52.		can go anywhere is another factor that I would consider.
53.	Interviewer:	Describe what factors that could influence you not to invest
54.		in the Tiny House Movement?
55.	Interviewee:	Factors I think would be definitely children because there
56.		isn't enough space for the children as well. That is definitely
57.		something that would influence, is definitely children. I think
58.		getting a place for my tiny house, where I can put my tiny
59.		house. If I don't get anywhere, like neighbour or somewhere
60.		or back yard then where do I put my tiny house. That is
61.		another thing I would consider.
62.	Interviewer:	Identify characteristics regarding the Tiny House Movement
63.		that will compliment your current lifestyle? This could be

64.		financially, socially, environmentally, etc.
65.	Interviewee:	I think it could compliment my lifestyle environmentally
66.		because in my case I like taking long baths. Maybe this
67.		would motivate me not to because I know I must save and
68.		then maybe it can help the environment as well. Then
69.		definitely financially because a tiny house [I feel] isn't as
70.		much, it has big value but I think when you buy it has that
71.		one amount then over the month is isn't as big of an
72.		expense. Then definitely it would suite my pocket financially.
73.	Interviewer:	Elaborate on your likeliness to adopt the Tiny House
74.		Movement?
75.	Interviewee:	The likeliness... I wouldn't as likely because at this moment I
76.		don't get time to travel. I don't think if you get a tiny house
77.		you must travel. At this moment I don't want to be
78.		Independent, I want to depend to my parents and live with my
79.		parents.

Participant 4

Interview Date: 11 September 2020

1.	Interviewer:	Elaborate on the factors that persuaded you to live in your
2.		current housing situation?
3.	Interviewee:	Oh well actually my house is actually small and it actually
4.		works better for me because everything is close to each
5.		other. I don't need a big space or anything like that because I
6.		am only one person. So it is not necessary for me to have a
7.		big space or anything like that and then you are also never at
8.		home because you are still studying or finding a job or busy
9.		getting your job or at your job so you don't actually need
10.		anything big. So my house, actually where I am living is a
11.		open space [inside is an open space] except for the
12.		bathroom and the sleeping area and its small and compact
13.		because you just need to be in and out fast and quickly. You
14.		are not really living there.
15.	Interviewer:	Elaborate on the features within your current living situation
16.		that you categorise as the most important?
17.	Interviewee:	For me I feel a big kitchen is not that important but it is also
18.		important because I see the kitchen as your living space
19.		because you're most of the time in the kitchen and when you
20.		have guests over you are in the kitchen, making something
21.		or talking there of just entertaining the people and then I also
22.		think a bath and a shower is good because you need to have
23.		options because sometimes you would like to shower and
24.		[because you are in a hurry] and other times you just want to
25.		relax and then a bath is better. Then I must also say a small
26.		garden is important, like with a small water feature or
27.		anything like that because you also need to just sit
28.		somewhere and relax because everything on the inside feels
29.		like you are cramped and you are stuck inside a building and
30.		you go to work, you are in a car, you are always inside

31.		something. So I feel like a small garden is important and just
32.		an area to sit and relax and then also a small entertainment
33.		area. You only used your room for sleeping so I feel that is
34.		the least important room actually because you only sleep
35.		there. So the most important for me is the small
36.		entertainment area , the kitchen and then a small garden and
37.		the bathroom.
38.	Interviewer:	What do you know about the Tiny House Movement? Explain
39.		your answer in detail.
40.	Interviewee:	I actually have no idea what it is, but I think its almost like
41.		they do in China where they make the house small but
42.		compact, everything is in one area or a smaller space. So
43.		they can accommodate more people but still make it livable
44.		So you can actually enjoy your house and not actually want
45.		to escape from it.
46.	Interviewer:	What are your opinions regarding the Tiny House
47.		Movement? Explain what you believe it to be.
48.	Interviewee:	I believe there is actually a market for it. It can actually go
49.		really far. The only concern I actually have with this is
50.		anybody can come and take your house and then in South
51.		Africa I feel most of the people actually... The big concern for
52.		them is actually their cars and they wont actually leave the
53.		cars outside. I mean if you look at most of the people, even
54.		where the shacks are, they have got BMW's and GTI's and
55.		stuff like that. Then I wouldn't leave the car outside. They are
56.		actually going to need their garage or they can maybe even
57.		incorporate something that you can pull off the side to park
58.		your car in... to make it like there is shading for the car.
59.		I would actually say it could work really good. The only
60.		concern, like I said I have, is in South Africa we really care
61.		about our cars and our vehicles. So I mean and everybody
62.		has got like a brand and it means a lot to them, even the

63.		people that have got bikes, it means a lot to them and they
64.		wont leave the bikes and stuff outside. You get like say
65.		15% of them that don't really care but the rest care. I mean I
66.		even know people that has a two storey house with no
67.		furniture or anything like that, they only have the house
68.		because they paying off their car and then they have a fancy
69.		car. So I feel in South Africa the cars are really important for
70.		the people. This is actually perfect because even if you're like
71.		a student then you can get one of these or even rent one, you
72.		can park it anywhere, you can even go on vacation with it so
73.		its actually... I think it can go really far but I think they must
74.		still just think about the cars. Well... the transportation for it
75.		because, say I even got a Polo, I cant really pull that with a
76.		Polo and if that's my car I am going to be stuck. So they are
77.		also going to have to think about what kind of car people buy
78.		because nowadays everybody has got a Polo or a BMW. I
79.		don't think its going to pull that. But otherwise the layout of
80.		it... the way they have designed it to make it more spacious
81.		and everything like that, it looks really good and it looks like it
82.		can really work and it looks like there can really be a future in
83.		it but like they said in the video you cant really have children
84.		when you have this so that is going to be a bit of a concern if
85.		you have. If you only have one kid you can still make it work
86.		and make a bed on top somewhere for the kids so you can
87.		improvise and all of that, in there. I feel the biggest concern is
88.		most people in South Africa has two and more kids and then
89.		like I said the car and maybe animals because people
90.		nowadays are really depressed and sad and lonely and
91.		then... where are they going to put their animals? So that
92.		actually also makes it different because you can't put a fish
93.		tank in there and move it because they water is going to spill
94.		and you can't really have a dog in there or anything like that.

95.		So I feel that is the only three concerns I maybe have but
96.		otherwise I think its a really good idea and there is big
97.		potential in it.
98.	Interviewer:	Identify, from the list below, how you would define value and
99.		explain your answer? Value is low price, Value is whatever I
100.		want in a product, Value is the quality I get for the price I pay
101.		or Value is what I get for what I give.
102.	Interviewee:	I would actually say its all of them because you need all of
103.		them inside of your product to make it the best but I think
104.		people focus the most on what they get because if you know
105.		me personally, I am willing to pay more to get what I want
106.		and to be perfect as I want it. Where the price of stuff is
107.		always important because you look at that and you look at
108.		whats inside to get value or anything like that but if you are
109.		not happy inside a space, you are not willing to pay the extra
110.		amount but if you are happy then why wont you pay the extra
111.		amount. So the value and the low price is important because
112.		you don't want to pay to high prices but that's why I think you
113.		always give different categories. I know they say you
114.		shouldn't do it but its better because not everybody can
115.		afford everything. So if you are willing to put a bit more in
116.		then you can get better things or make it maybe more
117.		spacious or whatever you want, you can get what you want
118.		but all of those four are important. You need all of them to be
119.		incorporated into your thing and then like I said you can
120.		maybe tell them 'okay, if you pay a bit more extra it is like
121.		luxuries'. Its a bad word but its like anything. Everything has
122.		luxuries, if you pay more, you get more and then you can get
123.		what you want.
124.	Interviewer:	Based on your response to the previous question, describe
125.		the value that you would attach to the Tiny House
126.		Movement?

127.	Interviewee:	Well personally I feel your space where you live in has the
128.		most value for me so I would rather pay more and then like I
129.		said, have a small garden and then I have my bathroom with
130.		my shower and my bath. Maybe even have a small space on
131.		the roof where I can just relax on top or something like that.
132.		Like a relaxing space where you can look over. Like say you
133.		go somewhere then you can like park it near the beach and
134.		look over the sea and everything like that. So I feel that's got
135.		more value to me. So I would rather pay more and have
136.		those small things extra than paying less and only having the
137.		basics. For me I mean, I have got say the bike, so I would
138.		rather even have the space on the side that I can attach my
139.		bike when I travel then it goes with me. Otherwise, I have to
140.		leave it. The thing is it actually makes me accountable and
141.		keeps me sane, you can almost say than if I have to leave it
142.		behind. So then a space isn't going to be that comfortable, I
143.		am going to get anxious inside of it and its going to irritate me
144.		because all of my happy places are not there. So I feel like if
145.		you can incorporate somebodies happy place into the space
146.		then that's the best that you can actually do.
147.	Interviewer:	By referring to the hand-out, kindly elaborate on the factors
148.		that could persuade you to consider living in a Tiny House?
149.	Interviewee:	Well like, they said in the video as well, its nice for if you are
150.		on your own because you can just move it, there is enough
151.		space because like they also said in the beginning, you're not
152.		really at your house. You are at the work or somewhere else,
153.		so its actually nice because you can just go into the space
154.		and do what you need to do and go out. You do whatever you
155.		need to do for the day, you come back, you eat, you sleep
156.		and that's actually that. So its actually nice because it is nice
157.		and compact and you don't need all of those stuff because I
158.		also feel like if the house was to big you get lost in the space,

159.		try to put stuff in there that you don't really need. Its to much.
160.		So I actually like it and then when you have to move, you can
161.		move your entire house. Its not like you have to sell your
162.		house and move it or anything like that. You just take it with
163.		you and its no hassle, you can just take a bakkie. You don't
164.		need to get someone to move the house or anything like that.
165.		I just feel like I could maybe just make it a bit longer, if it
166.		possible, so you can maybe add small, simple details like say
167.		a fire place. Maybe just a nice area to just sit because also
168.		the only thing that I think that can be problem is in the Winter
169.		if its cold or if its hot. I don't know how its built or if its got
170.		'Think Pink' in the roof or anything like that. I think it could
171.		also be a problem and I didn't see any air-conditioning or
172.		anything like that. But I actually feel it could really get some
173.		more and its actually nice. Like I said the only things I feel
174.		like is the car and stuff like that otherwise I think it is very
175.		good and then like they said they can make it personal and
176.		for every person. So if you can make it personal, for every
177.		person than nobody has got the same house except if you, I
178.		guess, cant afford it. Then it will also actually be good
179.		because then you have your own personal bubble that you
180.		can move around with you and it goes everywhere. Its
181.		cheaper for most people and they don't want to pay the rent
182.		or anything like that so now its a lot cheaper or they cant
183.		afford it. Especially in the times of the Corona and everything
184.		like that. I feel it is actually a very good idea to do it in South
185.		Africa.
186.	Interviewer:	Describe what factors that could influence you not to invest
187.		in the Tiny House Movement?
188.	Interviewee:	Like I said, sorry I am mixing up all of the stuff, but the only
189.		things like I said for me is the car because now where am I
190.		going to put my car, where am I going to put my bike, is it

191.		going to be safe, can anybody just come and steal it. Then
192.		for me I am an animal person so what about my animals and
193.		then the garden because I understand you can put it
194.		anywhere but I would also like to have my own garden
195.		because now when I am somewhere I cant actually plan and
196.		do what I want. It has to be wherever I park, it has to stay as it
197.		I otherwise I am going to have problems. Otherwise, like I
198.		said the rest works perfect.
199.	Interviewer:	Identify characteristics regarding the Tiny House Movement
200.		that will compliment your current lifestyle? This could be
201.		financially, socially, environmentally, etc.
202.	Interviewee:	Well firstly I feel like for the financial its better because like for
203.		I am still a ... Well I am not a student anymore I am looking
204.		for a job. In the beginning you always struggle with finding a
205.		job. So while you are struggling you can't actually afford
206.		living in a big house or anything like that and your parents
207.		want you to also move out, start living on your own and
208.		everything like that. So that's actually nice because its not to
209.		expensive, its small and you can actually take care of the
210.		house easily because its not expensive, you just buy your
211.		water, I guess you put a gas stove in and everything like that.
212.		So also have a smaller carbon footprint, so its also nice to be
213.		part of eco-friendly systems, helping the environment and
214.		everything like that. So that's actually nice and then today's
215.		people also like to be part of the environment, be part of
216.		something. So it could also be a nice movement to be a part
217.		of because nobody want to be on their own, they want to be
218.		together. So actually for that's its really good and then like
219.		I said small spaces as well because you don't need a space.
220.		In big houses you always feel like you are alone. When its
221.		small you feel comfortable and cozy, so I feel its also good for
222.		our mental health and everything like that because now you

223.		feel its smaller so its safe. You know whats going on around
224.		you so I actually feel it is really good. Like I said for the
225.		financial stuff it is very good, for the social stuff because now
226.		also if you need to go somewhere, you can go there and you
227.		can take it with you along your entire house, its easier, its
228.		less hassle and it makes it worry free. You can also be a part
229.		of a community of small houses , so its also good for your
230.		social life because now you get to go outside and meet more
231.		people and like I said you are part of something bigger. Its
232.		not like you have a house ... you are living there, you are on
233.		your own. You are actually a part of something.
234.	Interviewer:	Elaborate on your likeliness to adopt the Tiny House
235.		Movement?
236.	Interviewee:	My likeliness depends on, like I said, my future. I feel like a
237.		I cant actually say yes or no because it also depend on
238.		where am going. Will I stay in South Africa or will I move?
239.		Whatever is going on I can't actually say now because I still
240.		need to find a job. How I feel is as soon as you know where
241.		you're going, where you are heading, then you can actually
242.		say yes or no. But its definitely something to consider in the
243.		future and even its maybe not for you to live in by yourself, its
244.		nice to actually rent them maybe out like they said in the
245.		video as well, inside your yard. Then you get four of them in
246.		your yard, you are contributing to the Eco-footprint and
247.		everything like that. You are helping sustainable.. helping
248.		people out and its just nice and easier. So no matter where
249.		you are, if you decide to live in the house or not live in the
250.		house I feel its something to really consider because it is
251.		definitely a bonus or it will have a big impact in your life.

Participant 5

Interview Date: 13 September

1.	Interviewer:	Elaborate on the factors that persuaded you to live in your
2.		current housing situation?
3.	Interviewee:	Firstly budget. It had to be within budget and because I have
4.		a child, it had to be two bedrooms. I am not willing to share a
5.		bedroom and the area had to be close to where I was
6.		working at the time.
7.	Interviewer:	Elaborate on the features within your current living situation
8.		that you categorise as the most important?
9.	Interviewee:	The most important was just basically the two bedrooms. A
10.		bedroom big enough for my child and a bedroom big enough
11.		or me and my partner. The kitchen has to be big enough to
12.		prepare dinners and to bake and to cook. The marble
13.		counters are very important when it came to baking as well.
14.	Interviewer:	What do you know about the Tiny House Movement? Explain
15.		your answer in detail.
16.	Interviewee:	I just know that people live in really really tiny spaces. Maybe
17.		because they cant afford to live in bigger spaces?
18.	Interviewer:	What are your opinions regarding the Tiny House
19.		Movement? Explain what you believe it to be.
20.	Interviewee:	I think its a cool concept for single people, that don't have a
21.		lot of belongings. But for married couples with children I don't
22.		think it would be ideal. Also I would get very claustrophobic. It
23.		looks very small.
24.	Interviewer:	Identify, from the list below, how you would define value and
25.		explain your answer? Value is low price, Value is whatever I
26.		want in a product, Value is the quality I get for the price I pay
27.		or Value is what I get for what I give.
28.	Interviewee:	Option number 3 because if you are paying money you want
29.		to get value for what you are paying. If you are buying clothes
30.		for example, you don't want to pay R600 and get a pants

31.		that's going to break within a week. Whereas you would pay
32.		R600 for a good quality pants so you are getting quality vs
33.		what you pay for.
34.	Interviewer:	Based on your response to the previous question, describe
35.		the value that you would attach to the Tiny House
36.		Movement?
37.	Interviewee:	I guess it depends on whether or not you own it. Obviously it
38.		is going to have a lot of value to you, its your house and you
39.		have paid for it or you have built it yourself. So to you it is
40.		going to have a lot of value. From an outsiders perspective
41.		not a lot of value. I don't think its ideal and I think it might just
42.		be a phase that people go through. I don't think in twenty
43.		years people are still going to be doing this Tiny House
44.		Movement.
45.	Interviewer:	By referring to the hand-out, kindly elaborate on the factors
46.		that could persuade you to consider living in a Tiny House?
47.	Interviewee:	I suppose the fact that you will be paying a lot less for rent or
48.		not paying for rent at all because you will be owning the
49.		house. I think that could be the only factor.
50.	Interviewer:	Describe what factors that could influence you not to invest
51.		in the Tiny House Movement?
52.	Interviewee:	The fact that its so small and that I get claustrophobic and
53.		that you have to climb stairs.
54.	Interviewer:	Identify characteristics regarding the Tiny House Movement
55.		that will compliment your current lifestyle? This could be
56.		financially, socially, environmentally, etc.
57.	Interviewee:	Financially would be the only benefit at this stage. Paying a
58.		lot less for rent and I suppose almost paying nothing for
59.		electricity and for water. Just financially.
60.	Interviewer:	Elaborate on your likeliness to adopt the Tiny House
61.		Movement?
62.	Interviewee:	Highly unlikely. Too small.

APPENDIX D: ETHICAL CLEARANCE



28/7/2020

Student name: Charlene van Zyl

Student number: [REDACTED]

Campus: Vega, Pretoria

Re: Approval of BA Honours in Interior Design Proposal and Ethics Clearance

HONOURS/PGDIP ETHICAL CLEARANCE LETTER

Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.

In the event of you deciding to change your research methodology in any way, kindly consult your supervisor to ensure all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued.

We wish you all the best with your research!

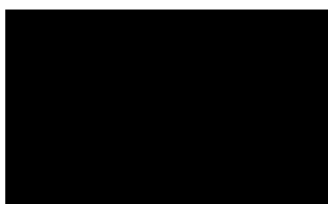
GENERAL CONDITIONS TO BE FULFILLED IN RELATION TO RESEARCH

Permission is granted to proceed with the above study subject to the conditions listed below being met and may be withdrawn should any of these conditions be flouted.

Please note: The panel has not considered the merits, accuracy or ethical soundness of the research. The only merits examined are the use of The IIE as a sample.

Permission is granted subject to the following conditions:

1. The researcher(s) will need to obtain informed consent in writing from all of the participants in his/ her sample if the study is not anonymous.
2. The researcher(s) may only use the data collected for research purposes and in no other way.
3. Photographs of human subjects may only be taken if relevant to the research, informed consent was obtained, and even with informed consent, the photographs may not be published on any online platforms.
4. The researcher is responsible for supplying and utilising his/her own research resources, such as stationery, photocopies, transport, faxes and telephones and should not depend on the goodwill of the institutions and/or the offices visited for supplying such resources.
5. No names or identifying information of participants may be used within the research and the research must be voluntary.
6. Please make it clear that the information will not be used punitively in any way and participants may in no way be counselled/advised based on this.



Campus Postgraduate Coordinator (CPC): Ria van Zyl

APPENDIX E: FINAL RESEARCH REPORT DOCUMENT TABLE

Research Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Literature Review- Conceptual Framework	Paradigm	Approach	Data Collection Methods	Ethics	Key Findings	Recommendations
1. Establish what the theoretical underpinnings that inform perceived value are. 2. Establish what the capacity of the current residential climate is in order to accommodate the Tiny House Movement. 3. Establish what factors influence decision making for first-time buyers .	What is the perceived value of the Tiny House Movement among recently graduated scholars in South Africa?	The study aims to give an academic contribution and generate new knowledge on the topic of the perceived value of the Tiny House Movement to recent graduates in South Africa.	- Zeithaml, V.A. 1982. Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence. - Abdullah, L., Jumandi, N., Nor, I., and Arshad, H. 2012. First-Time Home Buyers: Factors influencing decision making.	Interpretivism Epistemology: For this study I want to use this knowledge that is generated and informed by my target population to familiarise the population and other graduates of their options regarding dwellings and the perceived value the target population associate with the movement. Ontology: Reality is a combination of subjective perception and governed by law.	- Qualitative Approach - Exploratory research - Ideographic research - Applied research - Non-empirical research	Method: -Semi-structured interviews with open-ended questions. -cross-sectional design	Firstly, as it relates to the researcher, no at-risk groups were approached to participate in the study. The researcher applied for ethical clearance from the institution before proceeding with data collection. The correct techniques, tools and processes were applied to avoid any harm and the recording of sensitive information was done in a manner that the participants' identities remained anonymous. The researcher was prepared and organised to ensure that the participants' time was not wasted. This was done by setting up an interview schedule detailing the researchers' introduction, indicating the amount of time the interview was going to take and thereafter, indicating the amount of questions that were going to be asked. The participants were informed of the purpose of the study and their consent was required to thoroughly reading and signing the consent form before proceeding with the data collection. In addition to a consent form to participate in the study, participants were required to sign a form consenting to the use of video and audio files, for the purpose of documenting their responses for the data analysis. The participants were informed that they could withdraw participation in the study at any time as their cooperation was voluntary. As it relates to the study, the participants' identities remain confidential and anonymous, the participants are referred to as participant 1 - 5, depending on context and applicability. No incentives or compensation was provided, ensuring that ethical research was performed. Lastly, the researcher was prepared to ensure that by the participants has been distorted will be substantiated by providing receipts of the interviews in the form of the original hand written notes/ voice recordings.	Recent graduates perceive value based on the price they paid for the item first, followed by the perceived quality. The (family) Life-cycle influenced the participant responses. There is a possibility that recent graduates may not be able to afford to buy a tiny house. The Tiny House Movement can be accommodated within the current South African residential climate. The undecided likelihood to adopt the movement indicated neutral connotations towards the movement based on the everhanded and impartial responses. The stage at which the participants are in their life-cycle informs their preferences and responses. The Means-End theory was very influential aspect in participant responses and carries a lot of weight in a purchase decision. The table above, details the most important for recent graduates when considering to own/ renting a home	Based on the findings above, it is recommended that in order for the Tiny House Movement to attract a recent graduate population to purchase a house, there need to be a focus on the price paid in relation to the quality on offer. The houses need to be representative of their investment in order for the recent graduates to perceive a greater value. It is recommended that in order to attract the recent graduate population, businesses need to consider their pricing, and offer them financially. Rent-to-own leasing agreements are a suitable way for recent graduates to acquire property in a atypical manner. They have the opportunity to rent while building a good credit record and a deposit. After the agreed period, the recent graduate can decide whether to buy the property, in this case the tiny house. (Ooba, /s.a/) Based on the interview responses, it is recommended that tiny houses and house in general marketed at/ designed for recent graduates consider the factors identified in the table above. By incorporating these factors into a tiny house, the chances of the success of the movement in a South African context will increase.	

Research Problem	Secondary Questions/Hypotheses/Objectives	Key Concepts	Key Theories	Population	Sampling	Data Analysis Method/s	Limitations	Key Contribution
The adoption of the Tiny House Movement may prove difficult to forecast in a South African context as there is the uncertainty of the unknown value that South Africans, specifically recent graduates, might attach to it. Determining the perceived value that recent graduates may attach to the Tiny House Movement may be of value in a South African context.	1. What is the theoretical underpinning that informs the perceived value of the THM for recent graduates? 2. What is the capacity of South Africa's residential climate to accommodate the Tiny House Movement? 3. What are the factors that influence decision making for first-time buyers?	- Tiny House movement - Recent Graduate - Residential Climate - Perceived value	- Gutman, J. (1982) Means-End theory: - Family life-cycle (Abdullah, Jumaid, Nor, and Arshad, 2012).	Recent graduates in the Johannesburg and Pretoria area that are currently working.	- Non-Probability - Convenient sampling - Purposive sampling - Homogeneous Sampling - Sample size of 5 Recent Graduates. Participants will be selected with maximum variation in mind.	- Inductive Qualitative content Analysis - Inductive Thematic Coding	The first limitation of the study is related to the accessibility of the target population as a result of a shift in conditions associated with the Corona Virus. Secondly, there is a lack of previous research studies done on the perceived value of the Tiny House Movement to recent graduates in general, even when disregarding the research problem in a South African context. Lastly, due to the Covid-19 restrictions, interviews will have to be done electronically or via Skype or Zoom. The limitation is related to the cost of data and the availability of Wi-Fi in order to conduct the data collection.	The study detailing the perceived value of the Tiny House Movement, too recent graduates can contribute to literature existing within the Interior Design and Built environment discipline. This study could contribute to further research in the field by acting as a precedent that other researchers can advise on or learn from. The contribution includes advising readers of the theory that informs the perceived value of the Tiny House Movement. Subsequently, this study will contribute to the understanding of what the perceived value of the Tiny House Movement is too recent graduates in South Africa. This contribution could determine the potential of success or failure of the movement within a South African context based on the responses of the participants that will determine whether the movement is of value to recent graduates in South Africa. A contribution could be made towards the design and amenities available in newly designed tiny houses. The data analysis process indicated several factors that influence buyer intent. The study could contribute to new designs in the image of the potential user based on participant responses. This, in turn, could contribute to the promotion and appeal of a tiny house.