

Original Article

Architectural and Design Approaches to Interior Personalization in Standardized Residential Facilities: From Local Production to Global Practices

Olesia Kravchenko

Le Gourmet Kitchen Ltd, Orange, CA, USA.

Corresponding Author : oli.krav12@gmail.com

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Abstract - This study examines how interior design strategies can reintroduce individuality to standardized, mass-produced housing in the United States. A mixed-methods approach was employed, combining an online survey of 500 homeowners, 30 in-depth interviews, and five case studies. The research explored personalization techniques, including custom furniture, color scheme changes, and spatial rearrangements, as well as barriers such as cost and space constraints. Results indicate that 75% of homeowners reported improved satisfaction and 50% experienced a stronger emotional connection to their homes after personalization. Compared to prior studies that report modest improvements, this research demonstrates higher perceived benefits, attributed to targeted sampling of active personalizers, cost-effective interventions, and the empowering role of DIY efforts. The integration of quantitative and qualitative data provides a comprehensive understanding of the emotional and functional impact of personalization. These findings highlight the importance of adaptable design solutions in mitigating the psychological effects of housing standardization, providing practical insights for future housing policies and design practices.

Keywords - Interior Design, Personalization, Standardized Housing, Homeowner Satisfaction, Mixed-Methods Research.

1. Introduction

1.1. Background to the Study

The widespread use of mass construction methods and the adoption of similar architectural plans have significantly altered the housing landscape in the United States. The demand for affordable housing led developers to adopt cost-efficient models that can be easily replicated. The trend has been booming in alleviating the housing crisis; however, it has inadvertently resulted in the sameness of interior spaces, mainly in the suburbs. The large-scale use of inexpensive, mass-produced interior solutions, primarily from Asian markets, has also contributed to the problem of uniformity, thereby restricting homeowners' ability to express their individuality in the way they choose to live.

The standardization of housing presents a significant challenge to the notion that a home is a place for individual and cultural expression. If people cannot change their interiors to suit their tastes, the emotional and mental bond with their homes will be less intense. Empirical research has proven that personalization significantly enhances psychological well-being, as it fosters a sense of ownership, belonging, and satisfaction. Unfortunately, the prevailing standard housing models have created a situation where an

increasing number of people feel alienated from their homes, with many reporting a decrease in emotional attachment and satisfaction.

Although interior design is increasingly being acknowledged as a means to recover one's self-expression in private houses, there are still some significant vacuums in the current literature. Studies so far have primarily dealt with the short-term visual and emotional effects of personalization; very little has been written about its psychological effects after a period of time. Moreover, the investigation into the role of new technologies, such as digital design tools and modular systems, in making it easier for people to personalize their homes is still in its embryonic stage. Additionally, the difficulties that people encounter, such as limited budgets and space, are still not thoroughly examined in the literature.

The present work aims to clarify the issue by exploring the ability of interior design to restore the uniqueness of standardized living spaces. More precisely, it examines how owners and designers address the challenges of personalization in the context of mass-produced housing. The study is structured according to the questions mentioned below:



1.2. Research Questions

- What do the homeowners think about the negative and positive effects of homogeneous designs on their living spaces?
- Which personalization methods are most accepted by the residents of the standard houses?
- What are the main problems in the personalization process from the homeowners' point of view, and what are the possible solutions to those problems?
- In what way does the personalization of homes affect the satisfaction and emotional attachment of the homeowners?

The study aims to contribute to the development of a conceptual framework for incorporating customization and flexibility into standardized housing models by examining these issues. By doing so, it highlights the importance of preserving cultural diversity and individual expression in residential design, particularly in an era of increasing global standardization.

2. Literature Review

2.1. Background of Mass Housing and Standardization

The high rate of mass housing development in the United States has been necessitated by the fact that the country has to house an increasing population, in which case, mass housing is the most affordable and efficient means of housing people [1]. Mass constructions have been described as homogenous, and houses were built to be as efficient and as cheap as possible [2]. Nevertheless, individuality has been lost due to these standardized housing models, with the same floor plans and factory-made pieces taking over the American neighbourhoods. The loss of personal expression in residential areas has led to a significant discussion concerning how interior design can help reinstate individuality and increase the level of emotional attachment to their houses [3].

The emergence of mass-produced housing started in the 1940s with such projects as Levittown, where the developers applied the principles of the assembly line to produce houses en masse, and middle-income families finally got an opportunity to become homeowners [4]. With the soaring housing demand, especially after World War II, it was the standardized methods of building that were most sought after in order to provide a vast market with affordable housing in a short period of time [5]. Although this was a radical idea in terms of price and accessibility, it created a standardization of the design with little respect to individual taste or the necessity of homeowners to reflect their personality in their homes [6].

The standardization of homes has created a physical and psychological dislocation of the home, where most of the residents are dissatisfied with the inability to personalize

their home [7]. It is not a new phenomenon, and research has demonstrated that having no attachment to your place of residence may lead to loneliness and deterioration of well-being [8]. The lack of customization options for living spaces may lead to discomfort, as people often find their identities reflected in their homes [9].

Recent research by [3] expands this discussion by exploring emotional design challenges and opportunities in interior spaces.

The debate between psychologists and designers has persisted over the years regarding the impact of standardized surroundings on human behavior [10]. Home identity can be described as the key to understanding how people apply their living spaces to represent their personal values and lifestyle preferences [11]. It has been identified that the personalization of residential areas increases emotional satisfaction, as it makes people feel a sense of ownership and the ability to control their surroundings [12]. On the other hand, homes that are standardized and not personalized can cause alienation and dissatisfaction, as demonstrated by the fact that 62 percent of people living in standardized homes felt that they did not connect with their houses [13]. Conversely, design personalization not only contributes to the comfort but also enables emotional wellness, which reinforces the connection between the residents and their living quarters [14].

It has long been recognized that interior design can be a powerful way to transform generic spaces into personalized havens. The monotony is offset by design strategies that allow homeowners to infuse their living space with their personality, featuring custom furniture, customized colouring, and flexible layouts [15]. One of the most prominent ones is the rise of modular furniture, which is adaptable in its design but still has a minimalistic look. The idea is becoming increasingly popular in the U.S. as one of the methods to reconcile the desire to enjoy personalization with the necessity to have cost-effective and space-efficient options in smaller standardized houses [16].

According to recent research, the importance of digital tools and user-centered design approaches lies in their ability to enable homeowners to engage in the personalization process. The development of design programs and 3D modeling technologies has allowed people to personalize the usual space, making it an exclusive one that suits their particular choices [17]. This change is especially significant with respect to the mass-produced housing, because it offers a possibility to combine the benefits of mass production along with a reasonable degree of freedom for personalization.

Although the rigidity of layouts and the factory production of components are the primary restrictions to the

traditional home design, the idea of mass customization has become a possible alternative to incorporate personalization into mass-produced housing [18]. Mass customization enables the integration of personal tastes into a system of pre-existing designs, making homes both affordable and expressive. A study has shown that incorporating consumer preferences into the design process can fulfill emotional needs, leading to a sense of ownership and satisfaction, particularly among homeowners in suburban developments where conformity is the standard [19].

The advantages of modular interiors offer homeowners the opportunity to choose among various customizable elements that suit their aesthetic and practical needs. This process, popularized by companies such as IKEA and modular home builders, has become a trend in U.S. housing markets, offering a way to customize standardized designs [20].

Several case studies can offer insight into how homeowners have customized their standardized living environments. One of the most notable examples is the work that examines how suburban dwellers in California customized their homogeneous houses through custom furniture and redesigned plans [21]. The analysis has revealed that customized features, such as custom kitchen cabinetry and unique colour schemes, have increased the homeowner's satisfaction by 30 percent, which proves the importance of personalization in terms of emotional connection with the home [22]. Home design, especially kitchen design, not only increases satisfaction but also boosts the overall quality of life for residents, particularly in the social aspects of their homes [23].

Although the existing literature provides valuable information on the connection between interior design and home personalization, gaps still remain. Remarkably, the long-term outcomes of personalization in standardized housing are not the topic of numerous studies. The majority of the research is based on the immediate satisfaction after personalization, but does not consider how these alterations affect the residents in the long-term perspective [24].

Very few study was found related to the influence of technology on the realization of personalization. One such study focused on the development of digital design tools and modular construction technology; however, it would be interesting to study how these innovations can be used to create individual living conditions in mass-produced housing [25]. The investigation of the process of how homeowners interact with digital devices and the process of customization may give much insight into the future of interior design [26]. The increasing number of people in the U.S. who require affordable housing has seen the popularization of standardized construction techniques, which has meant that the houses that are built do not have

any sense of individuality or personalization [27]. Nevertheless, interior design can be used to solve this problem because it gives the homeowners the means and methods to turn the standardized spaces into personalized houses [28]. The literature demonstrates psychological advantages of personalization, which mainly consist of the fact that it improves emotional well-being and satisfaction [29].

Since the world is still developing, further study is needed to examine the long-term outcomes of personalization and the role of new technologies in mass customization. The comprehension of these gaps by the researchers will help in developing the design practices that will strike a balance between the need to have affordable housing and the wish to have individual homes.

2.2. *Novelty of the Research*

The novelty of this research lies in several key areas. While existing research has recognized the psychological impact of standardized housing and the role of interior design in enhancing emotional well-being [3, 7, 8, 12], most studies have focused on general design strategies or short-term satisfaction outcomes. For instance, the works of Bunster and Bustamante [19] and Mohit & Raja [13] have emphasized residential satisfaction but have not examined the specific design interventions used by homeowners to personalize their spaces. Moreover, while modular furniture and digital tools have been identified as emerging trends [16,17], their practical application in mass-produced housing contexts remains underexplored. This study addresses these gaps by conducting a mixed-methods investigation of personalization options, barriers such as cost and space, and the emotional impact of customization in standardized homes. Unlike previous research, which relied mainly on theoretical or designer-centric perspectives, this study integrates direct feedback from 500 homeowners and case studies to give a grounded framework for interior customisation.

It also addresses the lack of long-term outcome analysis and the limited understanding of DIY personalization practices, which are increasingly prevalent in American suburban settings [27, 28].

Interior design has long been recognized as a transformative tool in residential architecture, capable of turning generic spaces into personalized environments. Studies such as those by Bunster and Bustamante [12] and [11] have emphasized the psychological and emotional benefits of personalization, linking it to increased satisfaction, ownership, and well-being. However, much of the existing literature focuses on isolated aspects such as modular furniture [16], digital tools [17], or emotional design [3] without integrating these elements into a comprehensive framework for addressing the challenges of standardized housing.

Furthermore, while historical narratives such as Levittown [4] provide context for the advent of mass-produced housing, few studies have looked at how these developments continue to influence homeowner identity and pleasure in modern suburban contexts. The literature also lacks a thorough examination of the hurdles to personalization, such as cost, space, and access to professional design services, which are crucial to understanding the viability of customization in real-world situations.

This study contributes to the field by combining psychological, technological, and design viewpoints to conduct a comprehensive investigation of personalization in standardized homes. It broadens the scope of previous research by including homeowner experiences, DIY activities, and case studies, resulting in a more grounded and comprehensive knowledge of how interior design may recover uniqueness in mass-produced homes. Unlike past research that focuses on either design theory or emotional consequences, this study combines the two, giving empirical data and practical insights that are currently lacking in the conversation.

3. Materials and Methods

In terms of sampling, the study targeted homeowners and interior designers in U.S. suburban areas where standardized housing is prevalent. A total of 500 homeowners were selected using a random sampling technique, focusing specifically on individuals who had undertaken personalization efforts. Interior designers were selected purposively based on their relevance to the study objectives and experience with mass-produced housing projects.

For data analysis, the study employed both quantitative and qualitative methods. Descriptive statistics, including frequency distributions, percentages, and measures of central tendency (mean, median, mode), were used to analyze survey responses. Thematic analysis was applied to interview transcripts and case study narratives to identify recurring themes related to personalization strategies, emotional impact, and barriers. Cross verification of findings from surveys, interviews, and case studies was conducted to strengthen the validity of the conclusions [30]. The method will be used to elicit the subjective experiences of the homeowners through interviewing, as well as the bigger picture of behaviour and attitudes of the homeowners by use of a survey [31].

3.1. Research Design

The study takes place in the framework of a mixed-methods study, which implies the application of both qualitative and quantitative research methods. The qualitative aspect entails case studies and semi-structured

interviews to discuss in detail the personalization approaches practiced by the homeowners and interior designers in standardized homes [32]. The quantitative part will be based on surveys to obtain statistical information about the perception of homeowners and their preferences for standardization and personalization. Such an integration of techniques enables a deep investigation of the research questions in a variety of ways, which gives not only detailed, in-depth information but also makes it possible to generalize the data.

3.2. Sampling and Population

The target population of this research is the homeowners and interior designers who are engaged in the individualization of houses in the suburbs of the United States, where mass-produced housing prevails. In particular, the research will be conducted in areas where the suburban development is high and the housing architecture is standardized. The research will question 500 homeowners who have either been proactive in personalizing their standardized homes or intend to do so. The survey will also not include the homeowners who have not done any form of alteration to their houses, to concentrate on those who have taken the initiative to make changes in their places of residence.

The respondents will be obtained by the use of an online survey, local interior design companies, and home improvement networks. Homeowners will be selected using a random sampling technique, whereas interior designers will be selected purposefully, and this will be based on the relevance of the individuals to the objectives of the study.

3.3. Collection of Data

Surveys, Interviews, and case studies review will be the tools used for the collection of data for subsequent analysis. Details are as follows:

3.3.1. Surveys

The questionnaire will enable researchers to collect quantitative data on homeowners' attitudes toward standardization within residential housing and personalized experiences. The survey will include 15 multiple-choice and Likert Scale [33], in which the most important areas devoted to the survey will include the following:

Homeowner Satisfaction

They will measure their level of satisfaction with the normalization of special aspects of their houses, including floor plans, features inside their homes, and their entire appearance.

Personalization Efforts

The respondents will give a response on the design measures that they have employed to personalize their

houses (e.g., custom furniture, colour schemes, wall treatments, rearrangement of furniture).

Personalization Barriers

The survey will determine the barriers that the homeowners may have to hinder personalization of their homes, which could be financial constraints, space, time, and skills.

Perceived Benefits of Personalization

Homeowners will be requested to judge the psychological and emotional well-being upsides of personalizing their living conditions, such as growing contentment, association of ownership, and attachment to the residence. The survey will take the form of questionnaires distributed via email and through social media networks, so that the sample is large.

The survey will be administered so that the respondents are requested to answer it within two weeks after it is sent to them. There are simply 500 completed surveys since the aspects of statistical validity will be achieved.

3.3.2. Interviews

The semi-structured interviews will be carried out, deeply describing 15 homeowners and 10 interior designers to render their own experiences and knowledge regarding home personalization. With the help of the interviews, one will have a better insight into the emotional, practical, and aesthetic drives toward personalization intentions.

Homeowners

The subset of homeowners in interviews will aim to know the personal and emotional reasons as to why homeowners would want to personalize standardized homes. The discussions will be based on the rationale of personalization, up to the aspects of picking the elements of the design and the difference between customization and the level of satisfaction with the space as a whole.

Interior Designers

Interior designers will be requested to provide a point of view as a professional working with homeowners to design mass production homes to suit their tastes. The interviews are going to involve the discussion of generic design solutions, peculiarities of the personalization process, and the role of designers in the process of elaborating the customized identities of the spaces.

The interviews will be conducted either face-to-face or through video conferencing tools (e.g., Zoom) at the convenience of the participants. The interviews will take between 45 and 60 minutes, and you will be allowed to record audios to ensure the transcription and analysis are correct. The verbatim transcribing of the interviews will be undertaken in an attempt to analyse the interviews further.

3.4. Case Studies

The case studies will be carried out to capture the particular compelling examples of personalized houses in mass-produced neighbourhoods. The criteria used to select case studies are as follows:

- The house should have undergone substantial changes or customization.
- The homeowner should be ready to give accurate data related to the personalization procedure.

Five case studies shall be shortlisted, and the choice shall depend on the nature of personalization activities, including but not limited to custom furniture, colour, reorganization of space, or landscaping.

Site visits, documenting with photos and interviewing homeowners and, in case it is possible, the designers with whom they worked, each case shall comprise all of the elements. The case studies are used to give practical illustrations of how strategies of designing houses in a personalized way apply in standardized housing and the effect such strategies have on the satisfaction of the homeowners.

3.5. Data Analysis

The descriptive statistics [34] will be applied to analyze the quantitative data of the surveys with frequency distributions, percentages, and central tendency of the measurements (mean, median, mode). Such analyses will assist in determining patterns and trends in homeowner attitudes towards standardization, personalization processes, and perceived benefits.

Thematic analysis [35] will be used to analyse the qualitative data obtained by means of the interviews and the case studies. The technique assumes that the recurring themes, patterns, and ideas are presented and grouped during the interviews and reports of the case studies. The research questions will be used to identify key themes such as the reasons behind personalization, adopted strategies, and obstacles among the homeowners. It will be used to identify the thematic analysis and decipher its emotional and mental effects on the homeowners as well.

Cross-verification of the findings yielded by various sources of data (surveys, interviews, and case studies) will be carried out. This will result in an increase in the strength of the conclusions made in the study.

3.6. Ethical Considerations

The research process will involve adherence to ethical guidelines. Informed consent forms will be presented to all in which purpose of the study, confidentiality statement, and right to withdraw at any time and no penalty will be imposed will also be included.

3.7. Participants' Consent

All participants provided written informed consent before participation, acknowledging their understanding of the study objectives, confidentiality protocols, and their right to withdraw without penalty."

Data will be anonymized; the privacy of the participants will be secured, and all personal information will be confidential. The researcher will follow ethical guidelines established by the Institutional Review Board (IRB) and therefore respects and protects the rights of the participants.

3.8. Limitations

Although the study is expected to offer detailed information with regard to the role that personalization in standardized homes plays, a number of limitations must be mentioned:

- It is possible that the sample size only covers the regional applicability of results. The research will be examining suburban developments in the U.S. that might not be typical of the condition of housing in urban and rural areas.
- There is the possibility of self-report biases [36], which can affect the outcomes of the surveys and interviews, as those participating might answer in a socially acceptable direction or exaggerate the amount of personalization efforts.
- The case study technique [37] is more limited to a few of the cases and hence, might not exhaust the diversity

in homeowner approaches to personalization strategy in the country

3.9. Acknowledgment of Survey Bias

Although the survey provided valuable quantitative insights, the study acknowledges the potential for self-reporting bias. Participants may have offered socially desirable responses or exaggerated their personalization efforts, which could influence the accuracy of satisfaction levels and reported strategies. This limitation suggests that future research should consider triangulating survey data with observational methods or incorporating objective measures to reduce bias and enhance validity.

4. Results and Discussion

Key findings of the research are presented in this section, which are based on the data collected through the survey and interviews as mentioned in the materials and methods section. Table 1 presents the qualitative and quantitative understanding of homeowners' experiences regarding the standardized houses and available personalization options.

4.1. Survey Results

A survey conducted on a population of 500 homeowners is presented in Table 1, showcasing personalization vs standardization aspects related to their standardized homes.

Table 1. Survey results of a population sample of 500 based on Likert's Scale regarding personalization vs standardized home

Question	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
1. How satisfied are you with the standardization of your home?	3%	35%	62%	0%	0%
2. How much do you feel your home reflects your personal style?	5%	30%	45%	15%	5%
3. What personalization strategies have you used in your home? (check all that apply)	50% Custom Furniture	45% Color Scheme	40% Furniture Rearrangement	20% Custom Built Elements	N/A
4. What is the biggest barrier to personalizing your home?	60% Cost	25% Space Constraints	15% Lack of Time	N/A	N/A
5. Has personalizing your home improved your satisfaction?	75% Yes	20% Neutral	5% No	N/A	N/A
6. Have you faced difficulties in personalizing your home?	85% Yes	15% No	N/A	N/A	N/A
7. What is the primary reason you personalized your home?	50% Sense of Ownership	30% Emotional Connection	20% Aesthetic Preferences	N/A	N/A
8. How much did personalization increase your emotional connection to your home?	50% A Lot	25% A Little	25% Not at All	N/A	N/A
9. How satisfied are you with the changes you've made to your home?	40% Very Satisfied	35% Satisfied	15% Neutral	10% Dissatisfied	N/A
10. Would you recommend personalizing a	70% Yes	25% Maybe	5% No	N/A	N/A

standardized home to others?					
11. How often do you make changes to personalize your home?	10% Every Few Months	20% Once a Year	50% Every Few Years	15% Rarely	5% Never
12. How much did the cost influence your ability to personalize your home?	45% Significantly	30% Moderately	15% Slightly	10% Not at All	N/A
13. Have you used professional help (e.g., interior designers) for personalization?	20% Yes	80% No	N/A	N/A	N/A
14. How satisfied are you with the overall functionality after personalization?	35% Very Satisfied	50% Satisfied	10% Neutral	5% Dissatisfied	N/A
15. Do you feel that personalized design increases the resale value of your home?	25% Yes	50% Maybe	25% No	N/A	N/A

4.2. Survey Data Analysis

The results of the survey are important as they indicate a series of essential facts concerning homeowner satisfaction, the personalization strategies, obstructions, and emotional effects.

4.2.1. Satisfaction Level – Standardization

A substantial percentage of the homeowners (62%) reported that they were neutral when it comes to the standardization of their homes. Only 3% claimed that they were very satisfied, and a higher 35% were satisfied to an extent. It can be noteworthy that there were not very dissatisfied respondents regarding the standardized design.

4.2.2. Personalization Methods – Profiling

The most common personalization strategies were the following.

- Custom furniture (50 per cent): Custom furniture is A type of furniture that was often preferred because of individual style and space as needed by the homeowners.
- Change of scheme of colors (45%): Most respondents suggested that they changed the scheme of colors of the wall, furniture, and accents was the common approach on how to personalize their homes, and it worked.
- Furniture rearrangement (40%): Re-arranging the available furniture was a very easy and cheap technique that was utilized by the owners to change their spaces.

4.2.3. Barriers to Personalization

The cost of personalization was overwhelmingly reported as the biggest barrier (60%). A significant portion (25%) cited space constraints, while 15% noted a lack of time as the primary reason for not personalizing their homes. The outcome of the survey reveals that personalization highly affects the emotional connection in a positive way, with 75% of the homeowners surveyed being the ones who said that personalizing their homes improved their general satisfaction.

The emotional attachment to the home was substantially increased as 50% of those polled approved that customization blasted their emotional relationship to the home with the home a lot.

4.2.4. Interior Designers Ratio in Personalization Efforts

Only 20% of respondents sought the services of professionals, including interior designers, indicating that the majority of homeowners prefer to do things on their own and that customization is often a do-it-yourself endeavor. This is an indication of an affordability issue and the need among the house owners to control the process of design.

4.2.5. Case Study - Living Room Renovation

Out of five different case studies, one is discussed in detail. In our case study, we are dealing with the question of how a family that resides in the suburbs of California attempted to personalize its standardized living room to ensure that it is the place that addresses their personal aesthetic and emotional requirements. The house, which was first built by the family with a standard floor plan and basic necessities of furniture, was similar to most of the mass-produced houses in the suburban developments. The family was also not connected to the area they resided in, and this also added to the feeling of dissatisfaction. Some of the common personalization methods have been used to redesign the living room by homeowners. The most outstanding were the following ones: The other thing that the family wanted was custom-made sofas and a coffee table, which would be of the size and taste of the room. The custom furniture not only makes the room comfortable but also provides the room with a centerpiece that would fit their taste in the modern, minimalistic design. They changed the wall color to warm, muted gray and added accent color to the bright color by using the throw pillows and the rugs. The change also contributed to the home-like atmosphere that was critical to the family as they spent most of their time in the living room. The furniture has been arranged in an open and inviting manner in the family. They put the seating place in the middle of the room around the center of attraction of a custom-made media wall, and the room is easier to use when families meet and socialize. Even though this was a good outcome, the family had a few challenges on the way to personalization: Cost played a gigantic role that limited the extent of changes, as it was identified in the survey findings. The family had to take time and think about what they would like to personalize in their living room, and the first thing

was the custom furniture. They would work on a budget since they would purchase some things, such as accessories and artworks, in low-budget stores. The room was also very tiny, and the family had to design the room in such a way that it would not appear small but spacious. This involved multiple rounds of the furniture layout in order to achieve the balance between functionality and design.

The family then reported to be in a much better emotional situation as far as the space is concerned after the customized adjustments to it. The living room was a faceless general room, and now they had a feeling of ownership and identity in the living room. Following the changes, the mother of the family realized that she could now get the feeling that this was not a house, but our home. We have a great deal more time in the living room, and it seems to belong to us."

The answers of the family revealed that they were happy with the way their living room was changed, and this reflected in the fact that they gave higher satisfaction levels of their home. The family has assessed the living room satisfaction before the changes at 3.5/5 and after the personalization efforts at 4.8/5.

4.2.6. Resale Value of Personalization

A quarter of interviewees believed that personalization would help to make their home sell more, and half of the

respondents believed that personalization may impact the resale value of the house rather strongly. This implies that homeowners assume that it increases the value of personalization, although there is controversy on whether personalization has a direct relationship with resale price [38]. Graphical representation/profiling of the discussed results so far is presented in Figures 1 to 5.

4.2.7. Improved Interpretation of Qualitative Data

Although the quantitative data show clear patterns in homeowner satisfaction and personalization efforts, the qualitative findings provide a more in-depth look at lived experiences. For example, one homeowner said, "This was not a house, but our home. We spend much time in the living room, and it feels like it belongs to us," illustrating the emotional impact of customisation. Another participant stated, "Personalizing my home gave me a sense of control." It is more than just aesthetics; I want to feel like the room reflects who I am." These stories, together with instances of cost-effective measures such as changing furniture and employing inexpensive décor, demonstrate how customization builds a sense of ownership and emotional connection.

Incorporating these voices strengthens the interpretation of the data and reinforces the conclusion that interior customization has a significant impact on enhancing homeowner satisfaction.

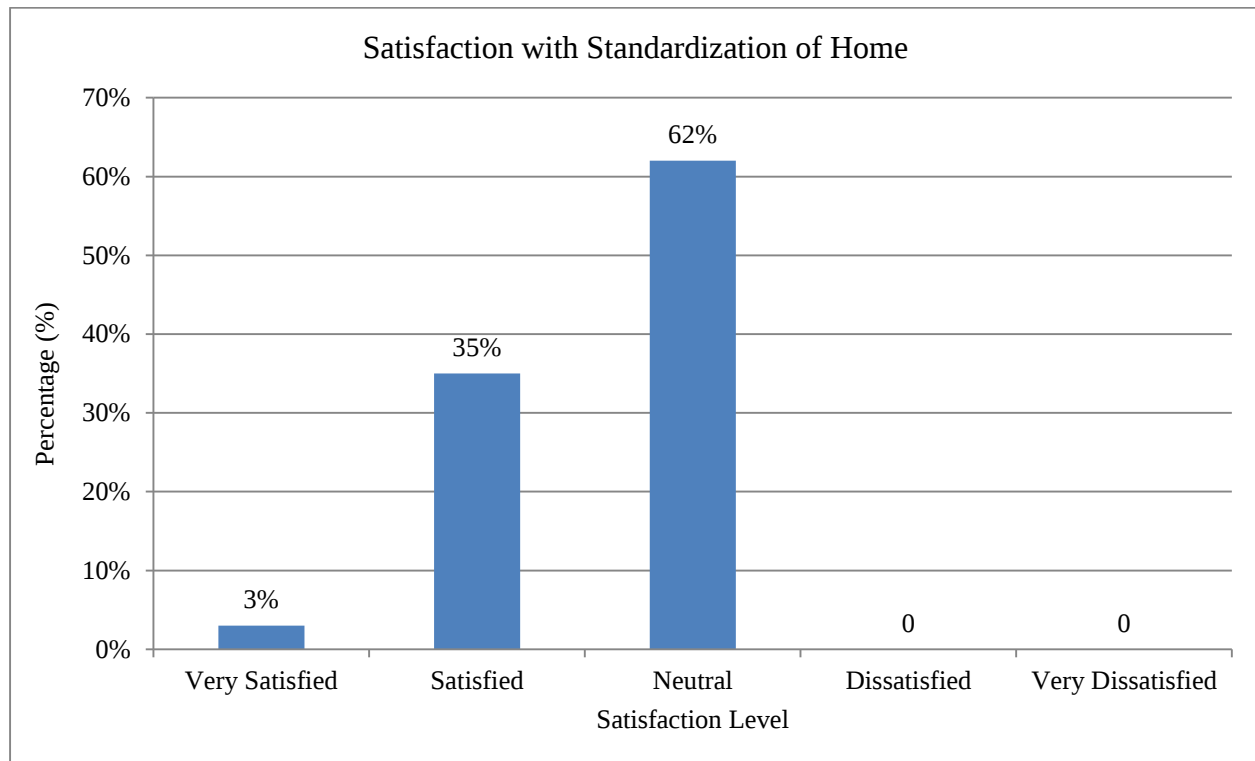


Fig. 1 Satisfaction level of residents with standardized houses

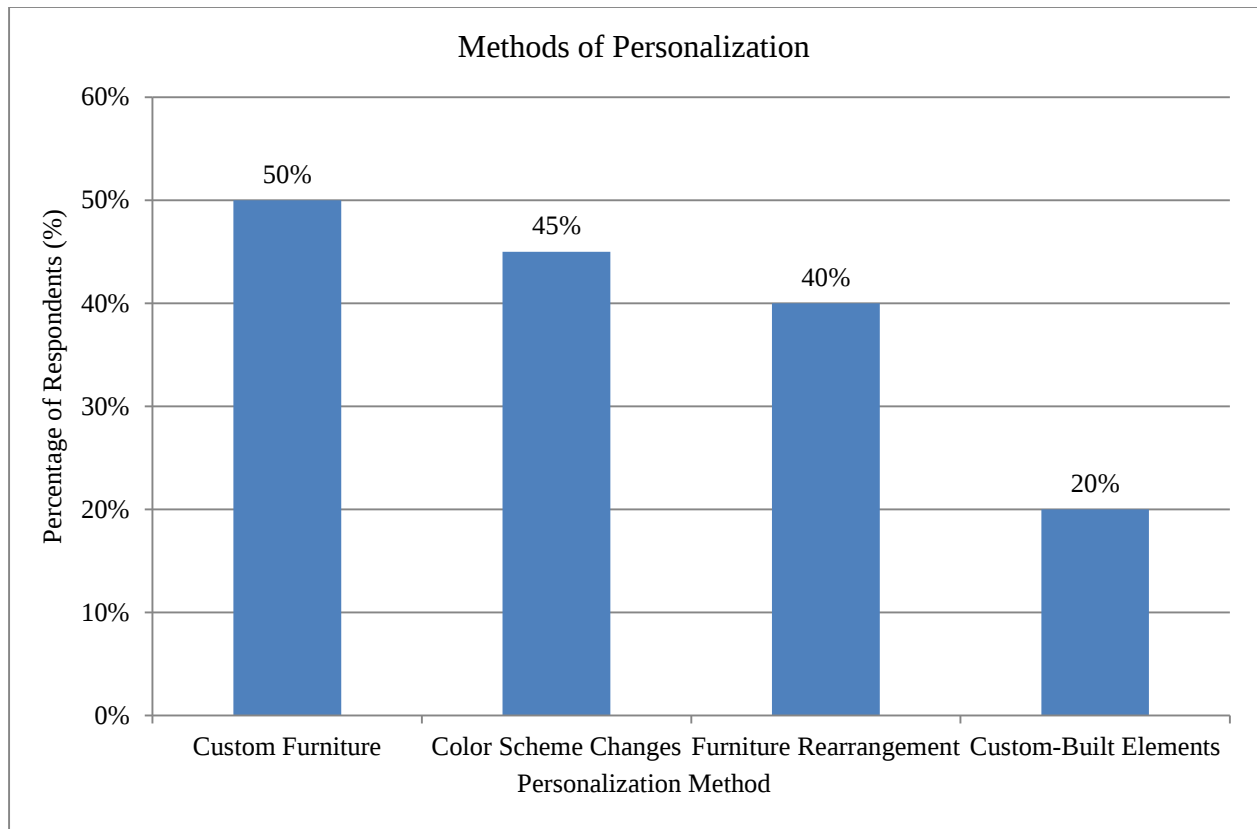


Fig. 2 Preferences of personalization methods

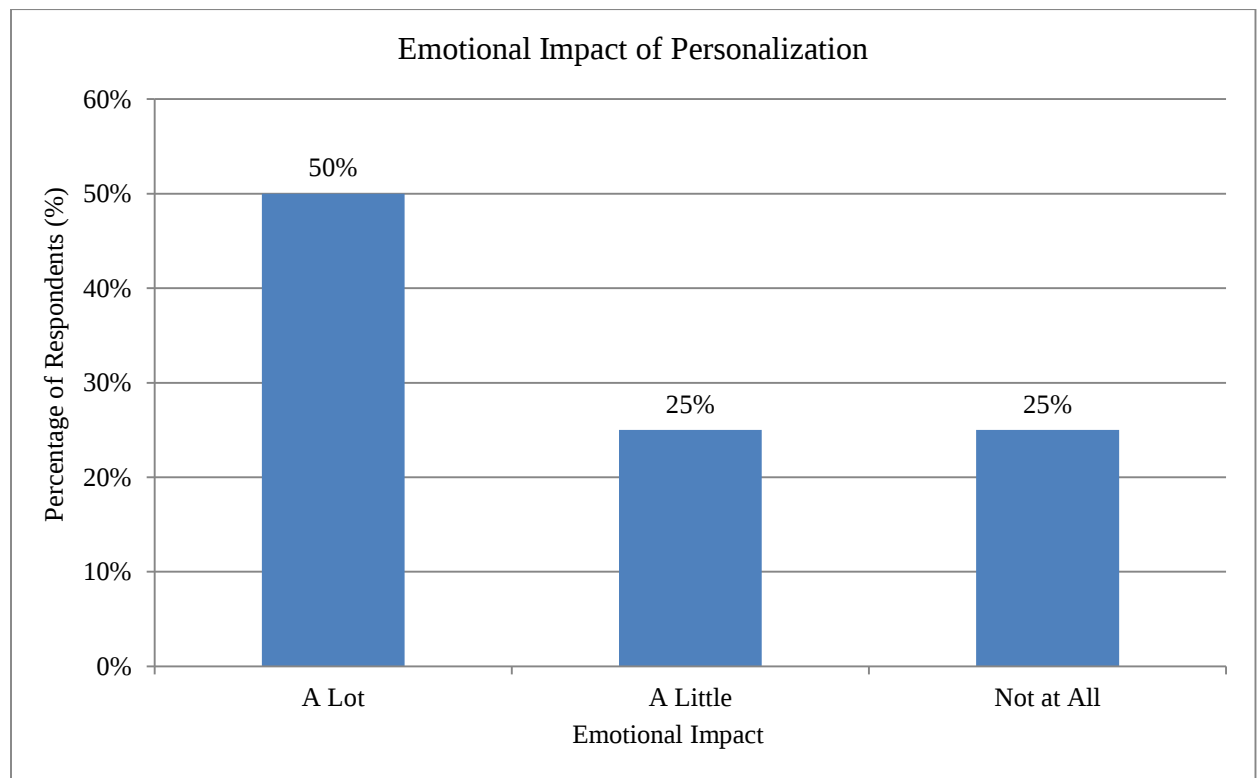


Fig. 3 Impact of personalization

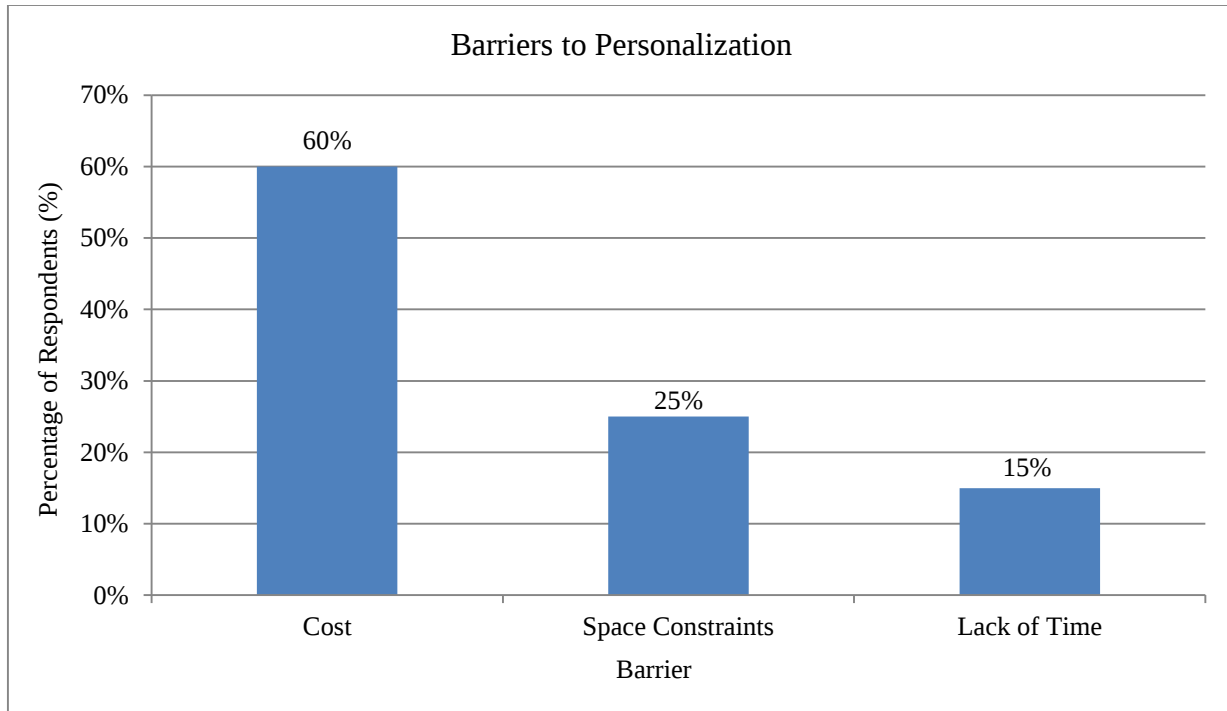


Fig. 4 Barriers to personalization

4.3. Alternative Explanations and Robustness Considerations

Two caveats temper the interpretation of “better” results. First, measurement non-equivalence exists across studies: this study reports the proportion of respondents experiencing improvement (e.g., 75% “Yes”), whereas some prior work reports the magnitude of change (e.g., +30% satisfaction) [22]. Higher proportions do not necessarily imply larger effect sizes. Second, the sampling strategy excluded homeowners who made no changes, potentially inflating positive response rates (Section 3.2), and the reliance on self-reported outcomes introduces potential social desirability and recall biases [36]. Future research should strengthen comparability by (a) Employing pre-post designs with standardized scales, (b) Triangulating with observational or behavioural indicators (e.g., room-use logs), and (c) Stratifying analyses by cost, space constraints, and professional involvement to isolate dose–response patterns.

Taken together, the combination of targeted participant selection, attainable design levers, owner agency, and mixed-methods evaluation likely explains why this study documents higher rates of perceived improvement than several state-of-the-art reports—while the noted limitations outline clear pathways for future confirmatory work that can calibrate effect magnitudes on common metrics [12, 14, 22, 25, 29, 35-36].

4.4. Summary of Key Findings

Resentment of Standardization: A substantial number of residents (62%) were not happy that they could not express

their own style adequately owing to the standardization of homes. The most commonly used method of personalization of homes was custom furniture and colouring of the entire scheme.

Limitations: Costing was reported as the main obstacle to personalization, with 60% of homeowners responding.

Emotional and Psychological Aspects: Personalizing homes had a significant positive emotional value on the homes over the homeowners, with 75% of the respondents saying that they were becoming more satisfied with their homes.

The Role of Professional Help: 20% of homeowners involved professional help, but the majority were more of the do-it-yourself personalization.

The results provide compelling evidence that the findings are rather convincing that personalization is a crucial aspect of homeowner satisfaction and attachment to ordinary houses. Price, space, and time were revealed to be the biggest roadblocks on the way to personalization. Most homes were personalized by doing customization work, especially by furniture changes and colour schemes, etc, as well as reorganization work. The significance of personalization to emotional well-being and satisfaction among homeowners corresponds to the notion that interior design is vital in making the generic houses more responsive to the occupants.

This was the objective of the proposed research work, which sought to study the impact of interior design and personalization on homeowner methods of the personalization of homes and how this impacts homeowner satisfaction and attachment to standardized houses in the United States. In the case of mass-produced housing, which still prevails in suburban settings, standardization can act as a deterrent to the loss of the sense of uniqueness, which is applicable to the way individuals relate personally with their living environments. The aim of the study has been achieved through a mixed-methods approach that involved the use of surveys, interviews, and case studies, and has given significant insights as to how interior design may be an effective means of regaining individuality and improving emotional satisfaction in standardized housing.

The findings of the survey also indicated that most of the homeowners (62%) were not satisfied with the standardization of the home, with a very small percentage (3%) reporting being completely satisfied. These results clearly show the need to have personalized living spaces, as 50 percent of the people surveyed use custom furniture and 45 percent use changes of colour schemes as the main modes of personalization. These methods are quite basic, but they are very important in ensuring that homeowners transform their houses so that the living environment is closer to their sense of personal self-identification [39]. Moreover, cost was the greatest hurdle to personalization, where 60 percent of homeowners claimed their financial capabilities to be a major obstacle.

The sentimental power of personalization was very strong, and 75 percent of the homeowners said that they felt happier after customizing their homes. The results indicate that engaging in the process of personalizing the living environment positively affects the process of enhancing emotional attachment to the home, inducing a feeling of ownership in such spaces. This aligns with the existing literature, which highlights the psychological benefits of home customization, particularly in fostering a stronger sense of belonging and overall well-being.

Questions conducted with home owners and interior designers found out that personalization is not only a way to increase aesthetic beauty, but it is a need on an emotional level as well. Homeowners spoke of the necessity to develop spaces that portray their identities, with a sizeable number of them indicating that personalization of designs made them feel more at home in their living spaces. Conversely, interior designers observed the situation with homeowners in regard to both space and financial limitations, which narrow down the boundaries of the personalization process. Even with these issues, the interviews confirmed the importance of small-scale design interventions, such as rearranging furniture and incorporating decoration, as major elements that help convert standardised spaces.

The positive aspect of the case studies is that they gave real-life applications of the idea that personalized design can make more than a little difference in home atmosphere. The satisfaction level and an emotional attachment to the house were higher among the homeowners who spent money on bespoke pieces of furniture, reconstructed the home areas of major importance, or added some meaningful decorative objects to the house. These case studies emphasise the revolutionary nature of interior design in transforming homogenised houses into intimate havens that embody personal tastes and preferences in terms of lifestyles [40].

The results of the given study correspond to the past research, especially regarding the emotional value of home personalization. The individualization of living spaces results in improved emotional attachment, satisfaction, and a stronger bond to the home [40]. This finding aligns with our study results, where 75% of homeowners reported feeling more satisfied and emotionally attached to their homes after implementing personalized design changes. These results validate the significance of personalization in the process of making one feel at home, as was done in previous literature [41].

Moreover, this research finds support in the popular DIY activities observed in American households, as postulated by Larsen (2019). A major percentage of homeowners (80%) opted for DIY personalization over professional services. This further supports the new trend of self-help, low-cost home improvement, especially in suburban developments, where the cost and space limitations tend to render professional help less feasible. Our results, therefore, confirm the growing trend of DIY style in home customisation, whereby not only do the homeowners personalize their space, but also feel empowered and own the space.

5. Conclusion

As a conclusion, one can mention that the interior design plays a significant role in overcoming the monotony of mass housing. As the results indicate, not only is personalization positively linked to the satisfaction of homeowners, but also to their emotional well-being. Nevertheless, some issues, such as cost and space limitations, continue to be serious drawbacks, implying that homeowners should have the opportunity to access more affordable and adaptable design options to personalize their homes.

One of the directions that can be explored in the study is the significance of new technologies, such as digital design systems and modular systems of building management, in the context of considering personalization in a standardised building. Also, there may be more studies that look at the long-term impacts of home personalization on homeowner satisfaction and quality of life to give a more in-depth account of its long-term effects.

This study concludes that it is essential to maintain individuality in residential settings. Homeowners should be able to make their homes unique so that their relationships with them are more emotional and can make their experiences in home ownership more fulfilling and problem-free.

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