

A Model to Predict Satisfaction with Continuing Care Retirement Communities

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Support for the proposed model lends additional strength and verification to the Deacon and Firebaugh (1988) and the Engel, Blackwell, and Miniard (1990) conceptual models upon which it was based. The combination of these two models as a theory base lends itself to additional studies of families in their role as consumers.

The purpose was to develop and test a model to predict satisfaction with consumer selection of continuing care retirement communities (CCRCs). The family resource management conceptual framework of Deacon and Firebaugh (1988) provided the theoretical base for development of the proposed model. Another area of study, consumer behavior, was drawn upon to find pertinent indicators for the decision-making component of the model. Constructs of the Engel et al. (1990) consumer behavior model were incorporated to represent the managerial aspect of the family resource management model. The model was tested by applying it to the CCRC selection process of consumers.

A random sample of 75 CCRCs, stratified by regions of the country, was drawn. Administrators of 22 of the CCRCs drawn agreed to participate by providing names and addresses of residents who had joined the CCRC within one year of the start of the study. A questionnaire designed by the researcher and based on Dillman's (1978) "total design method" was mailed to 650 subjects. A follow-up mailing sequence was implemented, and 374 usable questionnaires were returned, for a response rate of 58%.

Factor analyses were performed, and factor scores were used to represent groups of variables in the model. Four hypotheses were tested using multivariate multiple regression analysis, and univariate tests were performed to assist in interpretation of the multivariate tests. The hypotheses included: a) the managerial process of consumers selecting a CCRC will be predicted by resources and demands; b) knowing the resources and demands of consumers selecting a CCRC will help predict satisfaction with the CCRC and its characteristics; and c) knowing the managerial process used by CCRC consumers will help predict satisfaction. The primary hypothesis was that given input, the addition of the throughput component (the managerial process of CCRC

consumers) to the proposed model would increase the ability to predict satisfaction. Each of the four hypotheses was supported.

A major finding of the study was the positive relationship between use of search strategies and satisfaction, indicating that consumers using an effective search process were more satisfied with the CCRC and its characteristics. Examination of the current study's expansion of the theory can assist researchers and educators in better understanding how CCRC consumers use resources to advantage for achieving desired goals.

References

- Deacon, R. E., & Firebaugh, F. M. (1988). Family resource management: Principles and applications. Needham Heights, MA: Allyn and Bacon.
- Engel J. F., Blackwell, R. D., & Miniard, P. W. (1990). Consumer Behavior (6th ed.). Orlando, FL: Dryden Press.

Endnotes

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