

A STUDY OF POTENTIAL BUYER'S ATTITUDE TOWARDS THE ECO- FRIENDLY BUILDING PROJECTS IN PUNE CITY

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ABSTRACT

In Indian economy Residential sector is one of the key domains which contribute to the development of the Indian economy. However, real estate sector is transient through tough period and it is essential to understand the expectations and the factors affecting the purchase decision of the buyers. With the improved purchasing power and awareness, many individuals could buy residential property. Therefore the construction industry witnessed growth and improved demand from the buyers. The building industry had a high environmental impact on ecosystems, natural resources, and society. The number of construction of new buildings is increasing, and so the impact on the ecosystem is a big issue all over the globe. The percentage of greenhouse gasses is tremendous and reduction of this has become necessary all over the globe. It is must to avoid the harm to the environment and climate change. Adopting eco-friendly building practices can be the solution which improves the environmental performance of the homes. The consumer's interest in green homes and builders need to adopt these practices. Builders are facing challenges to market their housing projects. Buyer's expectation for the higher quality at affordable prices and competition in the market creates pressure on them. Selection and Purchasing of Eco- friendly Residential property is depend upon the various factors. It is essential for the construction industry to understand such factors and continuously progress towards the excellence. This paper focuses on the demographic profile of the existing buyer's and the impact of buyer's attitude towards the eco- friendly buildings on the purchase decision towards the Residential flats in Pune city. This will help the builders to understand the perspective for the eco- friendly buildings in Pune. It will also help to prepare marketing strategies and to improve their sustainability in the market.

Keywords: Eco- friendly buildings, Attitude, purchase decision, Residential flats, Demographic profile

1.1. Introduction:

The uncontrolled impact of industrial as well as personal activities creates ecological imbalance. This creates major substance on the environment and on the health of the people. Saving the environment has become a big issue in recent times. This leads to the natural disasters causes massive losses of life and property. This creates a threat to mankind, formations, and economic assets. The fast pace of development has led to many unwanted results but because of efforts and strong emphasis given by all the stakeholders, the public awareness had been improved which creates sensitivity amongst the citizens of the society.

To match this contemporary approach, organisations are changing their business strategies as

per the buyer's requirements. Business organisations can achieve their economic objectives by offering social benefits to the stakeholders

All over the world, people understood the problems and started following the sustainable businesses practices. In today's rapidly changing world, the lifestyle of the people is changing very fast; which leads to the transformations and alters buyer's behaviour. Sustainable development is created a buzz in all the sectors.

Construction sector is one of the prominent sectors in the economy but at the same time it is a major contributor to the environmental pollution. The building industry had a high environmental impact on ecosystems, natural resources, and public impact (Li X., 2010).

1.2. Need of Building change:

During the construction process, the activities are profoundly affecting the ecosystem and generate the solid waste. at the same time residents use energy which creates the carbon dioxide. The percentage of generation of greenhouse gasses is tremendous and reduction of this has become necessary all over the globe. It is must to avoid the harm to the environment and climate change. Adopting eco-friendly building practices can be the solution which improves the environmental performance of the homes. Eco-friendly building has appeared as the best alternative to conventional practices and the solution for best eco-friendly practices (Cassidy, 2004). They are perceived as healthier, longer lasting, and less environmentally destructive than conventional homes. This required innovative approach by the builders, government, and buyers. Eco-friendly building can be a holistic way of approaching construction (Van Bueren, 2002). However, the attitude of the buyers towards the eco-friendly building is questionable, buyers and builders perceived it as expensive and technically unreliable.

1.3 The definitions of the eco-friendly building:

1. (The Environmental Protection Agency (EPA), 2008). Defines the eco-friendly building as, "the practice of developing environmentally escalation and processes which minimize eco impact throughout building's life-cycle. It starts from the selection of design, construction, operation, maintenance, renovation, and deconstruction. These practices enlarge and complement the established building design related to economic benefits, usability, durability, and comfort. Eco-friendly buildings are famous as a sustainable or 'high performance' building".
2. Eco-friendly building concept, in broader terms, involves a building, which is designed, built operated, maintained or reused with objectives to protect occupant's health, improve employee productivity, use wisely natural resources and reduce the environmental impacts (BEAM society, 2004)

After evaluation of the above definitions, a researcher can understand that the Eco-friendly building is designed, built, renovated, operated, and reused in an eco-friendly manner. Eco-friendly buildings can achieve protecting g occupant health; improving employee productivity; using energy, water, and other resources more efficiently; and reducing the overall impact to the environment.

1.4 Literature Review:

Global warming, climate change, and ozone depletion are environmental buzz words heard every day. Different factors influence consumers' views towards the eco- friendly buildings. The design of the eco- friendly building reduces waste and air pollution and improves indoor air quality

which leads to the improved human health (Building Green.com, 2012). Furthermore, natural resources could be preserved through the use of “Eco- friendly” design products that use less material in their establishment and are more robust so they do not need to be replaced as frequently. According to the (Brundtland, 1987), “Adopting business strategies and activities that meet the needs of the enterprise and its stakeholders while protecting, sustaining and enhancing the human and natural resources that will be needed in the future”. This definition highlighted the importance of economic development of the business; it also recognizes that business organizations are highly depends on human and natural resources, along with physical infrastructure and financial capital.

As per (Elliott, 2006) Sustainable development cannot be achieved by single enterprise or business community separately but this persistent philosophy requires support from every participant of the global economy. This includes organizations, consumers and government support because everybody wants to satisfy their present needs without compromising the ability of future generations to meet their own requirements. This is a revolutionary change in the business approach and handling the issues. The same leads to creating opportunities for the organizations in the form of ‘green consumers’, builders of eco-friendly materials and processes well-being. The organizations those engage themselves in sustainable development gets the competitive advantage. They can earn their local community’s goodwill and see their efforts reflected in the response received from them.

The buyer’s behavioural response for the eco- friendly buildings is depending upon their attitude. It is an outcome of their knowledge and personal experience (Cherian & Jacob, 2012). According to the Chang (2011), an ambivalent attitude affects on the buyers purchase decision for the eco- friendly buildings. Chang believes, the buyers are confused towards the eco- friendly buildings because of their mixed feelings towards the same. They obtained both positive and negative assessments and feelings. Accepting and purchasing eco- friendly residential property offers positive feelings to them. As they feel that they are serving the environment (positive) by purchasing green property, but yet they think that the quality is compromised and the cost of the eco- friendly products is relatively high (negative).

(Sanders, 2010, Inventing Ecotopia section, para. 1). Recognizing that attitudes influence behaviour, the aim of this study was to identify the attitudes of consumers toward the purchase and use of sustainable design products, and to explore the factors that influence the attitude. The results of this study was benefited to the individuals those working to increase the use of sustainable design products.

Polanski (2011) reveals that, buyers will react positively in an environmentally responsible fashion only if they believe such actions are in their best interest. By understanding this phenomenon and the influencing factors behind developing buyer’s attitude toward eco- friendly designed products, offer better understanding to illustrate to the buyers why these products are in their best interest.

According to the Chen and Chang (2012). The buyers develop ambivalence attitude due to the incorrect exposure to green claims made by the builders. This experience, often called “green washing” it leads to the confusion and perceived risk towards the eco- friendly products.

The aim of this study was to identify the attitude of potential buyers (those who have interest in purchasing eco- friendly property) in Pune city and to discover the factors influence the attitude. At the same time the researcher will try to identify the demographic profile of the

buyers. The results of this study are intended to aid the builders in recognizing potential buyers. This will in turn help them to determine and peruse them to take positive purchase decision.

1.5. Statement of the Problem:

The contribution made by Construction sector in Indian economy is on the rise. However, this sector is also challenged by its dual dimensions of quantity and quality. Due to the limited space availability buyers are facing quantitative problems. An additional problem is that most of the activities of this sector is unorganised and standardization of the construction material and service quality offered by the builders is at the stake.

At the same time builders are facing problems to market their residential properties. , due to the demonetisation and introduction of The Real Estate (Regulation and Development) Act, 2016 a different perspective is required by the construction industry. This act is more customer-centric and process oriented approach is required by the builders. The Reserve Bank of India (RBI) is leading the way and initiated few steps for rejuvenate the sector. However, the builders need innovative and adaptive point of view to understand the buyer's behaviour. In Pune market, the builders are accepting the challenges and adopting the innovative practices like construction of Eco- friendly buildings and register them for certification. Pune Municipal Corporation (PMC) and Pimpri-Chichwad Municipal Corporation (PCMC) have taken initiative and introduces green city programme. With the collaborative efforts of Green Rating for Integrated Habitat Assessment (GRIHA) they introduced eco- friendly building concept in Pune city. However it is a unique concept and required to build interface with the buyers. It is possible, when the applicability of this concept is studied comprehensively. It is necessary to explore the idea and buyer's behaviour towards the same. Keeping these things in preview, the research problems have been identified.

The following research problems were identified for this research.

1. Can Identification Of buyer's demographic factors help the builders to understand the potential buyers for the eco friendly residential homes?
2. To what extent has the attitude made an impact on the buyer's selection of the eco-friendly building?

1.6. Research scope of the study:

The researcher has selected the Pune city and PCMC area to conduct the research. Hence, the geographical scope is limited to the above mentioned areas. The researcher approached green consultants those are working for Green Rating for Integrated Habitat Assessment (GRIHA) and Indian Eco-friendly building Council (IGBC) officials, architects for better conceptual clarity about the eco-friendly building and expected benefits, problems and opportunities for them. The researcher also wants to study the attitude of potential buyers (Those who want to purchase the residential property in Pune city and PCMC area and showed interest in eco- friendly buildings). Therefore, the attitude of potential buyers were also studied and included in this research.

1.7. Objectives of the study:

1. To study the demographic variables (gender, age, income and educational qualification) of the potential buyers of the eco- friendly buildings.
2. To study the attitude of potential buyers towards the eco-friendly buildings and its relationship with the purchase decision.

1.8. Hypothesis:

H₀ There is no significant impact of **Attitude** towards Eco-friendly Building on Intention to buy Eco-friendly Building.

H₁ There is a significant impact of **Attitude** towards Eco- friendly building on Intention to buy property in Eco- friendly building.

1.9. Population and sample size:

Potential buyers of the eco- friendly residential property are considered for this research. This research is carried out to understand the demographic profile of the potential buyers and the impact of their attitude for the Eco- friendly buildings on the purchase decision.

Establishing the exact number of potential buyers is difficult for the researcher. They are infinite hence, to calculate the sample size; the researcher has followed the subsequent formula of **infinite population**. (Where the population is greater than 50,000).

$$SS = \frac{Z^2 \times (p) \times (1 - p)}{C^2}$$

SS = Sample Size

Z = Z-value^A (e.g., 1.96 for a 95 percent confidence level)

P = Percentage of population picking a choice, expressed as decimal^B

C = Confidence interval, expressed as decimal (e.g., .04 = +/- 4 percentage points)

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A Z-value (Cumulative Normal Probability Table) represents the probability that a sample will fall within a certain distribution.

The Z-values for confidence levels are:

1.645 = 90 percent confidence level

1.96 = 95 percent confidence level

2.576 = 99 percent confidence level

Example:

$$SS = \frac{3.8416 \times .5 \times .5}{.0016}$$

$$SS = 600$$

So, based on the above calculations the sample size considered for this research is **600**.

To arrive at target sample the researcher has adopted **convenient sampling Method** On the basis of above mentioned formula the researcher has selected **600** sample sizes for this study. The researcher approached the builders and collected the data (Those who have inquired about the eco-friendly building projects) out of which those who were interested in Eco- friendly buildings were approached and considered as sample for the study. **600** questionnaires were distributed and out of that the **545** potential buyers were well responded and considered for the further study.

1.10. Identified variable for the study:

1. Independent Variable

a. Buyers Attitude towards the eco-friendly buildings

Buyers must develop positive attitude towards the Eco friendly property. Attitude is a combination of feelings, thinking and behavioural actions. If buyers have positive response at each level then there is possibility of positive buying decision by them.

2. Dependent Variable

a. Decision to purchase (Intention to buy)

All organizations want to establish in the market and receive positive response from the buyers. Purchase decision is the last and most important step in the rational purchase decision making process. Though it is expected that buyers should take favourable decisions for the products it's depend on many factors. This is important step which result in positive action of purchase.

1.11. Pilot study for survey:

10% of the total population considered for the Pilot Survey the pilot study was conducted to understand the test the reliability, consistency, and validity, of the survey instruments. It comprised of 70 potential buyers for the eco- friendly buildings.

	N	Minimum	Maximum	Mean	Slandered deviation
Attitude towards Eco- friendly buildings	70	1.56	6.22	4.9046	0.7798

The data generated through Pilot study was analyzed and the mean and standard deviation was calculated for the comparison. It was found that, all the values of Std. deviation are below 1. The smaller the standard deviation suggests that people are in more agreement with one another than would be the case with a large standard deviation. Hence, it is assumed that the variance is

less and the instrument can be used for data collection.

1.12. Reliability of the Instrument:

To The test reliability of the instrument the Cronbach's alpha(α) is measured and ensured that the cronbach alpha expressed values are between 0 to 1.

Independent variables	Cronbach's Alpha
1. Buyers Attitude towards the Eco-friendly buildings	0.785
Dependent Variable	
1. Purchase decision to buy	0.783

1.13. Methods of Data Collection:

The primary and secondary data were collected for this research. The primary data was collected from potential buyers for the eco- friendly residential property in Pune city. The data collected through structured questionnaire and it is comprise of the factors affecting attitude and purchase intention of the buyers towards the eco-friendly residential properties.

The secondary data was collected through, journals, books, articles, doctoral dissertations, newspapers, business reports, websites etc.

At the beginning of the interview, an introduction, including the research purpose was given to the participants before they filled the questionnaire. They are requested to complete the questionnaire and were informed that participating in this research is voluntary, and assured them about the confidentiality and the findings. The clear communication with each participant was made about the research purposes. Most importantly, the name of the participant and the company name were kept optional.

1.13. Statistical tools used for data analysis:

- a. **Reliability analysis** of all the independent variable (Buyers Attitude towards the eco-friendly buildings) and dependent variable (Intention to purchase) was performed using Cronbach's alpha.
- b. **Simple regression analysis** can be used when two or more variables are considered to be systematically connected by a linear relationship. In simple regression, only two e.g. x and y. it is presumed that they are related with each other. this can be expressed in the form $y = b_0 + b_1 x + e$ In this study each independent variable is systematically connected with the linear relationship with the dependent variable **(Intention to Purchase)**

1.14. Data analysis:

- a. **Demographic profile of the respondents:**

Table no. 1.1

Sr. no	General information	Number	Percentage
1	Age in years		
	25- 30	83	15.23%
	30-35	208	38.17%
	35-40	148	27.16%
	40- 45	83	15.23%
	45 and above	23	4.22%
2	Gender		
	Male	320	58.71%
	Female	225	41.29%
3	Household Income / Month (INR)		
	40,000- 55,000	122	22.38%
	55,000 – 70,000	237	43.49%
	70,000 – 85000	136	24.95%
	85,000 and above	50	9.17%
4	Educational Qualification		
	12 th	39	22.38%
	Diploma	131	43.49%
	Graduate	275	24.95%
	Post Graduate	100	9.175

Source: Developed for Survey

b. Descriptive analysis:

The researcher identified the independent factor (Attitude) affecting the dependent factor (Intention to buy). Different statements were formed to study this psychological factor which is affecting the buyer’s behaviour towards eco friendly building. Following is the descriptive presentation of the analysis.

Table no.1.2. Descriptive presentation of attitude

		Attitude towards Eco-friendly Building
N	Valid	545
	Missing	0
Mean		4.6425
Std. Deviation		.96372
Skewness		-1.080
Kurtosis		.823
Coefficient of Variance		20.75%

Statistics

Table 1.3 Attitude

N	Valid	545
	Missing	0
Mean		4.6425
Std. Deviation		0.96372
Skewness		-1.080
Kurtosis		.823
Coefficient of Variance (CoV)		20.75%

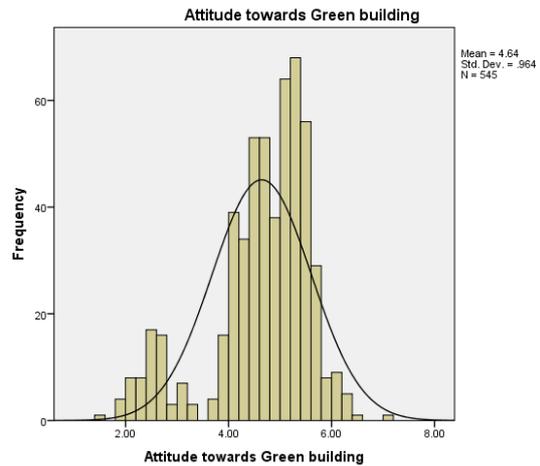


Fig. No. 1.1.

The above table and the histogram show that the coefficient of variance (CoV) for group members know what is expected of them is 20.75% which is less than 33%. Hence, it is a meaningful value. Skewness is -1.080 which is between -0.5 and -1 it means the data is fairly symmetrical. The distribution has a significant negative skewness; hence the distribution has a long left tail. Value of Kurtosis is .823 which means that the distribution has heavier tails and is called platykurtic distribution.

c. Inferential analysis:

The purpose of the second part is to present the answers to the research questions generated through identification of the research gaps during the process of literature review, by testing the hypotheses formulated through application of various statistical tools and techniques. This part makes use of inferential statistical procedures to analyze the data and make predictions based on the results.

d. Correlation

Correlation is primarily concerned with finding out whether a relationship exists and determining its magnitude and direction. Correlation studies are attempts to find the extent to which two or more variables are related. The value of correlation coefficient varies from -1 to +1. The sign provides the direction and the magnitude establish strength of the relation. For this study, Pearson’s correlation coefficients are computed through bivariate correlation.

Table no. 1.3. Correlation between Independent Variables and Intention to buy (buyers)

Independent Variables	Intention to buy (Dependent Variable)
Attitude towards Eco-friendly Building	0.817**

Source: Survey Report conducted for this research

*Correlation is significant at the 0.05 level (2-tailed)

** Correlation is significant at the 0.01 level (2-tailed)

In order to find the correlation between **the independent variables i.e., Attitude towards Eco-friendly Building**, and **dependent variables (Intention to purchase Eco-friendly Building)** A correlation analysis was performed. Table No. shows the correlation coefficient between the above mentioned factors. The results revealed that the independent variables, Attitude towards Eco-friendly Building is positive and strongly correlated with the dependent variable (intention to purchase Eco-friendly Building) at the significance level of 1%.

1.14.Hypothesis Testing:

H₀ There is no significant impact of **Attitude** towards Eco-friendly Building on Intention to buy Eco-friendly Building.

H₁ There is a significant impact of **Attitude** towards Eco- friendly building on Intention to buy property in Eco- friendly building.

Table No. 1.4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.817	.667	.666	.53101

a. Predictors: (Constant), Attitude towards Eco-friendly Building

The above table tells about model summary. R-square tells the “goodness of fit” of the model. R-square for this model is 0.607, which means that the independent variable, Attitude towards Eco-friendly Building is explaining 66.7% of the change in Intention to buy which is the dependent variable for this study. Hence it is considered to be good model.

Table no.1.5.ANOVA results of the independent variables – Attitude towards Eco-friendly Building.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	306.371	1	306.371	1086.545	.000
	Residual	153.109	543	.282		
	Total	459.480	544			

a. Dependent Variable: Intention to buy Eco-friendly Building

b. Predictors: (Constant), Attitude towards Eco-friendly Building

The above table shows the ANOVA results of the independent variables – Attitude towards Eco-friendly Building. In this table focus should be laid on two values – F and the Sig value. A high value of F means that there is more chance of the Null Hypothesis being not accepted and alternate accepted, which means that dependent variable and predictor are different. Here it is 1086.545, which means that the value is pretty high and that Intention to buy Eco-friendly Building and Attitude towards Eco-friendly Building will be different. On the other hand, the significant tells us the confidence level of accepting the alternate hypothesis. Here the Sig is 0.000, which means that there is a significant impact of Awareness of Eco-friendly Building on

Intention to buy Eco-friendly Building. Hence alternate hypothesis is accepted.

Table No. 1.6. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.673	.112		6.012	.000
Attitude towards Eco-friendly Building	.779	.024	.817	32.963	.000

a. Dependent Variable: Intention to buy Eco-friendly Building

In simple regression the model takes the form of an equation that contains coefficient (b) for the predictor. This table will give the estimates for these b value and these values indicate the individual contribution of each predictor to the model. The b value indicates the relationship of Intention to buy Eco-friendly Building and Attitude towards Eco-friendly Building. If the value is positive it can be concluded that there is a positive relationship between predictor and the dependent variable whereas the negative coefficient represents a negative relationship.

In the above table there is a positive relationship between Attitude towards Eco-friendly Building and intention to buy Eco-friendly Building. The value of b indicates to what degree the predictor affects the outcome if all other predictor held constant. If the t-test associated with a b value is significant then the predictor is making a significant contribution to the model. The smaller the value of p- value, greater the contribution of significant predictor of Intention to buy Eco-friendly Building. For the above table, Attitude towards Eco-friendly Building, $t(545) = 32.963$, $p < 0.05$ which is significant predictor of Intention to buy Eco-friendly Building. In this study the data set accepts the alternate hypothesis. Hence **Awareness of Eco-friendly Building has positive impact on Intention to buy Eco-friendly Building.**

1.15. Findings, suggestions and conclusion:

Findings:

1. It was observed that the young respondents gave favourable response towards the eco friendly buildings. It was found that the Age differ in terms of attitude regarding Green Building. There is a significant relation between age and the attitude. The researcher found that the young age group 25 years – 30 years and the respondents belong to the 30-35 years are also well aware about the green residential concept. The older generation is not much aware about the green concept.
2. The buyers who belong to the higher income group responded well towards the eco-friendly buildings. Affluent buyers have more positive attitude towards the eco- friendly buying behaviour .Since they are more conscious about the eco-friendly residential property they respond positively and have demonstrated potential business opportunity. Buyers of higher income group have an encouraging attitude towards the eco- friendly buildings. The buyers belong to the 70000-85000 and those who possess more than 85000 monthly incomes have upbeat attitude towards the eco- friendly residential buildings.
3. Buyers positive attitude towards the environment motivate them to buy the eco- friendly residential property. It means they have favourable feelings towards the eco- friendly

concept. If buyers are value driven and emotionally attached with the environmental issues they have deeper and close connection with the subject. This will motivate the buyers to connect with the eco- friendly residential property.

4. The researcher wanted to understand the respondent's feelings and thinking (attitude) towards the eco- friendly buildings. Most of the respondents were agreed to this fact that the green buildings provide healthy and more comfortable environment. They gave long term economic performance. Incorporate energy and water efficient technologies.
5. But some buyers are not able to decide about the healthy indoor air quality generated by the eco- friendly residential property. Further it was found that the few are totally disagreed that the green buildings have higher resale value as compare to the conventional buildings.

1.16. Suggestions:

There is a strong and positive relation was found between the buyer's attitude towards the eco- friendly buildings and their intention to buy the same. Hence, it is essential to understand the present attitude and modify positive attitude of the buyers towards the eco- friendly buildings. Following are some of the suggestions to achieve the objectives set for this research:

1. Design communication resources :

To develop positive attitude, it is essential to generate awareness about the eco- friendly building concept. The contribution offered by the eco - friendly buildings must be communicated to the potential buyers. If consumers are aware they exist and understand the contribution made by the eco- friendly buildings towards the society, environment and individuals. Buyers' lack of education and awareness are obstacles for the marketing of green buildings. Information about the eco- friendly buildings can be communicated through using television, magazines, and the Internet. All the stakeholders must try to generate awareness and inform the individuals at all the levels. In addition, the professionals need be more proactive in their promotion and use of sustainable designed buildings.

2. Current Attitudes:

Buyers expressed positive views toward the eco- friendly buildings. But some of the potential buyers expressed their concern towards the cost of the eco- friendly buildings. They are not they assume that, most of the builders are using this concept for the promotion of their residential projects. They expressed that it may be a green washing of the builders. They are not comfortable with the rating systems adopted for the certification of eco- friendly buildings. hence, they develop negative attitude towards the green buildings.

3. Environmental Awareness

It was observed that the respondents, those who are concerned about the environment showed interest towards the eco- friendly buildings. However, most of the individuals are unaware about the terms like, carbon footprints, biodegradable etc. There are concerned about the environment but when it comes to purchasing the eco- friendly products they gave equal importance to the quality, price and their own benefits. Hence, the eco- friendly builders must not compromise on the quality of the eco- friendly property. At the same time they can arrange programmes and workshops to educate the people about the environmental problems. Lack of education and awareness are obstacles to the introduction and promotion of the of eco- friendly buildings.

4. Price

Results are showing that the respondents perceived higher cost for green design buildings, but a people showed willingness to pay a premium, it is important for designers to highlight sustainable qualities and long term benefits of the eco friendly products and value added by them towards the environment and society.

5. Reliability/Quality

Many respondents are convinced about the quality received by the eco- friendly products. But the ratio is not sufficient. There is a discrepancy in results the view of sustainable design products' quality and reliability needs to be researched further. However, this could show that consumers are beginning to receive the information about the increased quality and reliability of green buildings.

6. Availability

Very few Eco- friendly buildings are fully completed and available for the ready possession. Buyers developed this attitude that the eco- friendly residential buildings are not ready for possession and it is for them who can wait for the possession. Consequently, they are buying conventional residential properties. This means that in addition to the promotion of the eco- friendly buildings, developing and constructing eco- friendly residential properties are more important. Additionally, the expertise and professionals need to be more thorough in developing and marketing their residential projects.

7. Social Status

It was observed that individuals developed positive attitude towards the eco- friendly residential building. They believe that they will get social status by purchasing eco- friendly residential property. On the other hand, many respondents developed this feeling that eco- friendly residential property is for the upper income class individuals. Consequently, they perceived green residential property is not for the masses. Researcher wants to suggest that the proper branding of the eco- friendly building is essential; that the marketers must decide the Stratification and segmentation for the eco- friendly residential property.

1.17. Conclusion:

Overall, attitudes toward eco- friendly residential buildings and their usage are positive. The majority of respondents ready to purchase the green design property. Most of them felt that the green design products were of equal or greater quality as compare to the conventional buildings. It happens because of the increased level of awareness about the environmental contribution of the other green products. A lack of knowledge about the eco- friendly features and lack of accessibility were shown to have a negative impact on buyers view towards the green buildings , if all the stakeholders contribute to generate awareness and if buyers gets knowledge about the same they would be more optimistic to purchase eco- friendly residential properties. This could be achieved through the mediums of television, magazines, and the Internet. The different training programmes can be developed for the internal team hence they can promote the residential property on the basis of the eco features.

The respondents are conscious about the cost of eco- friendly properties. They expect that it must be affordable to all. .

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