



The Residential Green Buildings' Consumer Behaviors and the Governments' Corresponding Promotion Strategies: A Comparative Study of Different Countries

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e systems of assessing green buildings began with BREEAM by the Building Research Establishment (BRE) in 1990 in UK, followed by those in many other countries, such as LEED in US, CASBEE in Japan, BEAM in Hong Kong, and EEWH in Taiwan. However, the promotion (actions) of applying for the certificates of green buildings has been focusing on public infrastructure and buildings, offices, and schools, etc. In residential buildings, the applications of green building certificates are often limited to luxury buildings. As a result, the overall performance of promoting green buildings are largely discounted. Moreover, research in green buildings has been emphasizing in the design of energy savings, the development of green materials, and the reduction of environmental impacts, with few emphases on the attitudes and purchasing behaviors (activities) of green building buyers/consumers. Consequently, real estate developers (producers) lack the incentives to develop green certified residential buildings.

Therefore, in this research, we study the following important issues. 1. What are the residential building consumers' attitudes toward the green certified buildings? What are the main factors affecting the consumers' attitudes? 2. Do the consumers' attitudes toward green certified residential buildings vary with respect to countries with different levels of economy development? What are the possible reasons? 3. Based on the study results of the above issues, what the governments' corresponding promotion policies and strategies (actions) are? What the real estate developers' corresponding strategies toward green certified residential buildings are?

In this research, we first conduct interviews with some consumers and real estate developers to obtain the insights concerning the studied issues. Second, a thorough literature review on green buildings and the attitudes/behaviors of consumers is performed. Thirdly, hypotheses are proposed and empirically tested against countries with different level of economy development. Last, based on the results and analyses of econometric studies, implications on governments and developers' policies and strategies are proposed.