

Public Abstract

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Title:Exploring the Relative Impacts of Altruistic, Biospheric, and Egoistic Motivations to Adopt Green Housing Features

The study's goal was to determine how much each of three types of motivation contribute to the adoption of green housing features. The motivations studied were altruistic, biospheric, and egoistic, according to Schultz' (2000) theory of environmental concern orientations. Because housing features are consumer goods and therefore susceptible to high levels of involvement from the part of residents, the study takes into account the effect of involvement with housing features on the adoption of green features. An electronic survey was distributed to subjects around the country, and requirements for participation included owning a residence and having added at least one green feature to it. Results indicate that a combination of altruistic and biospheric motivations are positively associated with adoption of green housing features. Affective involvement with home features also positively impacts adoption. The study presents implications for the green building market and for policy efforts toward sustainable housing.