

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

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There is widespread agreement about the critical importance of adopting green housing features (GHF's) among homeowners. Still, little is known about the motivations underlying this phenomenon. This study examines the adoption of GHF's as a type of proenvironmental behavior (PEB) arguing that an increasingly diverse population adopts GHF's as a result of disparate motivations. The study's framework follows Schultz' (2000) model of environmental concern based on egoistic, altruistic, and biospheric value orientations, investigating the relationship between the value orientations and motivations to adopt GHF's.

An online survey was developed and distributed to subjects across the US. Seeking to address the absence of studies that target the homeowner as decision-maker, a screening session verified that subjects owned their residence and reportedly had added green features to it. Because residential features are consumer goods and therefore may be an object of high involvement for some individuals, the study incorporated a measure of involvement with home features to control for that possible confounding effect.

Main results reveal that a combination of altruistic and biospheric motivations, as well as affective involvement, were positively associated with the adoption of GHF's. Moreover, motivations can be used to predict level of importance attributed to different categories of features, with indulgent egoistic motivations presenting a positive relationship with recycled construction materials and features.