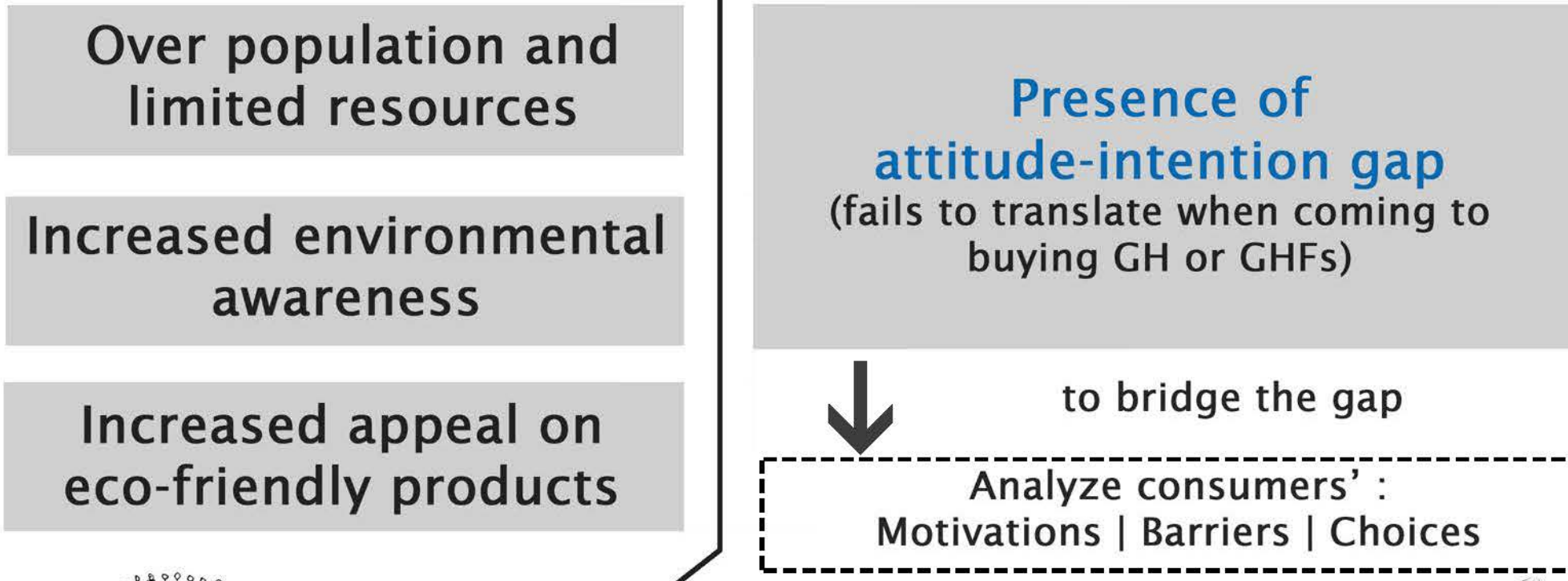


STUDY OBJECTIVES

- 1) Identifying the Green Home Features (GHFs), the college students prefer to own in their homes
- 2) Analyzing to what extent the type of motivation, influences the college students' willingness to buy Green Home (GH)
- 3) Review the willingness level of GH between Generation Z (GenZ) and other age groups

PROBLEM STATEMENT



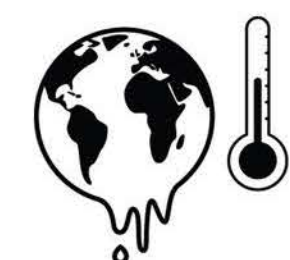
WHY THIS STUDY ?



- Lack of research on green consumer behavior studies in the context of
- 1) GH and GHFs
 - 2) GenZ consumers' intention to buy GH and GHFs
 - 3) In the context of middle-ground motivations' influence on their willingness to buy GH
 - 4) In the context of college students' studying in the United States

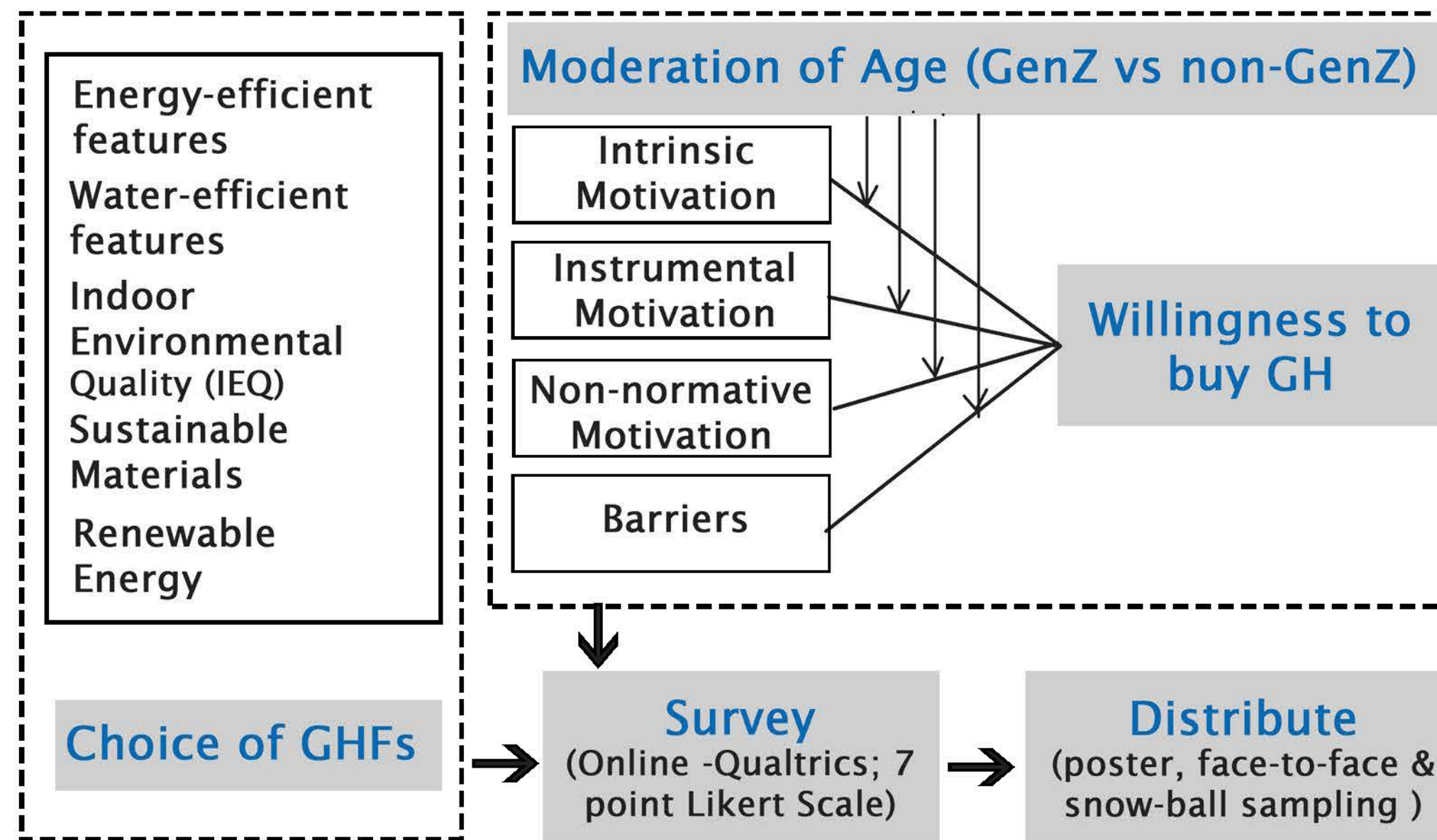
SIGNIFICANCE

Contribution to Business Practice
Develop strategies to attract potential home buyers based on their perception of GH and GHFs



Environmental Sustainability
GHs and GHFs reduce carbon emissions and save resources compared to conventional homes

DESIGN & METHODOLOGY



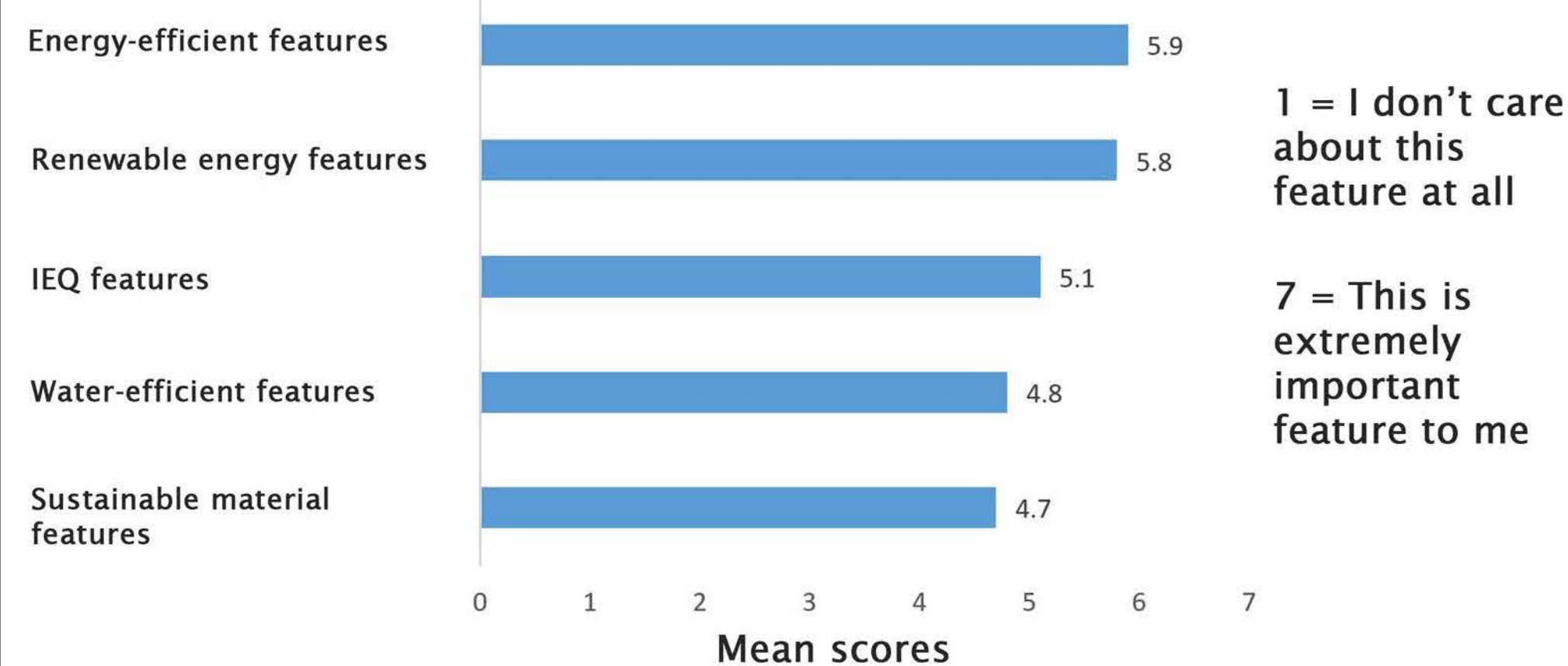
Population: College students studying in the U.S. (18 yrs or older)
Sample: College students studying in the Purdue University (18 yrs or older)
Testing: Descriptive statistics (mean) and inferential statistics at 0.05 significance level



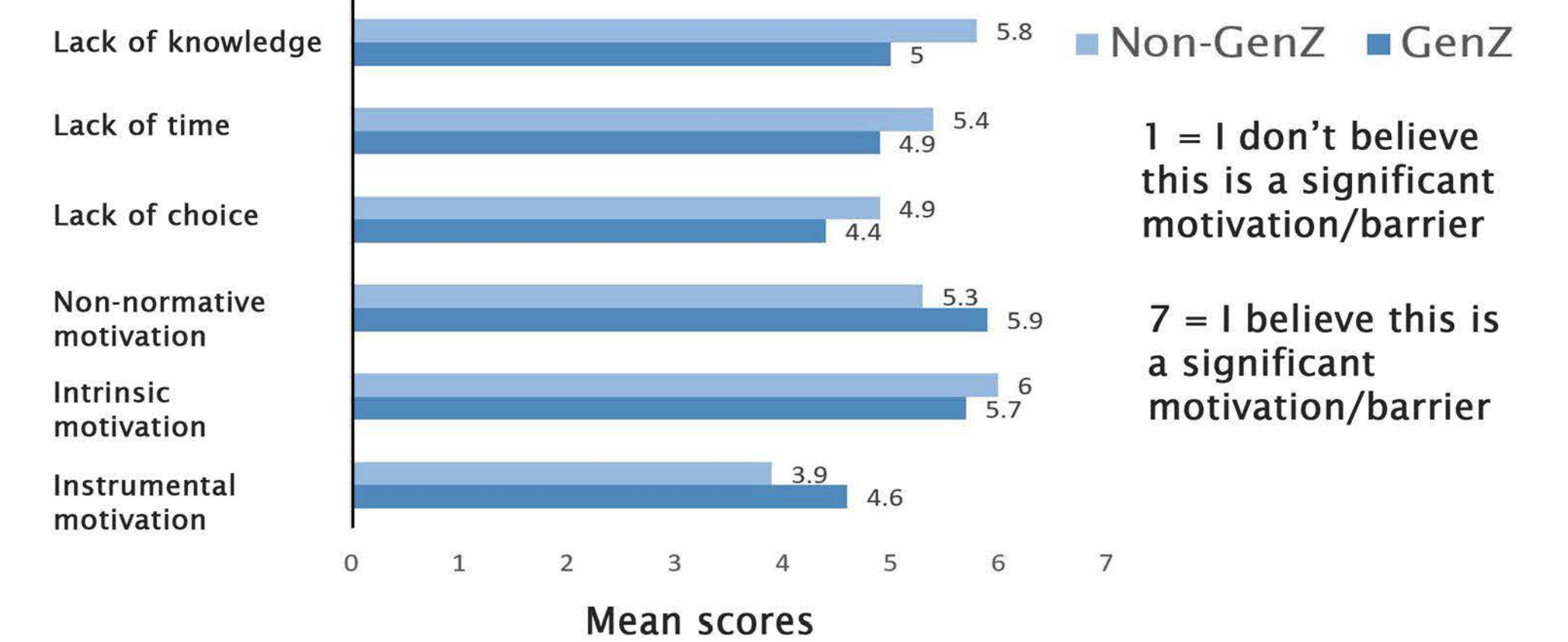
PILOT RESULTS

COLLEGE STUDENTS' PREFERRED TYPE OF GHF (n = 10)

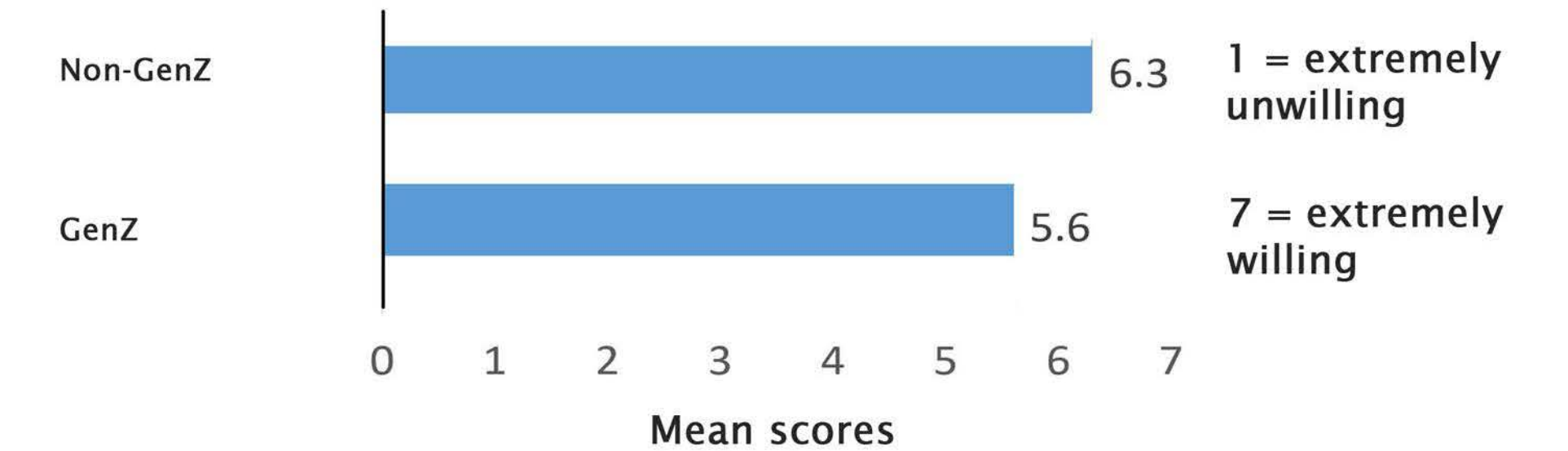
Criteria for selecting valid responses: filtering responses from the responses that selected 'I don't know about this feature'



PERCEIVED SENSE OF MOTIVATIONS & BARRIERS (n = 18 ; GenZ = 10 & non-GenZ = 8)



PERCEIVED SENSE OF WILLINGNESS TO BUY GH (n= 18; GenZ = 10 & non-GenZ = 8)



FINDINGS & DATA LIMITATIONS

- 1) Among the type of GHFs, college students mostly prefer energy-related features, while sustainable materials are least preferred
- 2) Intrinsic and non-normative motivations influence students' perceived willingness to buy GH compared to instrumental motivation. Interestingly, non-normative motivations are more important to GenZ students, while intrinsic motivations are for Non-GenZ students.
- 3) Compared to GenZ, surprisingly, non-GenZ are more willing to buy GH
- 4) Though 44 students responded to this survey, more than 50% didn't select "year of birth," hence low valid responses. So in the next iteration of the survey, the format of this question will be changed.
- 5) Due to few respondents, the power of any inferential test run on the data would be insufficient to draw (or attempt to draw) any conclusions. So, a larger sample is needed.