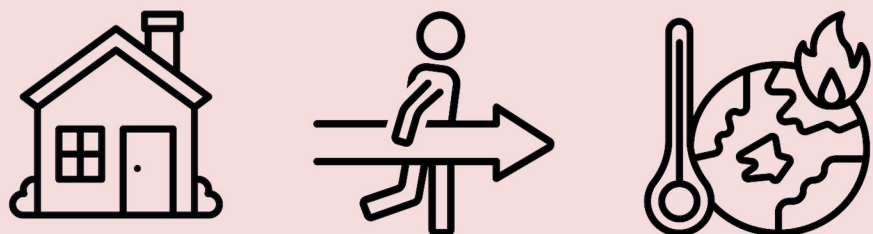


SUSTAINABLE OPTIONS IN BUILDING OR RENOVATING HOME

What factors motivate consumers to choose them?

Master's Thesis MOM - IMS 2023/2024
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Introduction

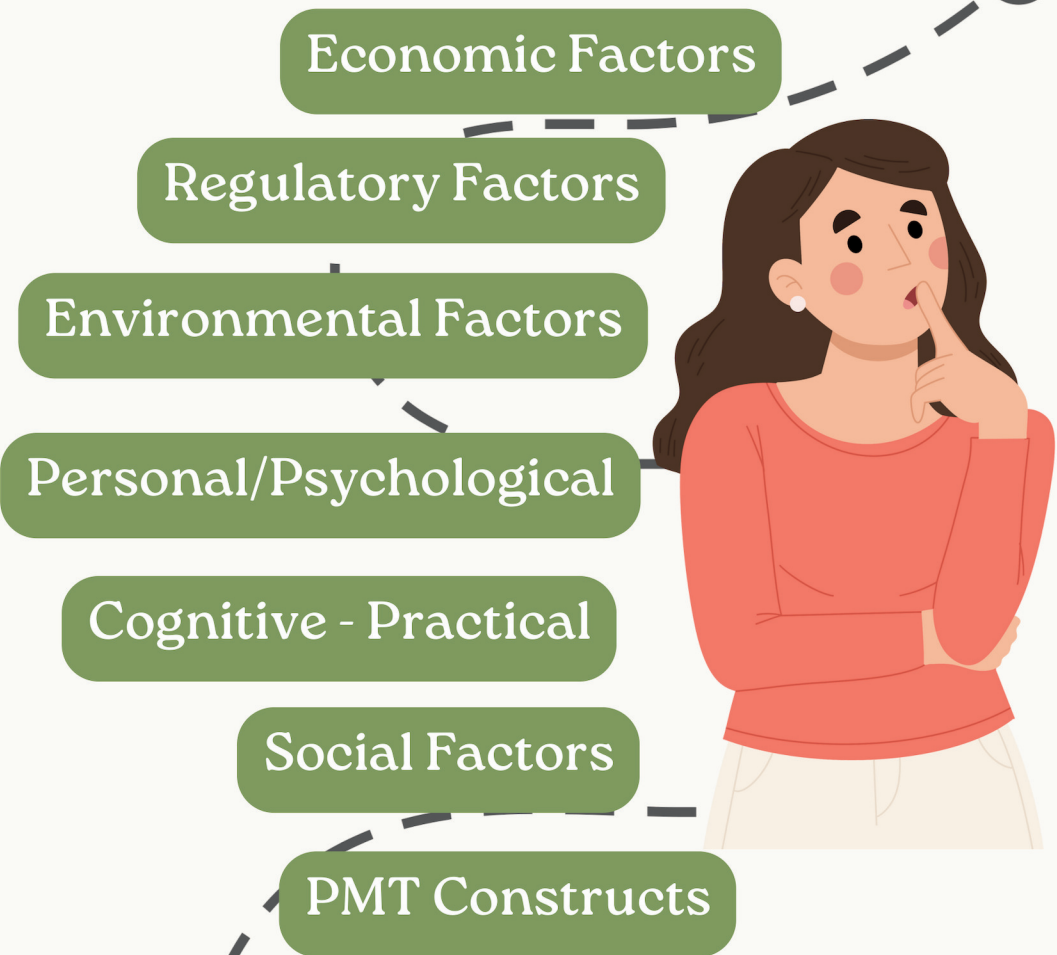


The building industry significantly contributes to the environmental crisis; therefore, a change in human environmental behavior is necessary.



Theoretical base: PMT Theory
+ explore additional motivators

Motivation



Methodology



ONLINE SURVEY

- 50 people
- home renovation or construction within the past ten years



2 weeks of collecting data



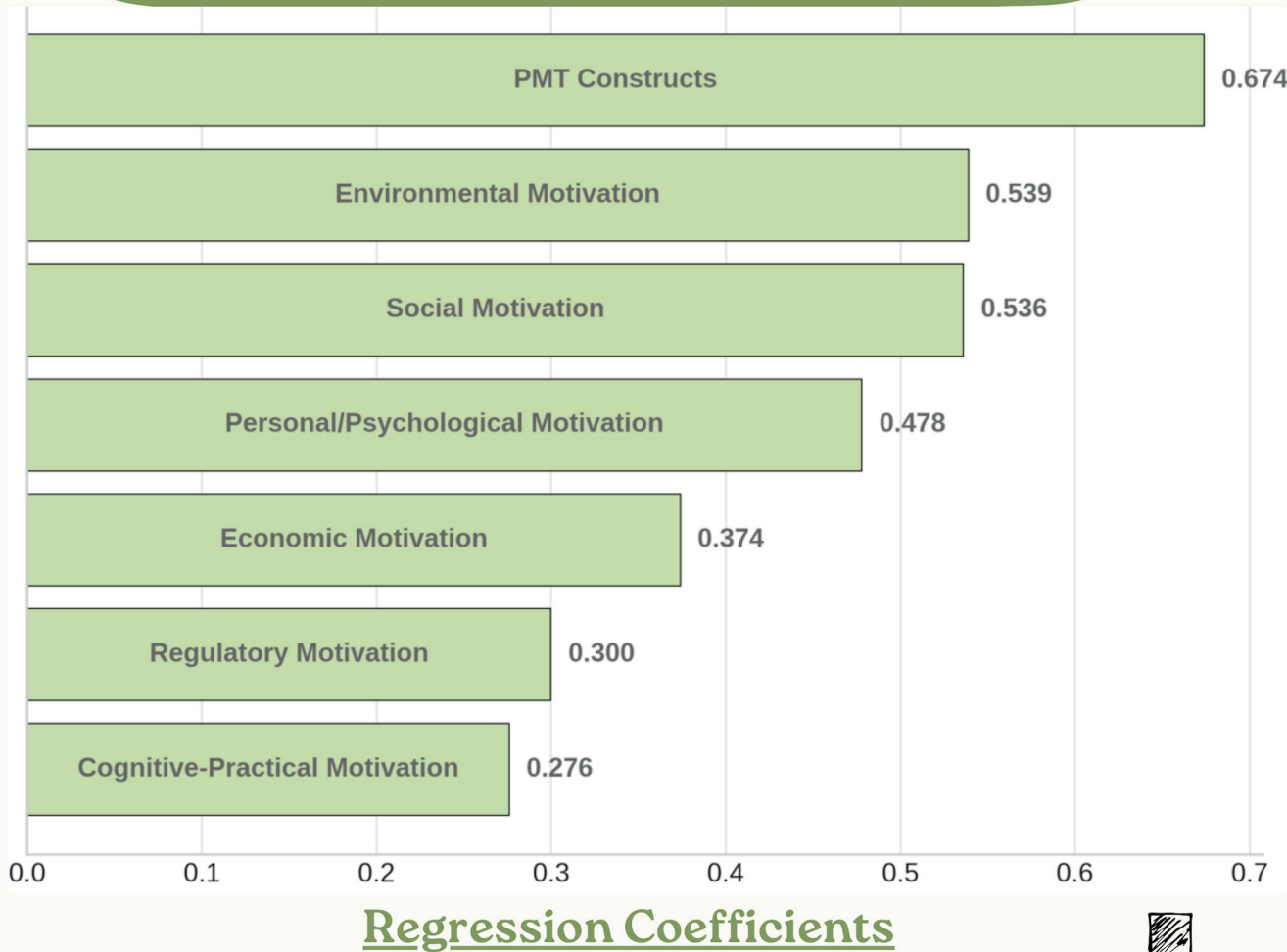
Slovakia



SPSS

Factor, Correlation, Regression Analysis

Results



Conclusions

- ✓ H1: Economic motivators: **drive** consumers to choose sustainable options when building or renovating their homes.
- ✓ H2: Regulatory motivators:
- ✓ H3: Environmental: concerns
- ✓ H4: Social factors:
- ✓ H5: Personal/psychological factors:
- ✓ H6: Cognitive-practical motivation:
- ✓ PMT Constructs play a significant role in shaping decisions.

Managerial Implications:

- highlighting environmental benefits,
- avoid greenwashing,
- regulatory compliance,
- sustainable reporting,
- utilizing community engagement,
- emphasizing long-term cost savings and property value increases,
- aligning marketing messages with individual values,
- offering practical education about sustainable practices.

