The investigation research on green building of people’s cognition, attitude and acceptance - The example of opinions of Tainan residents

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Abstract: In the middle of twenty century, because of the ecological consciousness, excitation of energy crisis and the rise of sustainable development between the international societies, these promote the building across the traditional concept and develop an ecological disaster mainly thinking of new direction of green building.

Although Taiwan incorporated green building into rural development and environmental protection policies in 1996 and declared fully promote green building, the performances of green building are in public buildings in Taiwan mostly. There are few in private buildings. It shows that people’s cognition of green building is still a lot of preferences and obstacles, and people have an impact of acceptances (decisions) of green building in Taiwan.

The main purpose of this paper progresses an investigation research in characteristic of people’s cognition of green building. This investigation research includes preferences and obstacles, and their impact on the acceptance of green building. The reason of acceptance impact of green building is including the use of green building materials, architectural design of insistence and it is cost of willing to pay. The methods of this paper are been used questionnaire and statistical analysis. The main investigative objects are the residences of Tainan. We totally issued 500 structured questionnaires, and 392 copies are valid questionnaires.

This paper, after questionnaire by statistical analysis, showed that the main cognition of people on green building is that to improve the quality and sustainability of the living environment. The main obstacle is the high material cost of green building, and optional quality institutional and residential markets are not perfect and lack of green building products. There is a significant effect in people's preferences and hindrance of their decisions in green building. It showed that people do not exclude promoting the green building. But in the meanwhile, people are willing to pay for green building is not high in degree of risk. It’s a kind of conservative phase. Therefore, there exists a clear multiple regression relationship.

Key Words: green building, cognition, attitude, acceptance