

Green User and Green Buyer as Supporters for the Achievement of Green Buildings: A Review

Abstract:

This paper reviews studies on Green User and Green Buyer as supporting aspects to achieve Sustainable Development Goals (SDGs) through Green Building implementation, especially SDGs number 11 (Sustainable Cities and Communities). This paper focuses on previous studies which have been conducted on the factors that initiate Green Buyer candidates to buy green investments as the way to understand the correlation between the Green Users and Green Buyers. The development concept of Green Building involves multidisciplinary concern, since it needs more than design and technology as the effort. In addition to reducing the environmental impacts, one of the main objectives of Green Buildings is to improve the quality of life of its users. Therefore, Green Buildings also require Green Users to be able to achieve sustainability. Previous studies have found that Green Building can nurture Green Users, and Green Users will eventually become Green Buyers. Green Buyers in architectural context may refer to people who buy Green Residential Properties. The correlations were developed through reviewing several studies about Green Building, Green User, and Green Buyer in general. Several studies have also been conducted to classify the factors that influence a Green Buyer to purchase Green Residential Property, which is generally affected by the advantages offered by the concept of Green Buildings. As a result, correlations between the Green User, Green Buyer and Green Building are synthesized. This paper may help readers to provide new insights about the relationship between Green Buildings and their users.

Keywords:

Green User, Green Buyer, Green Building, Green Residential Property, Sustainable Development Goals (SDGs)