

AWARENESS AND PREFERENCE TOWARDS GREEN HOME CONCEPT AMONG GEN Y

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ABSTRACT

The building sector has the greatest potential to deliver significant cuts in emission at little or no cost. Buildings account for 18% of global emissions today, or the equivalent of 9 billion tonnes of CO₂ annually. If new technologies in construction are not adopted during this time of rapid growth, emissions could double by 2050, according to the United Nations Environment Program. Green building is the construction and renovation of buildings to reduce overall impact on the environment and human health by reducing pollution and degradation of environment. These buildings aim at using energy, water and other resources efficiently. So the role of youth is central, and they should serve as a beacon of light in ending environment crisis. This paper is an attempt to know about the awareness of new generation towards green technologies used in homes and their preference towards living in such types of homes. In order to achieve the objectives of the study, a questionnaire was administered to 120 new generation (aged between 18 and 32), GenY youth of Calicut City.

KEYWORDS: Awareness, Green Homes, Green Technologies, New Generation (Gen Y), Preference