



Energy Efficient Housing- Does the Indian consumer really care

With “energy efficiency” being the buzz word today more and more infrastructure developers are coming up with energy efficiency housing projects, but it is important to gauge consumer reactions towards the category with respect to specifics involved like paying of premium, incentives, expectations, etc. A study was undertaken by Market Xcel with both recent buyers and intenders of residential properties in the locations of Delhi / NCR, Mumbai including suburbs and Bangalore. The key findings of the study are:-

- People’s concern for environment is moderately high with some giving top priority to price hence the trade-off finds favour with price though the mention of environmental concern is existent
- The awareness is seen to be a major barrier with just 31% of the target audience citing to be aware but with lesser knowledge levels
- The connotations with energy efficient housing revolve around saving of money and saving of energy
- Energy efficient houses found moderately high relevance and the proposition is termed as viable option for future; people equate the benefits of same with saving money, electricity and energy. Environmental concerns follow next.
- People expressed desire to pay some premium for such housing with phenomenally high responses in Delhi (62%) when compared to Bangalore (25%) and Mumbai (22%); more people in Mumbai. The premium amount that people cite to pay vary between 5% to 7%
- **Suggestions from Consumers on how to promote energy efficient buildings**

Promotional efforts have to be made especially through local estate agent and mass campaign.... [more](#)