

Consumer Preferences and Willingness to Pay for Buildings Constructed with Circular Principles

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SUMMARY

The construction industry has been identified as one of the primary contributors to environmental degradation, primarily through the exploitation of resources and the generation of waste. This has resulted in circular construction, which is efficient with resources and minimises waste during the construction lifecycle. This study aims to investigate consumer preferences and willingness to pay for buildings constructed with circular principles. The objectives are to assess consumer awareness and understanding of circular construction principles and to identify the factors that influence consumer preferences for circular buildings. This study will use a cross-sectional survey data-gathering method and a quantitative approach. A systematic random sampling method was employed to select 385 participants, ensuring a representative sample size. Data were collected through a questionnaire that included multiple-choice, open-ended, and closed-ended questions, as well as five Likert scales. Descriptive statistics, including means, frequencies, percentages, and standard deviations, were used for data analysis. The study revealed that consumer awareness of circular construction principles remains significantly low. While direct awareness of circular construction was limited, respondents showed considerably higher recognition of related sustainability concepts. However, when probed further, many respondents associated these terms primarily with energy efficiency and the integration of renewable energy, rather than circular economy principles such as material circularity, life-cycle thinking, and waste elimination.

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