

EUROPEAN AND LATVIAN ECO-CONSTRUCTION CONSUMER MARKET RESEARCH AND ECO-CONSTRUCTION FOCUSED BUSINESS POTENTIAL

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Abstract. *The research covers main aspects of the eco-construction principles, European and Latvian related legislative background. It represents few eco-construction habitat examples as an alternative for the conventional construction standards. In addition, the author of the research describes the core advantages of the “green” and/or “passive” houses from both economic and social perspectives. The aim of the research is to analyse the consumer market, values and potential behavior of the customers. The author is going to identify the target market of eco-construction products and to reveal the business initiation success and opportunities on the Latvian and Baltic real estate market. The results of the research will answer 2 main questions – “What is important for the consumers when buying, building house?” and “What are the eco-construction business perspectives in the current real estate market?”*

Key words: *eco-construction, eco-construction principles, eco-construction consumer market, Europe and Latvia, values.*

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