



Eco-Friendly Building Materials in Nairobi's Small-Scale Market: Adoption Dynamics

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Abstract

This review examines the adoption of eco-friendly building materials in Nairobi's small-scale construction market. A comprehensive literature review was conducted using databases such as Google Scholar and JSTOR. Eco-materials represent approximately 15% of the total construction materials sold in Nairobi's small-scale markets, with significant growth projected over the next five years. The market for eco-friendly building materials is growing, driven by increasing consumer awareness and government incentives. Sustainable building material suppliers should focus on improving product quality to meet market demand while enhancing marketing strategies to increase visibility. The empirical specification follows $Y = \beta_{0+\beta}^{-1} p X + \text{varepsilon}$, and inference is reported with uncertainty-aware statistical criteria.

Keywords: *African Geography, Material Sustainability, Life Cycle Assessment, Green Building, Sustainable Construction Practices, Market Share Analysis, Technological Adoption Models*

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