The influence of consumer willingness to pay for improvements in Building Energy Ratings in Ireland

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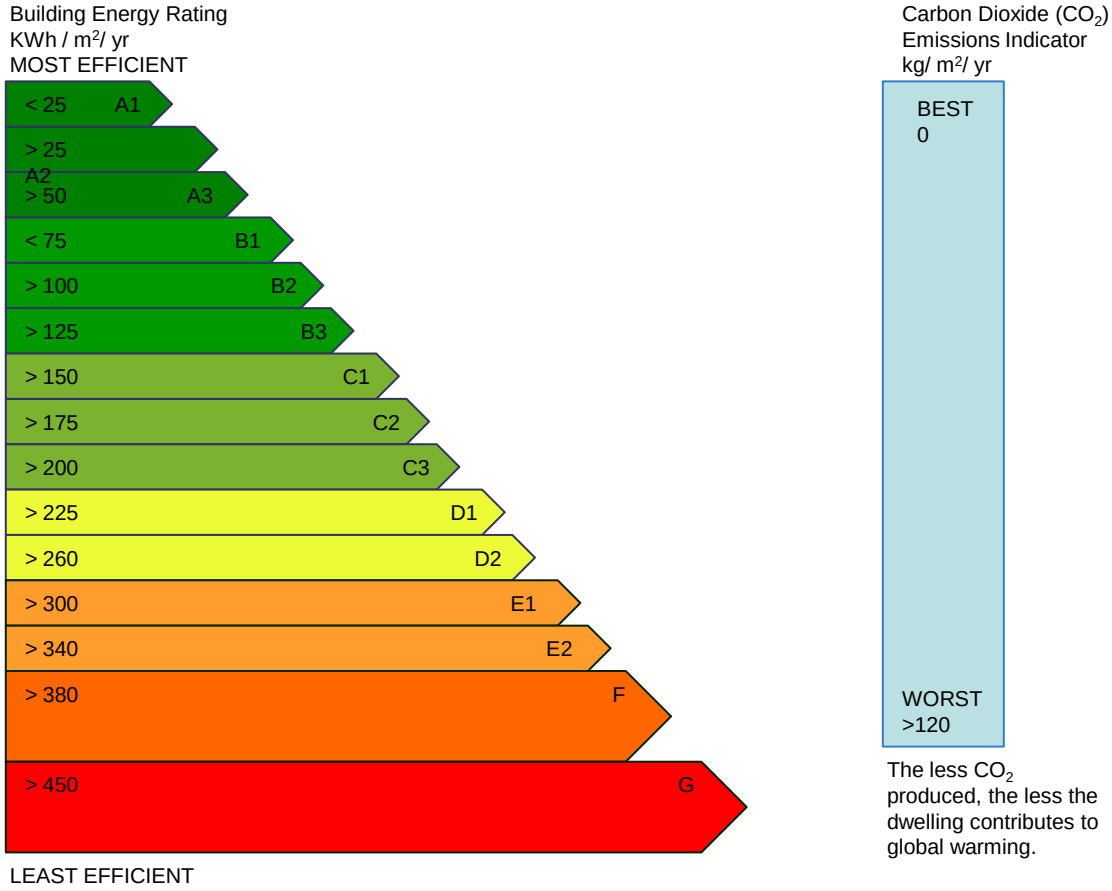
BUILDING ENERGY RATING (BER) LABELS

"Information is Power"



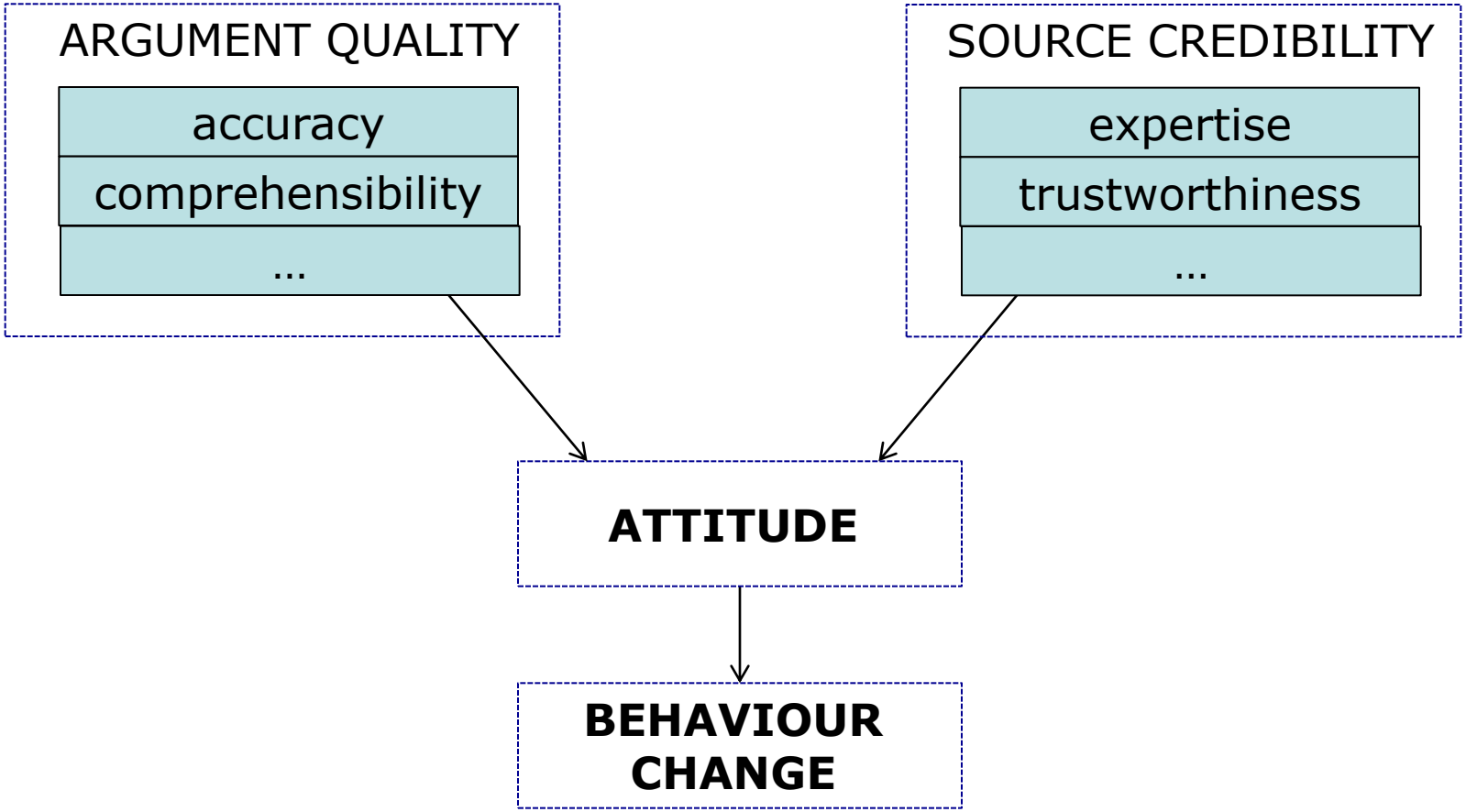
BUILDING ENERGY RATING (BER) LABELS

"Information is Power"

10% KNOWS THEIR BER LABEL

Based on survey amongst 356 renters in Ireland

PERSUASIVE MESSAGES

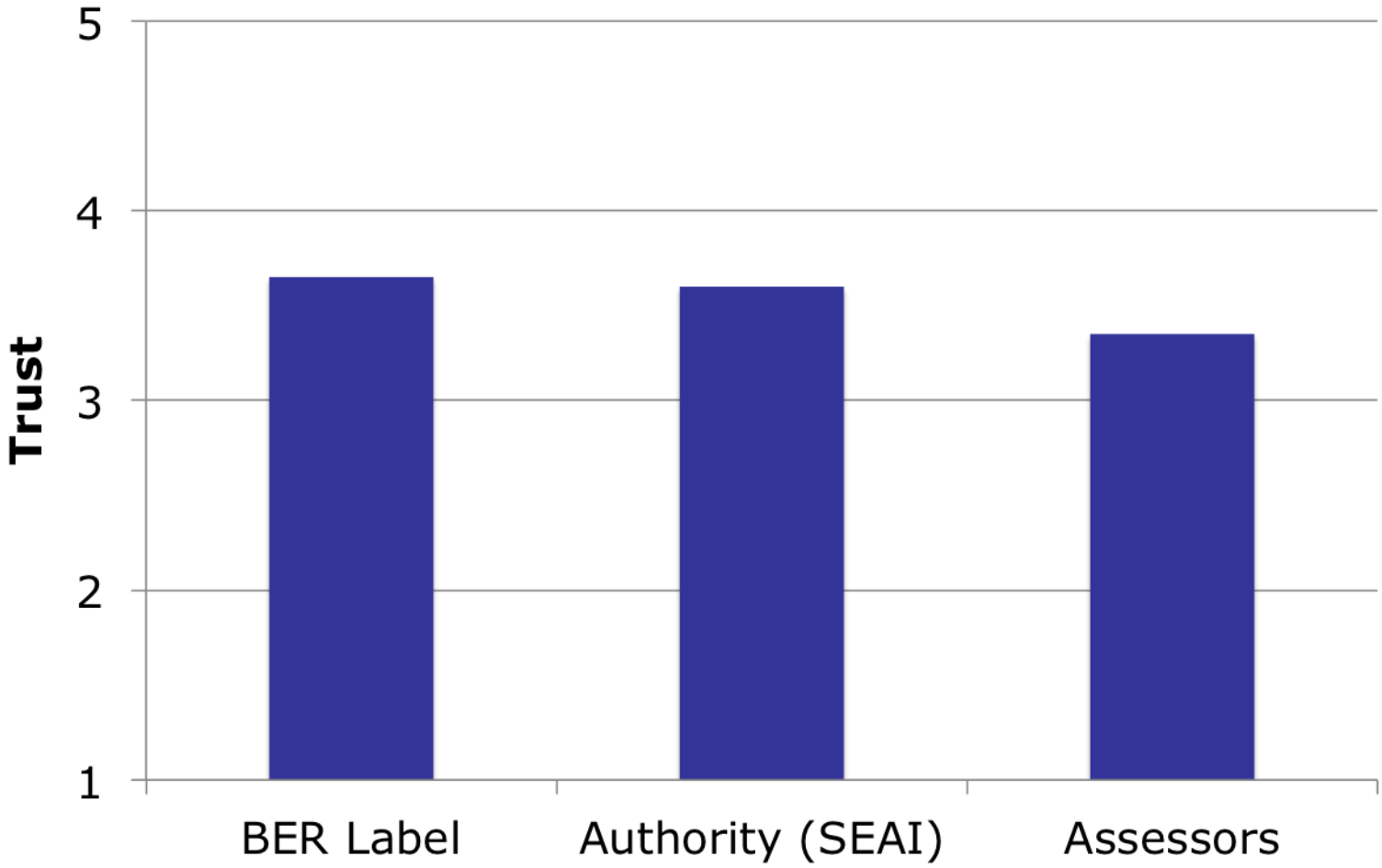


Petty & Cacioppo, 1986; Sussman & Siegal , 2003

SURVEY
sample & data collection

- Focus on flat renters in Dublin
- Convenient sample (N=69), who are
  - searching for rental flat in Dublin, or
  - has been searching to rent flat in Dublin in last year
  - has rented a flat in the past 4 years in Dublin
- Sample characteristics
  - High percentage of students (64%)
  - Relatively young (95% between 20-40 years old)
  - Relatively low income (55% < €1500 nett/month)

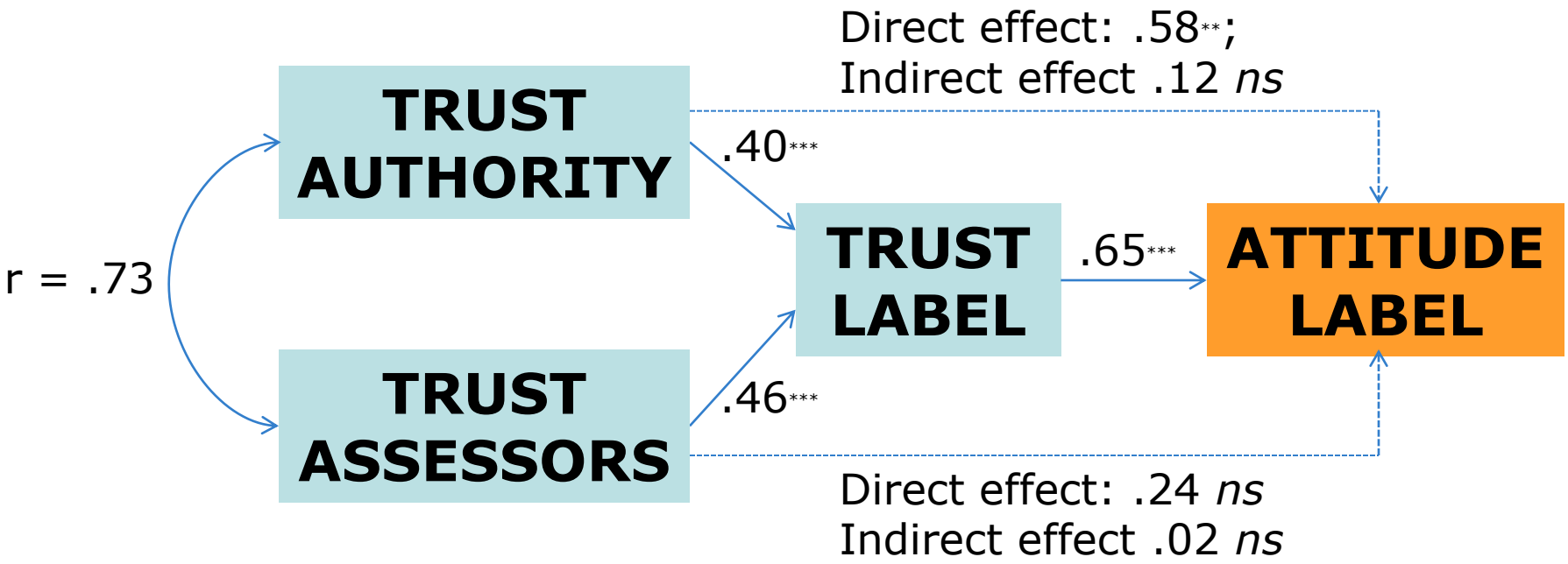
TRUST LEVELS



Trust in BER label; measured with 6 items (Atkinson & Rosenthal, 2014); Cronbach's alpha = .94; Single items for trust in authority & assessors

*p<.05; **p<.01; ***p<001

DOES TRUST INFLUENCE ATTITUDES?



Attitude measured with 2 items Thøgersen & Noblet, 2012);
Cronbach's alpha = .70

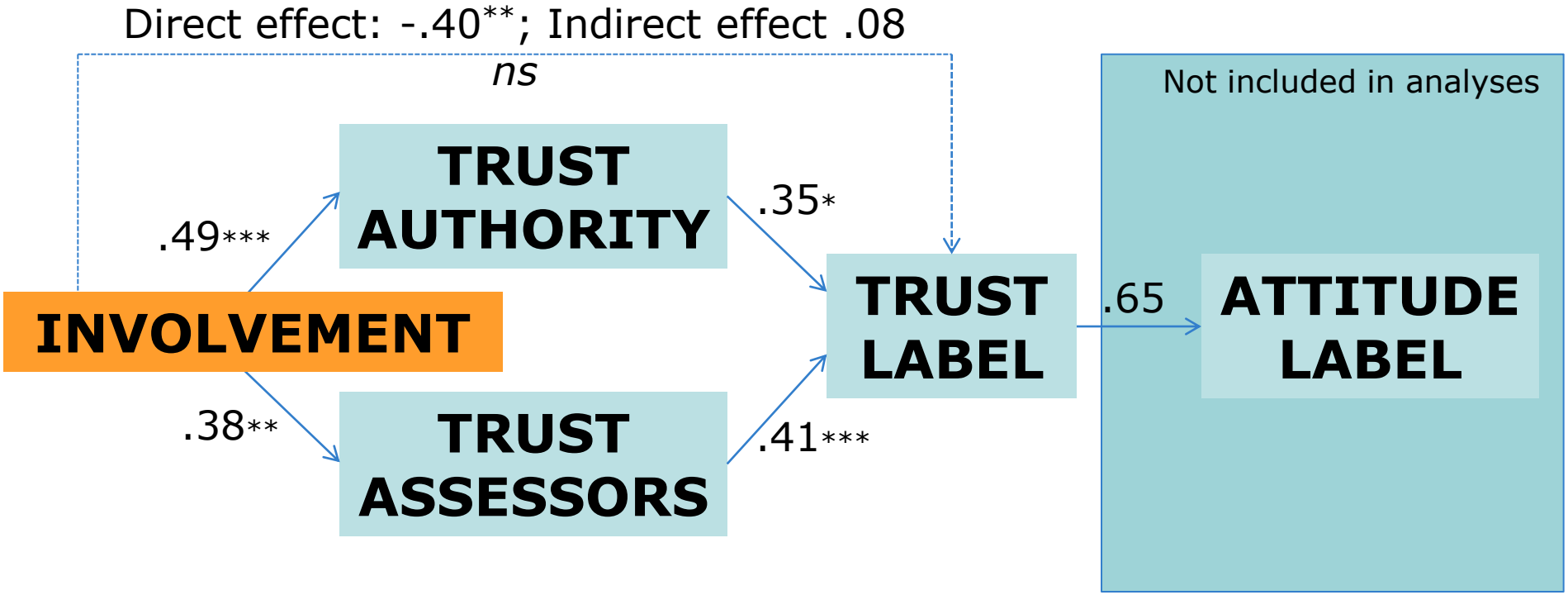
*p<.05; **p<.01; ***p<001

TRUST IN BER LABELS
level of involvement & green identity

Consumers differ!

- **Involvement**: perceived relevance of products and purchase decisions → involvement in topic energy efficiency
- **Green identity:** extent to which people see themselves as green consumers

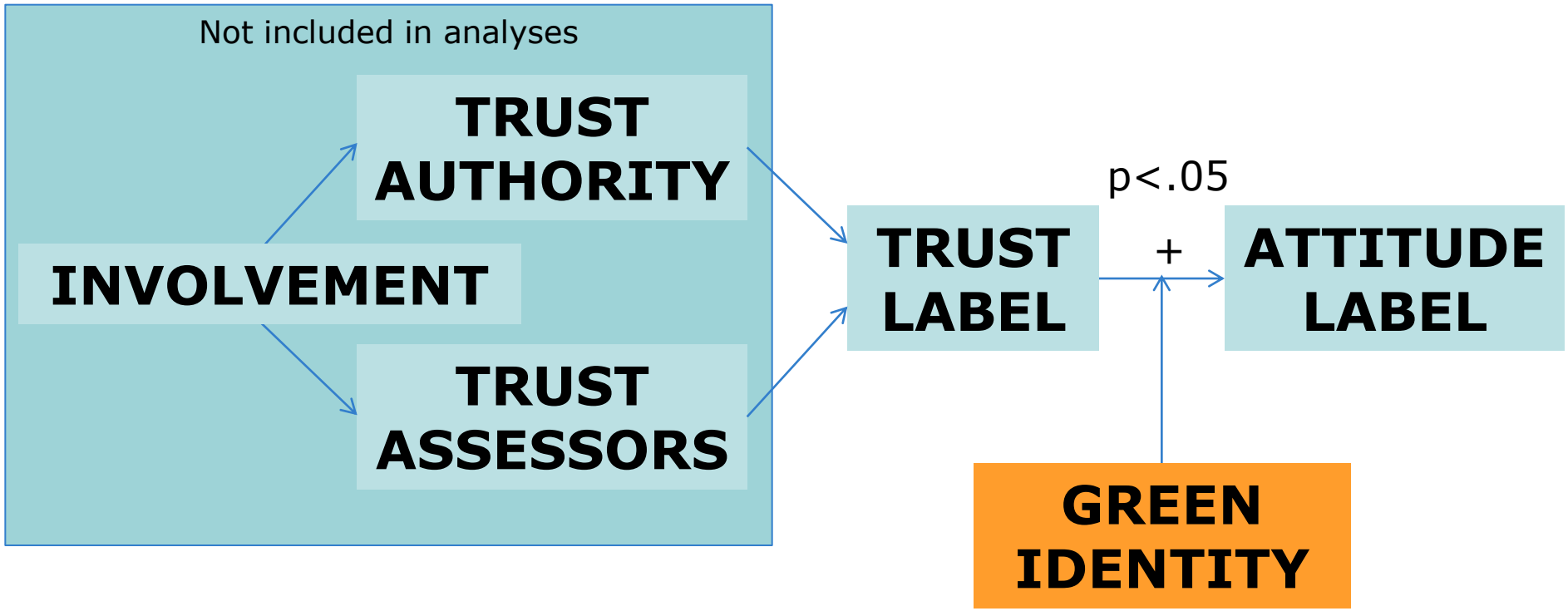
TRUST IN BER LABELS
The role of involvement



Involvement in energy efficiency in dwellings;
measured with 10 items (*Zaichkowsky, 1985, 1994*);
Cronbach's alpha = .88

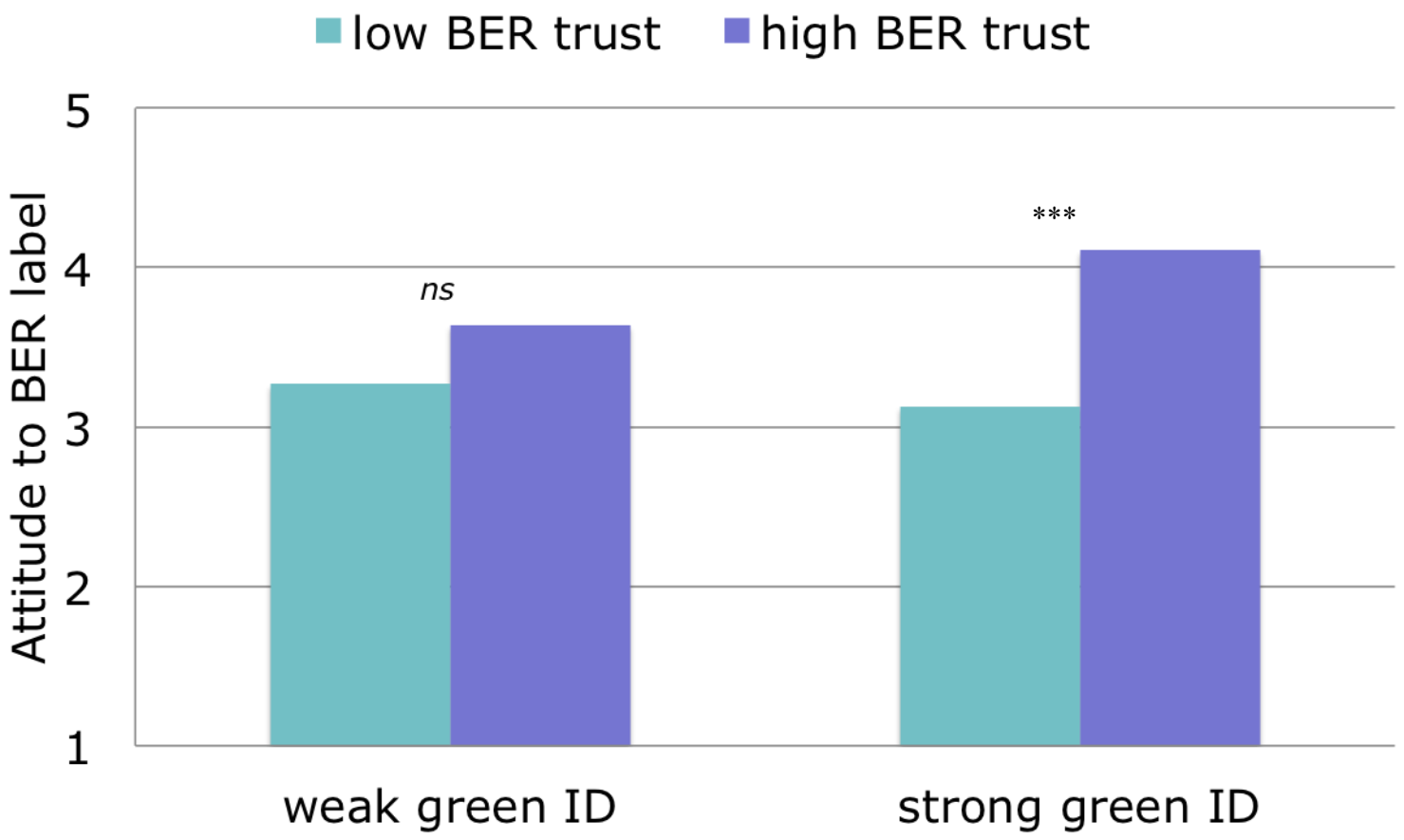
*p<.05; **p<.01; ***p<001

TRUST IN BER LABELS
The role of green identity



Green identity; measured with 4 items (Whitmarsh & O'Neill, 2010); Cronbach's alpha = .81

TRUST IN BER LABELS
The role of green identity



* p<.05; **p<.01; ***p<001

"INFORMATION IS POWER"?

- Yes, but only if consumers trust
  - The source of the information
  - and BER label
- Yes, but only if
  - Consumers are involved, leading to higher trust
  - Consumers see themselves as green consumers, leading to more positive attitudes to BER labels

THANK YOU!

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