

2012 BECC Conference: Poster Presenter Abstracts

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Revisiting Attitude-Behavior Interactions: A Longitudinal Perspective

Many research studies investigating the influence of attitudes, knowledge and beliefs on the adoption of energy-saving behaviors have been cross-sectional due to the lack of longitudinal data. This makes it difficult to determine if any significant relationships have changed over time. This gap in knowledge compelled the author to investigate the longitudinal aspects of relevant attitude-behavior relationships in the energy consumption realm. A repeated cross-sectional study was conducted every two years since 2002 to identify trends in attitudes and behaviors related to energy conservation and efficiency for the residential sector. This dataset was combined with data on energy pricing, weather, and state per capita energy-efficiency investments to assess what factors can explain the changes in reported behaviors from 2002 to 2010. This presentation will discuss notable changes in the attitude-behavior relationships since 2002 using this empirical data of household energy behavioral choices. The author will also explore attitude-behavior interactions by considering salient and relevant hypotheses from the fields of economics and psychology. Significant findings will be discussed in relation to utility theory and Stern et. al.'s Attitude-Behavior-Context model of environmentally significant behavior.