The influence of consumer trust on attitudes to Building Energy Ratings in Ireland

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“Information is Power”

Building Energy Rating (BER) Labels

The less CO\textsubscript{2} produced, the less the dwelling contributes to global warming.
5. **Ballinska House, Pouldine, Thurles, Co. Tipperary - Detached House**

![Viewing Advised](image)

**€179,000**
Detached House | 4 Beds | 1 Bath

Calling all dog enthusiasts! Ballinska House comprises a two-storey, 4-bed detached property, with extensive kennelling and all situated on a large 9.1 acre site. Ideally situated at Pouldine, just 5km from Thurles, and only 2km from the Dublin / Cork M8 Motorway at Horse & Jockey. Residential accommodation of approx. 1,220 Sq...

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AIM OF THIS STUDY

CONSUMER TRUST

ARGUMENT QUALITY
- accuracy
- comprehensibility

ATTITUDE

WILLINGNESS TO PAY

INFORMATION USEFULNESS

INFORMATION ADOPTION

CONSUMER CHARACTERISTICS
- involvement
- green identity

SOURCE CREDIBILITY
- expertise
- trustworthiness

Atkinson & Rosenthal, 2014; Daughbjerg et al., 2014
SAMPLE AND 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 in BER label; measured with 6 items (Atkinson & Rosenthal, 2014); Cronbach’s alpha = .94; Single items for trust in authority, assessors, energy supplier and landlord. F (4, 63) = 24.13, P < .001; $R^2 = 66\%$. *p < .05; **p < .01; ***p < .001.
TRUST IN BER LABELS
Are attitudes influenced?

Attitude to BER label; measured with 2 items Thøgersen & Noblet, 2012; Cronbach’s alpha = .70

* p<.05; ** p<.01; *** p<0.001
Involvement in energy efficiency in dwellings; measured with 10 items (Zaichkowsky, 1985, 1994); Cronbach’s alpha = .88

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
TRUST IN BER LABELS
The role of involvement

Direct effect: -.40***; Indirect effect .08 ns

IN INVOLVEMENT

TRUST

AUTHORITY

.49***

TRUST

ASSESSORS

.38**

.35*

TRUST

LABEL

ATTITUDE

LABEL

Not included in analyses

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

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

*p<.05; **p<.01; ***p<001
TRUST IN BER LABELS
The role of green identity

![Bar chart showing attitude to BER label by green identity and BER trust levels.](chart)

- *p<.05; **p<.01; ***p<0.001
“INFORMATION IS POWER”?

• Yes, but only if consumers trust
  – the information
  – and its source

• The more involved consumer are, the less they trust authorities and assessors responsible for BER labels

• Trust in BER labels only leads to more positive attitudes to the labels if consumers see themselves as “green”
THANK YOU!

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