

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

Geertje Schuitema

Claudia Aravena Novieli

Eleanor Denny

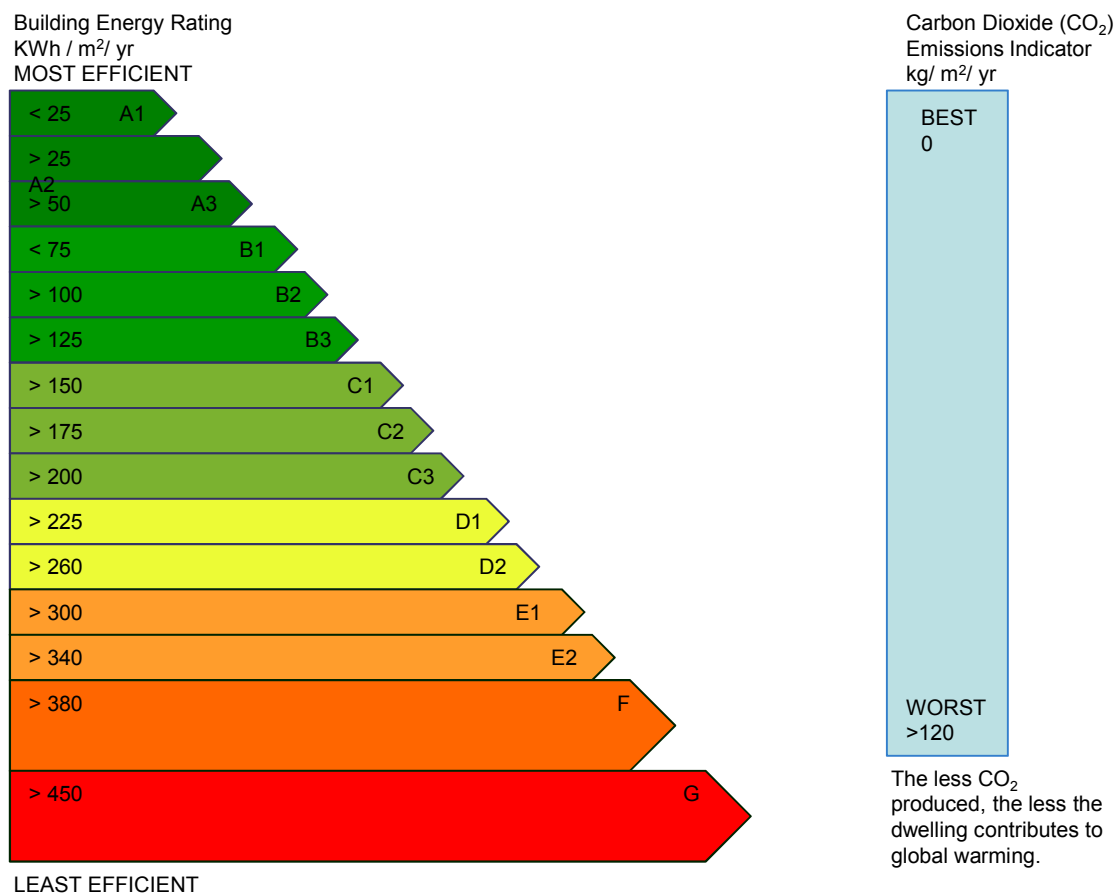


UCD College of Business  
UCD Energy Institute



# BUILDING ENERGY RATING (BER) LABELS

## “Information is Power”





# BUILDING ENERGY RATING (BER) LABELS

## 5. Ballinska House, Pouldine, Thurles, Co. Tipperary - Detached House

**BER E2**



**€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 S...

[Add to saved ads](#) | Agent: [Sherry Fitzgerald Gleeson](#)

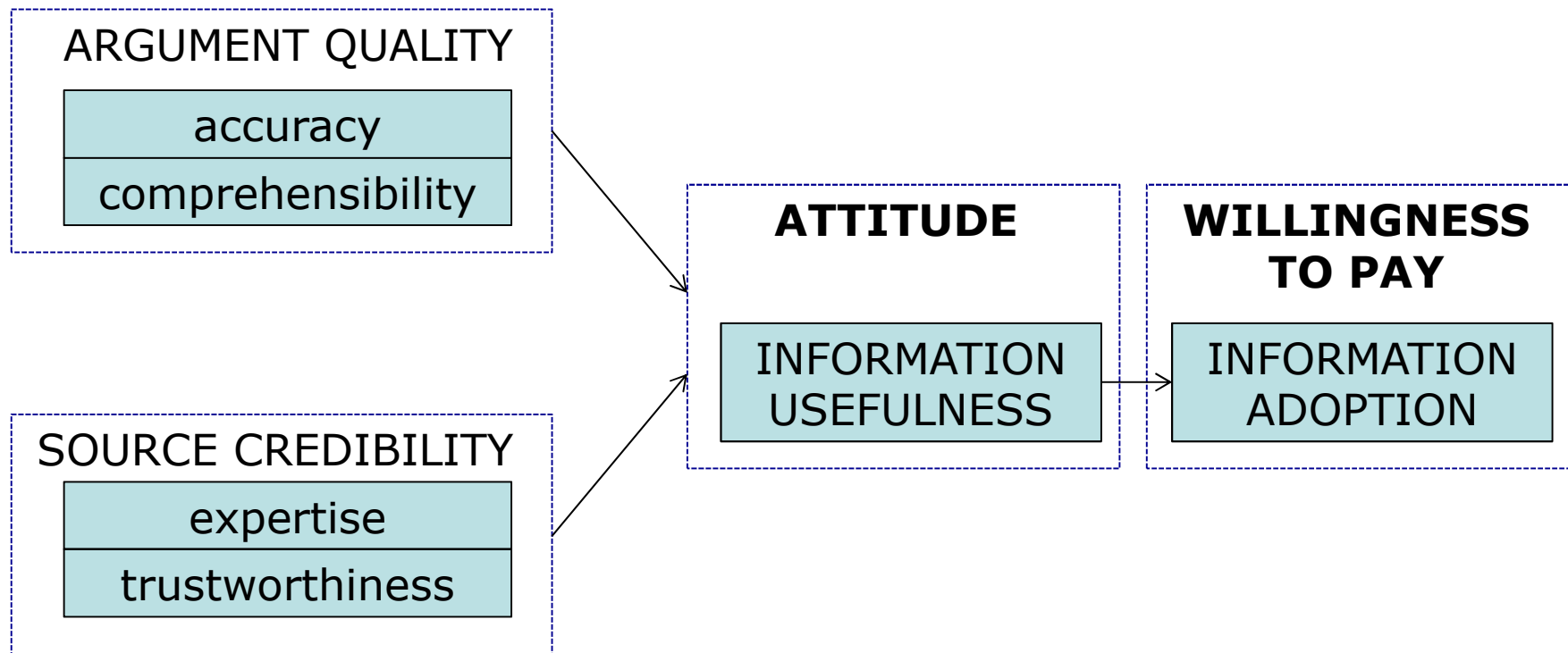
[View more details & 20 more photos](#)

Call: Jonathan Gleeson at **0504 22997**



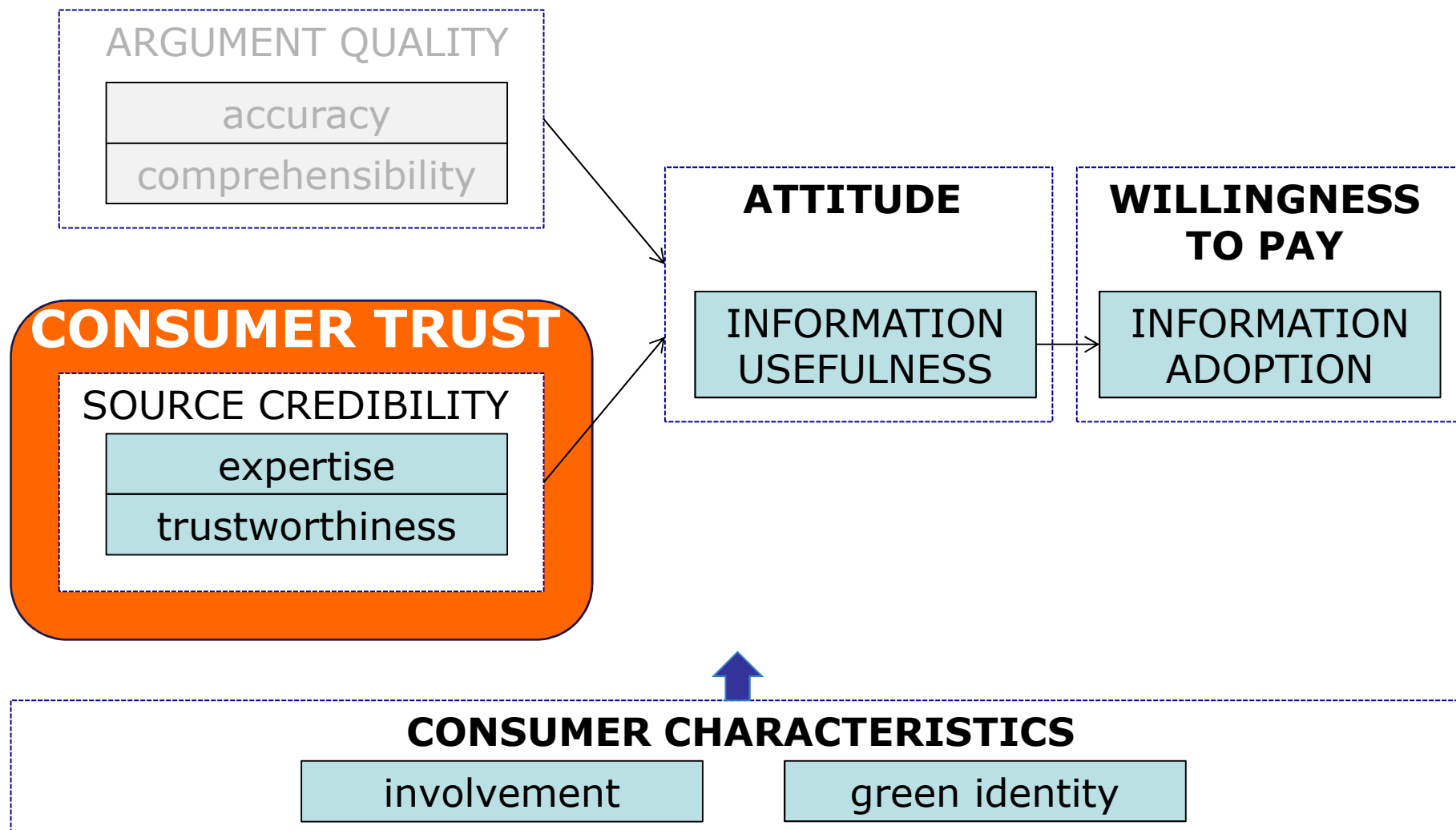


# PERSUASIVE MESSAGES





# AIM OF THIS STUDY





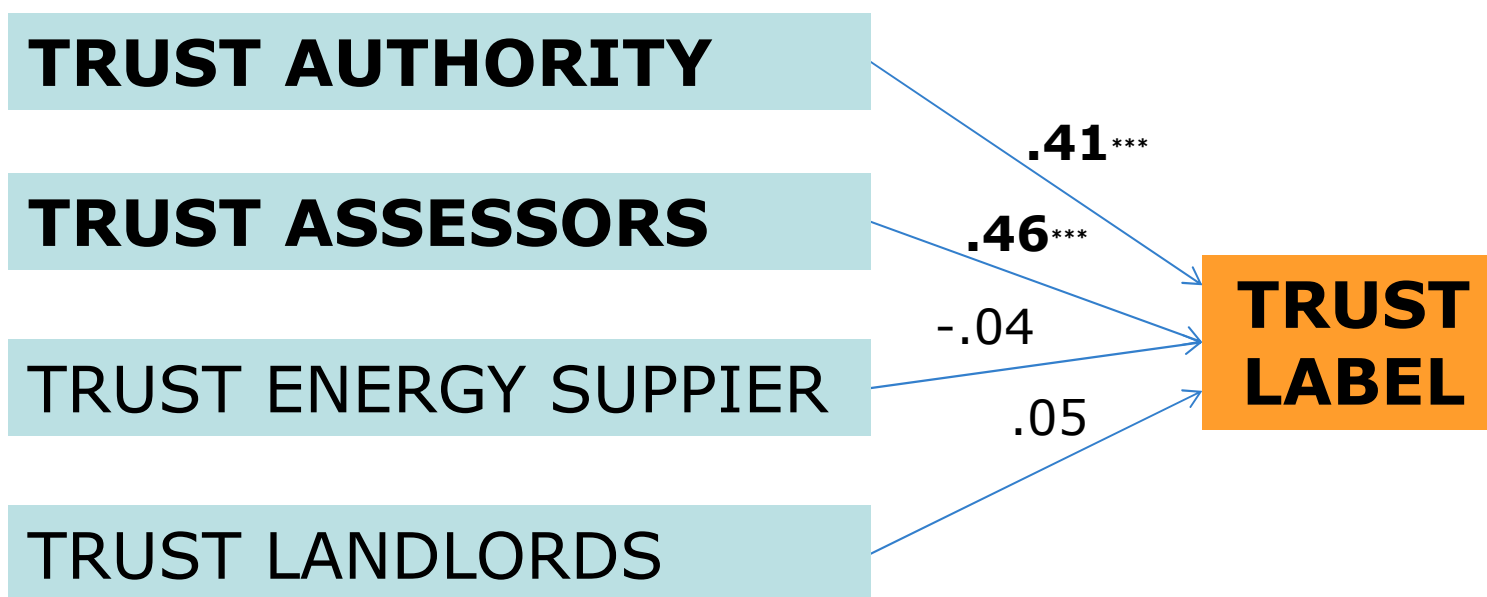
# SAMPLE AND DATA COLLECTION

- 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 LABELS

The role of the source of the information



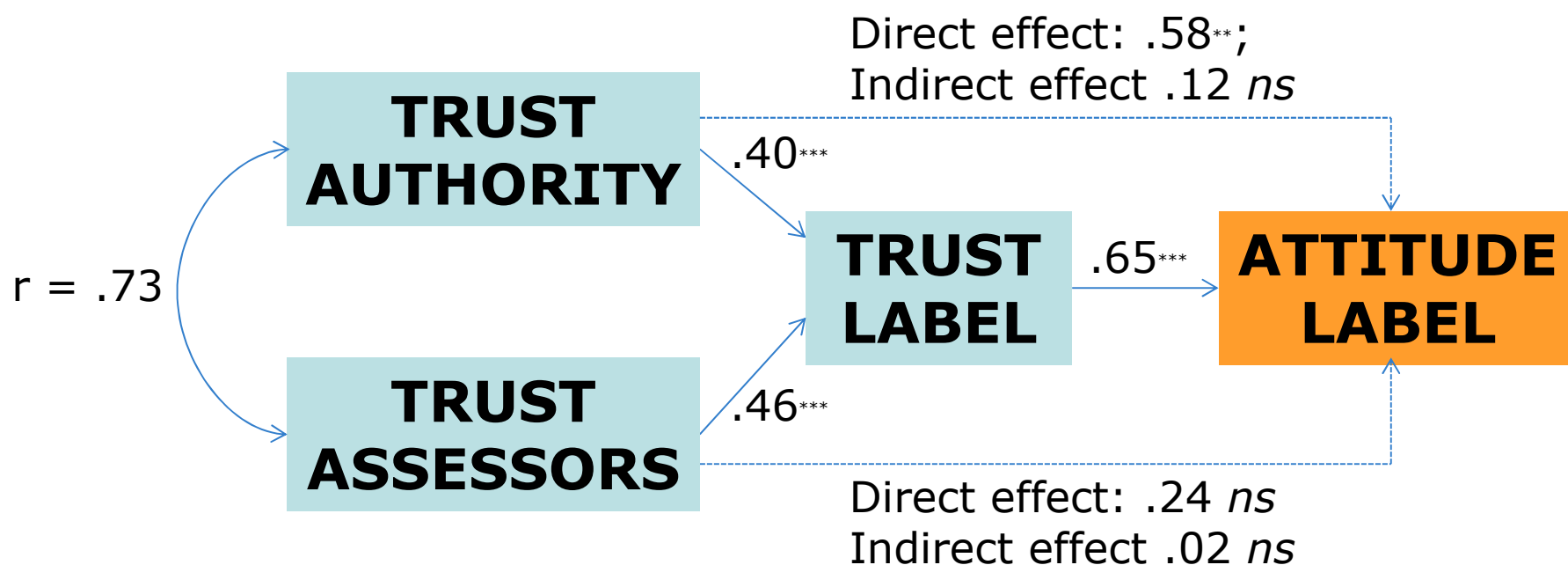
Trust in BER label; measured with 6 items (Atkinson & Rosenthal, 2014); Cronbach's alpha = .94; Single items for trust in authority, assessors, energy supplier and landlord

$F(4,63) = 24.13, P < .001; R^2 = 66\%$   
\* $p < .05$ ; \*\* $p < .01$ ; \*\*\* $p < .001$



# TRUST IN BER LABELS

## Are attitudes influenced?



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

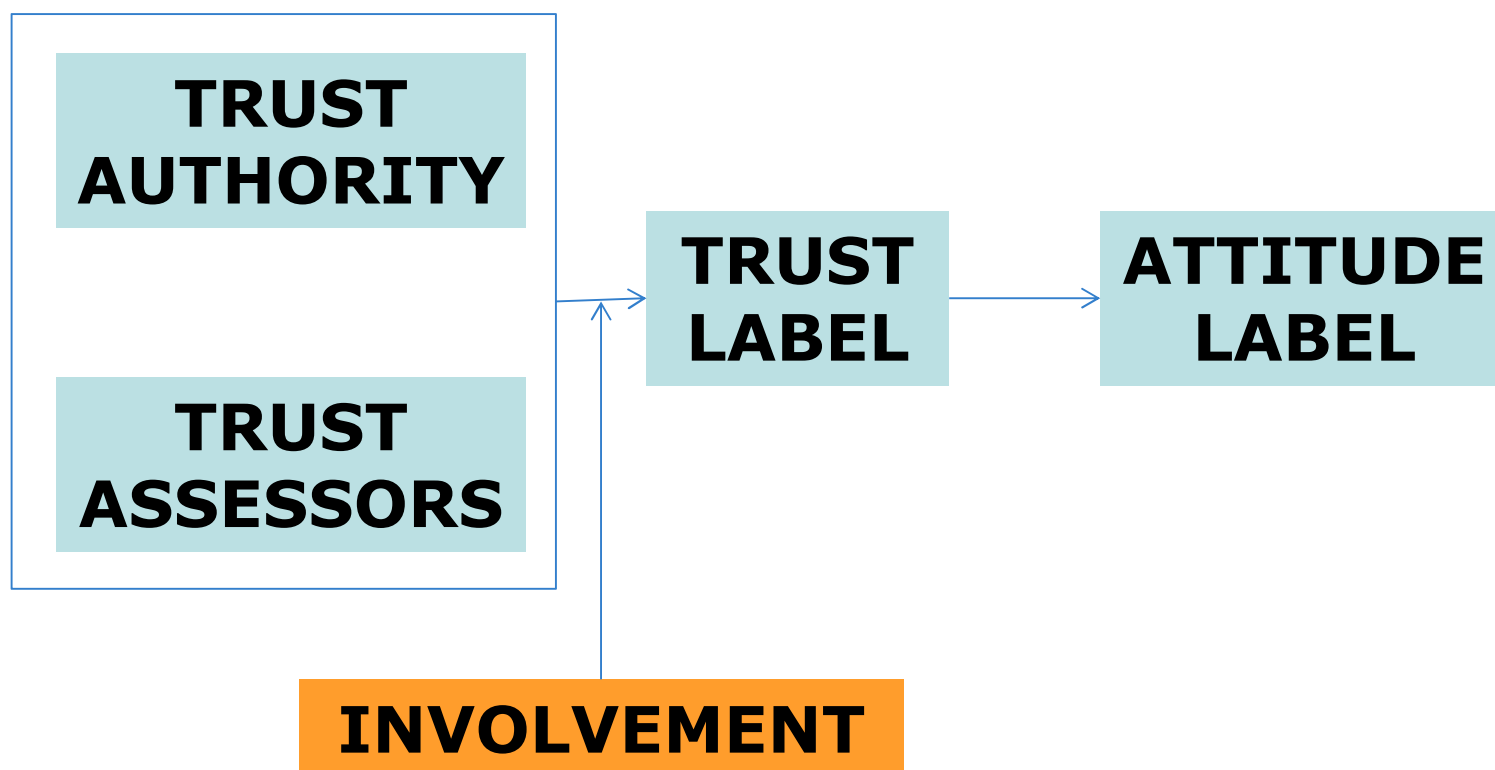
\* $p < .05$ ; \*\* $p < .01$ ; \*\*\* $p < .001$





# TRUST IN BER LABELS

## The role of involvement



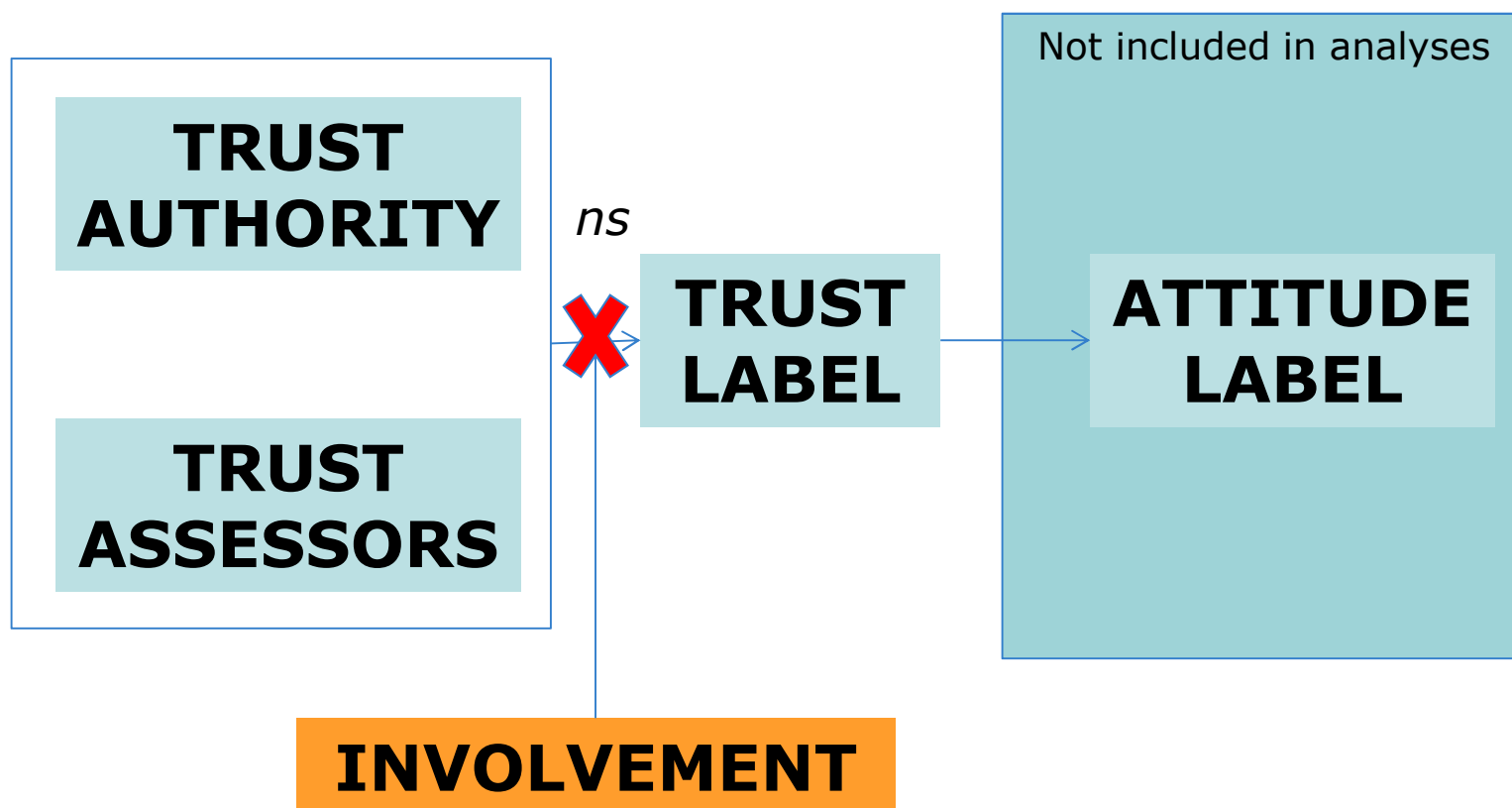
Involvement in energy efficiency in dwellings;  
measured with 10 items (*Zaichkowsky, 1985, 1994* );  
Cronbach's alpha = .88

Atkinson & Rosenthal, 2014;  
Petty & Cacioppo, 1981



# TRUST IN BER LABELS

## The role of involvement



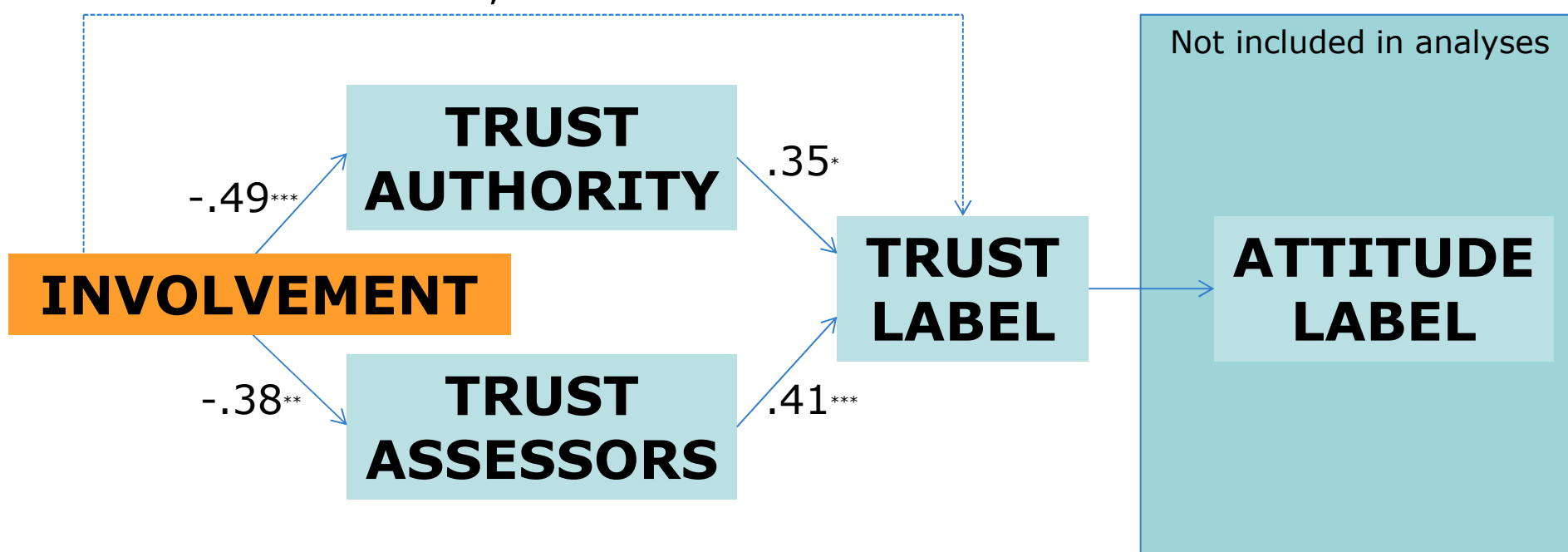
Involvement in energy efficiency in dwellings;  
measured with 10 items (Zaichkowsky, 1985, 1994 );  
Cronbach's alpha = .88



# TRUST IN BER LABELS

## The role of involvement

Direct effect:  $-.40^{**}$ ; Indirect effect  $.08$  *ns*



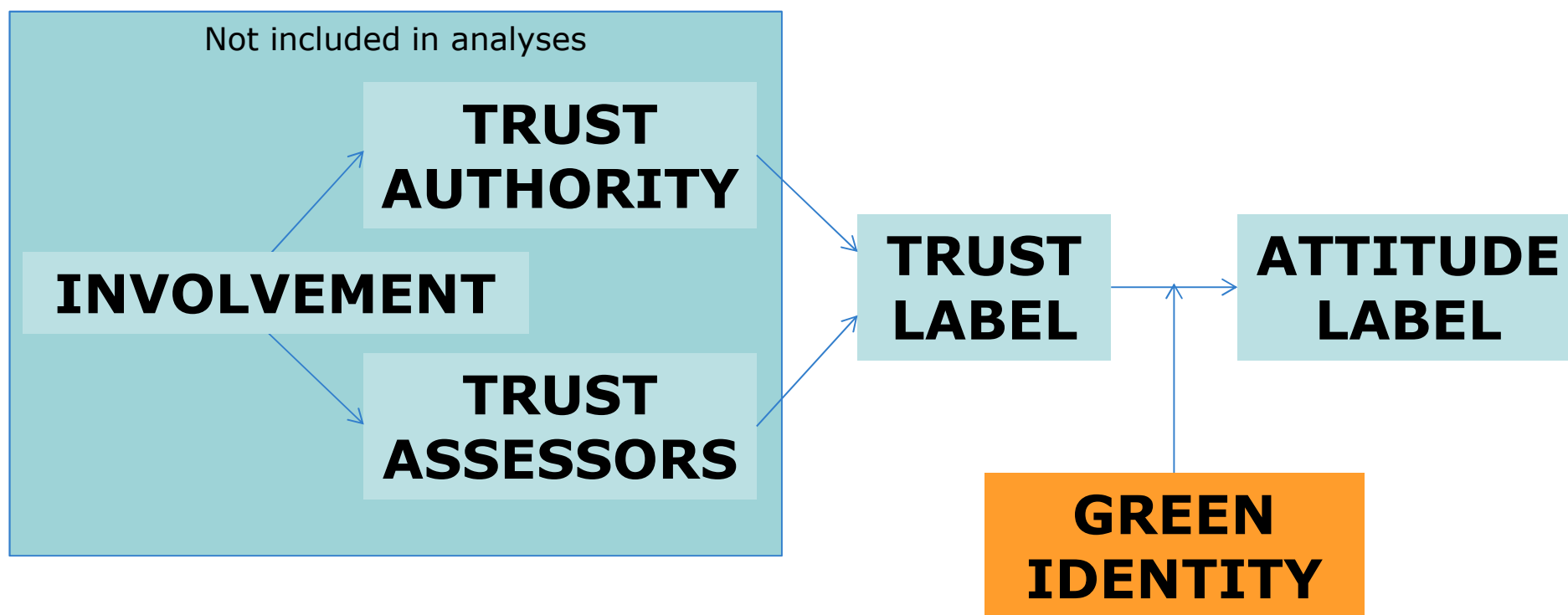
Involvement in energy efficiency in dwellings;  
measured with 10 items (Zaichkowsky, 1985, 1994 );  
Cronbach's alpha = .88

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



# TRUST IN BER LABELS

## The role of green identity

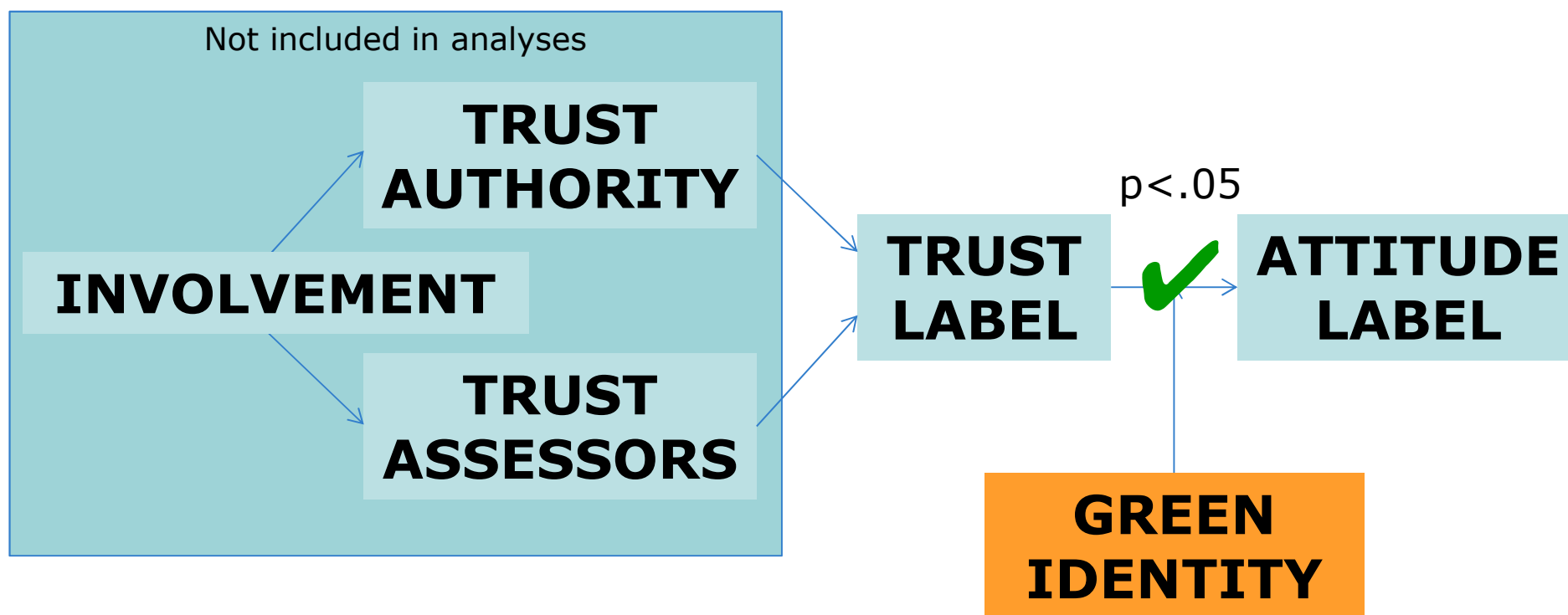


Green identity; measured with 4 items (Whitmarsh & O'Neill, 2010); Cronbach's alpha = .81



# TRUST IN BER LABELS

## The role of green identity



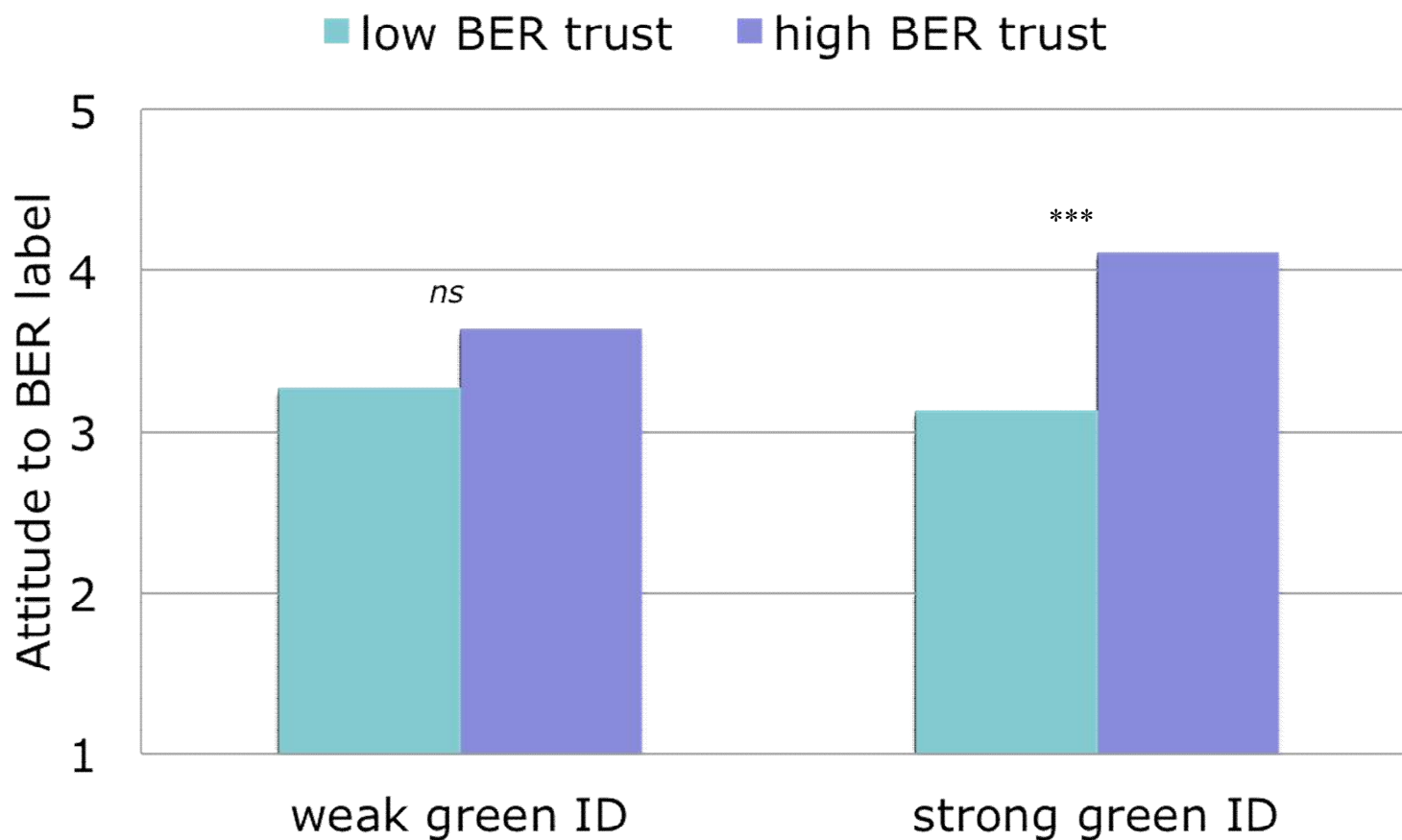
Green identity; measured with 4 items (Whitmarsh & O'Neill, 2010); Cronbach's alpha = .81

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



# TRUST IN BER LABELS

## The role of green identity



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



## “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!

[geertje.schuitema@ucd.ie](mailto:geertje.schuitema@ucd.ie)