

Table of Contents

1	Introduction and Theoretical Framework.....	1
1.1	Introduction.....	3
1.2	Definitions of Sustainable Consumption	4
1.3	Economic, Social and Psychological Approaches to Explaining Consumer Decisions	6
1.4	Methodological Approaches	17
1.5	Decisions for Concrete Environmental Technologies.....	22
1.6	Conclusions: Hypothesis and Research Needs	27
	References.....	31
2	Analysis of Existing Data: Determinants for the Adoption of Energy- Efficient Household Appliances in Germany	39
2.1	Introduction.....	41
2.2	Determinants for the Adoption of Energy-Efficient Appliances.....	42
2.3	The Energy Labelling Framework	48
2.4	Study Framework.....	49
2.5	Data.....	54
2.6	Results	56
2.7	Conclusions.....	60
	References.....	63
3	Results of the SECO@Home Household Survey and Discrete Choice Analysis (Conjoint Studies).....	69
3.1	Consumer Survey on the New Format of the European Energy Label for Televisions – Comparison of the “A-G Closed” and the “A-X%” Scale Format.....	71
3.2	Heating and Insulation	86
	References.....	101
4	Firm Strategies and Political Instruments.....	105
4.1	Green Marketing Strategies to Influence Sustainable Energy Investments – What Can Be Learned from Segmentation and Behavioural Decision Models?	107
4.2	Increasing Energy Efficiency in Private Households in Germany – An Overview of Existing and Proposed Policy Measures	124
	References.....	149

5	Impacts of the Instruments	159
5.1	Introduction	161
5.2	Evaluation of Consumer Choices: Televisions	162
5.3	Evaluation of Consumer Choices: Green Power	170
5.4	Evaluation of Consumer Choices: Heating	182
	References	188
6	Home Heating, Technology and Gender: A Qualitative Analysis	191
6.1	Introduction	193
6.2	Moving Beyond Gender Differences: Gender as a Social Practice	195
6.3	Empirically Investigating Gender-Technology Relations in the Field of Domestic Energy Consumption	197
6.4	Results: Home Heating, Technology and Gender	200
6.5	Conclusions	207
	References	208
	Annex I: Methodology Report of the SECO@Home Study	212
	Annex II: Questionnaires.....	217
	Annex III: Market and Behavioural Failures Addressed by Current & Proposed Measures	257
	List of Figures.....	258
	List of Tables	259
	Contributors	261

Sustainable Energy Consumption in Residential
Buildings

Rennings, K.; Brohmann, B.; Nentwich, J.; Schleich, J.;

Traber, T.; Wüstenhagen, R. (Eds.)

2013, X, 266 p., Hardcover

ISBN: 978-3-7908-2848-1

A product of Physica-Verlag Heidelberg