

# **The consumer says 'no': How behavioural models explain consumers' attitudes to microgeneration**

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# Home owners' attitudes, perceptions, and willingness to pay for microgeneration technologies

**Sample 1000+**

**SEAI**

Claudy, M, A.O'Driscoll and A. Duffy (2011), *Home Owners' Attitudes, Perceptions, and Willingness to Pay for Microgeneration Technologies*, Report prepared for the Sustainable Energy Authority of Ireland Authority (SEAI) by the Dublin Institute of Technology & Dublin Energy Lab, 71pp.

Claudy, M., A. O'Driscoll, C. Michelsen, and M. R. Mullen (2010), "Consumer awareness in the adoption of microgeneration technologies: an empirical investigation in the Republic of Ireland", *Sustainable & Renewable Energy Reviews*, volume 14, issue 7, pp. 2154-2160.

## **Behavioral models and microgeneration innovation**

Diffusion of innovation theory (DOI; Rogers 1962)

Theory of reasoned action (TRA; Fishbein and Ajzen 1975)

Technology acceptance model (TAM; Davis 1989)

Behavioural reseasoning theory (BRT; Westaby 2005)

# Innovation adoption and resistance

## Adoption factors

*Innovation attributes/benefits:*

Relative advantage

Compatibility

Complexity

Trialability

Observability

Perceived usefulness

Perceived ease of use

## Resistance factors

*Functional barriers:*

Usage barriers

Value barriers

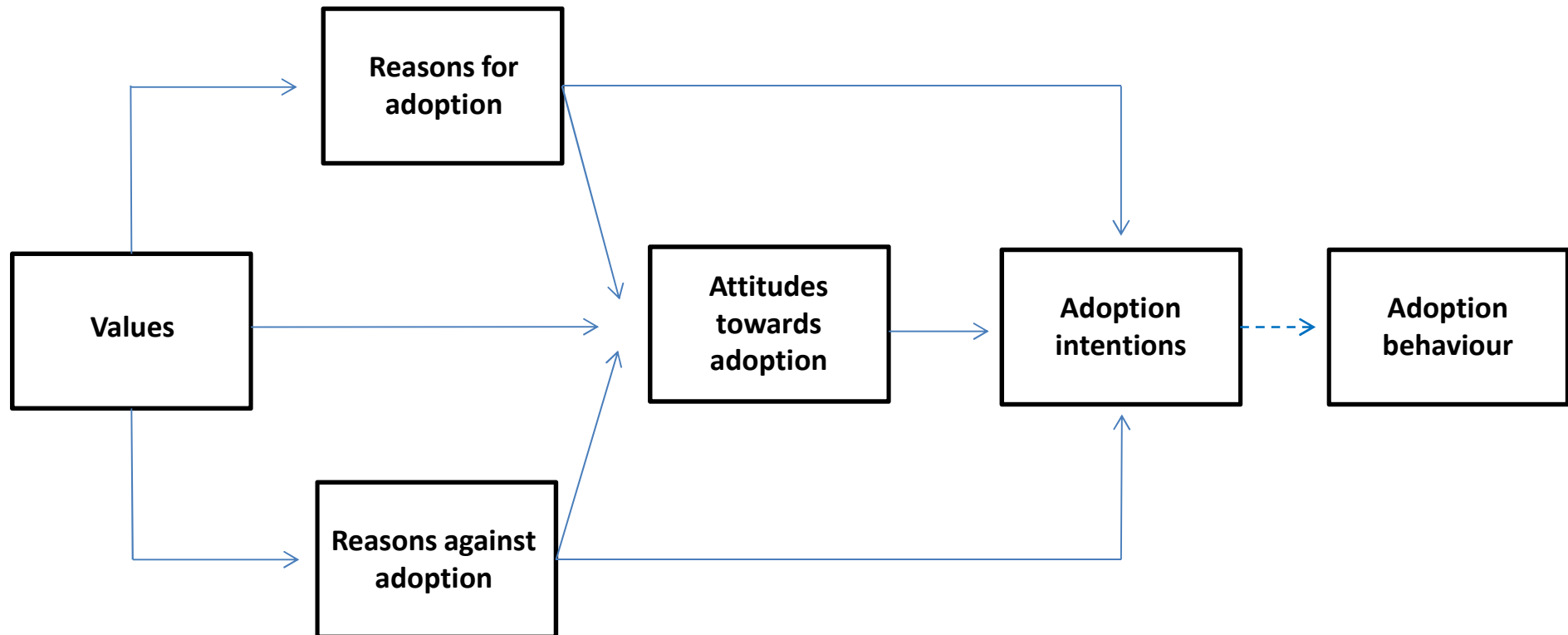
Risk barriers (financial,  
performance, social)

*Psychological barriers:*

Tradition and norm barriers

Image barriers

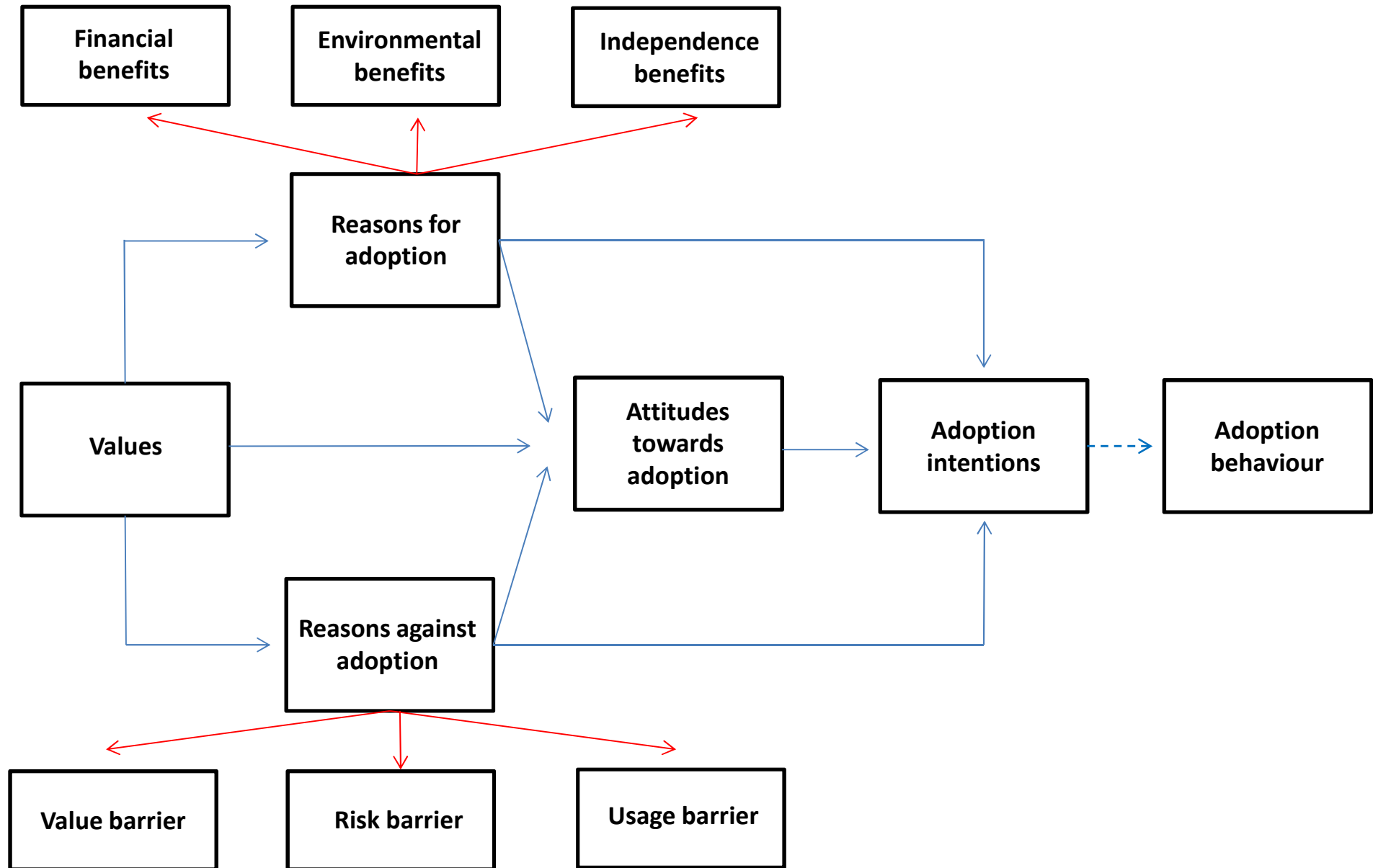
# Behavioural reasoning theory



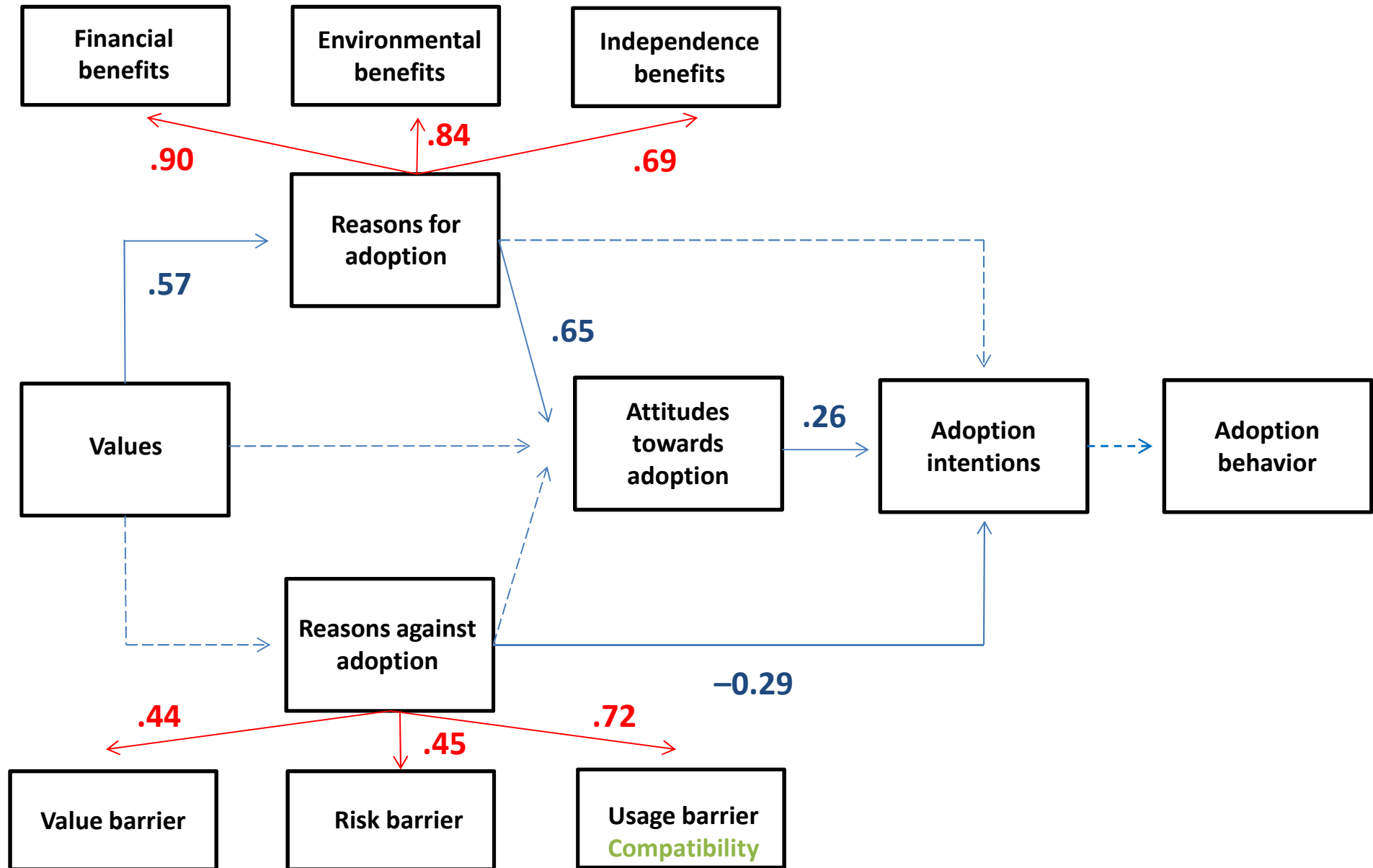
**Attitude-behaviour gap...**

Source: adapted from Westaby, 2005

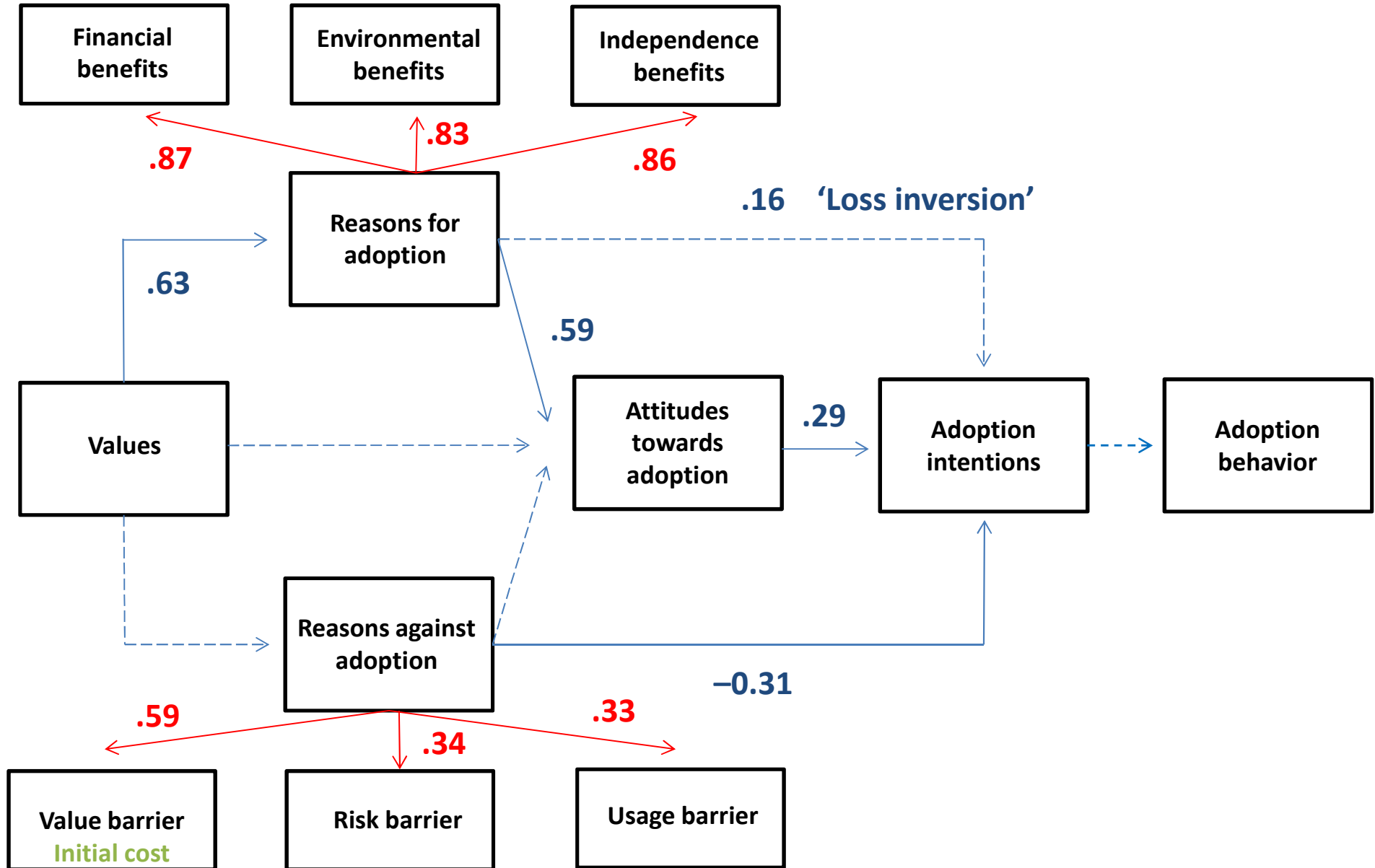
# Behavioural reasoning theory and microgeneration innovation



# Solar energy panels: significant paths in the behavioural model



# Micro wind turbines: significant paths in the behavioural model





## Conclusions

To understand the attitude-behaviour gap in microgeneration innovation, we need to investigate reasoning – and particularly reasoning *against*, as reasons against can weight more heavily.

This will allow us to understand the complex cognitive decision making processes/path of the consumer, and set in place the best public policy interventions and company marketing strategies.

Investigating consumer's reasons for and against requires systematic investigation, such as reason elicitation studies, and increasingly ethnographic-type techniques.

**‘UX – user-experience design – is the art of bridging people and technology’**

Frank Long, frontend.com