# **Consumer Behavior: Values, Attributes, and Willingness to Pay – A Selective Bibliography**

Compiled by: Barbara Ashdown, Dave Bjornstad, Victoria D'Urso, and Melissa Lapsa, Oak Ridge National Laboratory

#### **Consumer Behavior – Quantitative Studies**

Alvarez-Farizo, B., and N. Hanley. "Using Conjoint Analysis to Quantify Public Preferences Over Environmental Impacts of Wind Farms. An Example from Spain." *Energy Policy*. V. 30, p. 107-116.

Greening, L. A., A. H. Sanstad, and J.E. McMahon. 1997. "Effects of Appliance Standards on Product Price and Attributes: An Hedonic Pricing Model. *Journal of Regulatory Economics*; v. 11, p. 181-194.

Grover, S., and B. Babiuch. 2000. "Pay Now, Save Later: Using Conjoint Analysis to Estimate Consumers' Willingness to Pay for Energy Efficiency." *Consumer Behavior and Non-EnergyEffects Proceedings of 2000 ACEEE Summer Study on Energy Efficiency in Buildings*. Washington, D.C.: American Council for an Energy-Efficient Economy, p. 8.137–8.148.

Grover, S., C. Torok, and B. Babiuch. 2000. "High efficiency clothes washers: whiter whites with less energy?" Berkeley, CA: Quantum Consulting, Inc.

Heitmann, M., and P. Aschmoneit. "Introduction of the Means-end Chain Framework for Product Design and Communications Strategy for Internet Applications." <u>http://inforge.unil.ch/yp/Terminodes/papers/02\_Heitmann.pdf</u>

Lawrence, P. A., and J. C. Jenkins. 2000. "Critical Differences Between Residential HVAC Customers' and Contractors' Perspectives." Washington, DC. 2000 ACEEE Summer Study on Energy Efficiency in Buildings. Vol. 6, p 6.239-6.260.

Lawson, S., and T. Glowa. 2000. "Discrete Choice Experiments and Traditional Conjoint Analysis." *Quirk's Marketing Research Review*. Article No. 0592, <u>http://www.quirks.com/article</u>, accessed on June 5, 2002.

Northwest Energy Efficiency Alliance. 2000. *Market Research Report: Residential Lighting Consumer Research*. Portland, Oregon: Regional Economic Research, Inc. Report #00-051.

Northwest Energy Efficiency Alliance. 2002. *Market Progress Evaluation Report:* Energy Star Residential Lighting Program, No. 1. Portland, Oregon: ECONorthwest. Report #E02-101.

RLW Analytics, Inc. 2000. *California Statewide Residential Lighting and Appliance Saturation Study*—Final Report, June 2, 2000. RLW Analytics, Inc., Sonoma, California.

RLW Analytics, Inc. 1999. *Tumble Wash and ENERGY STAR Appliance: Market Progress Report*—Final Report, July 1999. RLW Analytics, Inc., Middletown, Connecticut.

RLW Analytics, Inc. 1999. *Market Assessment for ENERGY STAR Appliances: MA, CT, and NH*—Final Report, September, 1999. RLW Analytics, Inc., Middletown, Connecticut.

RLW Analytics, Inc. 1999. *Clothes Washer Market Assessment: Tumble Wash Program Evaluation*—Final Report, October, 1999. RLW Analytics, Inc., Middletown, Connecticut.

Schulman, Ronca, and Bucuvalas, Inc. 2002. *Final Report: Energy Conservation and Efficiency* 2002. New York: NY. Study 9589.

Segal, R. 1995. "Forecasting the Market for Electric Vehicles in California Using Conjoint Analysis." The Energy Journal. V. 16, p.89-111.

Ter Hofstede F., Y. Kim and M. Wedel. 2002. "Bayesian Prediction in Hybrid Conjoint Analysis" *Journal of Marketing Research*. Volume XXXIX, Number 2, May.

Vriens, M., and F. Ter Hofstede. 2000. "Linking Attributes, Benefits, and Consumer Value." *Marketing Research: A Magazine of Management and Applications*. p. 5–10.

Vriens, M. and C. Frazier, "Conjoint Brand Positioning, the Hard Impact of the Soft Touch," <u>http://www.intelliquest.com/resources/published/ConjointBrandPositioning.pdf</u>.

## **Consumer Behavior – Qualitative Studies**

Ashdown, B.G., Bjornstad, D.J., Lapsa, M.V., and McKeown, R., "Assessing Marketplace Methodologies for Understanding Consumer Values Influencing Product Selection in Building and Other EERE Technologies." ORNL/TM-2002/292, November 2002.

Bjornstad, D.J., "Economic Incentives in the Purchase and Use of Energy-Using Products: Past Practices and New Developments." JIEE 2003-01, January 2003.

Calwell, C., J. Zugel, P. Banwell, and W. Reed. 2002. "2001-A CFL Odyssey: What Went Right?" 2002 ACEEE Summer Study of Energy Efficiency in Buildings. V. 6. p.6.15-6.27.

Consortium for Energy Efficiency Appliance Committee. 2000. *National Residential Home Appliance Market Transformation Strategic Plan*. Consortium for Energy Efficiency.

Diamond, R., and M. Moezzi. 2000. "Revealing Myths about People, Energy, and Buildings." *Consumer Behavior and Non-Energy Effects Proceedings of 2000 ACEEE Summer Study on Energy Efficiency in Buildings*, Washington, D.C.: American Council for an Energy-Efficient Economy, p. 8.65–8.76.

Farhar, B., T. C. Coburn, and N. Collins. 2002. "Market Response to New Zero Energy Homes in San Diego, California. 2002 ACEEE Summer Study of Energy Efficiency in Buildings. V. 8, p.8.41-8.54.

Heschang, L., R. Wright, and S. Okura. 2000. "Daylighting and Productivity: Elementary School Studies." *Consumer Behavior and Non-Energy Effects Proceedings of 2000 ACEEE Summer Study on Energy Efficiency in Buildings*. Washington, D.C.: American Council for an Energy-Efficient Economy, p. 8.149–8.160.

Kindig, L. June 2002. "Compare and Contrast." *Quirk's Marketing Research Review*. **16(6)**, 48–50.

Lehmann, D. R., and R. S. Winer. 1997. *Analysis for Marketing Planning*. Irwin/McGraw-Hill, Boston, Massachusetts.

Northeast Energy Efficiency Partnerships, Inc. 1999. *ENERGY STAR® Appliances: Regional Market Transformation Plan.* Final Report September 30, 1999. Northeast Energy Efficiency Partnerships, Inc.

Torok, C., and J. Davalli. 2000. "Analyzing Consumer Behavior for Setting Energy Efficiency Program Priorities." *Consumer Behavior and Non-Energy Effects Proceedings of 2000 ACEEE Summer Study on Energy Efficiency in Buildings*. Washington, D.C.: American Council for an Energy-Efficient Economy, p. 8.395–8.408.

Wiser, R. H. 1998. "Green Power Marketing: Increasing Customer Demand for Renewable Energy." *Utilities Policy*. **7**, 107–119.

Woodruff, R. B., and S. F. Gardial. 1996. Know Your Customer: New Approaches to

Understanding Customer Value and Satisfaction. Blackwell Publishers, Inc., Malden, Massachusetts.

## Consumer Behavior – Sociological/Cultural/Psychological Studies

Constanzo, M., D. Archer, E. Aronson, and T. Pettigrew. 1986. "Energy Conservation Behavior: The Difficult Path from Information to Action." American Psychologist. May. P. 521-528.

Jensen, H.R. 2001. "Antecedents and Consequences of Consumer Value Assessments: Implications for Marketing Strategy and Future Research," Journal of Retailing and Consumer Services. V. 8, p. 299-310.

Mick, D. and S. Fournier. 1998. "Paradoxes of Technology: Consumer Cognizance, Emotions, and Coping Strategies." Journal of Consumer Research, v. 25, p. 123-143.

Moezzi, M. 1996. "Social Meaning of Electric Light: A Different History of the United States." *Human Dimensions of Energy Consumption Proceedings ACEEE Summer Study on Energy Efficiency in Buildings*. Washington, D.C.: American Council for an Energy-Efficient Economy, p. 8.123–8.132.

Rohracher, H. 2003. "The Role of Users in the Social Shaping of Environmental Technologies." Innovation. V. 16, p. 177-192.

Shove, E. 2003. Comfort, Cleanliness, and Convenience. The Social Organization of Normality. Oxford and New York: Berg.

## Willingness to Pay Studies

Farhar, B. C. 1999. Willingness to Pay for Electricity from Renewable Resources: A Review of Utility Market Research. Golden, CO: National Renewable Energy Laboratory. NREL/TP.550.26148

Farhar, B.C. and T. C. Coburn. 1999. Colorado Homeowner Preferences on Energy and Environmental Policy. Golden, CO: National Renewable Energy Laboratory. NREL/TP-550-25285.

Goett, A. A., K. Hudson, and K. E. Train. 2000. "Customers' Choice Among Retail Energy Suppliers: The Willingness-to-Pay for Service Attributes." The Energy Journal. V. 21, p. 1-28.

Roe, B., M. F. Tiesl, A. Levy, and M. Russell. 2001. "US consumers" willingness to pay for green electricity." Energy Policy. 29, p. 917-925.

## **General Studies**

Clinch, J.P., and J. D. Healy. 2001. "Cost Benefit Analysis of Domestic Energy Efficiency." *Energy Policy*. V. 29, p. 113-124.

McHugh, J., L. Heschong, N. Stone, A. Vogen, D. Mills, and C. Panetti. 2002. "Nonenergy Benefits as a Market Transformation Driver." 2002 ACEEE Summer Study on Energy Efficiency in Buildings. V. 6, p, 6.209-6.219.

Payne, C. T., A. Radspieler, Jr., and J. Payne. "Hurdling Barriers Through Market Uncertainty: Case Studies in Innovative Technology Adoption." 2002 ACEEE Summer Study on Energy Efficiency in Buildings. V. 8, p. 8.209-8.218.

Sanstad, A.H. 1993. *Consumer Energy Research: A Critical Survey*. Berkeley, CA: Lawrence Berkeley Laboratory. LBL-33555, UC-350.