

A Qualitative Study on Electricity Energy Saving Behaviour

In the last decade, consumers have become more conscious about saving electricity energy. There could be many reasons for this increased consciousness. Some reasons could be global warming consciousness, social interaction, environmental behaviour, etc. Many researchers have devoted considerable attention energy- saving behaviours. In addition, there has been a lot of media attention of the late regarding energy-saving behaviours. The increased awareness impacts the consumer's electricity energy-saving behaviour. Many studies using experiments and surveys have appeared in reputed journals. In addition, the consumers have also been willing to pay for energy-saving measures . Nevertheless, despite all these studies, there seems many consumers do not indulge in energy-saving behaviours and energy-saving behaviour represent a significant untapped potential. Previous studies on Electricity energy-saving behaviour was either experiments or surveys-based. In this study we seek to mitigate some of the shortcomings in the previous research are first, the experimental setting of many studies induces artificial awareness, for electricity energy-saving behaviour. These studies may offer some helpful insights; however, it may not fully capture the electricity energy-saving behaviour as such behaviours are lived in experiences. Secondly, social desirability bias is a major problem in self-reported survey-based, studies especially when being asked to consumers declares their willingness and motivation to consider electricity energy-saving behaviour. The discrepancy between reported intentions and actual behaviour calls for a better understanding of the electricity energy-saving behaviour. Hence, there is an unresolved paradox concerning electricity energy-saving behaviour. On one hand, there are many studies on energy-saving behaviours and on the other hand, recent research stresses that there exists large amount untapped potential in terms electricity energy- saving behaviours. Therefore, it becomes pertinent to revisit the construct of Electricity Energy-saving Behaviours qualitatively to enlarge our spectrum of understanding. This study thus seeks to answer the research question why customers don't care about Electricity Energy-saving behaviours. A qualitative study is undertaken in Western, India using grounded theory methodology. The basic steps in the analysis of qualitative data consist of coding the data, combining the codes into broader categories and themes, and interpreting the results. The study identifies seven categories of determinants of electricity energy- saving behaviours. Policy implications and limitations of the study are discussed along with areas of future research directions. This is a first study to unearth the dimensions of electricity energy saving behaviour.

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