

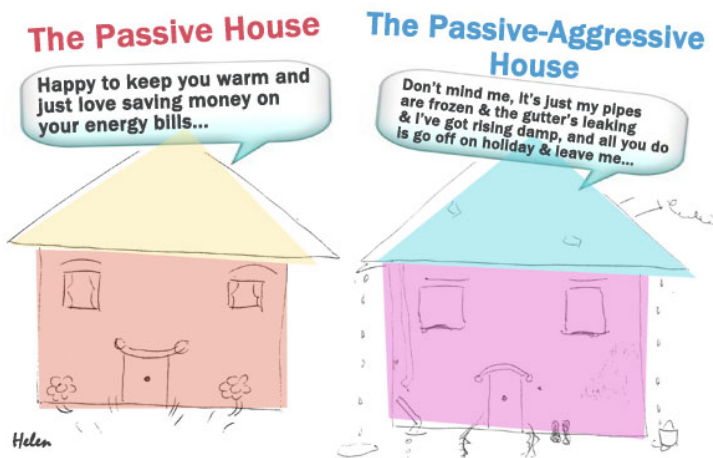
RP3016

MESSAGES THAT MATTER WHEN SELLING LOW CARBON HOMES. PART OF THE ENERGYFIT HOMES INITIATIVE: EMPOWERING CONSUMERS

Problem

“Energy efficiency is the best tool for cutting greenhouse gases and must shed its “boring” image to stimulate spending” - International Energy Agency

Energy efficient homes can be healthier, more comfortable, cheaper to run and have higher sale values – not to mention lower carbon footprints. So why isn't every home in Australia achieving top notch energy efficiency? And why is recent research by NSW Office of Environment and Heritage finding home buyers, renters and investors put energy efficiency as a low priority?



Solution

Real estate agents are the matchmakers of the property market - matching homes and people. This project investigates the 'real estate moment', exploring the psychological factors that influence consumer choice to design new sales messages and test them with home buyers, renters and investors.

Over the coming months, target audiences, message frames, presentation, calls to action,

timing of delivery, messenger and other variables will be refined and clarified months with other project partners.

The project plans to test messages using an on-line, web-based experiment with two streams:

Stream 1. Lab-based web environment

Stream 2. Real-world test presented within routine commercial web content

Versions of test messages/presentations will be shown to the target audience(s) and measured to see which are popular - for example through counting the number of click-throughs.

Messages may include words, images (still or animated) and symbols (such as icons) – and graphical design/layout.

Benefits

Research findings have immediate real world benefits to project partners and a wider industry reference group. Findings will help partners more effectively market their energy efficiency products and services to householders (consumers).

Call to action

Register your interest in the wider project and join our mailing list

Nominate your organisation to be part of the Energy Fit Reference Group.

Research team and contact

Project Manager: Nina Hall, EnergyFit Homes
Nina.Hall@csiro.au :

Research Masters Candidate: Liz Locksley,
UNSW School of Psychology

Organisation: UNSW

Email: l.locksley@psy.unsw.edu.au

Twitter: @lizardventures