Abstract

Across the country evaluators are being asked to determine the likelihood that energy efficiency marketing efforts not only raise awareness, but also result in customers adopting more energy efficient practices. Funders of energy efficiency marketing campaigns are also asking implementers to consider social marketing approaches when developing their campaigns—as the external environment for promoting energy efficiency has opened the door for alternative marketing approaches.

This paper illustrates the core research methods that allow us to both confidently predict the success of a particular marketing effort before committing the funds to undertake the effort, and to evaluate the effectiveness of a marketing effort after implementation. In the past, many research studies measuring the success of an energy efficiency marketing effort simply asked respondents to indicate whether they were likely to undertake a particular energy efficient practice or purchase a particular piece of energy efficient equipment. The answers to these questions were often used to predict behaviors and to measure the impact of programs. This practice still occurs even though these answers are now known to not necessarily reflect the actual intentions of the respondent. This paper provides a better methodology for understanding and predicting actual behaviors and for measuring program effectiveness. A more effective approach for measuring likely behavior change allows the energy efficiency community to make sounder decisions regarding the funding of programs and marketing efforts.