

I Can Do It!
**The Role of Self-Efficacy in Motivating Changes in Attitudes and
Behavior Relating to Energy Efficiency and Renewables**

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ABSTRACT

There have been very few effective messages to motivate consumers and businesses to invest in renewable energy and energy efficiency. Following on focus group research regarding willingness to participate in a green energy program, the authors began to investigate self-efficacy as a possible predictor of response to green energy programs. The results of these first studies suggest that a message that addresses self-efficacy, the perception by an individual that he or she has control over performing a behavior effectively, may be a means to reach consumers and businesses for both energy efficiency and renewable energy.