

Qualitative Study to Explore Consumer's Comprehension of the Mexican Energy Efficiency Label



Prepared for: Collaborative Labeling and Appliance Standards Program (CLASP) & The National Energy Savings Commission of Mexico (CONAE)

Prepared by: Grupo Delta – Delta Research



Séneca 47, Polanco 52-79-28-00

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Objective

General

The goal of this evaluation is to identify comprehension issues and to improve the current Mexican energy information label. This will lead to the development of a labeling design that is easy for Mexican consumers to understand. We believe this will result in improved decision-making for consumers with regard to energy efficiency.



Sample

Group	City	Gender / Age	Income	Others
1	Mexico City	Women 24 to 34 (50%) Women 35 to 55 (50%)	NSE C y D+ (Low Income)	In past 6 months have purchased (50%) or will purchase in the next 6 months (50%) one of the following household appliances **
2	Mexico City	Mix from 25 to 34 (50%) Mix from 35 to 55 (50%)	NSE ABC+ (High Income)	"
3	Monterrey	Mix from 25 to 34 (50%) Mix from 35 to 55 (50%)	NSE ABC+ (High Income)	"
4	Monterrey	Men from 25 to 34 (50%) Men from 35 to 55 (50%)	NSE C y D+ (Low Income)	"
5	Guadalajara	Women 24 to 34 (50%) Women 35 to 55 (50%)	NSE C y D+ (Low Income)	"
6	Guadalajara	Men from 25 to 34 (50%) Men from 35 to 55 (50%)	NSE C y D+ (Low Income)	"

** Refrigerator, water heater, washing machine and/or air conditioner.

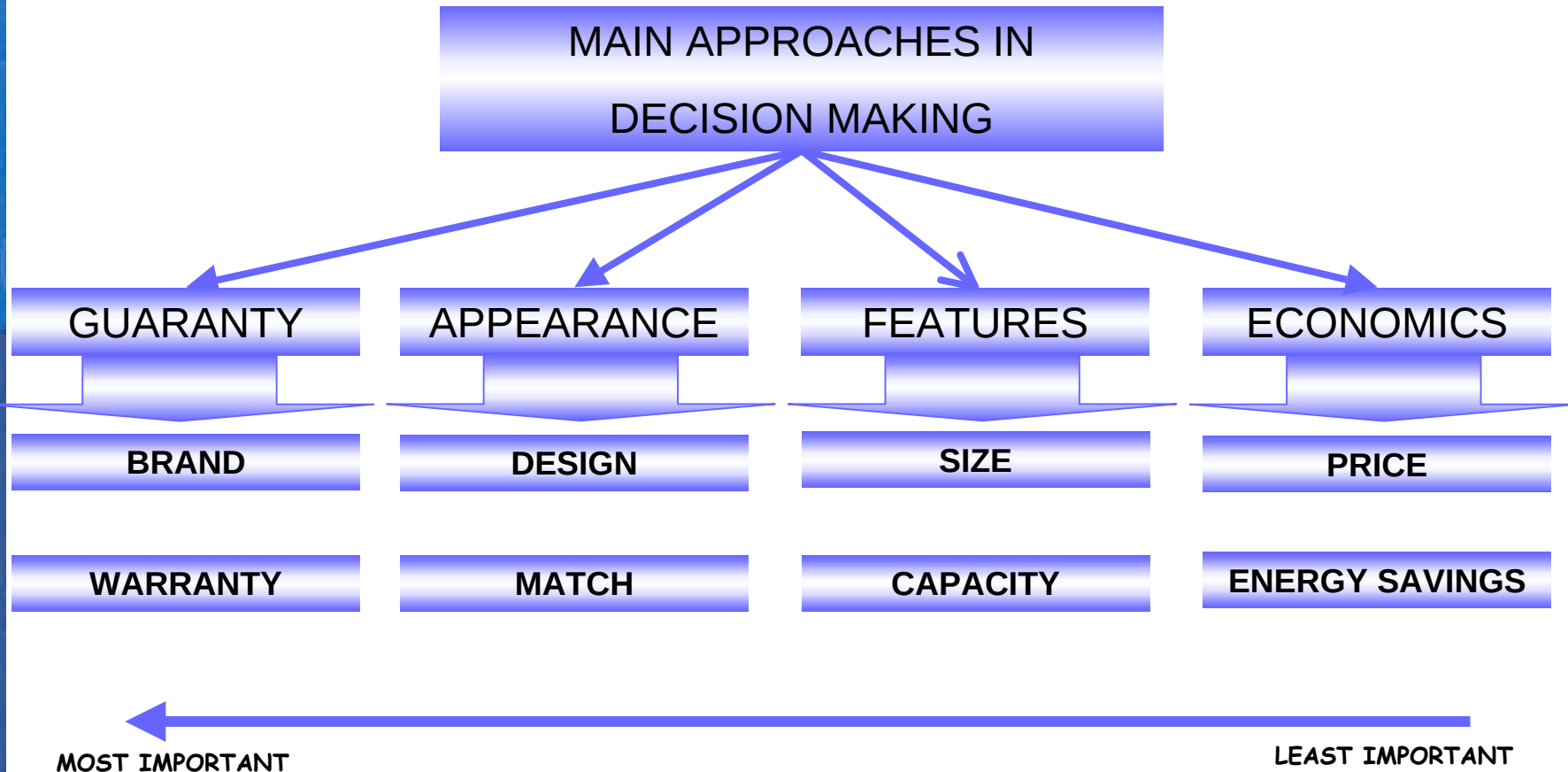


Presentation of Results

- I. DECISION MAKING (MAIN CRITERIA)
- II. ENERGY SAVINGS
- III. SOURCES OF INFORMATION
- IV. EVALUATION OF INFORMATION LABELS
- V. EVALUATION OF ENDORSEMENT LABELS (EFFICIENCY SEALS)
- VI. RECOMMENDATIONS

Decision Making

Main Criteria



Decision Making

Criteria 1: Product Warranty

Product Warranty: Warranty is thought of as luxurious and extravagant option in the purchase among low income consumers. It is, however, a necessary expense to protect the investment. The principal purchasing factors considered are:

- Brand name: the main guarantee: "...a prestigious company will be more able to meet international standards in case the appliance breaks down," " "...long-time established businesses are more reliable"

Product Warranty: Although this topic is not one of the first subjects mentioned, once some participants suggest it, the rest agree on its importance.

Decision Making

Criteria 2: Layout

- **Layout:** This variable is of great importance, particularly among low income female consumers. Appliances are thought of as furniture (particularly the fridge and the washer), and thus nice layout is requested.
 - **Design:** A modern and sophisticated layout is highly valued.
 - A criteria for appliances to match other equipment is highly valued among Mexican consumers.

Decision Making

Criteria 3: Features/Design

Features/Layout: For Mexican consumers the size and design of the appliance is very important:

Size: Related to the functionality it can offer in reduced spaces.

“The appliance should be small on the outside and big inside”.

Internal capacity: Purchasing a product that has a large interior space but looks small on the outside—especially important for refrigerators and washers.

Decision Making

Criteria 4: Economics

Fundamental Economics

- Reasonable purchase price is the decisive factor; we note that this variable is more important to participants in High Income brackets than for the rest of participants.
- For high income consumers this purchase is completely rational, and emotional issues are relatively of no importance in the decision process. On the other hand, for low income bracket consumers this is a purchase, given straightjacket budget and narrow consumption possibilities, with strong affective attachments, as saying, “it’s a treat,” “it is a little pleasure and price does not matter.”

Decision Making

Criteria 5: Energy savings

- **Energy savings** was a topic mentioned several times.

However, taking into account this type of savings is curbed by two important obstacles, mainly among those in the low income bracket:

- It is a common misperception among consumers that the more energy efficient an appliance is, the higher its base price will be, which reinforces the idea that savings in energy do not always translate into real, tangible monetary savings, i.e. CFLs (price of \$ 50 pesos, US\$ 5) vs. traditional bulbs (\$6 pesos, US\$ 0.60).
- The basic idea is that purchasing this kind of appliance is a luxury, a treat (common feeling among low income consumers) thus emotional related variables such as personal preferences and tastes (i.e., *"I like it," "it's nice", "it matches the furniture"*) play no role in the decision-process.

Energy Savings

Relevance of energy savings

- The energy savings variable is barely taken into account when deciding to purchase an appliance. In general, public awareness on this issue is poor and people do not know who to recur to for this type of information: *“I am sure none of us pays attention to energy saving features on making the purchase, we just care about brand name”, “The truth is that we do not spend much time discussing this issue.”*
- In general the participants don't acknowledge knowing about an energy label when the cost of electricity is mentioned. In addition, only one person out of all groups actually mentioned what NOM stands for “Official Mexican Standard” (Mexico City, High income, Male)

Energy Savings

Relevance of energy savings

- Despite this tremendous lack of public awareness, it has been noted that people are sensitive to this issue, which generates interest in and demand for more knowledge on the topic: *“If they told me ‘I guarantee you that if you buy this refrigerator you will save,’ that would be really cool.”*
- In fact, if well marketed, this aspect may become an important element in making purchase decisions: *“If the salesperson does mention the energy savings issue, it could possibly become a strong point in favor of the appliance.”*

Energy Savings

Barriers to acquiring energy saving appliances (Recommend deleting this slide as not relevant to the outcome)

Alternative measuring approaches are mentioned to define electricity savings in each appliance:

- Size of the appliance: Common misperception is that the bigger the appliance, the more energy it consumes.

- Time of use: Other common idea is that new appliances require less working time than older ones. It is for this reason that acquiring a new appliance already is a way of saving money: *"It is proven that an old refrigerator spends a lot of energy", "If you want to cut down on your energy bill you have to buy a new one."*

Energy Savings

Main reasons for NOT choosing appliances with energy saving features

- Misperception that energy savings are not reflected in tangible economic benefits in families' budget.

In many cases, the possibility of energy saving is not perceived as a factor of central importance.

- Finally, the participants believe energy saving features are so similar among different appliances that it is not worth taking into account.

Energy Savings

RELEVANCE OF ENERGY SAVINGS

PER APPLIANCE

LEAST IMPORTANT

MOST IMPORTANT

REFRIGERATORS

- DESIGN AND APPEARENCE ARE VERY IMPORANT AND WILL TAKE PRECEDENCE OVER ENERGY SAVINGS SINCE THE ITEM WILL BE COCIVED AS INTEGRAL PART OF THE FURNITURE

WASHING MACHINES

HEATER

- IT CONSUMES LARGE AMOUNTS OF ENERGY
- HAVING TO PAY THE GAS DIRECTLY MOTIVATES USERS TO CUT DOWN ENERGY COSTS

AIR CONDITIONING

- THIS IS ONE OF THE MOST IMPORTANT APPLIANCE IN THE HOUSE, SO SAVING MONEY IS THE MOST IMPORTANT OBJECTIVE

Energy Savings

RELEVANCE OF ENERGY SAVINGS

LEAST IMPORTANT

MOST IMPORTANT

LOW INCOME

HIGH INCOME

LEAST IMPORTANT

MOST IMPORTANT

WOMAN

THERE IS A SENSE THAT
WOMEN DO NOT NOTICE OR
PAY ATTENTION TO NUMBERS
ON THE LABEL

MAN

MEN ARE DEEMED TO BE IN
CHARGE OF PURCHASING
APPLIANCES

Energy Savings

RELEVANCE OF ENERGY SAVING

LEAST IMPORTANT

MOST IMPORTANT

FEDERAL DISTRICT

GUADALAJARA

THIS IS NOT A MAIN TOPIC OF CONCERN

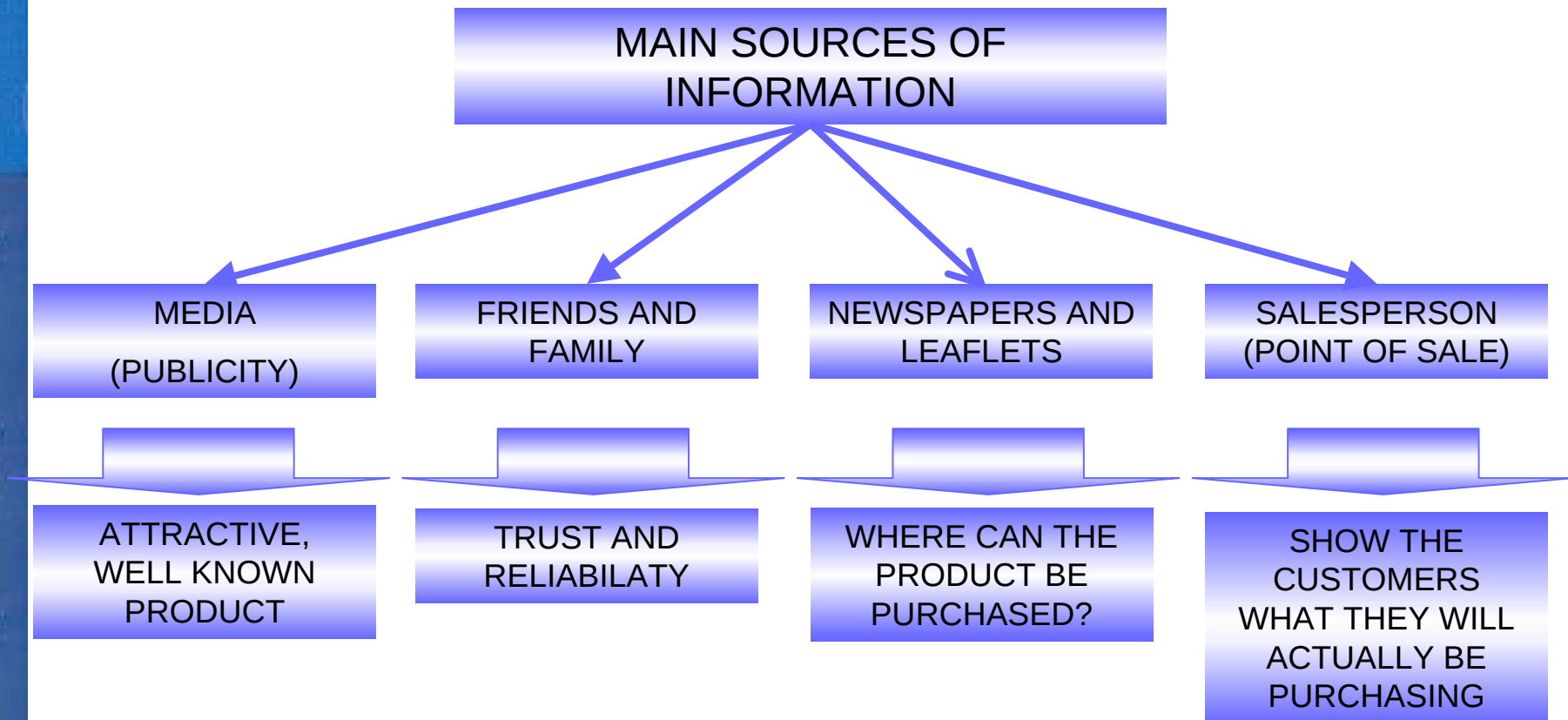
MONTERREY

THE IS AN ERRONEOUS ASSUMPTION THAT ELECTRIC RATES ARE HIGHER IN MONTERREY, SO ENERGY SAVINGS ARE DEEMED TO BE MORE IMPORTANT IN THIS CITY.

MONTERREY HAS STRONG CULTURAL TRADITION OF SAVING ENERGY

Sources of information

Sources of information are conceived as complements and generators of synergies that determine the final purchase of the item. All play an important role in the different stages of the decision-making.



Sources of information

- **Media**

- Television has a great appeal to potential buyers: *“Both publicity and hype speak louder than appearance”*

Friends and Acquaintances

- Word of mouth is the most credible piece of information. This is a
 - basic guide in the selection of an appliance: *“We pay more attention to them than to TV”, “Friends talk more about the quality of the appliance.”*

Flyers (Low Income) and newspapers (High Income)

- It allows to value the item's purchase feasibility, beginning with
 - specific information on prices and promotions.

Sources of information

- Salesperson

- Technical source: He or she explains the characteristics and operation of the appliance in a simple way.

However, their comments may not be very credible, and there is

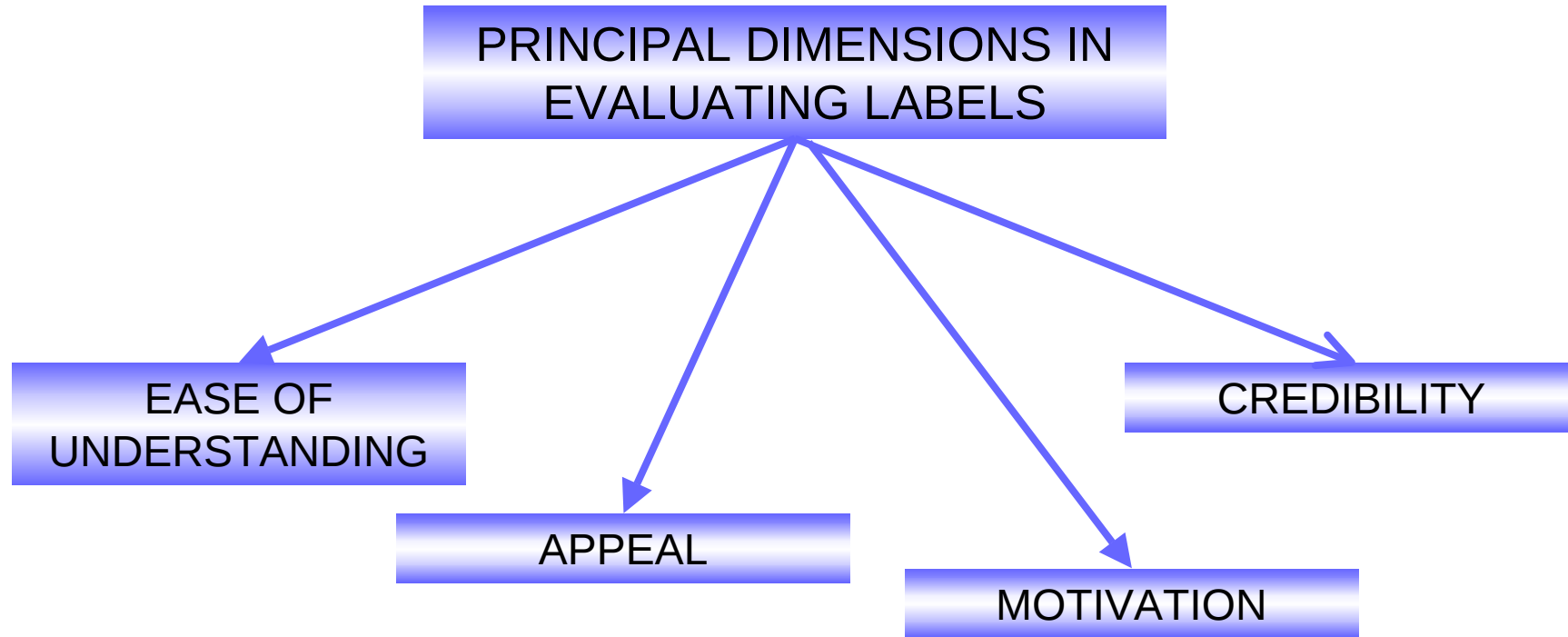
- doubts on their impartiality (common idea among low income consumers): *“They sell the product just to get a sale commission, not to provide us with the most energy-efficient product.”*

- High income participants give a vote of trust to the salespeople and they consider important their opinion on making a decision. They are pictured as reliable sources that allow establishing comparisons among products and optimizing the purchase of the appliance: *“He/She invites you to compare different products.”*

Sources of information

- **The Internet**
 - It allows you to compare all of the involved topics of interest in the purchase of an appliance, such as, price, design and technical specifications.

Evaluation of Labels



Evaluation of Labels

Ease of Understanding

- The feature that best allows consumers to comprehend the energy savings idea is the energy consumption per year stated in each label: *“Since functions among appliances were all the same, I just compared the 560 against the 395, and that was it.”*
- In regular situations, however, users seldom contrast these figures; thus it is important that the label showing energy savings be posted right next to the recommended energy consumption label --determined by the NOM-- and the energy expense label.
- Several participants associate larger energy savings with a higher percentage, mainly in the case of the women. (CLASP Comment: Unclear about Spanish text so need to confirm if translation is accurate)
- In general, interpretation and comprehension of labels is more of an intellectual exercise which rarely takes place spontaneously (at the time of purchase), as emotional factors seem play a larger role. (CLASP Comment – very wordy and unclear in spanish version – check accuracy of revised english translation)

Evaluation of Labels

Ease of Understanding

- One of the text in the labels that created confusion was the “NOM” reference on which the energy saving percentage is based. Participants wondered about how to how to interpret this percentage number or how it was determined: *“What does the percentage mean?, What number is this equivalent to,” “Who came up with it?”*

Evaluation of Labels

Appeal

- Energy savings (shown in percentages) on the label immediately draw customer's attention. It has proved to be a good method to express what direct benefits consumers receive.

- Among all of the graphic components analyzed on the labels, participants seemed to widely accept the use of stars.

The Yellow Background color was accepted and deemed to be appealing. Although some male, low-income participants said "its intensity is a bit too

- much."

Evaluation of Labels

Appeal

The term “ENERGY EFFICIENCY” is not clearly understood by the general population. Examples follow:

- Most female housewives in group NSE C-/D noted: *“It seems a reference in case it breaks down, folks at repair shops may understand that”; “Efficiency sounds like physics to me”; “Those are technical concepts not everybody understands and today we all have a refrigerator.”*
- *“You’re always in doubt”, “I think ‘Efficient’ means it just works fine”*

Evaluation of Labels

Credibility

- Small font size reduces credibility of the label: *“No one trusts small print”*

Participants say there is a contradiction because of the “IMPORTANT”

- sign and the font size used in that section: *“If it is in fact important, why do they put it in small print,... they should leave the letters the same size.”*

The yellow and black colors strengthen the message on the label.

- There is a disproportion between graphs and figures, it makes you feel like they are hiding something: *“That forty percent should be right in the middle or just below the middle point, this one however is almost right at the bottom end in the label”, “You feel like you’re being taken for a ride.”*

Evaluation of Labels

Origin of Information Labels

- People associate the labels with the very same companies that produce the appliances: “Producers and people who post the labels are the same folks.”



It is clear that the responsibility should be passed to the government with the help of experts in this topic and take into account “international standards.” This will make the label more credible.

Government should be in charge of enacting these types of controls.

- PROFECO comes first to mind since it protects consumers’ interest. Luz y Fuerza del Centro and the Federal Electricity Commission come to mind in second place.

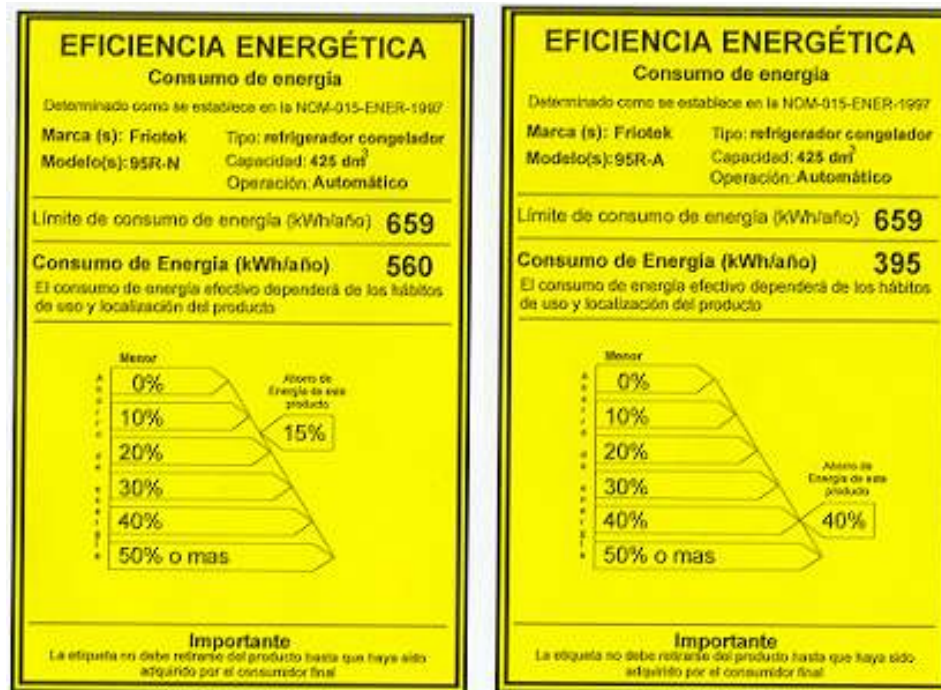
Evaluation of Labels

Origins of Information Labels

- None of the participants recognized CONAE as an actor in this process. Moreover, there is a deep lack of knowledge about this group and its specific purpose and functions.
- In fact, among NSE A/B participants in Mexico City is common to believe that CONAE is an institution of recent creation, closely related to Vicente Fox: “*Fox came up with that.*”
- The participants mention that it was very important to specify sources for this information. It constitutes a back-up and a token of responsibility from involved parties: “*That way you know who you can claim against.*”

Evaluation of Labels

Specific Evaluation "J"



This graph inside reduces positive impact and appeal. The participants don't favor the way the message is communicated.

Evaluation of Labels

Specific Evaluation "J"



Regarding the percentage sign

- Differences in energy savings are not clear among those numbers on the scale.
- Participants think the section where the percentage is located is not very attractive and gets lost inside the graph: *"It should be more attractive and contrasting"*, *"Characters would have to be larger or darker."*
- Others say the legend "Energy Savings" is very small: *"The message of energy saving here gets lost"*, *"Characters should be larger and in bold"*

Evaluation of Labels

Specific Evaluation "J"



The graph

- Graphic components are deemed to be incomplete, *"looks like a rough draft."*

Absence of contrasts and presence of lean lines as well as the smaller font size make the picture seem incomplete.

- There is no noticeable difference between graphs of the two compared labels, which makes necessary to look for other factors to detect the differences in energy consumption: *"one of these needs to be darker, otherwise both look the same to me."*

Evaluation of Labels

Specific Evaluation "J"



The graph

- It is the label that gets lower marks because of disproportional graphs.
- On the left label 15% in energy savings doesn't correspond to any other number or reference on the graph. This is confusing, not very accurate and “deceiving,” in that sense it curbs the credibility in the message.
- Another criticized component is the absence of well-defined references in the top and bottom of the graph (uses “LESS” energy).
- The participants consider some additions are required: “uses MORE energy” at top level and “uses LESS energy” at the bottom, as to clarify the message and get across the message effectively.

Evaluation of Labels

Specific Evaluation "J"

The graph

- In spite of the criticism over this graph, bars are perceived as a graphic element that is able to have a strong impact on the consumer: *"These ones (bars) have a straight intention as to get consumers notice consumption levels", "it shows progressive savings in energy consumption."*



Evaluation of Labels

Specific Evaluation "J"

The text

- The location of the recommended energy consumption label next to the appliance's specific energy consumption label is deemed to be a very good idea.
- Having lesser small print under the "Important" section minimizes the distrust you may have of the information.
- It is appealing to have the energy consumption limit (recommended) and the appliance's specific energy consumption figures in same section .



Evaluation of Labels

Specific Evaluation "K"



Labels Evaluation

Specific Evaluation "K"

The graph



- Among all graphs, this one is the most ambiguous: *"You don't know which stars you have to count, white or yellow ones?"*, *"It's kind of confusing"*, *"I didn't get the stars' meaning."*
- Weak relationship with energy savings diminishes credibility in the message: *"It seems the less respectable"*, *"Seems like cheap mass media advertising."*
- It is confusing and suggests other very different ideas. In particular, it reminds people of other Mexican coupon schemes: *"It seems like you have to collect stars and send them in by mail,"* *"do you have to fill out the rest?"* Other participants mention its kinder garden-like design: *"looks like a circus advertising to me."*

Labels Evaluation

Specific Evaluation "K"



- In many cases it is described as the most attractive one, because of the presence of stars and especially for the label shape.

Due to the headline the label is not useful in communicating graphic messages. It accentuates the perception of “too much” text.

- On the other hand, the legend “MORE STARS MORE SAVINGS” doesn't solve the initial confusion whether or not consumer has to count stars.
- *“You cannot tell which ones to count, white or yellow.”*

Labels Evaluation

Specific Evaluation "K"



The text

- Text constitutes the main element of interpretation since percentages are absent and graph is confusing.

- However, the presence of dividing lines among different text blocks (paragraph-like) makes its reading less fluent, which weakens the message and the interest on being informed: *"Too much to read", "When we go shopping we like the largest and most attractive stuff, we don't want to read."*

Labels Evaluation

Specific Evaluation "K"

The text

- Only among high income male participants (Mexico City) these blocks were adequate since *"they effectively define contents."*
- On the other hand the text that appears in the section "IMPORTANT" is of appropriate font size and helps clarify doubts about the information.



Labels Evaluation

Specific Evaluation "K"

Regarding the percentage sign's absence

- Due to the absence of percentages the message becomes more confusing: *"There is not comparison point,... there is no percentage."*



Labels Evaluation

Specific Evaluation "L"



- It proved to be the graph that best mixes appeal and clarity, without diminishing the credibility of the label.

Labels Evaluation

Specific Evaluation "L"



The graph

- Increasing number of stars, in all cases, gets very positive feedback: *"Quality stars, like a prize", "It is like hotels, more stars means they're better."*
- This type of graphs is able to convey a message of "rewarding effort," strongly enmeshed in participants' culture: *"Since you go to school they reward you with stars when you do much better than the average", "These stars mean these folks made something well."*
- On the other hand, black color and different quantity (four in the left and two in the right) do not leave any doubt as to how interpret the labels. All this strengthens the message.

Labels Evaluation

Specific Evaluation "L"



The graph

- To a less extent some participants among the High Income NSE A/B bracket mentioned that these stars divest the message from any formal sense since they are associated with children (*“as to grade your homework”*) and do not help strengthen the message (*“it seems like movie rating”*).

Labels Evaluation

Specific Evaluation "L"



The percentage

- Using an arrow pointing at the percentage makes the label more understandable and attractive, and manages to catch consumer's attention: *"Here you have the figures, then you see the arrow and the bold font and then you definitely know this is the place to look at."*

Labels Evaluation

Specific Evaluation "M"



Labels Evaluation

Specific Evaluation "M"



The percentage

- Font size in numbers and intensity in background color are well accepted among participants and contribute to clarify the message: *"It is very clear."*
- The legend "ENERGY SAVINGS OF THIS APPLIANCE" is of good dimensions and able to attract consumers' attention.

- It responds well to participants' expectations in terms of presentation and information. It is clear and straightforward, the message is immediately understood: *"You just read the upper section and there's no need to read anything else."*
- presentation and information. It is clear and straightforward, the message is immediately understood: *"You just read the upper section and there's no need to read anything else."*

Labels Evaluation

Specific Evaluation "M"



The graph

- It is, along with label K, the graph that generates the most confusion among all those presented. In fact, among the participants that made the correct decision the graph played an irrelevant role in the selection process.

The thermometer is not appropriate as “Energy Savings” indicator. Increasing levels in thermometers are associated with worrying or

- negative messages and remind mothers of sick children (*“the higher the level, the more worrying the situation is”*).

[illegible]

The graph

A vertical graph in another confusing feature, higher level should mean more consumption!!!: *“A higher mark makes you think it consumes more energy”*.

In this case black was associated with inefficiency and yellow with more energy savings. That is why some participants picked the label where black color was in much less proportion: *“Savings would come from less black in the drawing... it’s ambiguous”* , *“That color catches my eye... on the right it was at lower level and I said... well, less consumption”*.

Labels Evaluation

Specific Evaluation "M"



The text

- The absence of dividing lines (just two frames with basic information) and the bullet-style contributes to accepting the text and encourages to keep reading: *"I like it because it is not so loaded"*
- It is straightforward and strengthens credibility: *"Though it has sentences from the other labels this one is better distributed, you can identify what it means", "it is more explicit and better defined", "Definitions are clear."*
- Only among participants in the Mexico City NSE A/B bracket this text arrangement was "too simple," they felt indifference towards the text which does effect the credibility on the message.

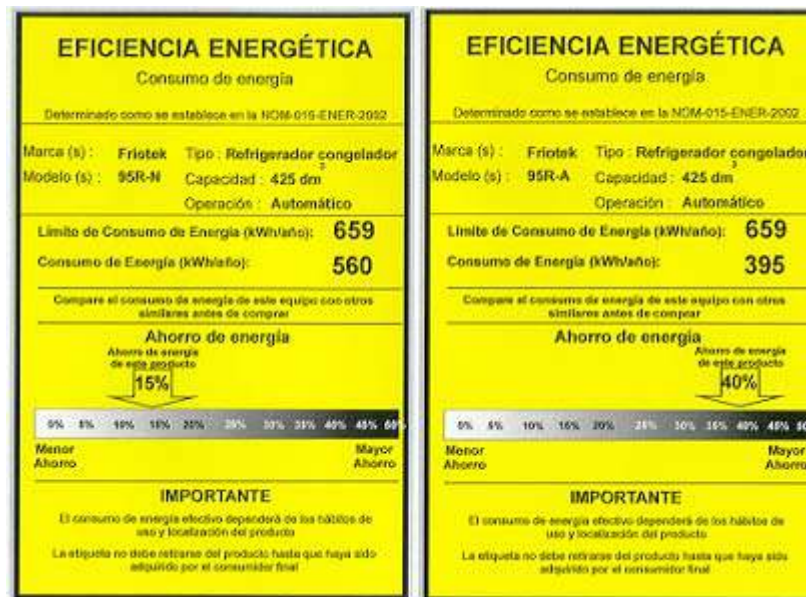
[illegible]

The text

- Numbers that indicate energy consumption (both recommended and energy expense labels) stand out thanks to font format (good size, bold characters). This helps consumers understand the message on energy savings: *"I think they are more at hand", "It is more visible, more simple"*
- The "IMPORTANT" sign in smaller characters is excessive and made people distrustful. It also discourages the reader to keep on reading.

Labels Evaluation

Specific Evaluation "N"



Labels Evaluation

Specific Evaluation "N"



- This label received low marks. Although it doesn't generate open rejection among the participants, it is not very attractive and difficult to understand according to some of them.
- The reason why that only one group highly rated this label (Mexico City: High Income) may be explained more because of its place in the roster (first to be shown in this city) than because of its intrinsic attributes.
- Its main attribute is the formality that suggests credibility in the information. It is *“formal and well structured.”*
- Its weakest point is its lack of appeal, besides it doesn't encourage consumers to read the information. This weakness is more evident among consumers in the NSE Low income bracket.

Labels Evaluation

Specific Evaluation "N"



The graph

- It is not explanatory for most of the participants. The information does not help the consumer make an informed decision: *"I didn't pay attention to the graph, to tell you the truth", "I just read the numbers", "I began reading everything and saw the energy consumption"*
- The drawing offers very little visual information. It does not produce the intended enthusiasm that comes with purchasing the product.

Labels Evaluation

Specific Evaluation "N"



The graph

- Some participants in the NSE C-/D bracket think it's confusing:
 - The fading gray graph generates the perception of inaccuracy since it is not clear enough to show the different levels in energy savings: *"No idea what they meant with this, this line it's confusing to me"*
 - For some participants symbols based on colors are not clear and confuse people as to know what this reference is measuring: *"You don't know what color counts", "You cannot say where you get the saving... in the white thing or in the black one"*

Labels Evaluation

Specific Evaluation "N"



The graph

- The inside numbered scale makes things too complex; it is a significant stumbling stone to understand this meaning, there are *"too many words and numbers"*: *"too wordy and then numbers,... you don't like that"*

Labels Evaluation

Specific Evaluation "N"



The text

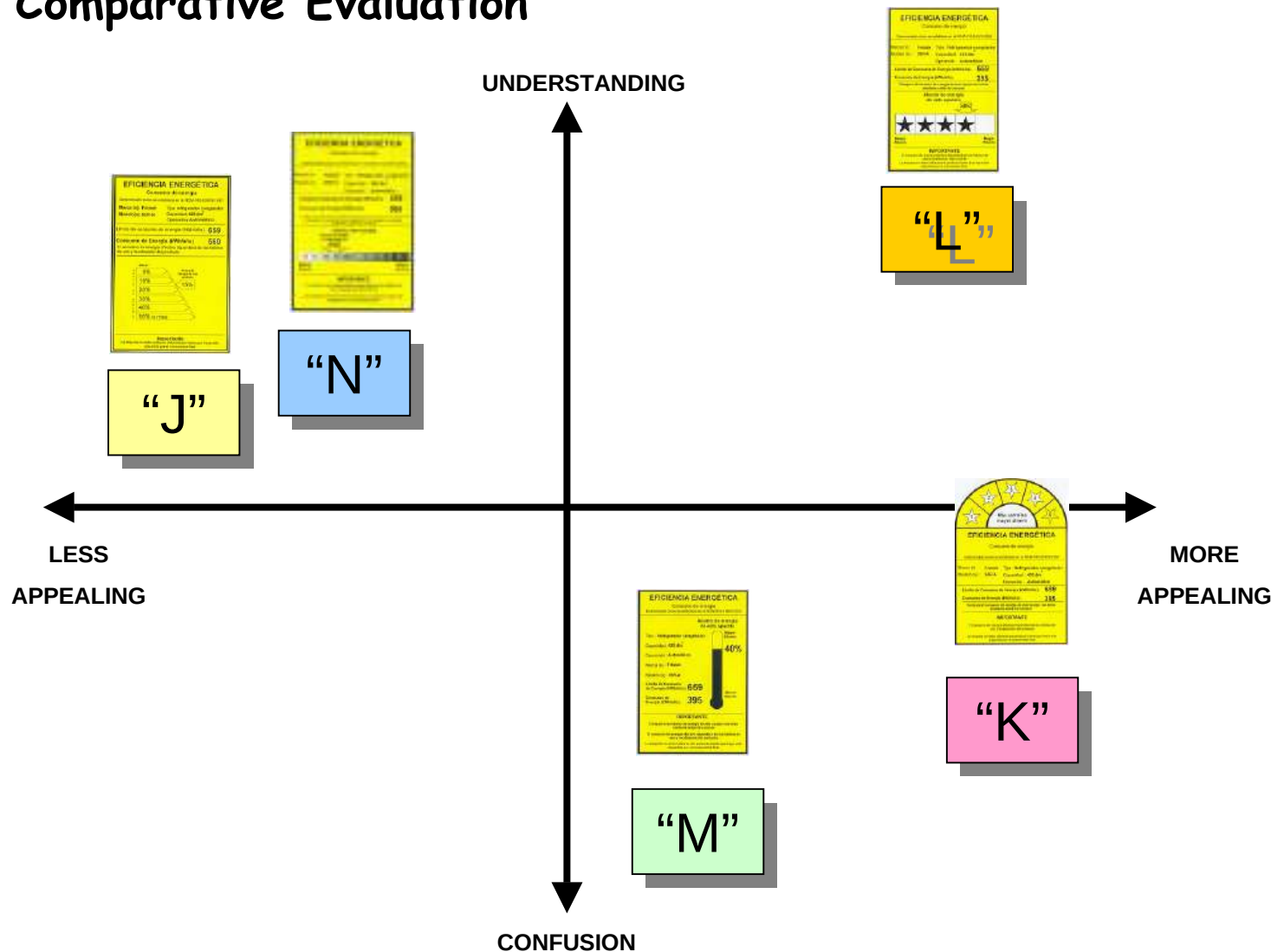
- Same as label K, the text configuration restrains consumer's interest in understanding the information: *"Too loaded to read", "Wordy... a lot of words and a lot of reading."*
- Its just too much information to be put on a label

However, it is important to highlight that for male participants in the NSE A/B bracket this accommodation of the text "in boxes" gives a

- better impression and emphasizes its formality and information reliability: *"Looks much more formal"*

Mexico Information Labels Evaluation

Comparative Evaluation



Mexico Information Labels Evaluation

DEPENDABILITY/CREDIBILITY

LESS

MORE

"K"



"M"



"L"



"J"



"N"



Evaluation of Endorsement Labels



FIDE Label

- Previous knowledge and recalling practically none. Only two people identified it as the sign that appears in the “compact fluorescent lamps” (CFLs): *“I think I saw that at the expo of energy saving lamps”*
- Limited visual impact. Not very attractive because of opaque and boring colors.
- Very little adaptation to the saving concept, mainly because of its design, *“It seems like a Firestone advertising”, “It is like an entrance ticket”*
- Once the text is read and its meaning understood, it does not convince users anyways.

Evaluation of Endorsement Labels



Energy Star Label

- Most recognizable label among interviewees, in particular among men and participants in the NSE A/B bracket. It is fundamentally related to the computer world: *“It always appears on the monitors”*
- Great attractiveness. It generates enthusiasm since it is modern and sophisticated: *“This is one is very cool”*
- It implies international recognition; it was very welcomed among participants.
- The world drawing reminds consumers of present energy challenges: *“It sounds like something is being taken care of, like a wildlife refugee”*
- However its adaptability to “energy savings” is still limited.

Recommendations



- Energy saving message
- Information labels
- Endorsement labels
- Additional support strategies

Recommendations

Energy Saving Message

- Current situation in Mexico (debates on electric sector privatization, increases in power tariffs, removal of subsidies) gives place to favorable conditions that allow for successful communication of messages on “energy savings.”
- People were very interested in obtaining reliable information on this topic, they even ended up asking for more.
- In this context the specific information on energy saving label would be very welcomed.
- This could constitute a clear example of government interest in protecting and supporting consumers.

Recommendations

Information labels

- It is important to cover three basic elements in user's relationship with the label:
 - Credibility
 - Clarity
 - Appeal
- It is very important to include several elements that support the clarity of the energy saving message (percentages, graphs and specific energy consumption).
- It is up to the user to decide which item is most important but the information needs to be there in order to make an informed decision.

Recommendations

Information labels

- “ENERGY EXPENSE” would produce better identification of and understanding about the contents in the label.

Recommendations

Information labels

- It is necessary to increase font size for energy saving percentages as much as possible, with their corresponding legend of “APPLIANCE ENERGY SAVINGS”: *“When it’s small we don’t see it.”*

It is likely that by joining the sentences...

“ENERGY EXPENSE LIMIT PER YEAR: 659”

“DETERMINED BY THE NOM-015-ENER-2002”

...the meaning will be more clearly understood.

Recommendations

Information labels

- Other suggested sentences are:
“ENERGY CONSUMPTION KWH/YEAR: 395”
“ACTUAL ENERGY CONSUMPTION WILL DEPEND...”

These two phrases add credibility to the message. Moreover, they inform the consumer about the need of energy saving for the benefit of both the national economy and the family's budget.

- It is important to limit the legend size in “LESS SAVINGS” to “MORE SAVINGS”, as to clearly identify scale references (avoid “K” and “J”)

Recommendations

Endorsement Labels

- The “ENERGY STAR” label is modern and attractive and reinforces the important message regarding energy saving. Both items produce a positive synergy to convey this kind of messages.

Recommendations

Additional Support Strategies

- It is necessary to launch an advertising campaign in the media (especially television) according to the following objectives:
 - Clearly communicate differences in energy consumption among different appliances.
 - Show the benefit users get by purchasing energy saving products.
- Present ideas that customers can use to benefit from energy saving attitudes, in a simple and attractive way. For example, *“This appliance consumes as much energy as 100 bulbs of 100w and this one as much as 50.”*

Recommendations

Additional Support Strategies

- It is also important to support the messages of energy savings with advertising campaigns at sale centers. The axis of this campaign will be to position energy saving issues as top priority in purchase decisions.
- Salespeople would push forward the idea that energy saving appliances have comparative advantages over others.
- Pamphlets that help consumers read and understand the information stated on the labels.