

# **Understanding energy-efficiency choices through consumption values: the central role of consumer's attention and trust in environmental claims**

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## **Abstract**

This study examines how consumption values influence consumers' purchase intention of energy-efficient home appliances in South Africa, an emerging market. The study further investigates the mediating role of consumers' attention to energy-efficient labels affixed on home appliances while making a purchase decision and the moderating effect of consumer trust in the environmental claims. Using a quantitative approach, this study relied on self-administered questionnaires to collect data from 505 household representatives in South Africa's Gauteng Province. The proposed conceptual model was empirically tested using structural equation modelling, moderation and mediation analyses. The results revealed that economic, emotional and social values can only influence consumers' intention to purchase energy-efficient appliances if consumers pay attention to the energy-efficiency label affixed on the appliance. Functional value, however, has a significant direct impact on purchase intention. Moreover, the results indicate that trust in energy-efficiency labels strengthens the effect of functional and emotional values on consumers' attention to energy-efficiency labels. Findings of this study highlight the importance of capturing the attention of consumers to energy-efficiency labels during the buying process as well as increasing their trust in those labels. Results indicate that consumers are more attracted to the functional and social values that energy-efficient appliances provide. This study is of particular interest to policymakers, retailers and manufacturers, as it sheds light on key strategies to implement to effectively promote the purchase of energy-efficient household appliances in South Africa.

**Keywords:** Consumer attention; Consumer trust; Consumption values; Energy-efficiency labels; South Africa