

Results of a consumer survey

Background

- ### Illustration of energy efficiency classes of three label options

Rating	Score
A	60%
A+++	80%
A-60%	60%



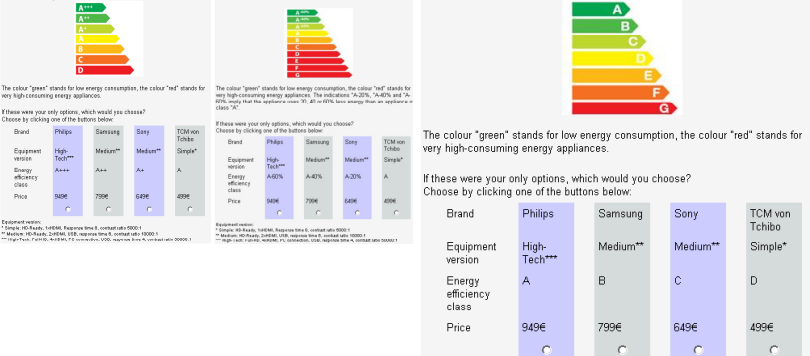
- The purpose of this paper is to provide empirical evidence on the effect of three

- Research question: "Which label is more effective in making energy efficiency a relevant attribute in customer decisions regarding new televisions?"

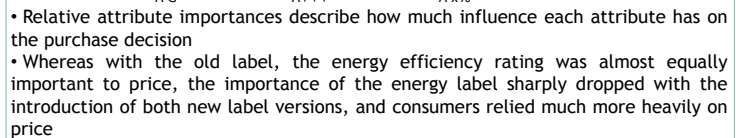
- Discrete choice experiments (DCE) belong to the family of conjoint analysis

- Sample choice tasks for three samples:** The European Union is planning to introduce a new label for televisions, which will look like the following:

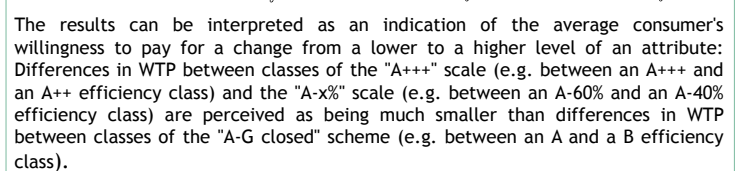
The European Union is planning to introduce a new label for televisions, which will look like the following:



Results	
Relative attribute importances	

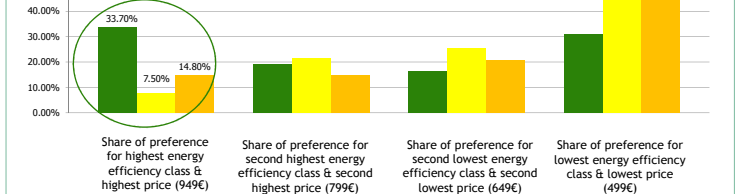


Category	Number of Publications
A-G	~5,800
A-H	~5,500



Simulation of market response (Share of preference)

Response	Percentage
No	45%
Yes, but not often	45%
Yes, often	45%
Yes, every day	45%



- | Implications | |
|--|--|
| 1. The study highlights the importance of considering both individual and contextual factors in understanding the relationship between social media use and mental health. | |
| 2. The findings suggest that interventions targeting social media use may be beneficial for improving mental health outcomes, particularly for individuals with pre-existing mental health conditions. | |
| 3. The study also emphasizes the need for further research to explore the underlying mechanisms and pathways through which social media use influences mental health. | |
| 4. The results indicate that social media use can have both positive and negative impacts on mental health, depending on the context and individual characteristics. | |
| 5. The study suggests that mental health professionals should consider social media use as a potential factor in their assessments and interventions. | |
| 6. The findings also highlight the importance of promoting digital literacy and responsible social media use to minimize potential negative impacts on mental health. | |
| 7. The study suggests that future research should explore the role of social media in different cultural contexts and populations. | |
| 8. The results indicate that social media use can be a double-edged sword, providing opportunities for social support and connection while also posing risks for mental health issues. | |
| 9. The study suggests that mental health professionals should consider social media use as a potential factor in their assessments and interventions. | |
| 10. The findings also highlight the importance of promoting digital literacy and responsible social media use to minimize potential negative impacts on mental health. | |

- The results clearly show that introducing the new label with its

- Media coverage of study results in New York Times, newspapers in China, Germany and Austria

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