

## Increasing Consumer knowledge of Energy-Efficient Products through Marketing Communications

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### ABSTRACT

Energy efficiency marketing has grown in importance as a part of strategic corporate communication in recent years. Energy efficiency is viewed as a strategic business message, according to recent studies. It consists of behavioural marketing, customer-oriented marketing and communication marketing (digital, visual, and social media), which combines brand, customer, technology, and integrated communication strategy with the primary objective of altering user experience and behaviour.

Determining how to tell consumers about energy efficiency so that it is seen as a strategic investment is one of marketing's primary roles in altering consumer experience and behaviour. Customers need to know exactly why they need it, how to obtain it, what the advantages are, and when. Behaviour is an active force that guarantees the proper, sustained, and extensive use of marketing communication technology. It is a confluence of awareness, opportunity, and incentive.

In addition to identifying consumer behaviour criteria (awareness, environmental values, culture, habits, economic capabilities, and motivation), effective marketing communication in the field of energy efficiency necessitates an evaluation of the business environment, technologies, infrastructure, and development policies.

Our paper establishes a conceptual foundation for comprehending the connection between energy efficiency marketing and consumer behaviour criteria by analysing current works by top experts and specialists in this sector. Additionally, it highlights the primary obstacles and difficulties that businesses must take into account in order to create marketing materials that effectively raise awareness about energy efficiency, based on the examination of actual Indian company instances.

The research will advance our understanding of energy efficiency marketing. Additionally, it will help practitioners choose communication channels, assess interactivity and outcomes, and create effective communication messages that are suited to the demands of the target audience with particular behavioural trends.

**Keywords:** Consumer Behaviour and Awareness, Energy Product and Integrated Communication.

### INTRODUCTION:

Consumers' desire to buy energy-efficient items and preserve the environment is becoming more and more important in the modern period. Due to customers' increased awareness of environmental issues and their decision to purchase energy-efficient items, energy efficiency is currently a notion that is becoming more and more popular.

Consumer attitudes, purchases, and consumption are significantly impacted by knowledge about the energy efficiency of products and how they are used. By boosting the adoption of energy-efficient technologies and optimising consumption patterns, marketing techniques can hasten the reduction of energy usage, according to recent research. Additionally, it has been demonstrated that in small markets, customers' decisions to buy are significantly influenced by sales promotions and

perceived value. The relevance of energy-efficiency marketing and the significance of conducting research in emerging countries are increased by the fact that customers in these markets have distinct, comparatively less energy-efficient behaviours than those in developed markets.

Reducing energy use is only one aspect of energy efficiency marketing. Additionally, it aims to educate consumers and influence them to adopt more energy-efficient lifestyle choices. Energy efficiency marketing is not the same as "green" marketing, which highlights environmental advantages, or energy conservation and energy-saving marketing, which focus on cutting energy waste and lowering customer energy expenses.

The main factor ensuring the proper, sustained, and extensive application of technologies in energy efficiency marketing is consumer knowledge. It makes it possible to embrace and spread new breakthroughs and technologies,

comprehend the financial advantages, support policy and strategy, and modify behaviour in the direction of energy efficiency.

India has so far taken a number of significant steps to increase energy efficiency at the state level, including joining the Energy Community and agreement on Energy Efficiency both of which help the nation move closer to advanced energy standards. India also implemented rules a few years ago to increase building energy efficiency, particularly in new construction. With assistance from the Central Government of India is also attempting to carry out other energy-saving projects.

In India, there are also private company projects that are actively promoting energy efficiency and offering a range of services: To lower energy use and create a green economy, This groups are actively collaborates with regional and global specialists. This group conducts energy audits, prepares recommendations and investment projects, develops business plans and investment opportunities, conducts training and educational programs, manages projects, provides consulting services, organises conferences and seminars, edits and publishes special materials, and more in an effort to promote energy efficiency. Exhibitions, educational seminars, and other activities are all part of the energy efficiency information and awareness-raising campaign being carried out by Government and NGO networks.

The analysis of the energy efficiency literature revealed that, in reality, the majority of studies employ quantitative approaches and concentrate on particular markets, their sociodemographic, psychographic, situational, and marketing elements that affect consumers' energy-efficient behaviour. We have attempted to explore customer attitudes and behaviours toward energy efficiency in further detail in this post. We have discovered the links between theoretical ideas and real-world initiatives using the example of consumer research conducted by particular businesses. This will help to advance the theoretical side of the problem as well as focused communication tactics pertaining to business energy efficiency.

## OBJECTIVE OF THE STUDY

The objective of this study is demonstrate that different theories of human behaviour can serve as the foundation for initiatives to encourage energy efficiency and modify energy-related behaviours. Promoting energy-saving behaviour often involves educating target audiences about energy-saving devices and the advantages of energy efficiency

## LIMITATION

The study is based only on geographical area of Lucknow, which is very small for this type of study. The sample size for this study is 150 , which is too small for a study like this. Shortage of important aspect such as time, financial problem, and size is the main cause of limitation.

## RESEARCH METHODOLOGY

We used a survey approach to carry out the study. We were able to gather sophisticated data at a certain moment in time using this method. Additionally, it enabled us to compare the energy efficiency communication tactics used by different businesses and to paint a specific picture of how consumers feel about energy efficiency.

In June 2025, we conducted in-depth interviews with respondents while maintaining complete secrecy. We chose respondents by simple random sampling. Age, gender, purpose, and consumption type served as the stratification factors. 150 participants made up the sample. 30 items total, including both multiple-choice and single-answer questions, made up the questionnaire. The participants' sociodemographic details, awareness, knowledge, and attitude toward energy-efficient products, their top priorities when making purchases (quality, price, economy, and environmental protection), including past purchases, their familiarity with energy efficiency advancements and innovations and their willingness to incorporate them into new purchases, their willingness to introduce new technologies and services, and the communication channels they used to obtain information were all covered in the questions.

## Principal text

Explaining to customers that they are losing out on clear savings potential by not buying cutting-edge and energy-efficient items is frequently difficult. Lack of knowledge about the most recent advancements in energy-saving technologies could be the cause of this. Therefore, organisations' active energy-efficiency marketing is crucial in this regard. Generally speaking, consumers are unable to completely comprehend the nature of the products they require and the advantages they might anticipate from them due to a lack of marketing communications. Finding a successful marketing communications system is therefore crucial for trading companies.

Building enduring relationships with customers and society at large is the goal of energy efficiency marketing, which also include integrating energy efficiency concepts into product development, pricing, distribution, and communication plans. It also entails encouraging suitable education, energy-efficient buying, impacts on the environment and society, creating responsible consumption habits, highlighting the advantages of energy-efficient items, and stressing the long-term financial savings and advantages of making such decisions. Understanding consumer behaviour is vital since psychological aspects are key when making decisions.

Educating consumers and encouraging them to adopt energy-efficient decisions and lifestyles is the primary objective of energy efficiency marketing. The customer experience and increasing their awareness should be its main priorities. In the fields of public health , climate change, and sustainable consumption, researchers have examined the use of behavioural science principles to

develop effective communication messages (i.e., messages that elicit new behaviour or a new level of demonstrable engagement with a given topic). These studies demonstrate that different theories of human behaviour can serve as the foundation for initiatives to encourage energy efficiency and modify energy-related behaviours. Promoting energy-saving behaviour often involves educating target audiences about energy-saving devices and the advantages of energy efficiency. The rational choice theory of human behaviour, which contends that giving target audiences pertinent information regarding energy use can assist them in making wise decisions, is the foundation of such information delivery tactics. Although it is not a highly successful tactic, there is additional evidence that information provision can boost target audiences' knowledge.

Additionally, studies have demonstrated that how energy-efficiency messages are framed can significantly influence how target audiences behave when it comes to conserving energy. Participants' intents to save electricity were higher when they were shown energy-efficiency messaging with a financial and environmental framing. In a different setting, researchers have discovered that messages about energy efficiency that highlight health and environmental benefits encourage more energy-saving behaviour than those that only highlight financial savings. Additionally, a number of studies have demonstrated that messages that offer an explanation for a particular prosocial behaviour are less effective than those that make a more compelling case.

Consumers' willingness to pay more for energy-efficient equipment is emphasised by scientists who investigate how energy usage affects the environment. Their research provides insight into how to promote the use of energy-efficient appliances by identifying the key determinants of consumer attitudes, perceived quality, price, emotional values, and environmental values. However, it is important to note that increasing awareness of the significance of energy efficiency has evolved into a cornerstone of sustainable living. Businesses and governments are aggressively educating customers about the value of energy conservation through marketing and educational initiatives.

Numerous research have examined the efficacy of different communication tactics intended to promote energy efficiency. A few of these research concentrate on the target audience's persuasion and different psychological aspects. Other research looks at how different psychological aspects affect a real-world shopping or buying scenario. The impact of different messaging on raising consumer awareness, attitudes, and propensities toward energy saving is a significant topic covered by these research. There aren't many of these studies in India.

Using a survey of customers of two particular businesses—the huge electrical equipment shopping centre "LG" and the hypermarket chain "LULU"—we studied consumer behaviour and marketing communication techniques related to energy saving. These businesses are the biggest suppliers of consumer

household appliances as well as building and maintenance supplies on the Indian market, which is why we chose them. The customers of these big businesses were the study's target audience.

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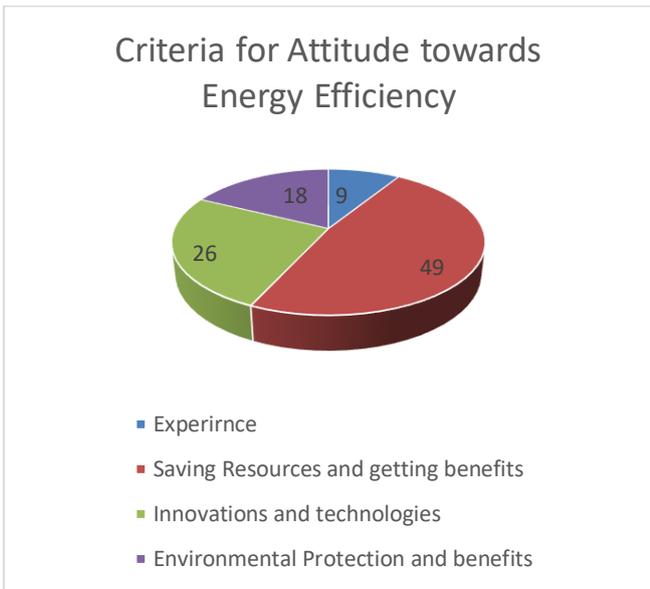
## RESULT AND DISCUSSION

Although the research is based on the behavior of consumers of these two large retail companies in India, we also tried to reflect broader trends related to the topic under discussion. It should be noted that the application of our research results to other retail companies may vary depending on the context.

The idea that perceptions of energy efficiency vary by geography was supported by our research. According to the study, 15% of consumers asked said they don't care about energy efficiency when making purchases. Use of electricity with substantial subsidies or even free of charge due to state policy. Gender, age, and social differences in energy efficiency awareness were also identified at the national level.

Energy efficiency is viewed by the great majority of respondents (49%) as a substantial advantage and investment in purchases since it saves resources and yields advantages. They rank comfort and experience in fourth place (9%), environmental advantages in third place (18%), and innovations and technologies in second position (26%). The respondents' inclination to make energy-efficient purchases can be ascertained objectively using these data (see Figure 1).

Diagram 1. Criteria for consumers' attitude of "India(Lucknow)" and "LG" companies' energy-efficient products.



Source: LG and Indian(Lucknow) consumer surveys (June 2025) were analysed for the authors' study.

Among the primary reasons for buying products (energy efficiency, brand/quality, price, and environmental protection), consumers of "India(Lucknow)" and "LG" also placed varying values on energy efficiency. Customers of "LG," a company that sells electrical appliances for the home, cited brand and quality as their top reasons for buying (56%), followed by price (27%), energy efficiency (10%), and environmental protection (7%). Consumers of "India(Lucknow)" a company that sells electrical appliances, cited energy efficiency as their top reason for buying (51%), followed by brand and quality (26%), environmental protection (11%), and price (12%).

According to the report, energy efficiency is a comparatively less significant consideration for "LG" consumers (10%), whereas it is unquestionably the primary motivator for "India(Lucknow)" consumers (51%). Energy efficiency (51%) and ecological values (12%) are important to "India(Lucknow)" consumers, who are well aware of the energy efficiency characteristics of products and prioritise energy efficiency along with quality, price, and environmental friendliness when making decisions, whereas "LG" consumers are drawn to brand image (56%), and price (27%). As a result, "India(Lucknow)" customers behave in a more energy-efficient manner. Refer to Figure 2.

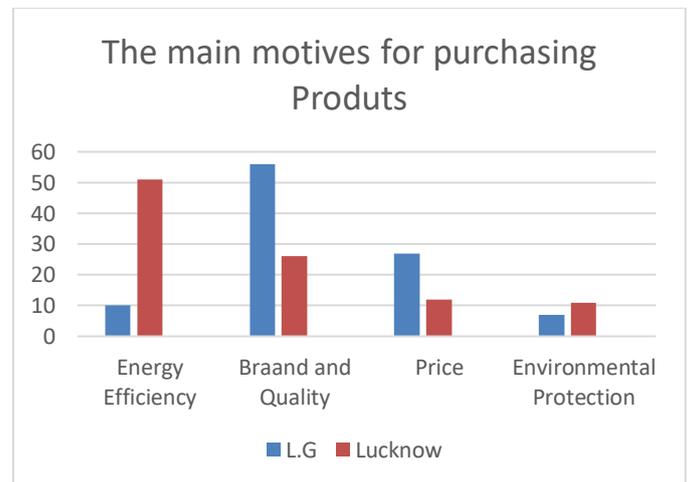
Regarding energy efficiency marketing and its effect on increasing consumer awareness, among the chosen businesses, energy efficiency holds a prominent position in the "India(Lucknow)" marketing environment, which takes into consideration both environmental advantages and elements that lower consumer costs. As a result, energy efficiency is the primary message in communications. The marketing communication policy of "LG" prioritises brands, pricing, warranty services, and payment services.

Customers who responded to the poll had varying degrees of faith in the several ways that the businesses

"India(Lucknow)" and "LG" communicated about energy efficiency, including consulting services, word-of-mouth (WOM), product labelling, advertising, and social media. Customers of the businesses expressed less faith in advertising, particularly on social media, (15 and 18%) and greater faith in consulting services as a means of communication about energy efficiency (42% and 36%). These findings demonstrate that, in the area of energy efficiency, selecting a strategic marketing communication channel is essential for building consumer trust and increasing awareness (see Figure 3).

The information that is now accessible persuades us of the critical role that communication tactics play in educating consumers about energy efficiency. Customers of "India(Lucknow)" and "LG" are primarily motivated to buy items because the vast majority of respondents to our poll indicated that they were prepared to make energy-efficient selections after learning the necessary information.

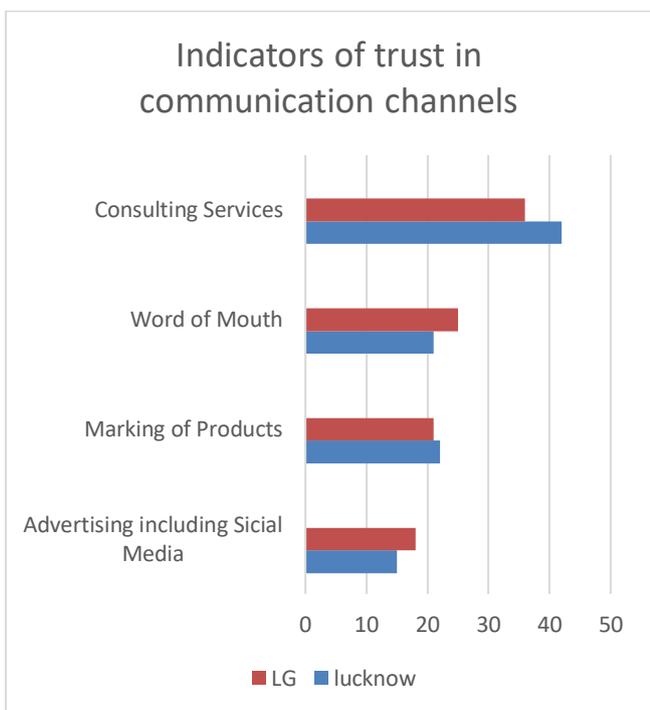
Diagram 2:



Source: LG and Indian(Lucknow) consumer surveys (June 2025) were analysed for the authors' study.

Diagram 3:

Measures of consumer confidence in the channels of communication used to tell them about the energy efficiency of "India(Lucknow)" and "LG" products.



Source: LG and Indian(Lucknow) consumer surveys (June 2025) were analysed for the authors' study.

It indicates that there are insufficient marketing signals to guide consumers toward energy-efficient purchases and help them recognise alternatives.

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## CONCLUSION

The introduction of new energy-efficient items to the market causes a permanent information gap among customers due to the ongoing development of innovations and technology. This necessitates the activation of marketing in the direction of expanding consumer knowledge and attitudes. This study demonstrates that concentrating solely on consumer perception and experience can result in an effective marketing communications system; that is, customer-oriented marketing should prioritise the customer experience and evaluate behavioural criteria in a particular setting. The study demonstrates how the inclination to make (energy-efficient) decisions and the process of making decisions are influenced by attitudes, social norms, perceptions, and experiences. Through communication channels that convey pertinent, thorough, and trustworthy information, marketing interventions that concentrate on attitudes and perceptions (while accounting for geographical variations) can have a substantial impact on behaviour linked to energy efficiency. This research will increase current understanding and help spread awareness of energy-efficient marketing. The study's findings provide researchers with a roadmap for developing this area and can be utilised to pinpoint obstacles to opening lines of communication. In order to promote the launch of energy-efficient products and boost sales, it also provides marketers with useful implications and suggestions...