

Electricity consumers attitudes, knowledge and behaviour towards the use of energy saving bulbs in Warri, Nigeria: Implications for governmental action

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Abstract

This paper studies the electricity consumers attitudes, knowledge and behaviour towards the use of energy saving bulbs in Warri, Nigeria using the survey method. The survey randomly selected 400 respondents for the study, and information on their energy consumption and willingness to use energy saving bulbs were solicited using a well structured questionnaire. Results indicate a large majority (77%) of respondents agree that they do not practice any energy saving behaviour in their homes whilst 23% agreed that they practice energy saving in their homes. With respect to their willingness to use energy saving bulbs, 51% of the respondents are extremely willing to consume the product, and 49% were extremely unwilling to use energy saving bulbs. If energy saving bulbs costs consumers 10% more than incandescent bulbs, 91% of respondents indicated they are extremely unwilling to consume it, while 53% were willing to consume same. Thus, it appears that respondents will respond to a price differential between energy saving bulbs and non-energy saving bulbs. The findings of this paper spells out the implications for governmental policy and action.

Keywords: Attitudes, Electricity consumers, Energy saving bulbs, Nigeria, Behaviour, Energy cost

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