

# [Case 246 consumer’s attitudes towards energy savings through](https://assignbuster.com/case-246-consumers-attitudes-towards-energy-savings-through/)

Case Study: SingaporeSingaporegovernment has been promoting a lot of policies about energy saving. Studies showthat people are very positive towards the idea of saving energy through Smart Homesand are willing to invest in new technologies. However, those findings cannotbe generalized, therefore we need to understand the effect of saving energythrough Smart Homes as Singapore’s culture, infrastructure, eco-system, andsupport from government and other factors might be different. Theonline survey has been conducted to receive insights on energy consumption inSingapore households by looking at the effectiveness of government policies tosave energy while using smart technologies in smart homes.

Two hundredhouseholds were randomly selected for the study, a total of 131 valid responseswere received via mail showing a 66% response rate. The questionnaire comprisedof closed-ended questions categorized under four sections: energy consumptionin Singapore; public policy on energy saving in Singapore; use of technology inenergy saving and household perceptions of energy saving (Bhati, Hansen, Chan, & Chan, 2017). Singaporehouseholds have a positive perception towards energy saving and will seebenefits of using smart technologies. This will directly reduce households’electricity bills. Case Study: Global success stories ofenergy savings in urban households. Researchof different case studies has been implemented on smart homes to save energy inurban cities.

These success stories provide better insights on how smart homesand smart technologies can be used to save energy. These case studies are basedon their research and its relation to smart home technology and energy savings. CaseStudy: Chinese consumer attitudes towards energy saving (the case of householdelectrical appliances in Chongqing). Acase-study has been conducted which explored 246 consumer’s attitudes towardsenergy savings through a questionnaire over a one-year period from 2009 to2010. The survey was conducted in Chongqing, China and was conducted viaface-to-face surveys due to previous experience of no or low feedback (Bhati, Hansen, Chan, & Chan, 2017).

Energyconsumption in China has doubled from 2000 to 2008. Moreover, usage ofappliances in urban households (e. g., air conditioners) has increased 30–100%.

To outline this issue, the Chinese government has introduced policies thatraise energy efficiency in China by manufacturing electrical appliances toconsume electricity below a certain threshold (Bhati, Hansen, Chan, & Chan, 2017). As a result, thishelped households to save money. Although, the Chinese government banned salesof inefficient air conditioners, and offered buy-back schemes of energy inefficientequipment as well as applied discounts on various energy-efficient appliances.