



CITYSMART
Brisbane City Council's Sustainability Agency



University of the
Sunshine Coast
Queensland, Australia

A segmented approach to electricity and consumer choice: The role of technology

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@DrBekMarketing

What we knew



- One-size does not fit all: consumers are different.
- Household-level segmentation is needed.
- Technology can help consumers create value for themselves..... but we need to understand what value means to different types of consumers.



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Social marketing assumptions

Temporal orientation	<ul style="list-style-type: none">• Consumers are more motivated by short-term, self-oriented options than long-term and altruistic
Pleasure principle	<ul style="list-style-type: none">• Consumers act to minimise pain and maximise pleasure
Social orientation	<ul style="list-style-type: none">• Individuals do not act alone – homo sociologicus
Knowledge-action gap	<ul style="list-style-type: none">• More education does not equal more action
Consumer empowerment	<ul style="list-style-type: none">• Consumers need to feel in control – its their definition of 'better choices' not ours
Value-orientation	<ul style="list-style-type: none">• Consumers make choices that deliver them value – their definition of value not ours
Segmentation	<ul style="list-style-type: none">• Consumer choice goals and choice processes differ by household and by individual

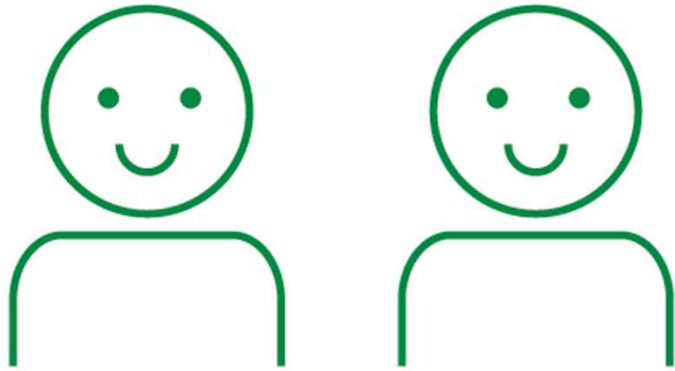


Evidence-based research - Mixed Method

AIM: Better understand the enablers, barriers, and characteristics of households engaging with tariff reform

FOCUS: Engaging households and assisting them to understand and use cost reflective tariffs through digital technology.

QUALITATIVE



- 45 in-depth household interviews (118 people)
- Projective technique
- Visual analysis
- Scenario thinking
- Diverse Sample

QUANTITATIVE



- 1345 people, national survey
- Participants sourced online
- 18-55 years, digitally literate
- Scientifically validated questions
- Optimised for mobile and desktop



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Digital engagement approaches



Face-to-face vs digitally-enabled assistance

FACE TO FACE

To help you with managing your bill, you can book an appointment with our electricity advisor who can give you advice on things like:

- Renewable energy resources
- Energy efficient appliances
- Double glazing
- Draught proofing
- And much more!



[Tell me more!](#)

TRACK AND MONITOR

To help you with managing your bill, you can book to have a smart meter installed in your home with an accompanying app. This will measure things like:

- Your electricity usage at different times of the day and with different appliances
- The status of electricity in your home
- Blackout/surge monitoring
- And much more!



[Tell me more!](#)

GAMIFICATION APP

To help you with managing your bill, our app will turn learning about electricity into a fun experience for all with things like:

- Hold up your phone to your appliances and view their electricity usage.
- Make electricity usage changes in real time to earn reward points.
- Cash in your reward points for something fun, or get a discount on your electricity bill just for playing



[Tell me more!](#)



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The Ant Colony

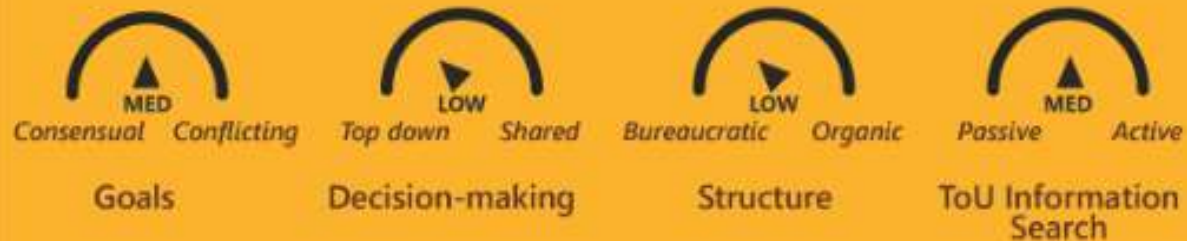
Income

 \$111,000 - \$150,999

Household Type
 Single person
 Couple with children

BILL
 per month

Defining Criteria



Our goals Consistency - Efficiency - Stability

ToU Technology Preference



ToU Assistance Preference



In my household
 we work together for common goals. We know what we are doing. When something new comes along we want an expert to assist us in making sure it is right. Technology needs to fit in with our way of doing things.

“We work together like a well-oiled machine”

The Bee Hive



Income



\$91,000 - \$110,999

Household Type



Couple



Couple with children



per month

Defining Criteria



LOW

Consensual Conflicting

Goals



MED

Top down Shared

Decision-making



HIGH

Bureaucratic Organic

Structure



MED

Passive Active

ToU Information Search

Our goals Expertise - Control - Ease

ToU Technology Preference



Low-Tech



Interactive Tech



Proactive Tech



ToU Assistance Preference



Face-to-face



Track and monitor



Gamification app.



In my household

we each have expert roles in finding information to make household decisions. While one person tends to be in charge, we are flexible enough to adapt. We like to use tariff reform technology we trust and can control.

“We experts work together for the good of the household”

The Flock of Geese



Income



\$51,000 - \$70,999

Household Type



Couple with children



per month

Defining Criteria



Consensual Conflicting

Goals



Top down Shared

Decision-making



Bureaucratic Organic

Structure



Passive Active

ToU Information Search

Our goals Convenience - Flexibility - Harmony

ToU Technology Preference

✓ Low-Tech



✓ Interactive Tech



✓ Proactive Tech



ToU Assistance Preference



Face-to-face



Track and monitor



Gamification app



In my household
we take turns in leading the decision-making. We wait for a problem to occur before making changes because we are busy. Tariff reform technology assists us to ensure harmony.

“We share the load, and take turns leading”

The Wallabies



Income

\$51,000 - \$70,999
OR
\$151,000+

Household Type

Couple with children

BILL
\$\$\$
per month

Defining Criteria

Goals

HIGH

Consensual / Conflicting

Decision-making

LOW

Top down / Shared

Structure

HIGH

Bureaucratic / Organic

ToU Information Search

LOW

Passive / Active

Our goals

Freedom - Entertainment - Equality

ToU Technology Preference

✓ Low-Tech



✓ Interactive Tech



✓ Proactive Tech



ToU Assistance Preference

✓ Face-to-face

✓ Track and monitor

✓ Gamification app



In my household
we don't have a lot of rules. We share decision-making and everyone gets a say. We like tariff reform technology to be fun and to support our flexibility.

"We're easy-going and flexible"

The Domestic Cat Family



Income



\$111,000 - \$150,999

Household Type



Couple with children



per month

Defining Criteria



Goals



Decision-making



Structure



ToU Information Search

Our goals Comfort - Mastery - Empowerment

ToU Technology Preference



Low-Tech



Interactive Tech



Proactive Tech



ToU Assistance Preference



Face-to-face



Track and monitor



Gamification app



In my household
we are all engaged and we like to figure things out for ourselves. We don't actively seek information unless a problem arises, and we trust in our ability to control tariff reform technology.

"We like to do our own thing"

The Lion Pride

Income



\$111,000 - \$150,999

Household Type



Couple with children



per month

Defining Criteria



LOW

Consensual Conflicting

Goals



HIGH

Top down Shared

Decision-making



LOW

Bureaucratic Organic

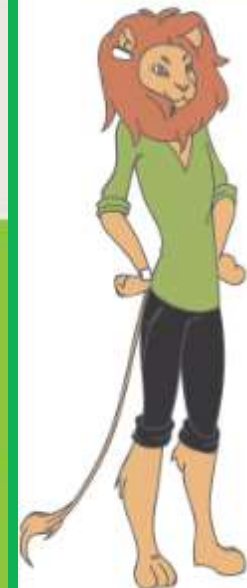
Structure



HIGH

Passive Active

ToU Information Search



In my household
we are all independent and we like to figure things out for ourselves. We actively seek information before a problem arises; and we trust in our ability to control tariff reform technology.

Our goals

Independence - Mastery - Empowerment

ToU Technology Preference



Low-Tech



Interactive Tech



Proactive Tech



ToU Assistance Preference



Face-to-face



Track and monitor



Gamification app

"We are the masters of our environment"

Each Segment requires a Unique Value Proposition:



Goals	Barriers	Possible Value Proposition
Consistency, Efficiency, Stability	Needless complications, constant change, threats to our established ways.	Keep us on track with minimal disruption.
Expertise, Control, Ease	Roadblocks, failing to acknowledge our expertise, needless change.	Put the power in our hands.
Convenience, Flexibility, Harmony	Too much effort, needing to monitor, solutions that don't consider all of us.	Keep us organised to meet our changing demands.
Freedom, Entertainment, Equality	Needless restrictions, boredom, solutions that favour authority figures.	Give us the freedom to enjoy life together.
Comfort, Mastery, Empowerment	Too much effort, not enough power (when we want it), single-option solutions.	Serve us. Because we've got better things to do.
Independence, Mastery, Empowerment	Roadblocks, not enough power (when we want it), single-option solutions.	Make us the masters of our environment.



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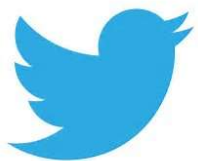


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Like to see more? Like to work with us?



<https://research.qut.edu.au/servicesocialmarketing/research-projects/household-segments-for-tariff-reform/>



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What type of household is yours?

Begin ▶

Click 'Begin' to take a quick 7 question quiz to see which of the six household types best describes the way your household makes decisions about purchasing (this quiz is for entertainment purposes only: time for some fun!).

An illustration of six diverse, anthropomorphic characters representing different household types. From left to right: a woman in a blue dress, a black cat, a pink rabbit, a yellow bee, a purple cat, and a green lion. They are standing in a row, each with a unique pose and expression.

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