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Publication

Informing a social practice theory framework with social-psychological factors for analyzing routinized energy consumption: A multivariate analysis of three practices

JournalArticle (Originalarbeit in einer wissenschaftlichen Zeitschrift)

ID 4483307

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Year 2018

Title Informing a social practice theory framework with social-psychological factors for analyzing routinized energy consumption: A multivariate analysis of three practices

Journal Energy Research & Social Science

Volume 46

Pages / Article-Number 183-193

Keywords Energy consumption, Routines, Social-psychological determinants, Social practice theory

A key factor contributing to the non-realization of energy efficiency potentials is the routinized way in which many energy consumption behaviors (ECBs) are performed. To analyze routinized ECBs, we draw on social practice theory and psychological concepts and suggest a framework that considers individual, social, and material factors. Based on our proposed framework and employing multivariate regression analysis, we gain new insights into associated factors of routinized ECBs-particularly for washing and drying clothes and showering. Analyzing data from a survey conducted among Swiss households in 2016 ($n=5015$), we find that individual values, practice-specific wants, and materials explain variations in routinized ECB performance. Furthermore, socio-demographic predictors shed light on cultural and status differences associated with routinized ECBs. This paper contributes to understanding associated factors of routinized ECBs by bridging practice theory and psychology-based factors.

Publisher Elsevier

ISSN/ISBN 2214-6296

edoc-URL <https://edoc.unibas.ch/65180/>

Full Text on edoc Available;

Digital Object Identifier DOI 10.1016/j.erss.2018.06.012

ISI-Number WOS:000454169200017

Document type (ISI) Article