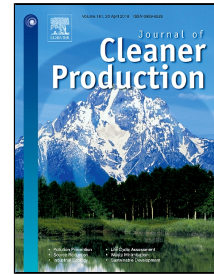


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Impact Factors of Household Energy-Saving Behavior: An Empirical Study of Shandong Province in China

Cheng-Yao Zhang^{1,2,3}, Biying Yu^{1,2,3,4,*}, Jin-Wei Wang^{1,2,3}, Yi-Ming Wei^{1,2,3}

¹ Center for Energy and Environment Policy Research, Beijing Institute of Technology, Beijing, 100181, China.

² School of Management and Economics, Beijing Institute of Technology, Beijing, 100181, China.

³ Beijing Key Lab of Energy Economics and Environmental Management, Beijing 100081, China.

⁴ Sustainable Development Research Institute for Economy and Society of Beijing, Beijing 100081, China.

Abstract: As China gradually completes the process of industrialization, its industrial energy consumption growth is now slowing and even decreasing. Meanwhile, household energy consumption in the residential sector has seen steady growth. This paper aims to explore the mechanisms of factors affecting urban household energy-saving behavior including the habitual energy-saving behaviors and purchasing energy-saving behaviors. A structural equation model is built to analyze the influencing routes and effects of individual objective and subjective characteristic factors, external influencing factors, and energy-saving intentions on shaping energy-saving behaviors. The empirical results drawing on the survey data collected in Shandong province show that external influencing factors that have two kinds of mediating effects through energy-saving intentions and individual subjective characteristic factors are the most crucial factors to energy-saving behaviors. Values included in individual subjective factors and quality of energy-saving products included in external influencing factors have greatest effects on energy-saving behaviors.

Key words: Individual subjective factors; external influencing factors; energy-saving intentions; energy-saving behaviors; Structural equation model

1. Introduction

Attributing to the fast-growing economy and high growth of per capita income in the last

* Corresponding author. Phone & Fax: +86-10-68918651;
E-mail address: yubiyong_bj@bit.edu.cn; yubiyong_bj@hotmail.com.

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