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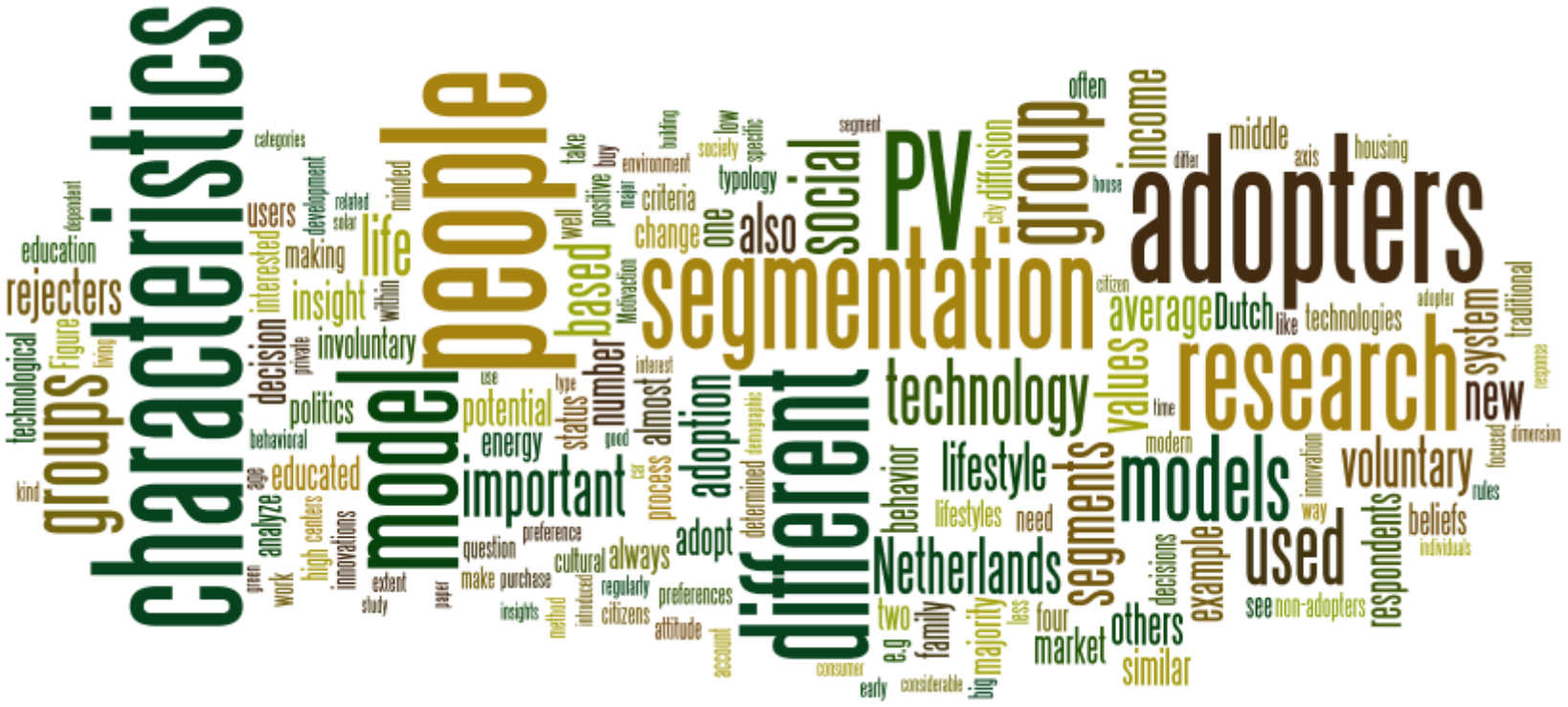
Innovation adopters: a new segmentation model

The case of photovoltaic in the Netherlands



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Introduction

The adoption of PV is characterized by the number of individuals or households that decide to adopt or reject this technology

Which types of consumers can be distinguished in relation to PV adoption?

A new segmentation model based on existing models in the building market in the Netherlands

Theoretical background

Segmentation criteria of Gankema and Wedel

- identifiable
- accessible
- size
- heterogeneous
- stable
- homogeneous response
- influential

Theoretical background

Different segmentation models

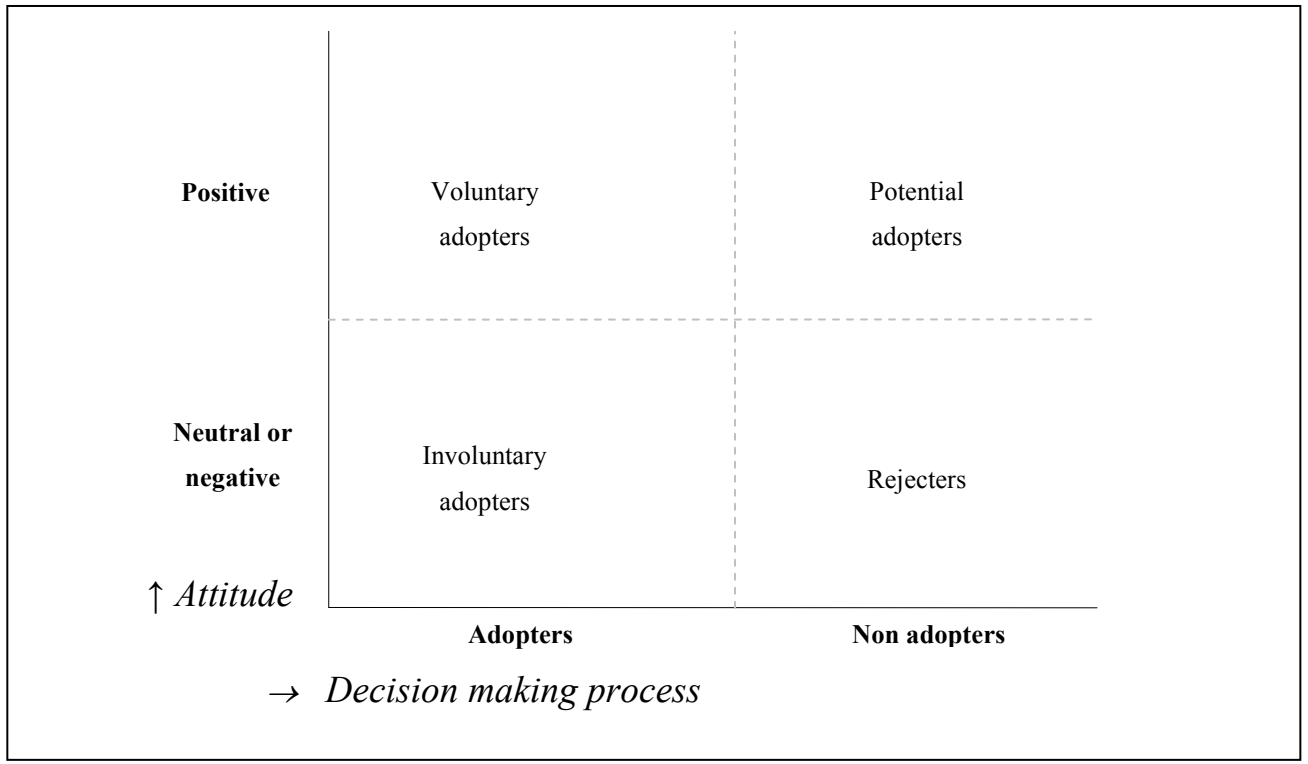
- Valuebox-model of NFO-Trandbox
- Metality-model of Motivaction
- Mosaic-model of Experian
- Win-model of TNS/NIPO
- Censydiam-model of Synovate
- BSR-model of SmartAgent Company

Methodology

Internet questionnaire – 817 Dutch households

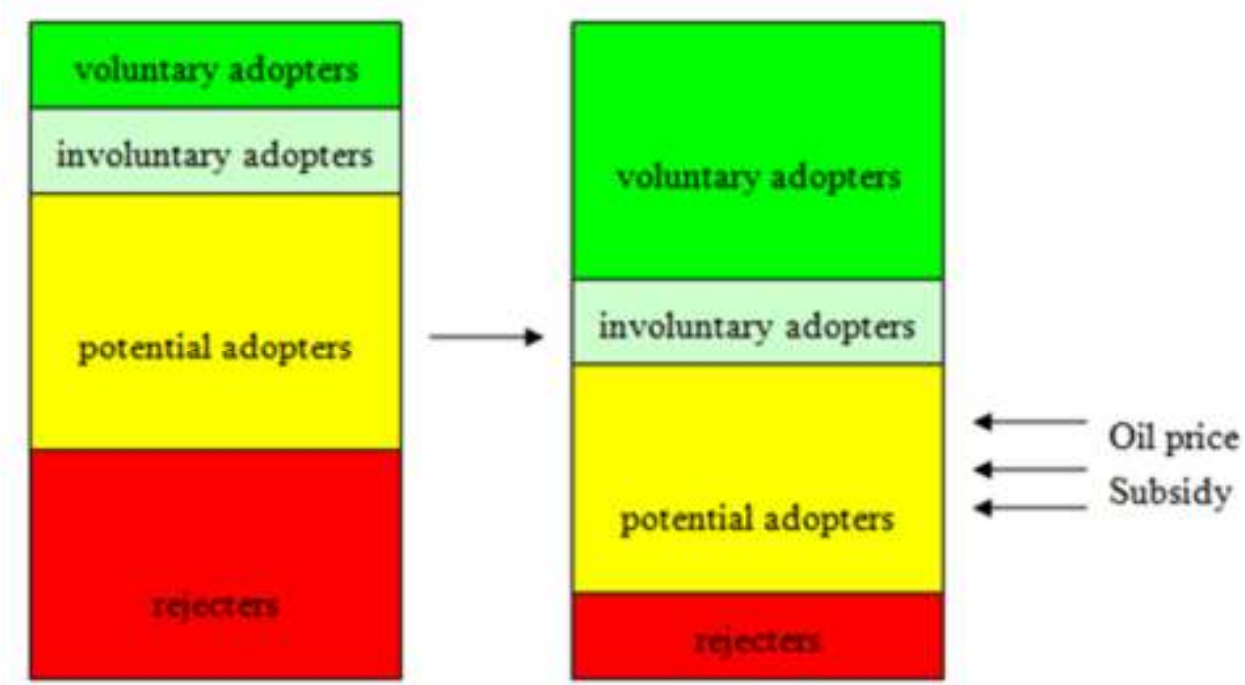
- Demographic characteristics: age, income, education, gender
- Geographical characteristics: housing type, housing situated, ownership, number of residents per dwelling
- Psychographic characteristics: beliefs and lifestyle characteristics (attitude, norms and values of people)

Segmentation model for PV in NL



	adopters		non adopters	
	voluntary	**involuntary**	**potential adopters**	**rejecters**
Demographic characteristics				
Age	50-59	30-49	40-59	40-59
Income	On average higher	On average higher	On average lower	On average lower
Education	high	high-middle	middle	middle-low
Gender	similar	similar	similar	similar
Geographic characteristics				
Home-owner	me	rental	me	rental
Housing situation	more in a village	more in a village	more in a city	more in a city
Housing type	middle of row / detached	middle of row / semi-detached	middle of row / semi-detached	middle of row/ apartment
Number of residents	2	3 or 4	similar	similar
Psychographic characteristics (Cultural beliefs)				
Climate change	more important	less important	more important	less important
Traditional norms and values	important	important	important	important
Rules	necessary in daily life (100%)	necessary in daily life (98%)	necessary in daily life (95%)	necessary in daily life (96%)
Time needed for making big decisions	less considerable	considerable	considerable	considerable
Taking big decisions (in)dependent of others	independent	more dependent	more dependent	more dependent
Psychographic characteristics (Lifestyle characteristics)				
Recycling of paper	(almost) always	(almost) always	(almost) always	(almost) always
Avoidance of unaddressed advertising	occasional	occasional	occasional to a lesser extent	occasional to a lesser extent
Energy efficient equipment	(almost) always	(almost) always	(almost) always	regularly
Avoidance of car use	regularly	regularly	regularly to a lesser extent	regularly to a lesser extent
Water conservation	(almost) always	(almost) always	(almost) always	(almost) always

Reflection


voluntary adopters
involuntary adopters
potential adopters
rejecters
voluntary adopters
involuntary adopters
potential adopters
rejecters
Oil price
Subsidy

Conclusion

The new segmentation model offers opportunities for analyzing, exploring and visualizing beliefs and perspectives of people who are in the adoption process of PV

Voluntary adopters are on average middle-aged, high educated, take big decision independent of others and take care of the environment by for example recycling paper and avoiding the car on a regularly basis. The opposite are the rejecters who have on average a lower income, take big decisions dependent on others and need also considerable time for big decisions.

Discussion

Take behavioral characteristics into account to better understand the motivation to (not) purchase a system

Some respondents have not enough knowledge to fill in the questionnaire, these results are impossible to omit