



## WHO IS THE CHEAPEST ELECTRICITY RETAILER?

FIXED PRICE		DISCOUNT OFF TARIFF		PEAK & OFF-PEAK	
NO CONTRACT		6 MONTHS		PEAK RATE	
6 MONTHS		1 YEAR		DISCOUNT OFF TARIFF	
1 YEAR		2 YEARS			
2 YEARS					
3 YEARS					

Find out which plan would best suit your electricity needs...

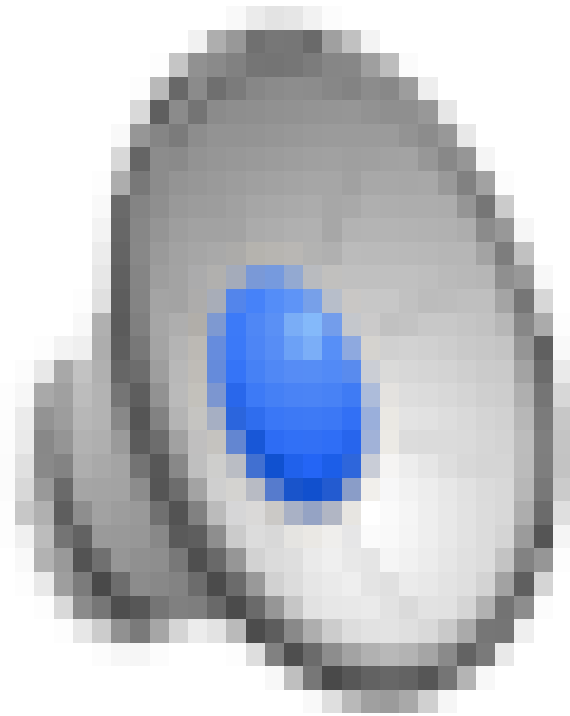
Rated brands	Overall satisfaction*	Value for money	Customer service	Bill & cost clarity	Ease of sign-up	Focus on environmental sustainability
<u>Red Energy</u>	★★★★★	★★★★★	★★★★★	★★★★	★★★★★	★★★★★
<u>Alinta Energy</u>	★★★★	★★★★★	★★★★★	★★★★	★★★★★	★★★★★
<u>Click Energy</u>	★★★★	★★★★★	★★★★★	★★★★	★★★★★	★★★★★
<u>Origin Energy</u>	★★★★	★★★★★	★★★★★	★★★★	★★★★★	★★★★★
<u>AGL</u>	★★★	★★★	★★★	★★★	★★★	★★★★★
<u>EnergyAustralia</u>	★★★	★★★	★★★	★★★	★★★	★★★★★
<u>Dodo Power Gas</u>	★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★

# Comparison tools: what motivates users?

Linda Steg

University of Groningen, the Netherlands





# Values and persuasion



## Environment

### Do You Care About the Environment?

Take a coupon for a FREE professional tire check!



Source: [www.fueleconomy.gov](http://www.fueleconomy.gov)

- Like balloons, your tires lose pressure over time.
- Improper tire pressure increases fuel consumption which *harms our environment*.
- Properly inflating tires cuts back vehicle emissions.



Participating stations:

Snappy Lube #23  
1402 N. Main Street  
Blacksburg, VA 24060

Snappy Lube #24  
2405 Market Street  
Christiansburg, VA 24073

## Money

### Do You Care About your Finances?

Take a coupon for a FREE professional tire check!



Source: [www.fueleconomy.gov](http://www.fueleconomy.gov)

- Like balloons, your tires lose pressure over time.
- Improper tire pressure increases fuel consumption, which is expensive.
- Properly inflating cuts back fuel costs.



Participating stations:

Snappy Lube #23  
1402 N. Main Street  
Blacksburg, VA 24060

Snappy Lube #24  
2405 Market Street  
Christiansburg, VA 24073

## Control

Take a coupon for a FREE professional tire check!



Source: [www.fueleconomy.gov](http://www.fueleconomy.gov)

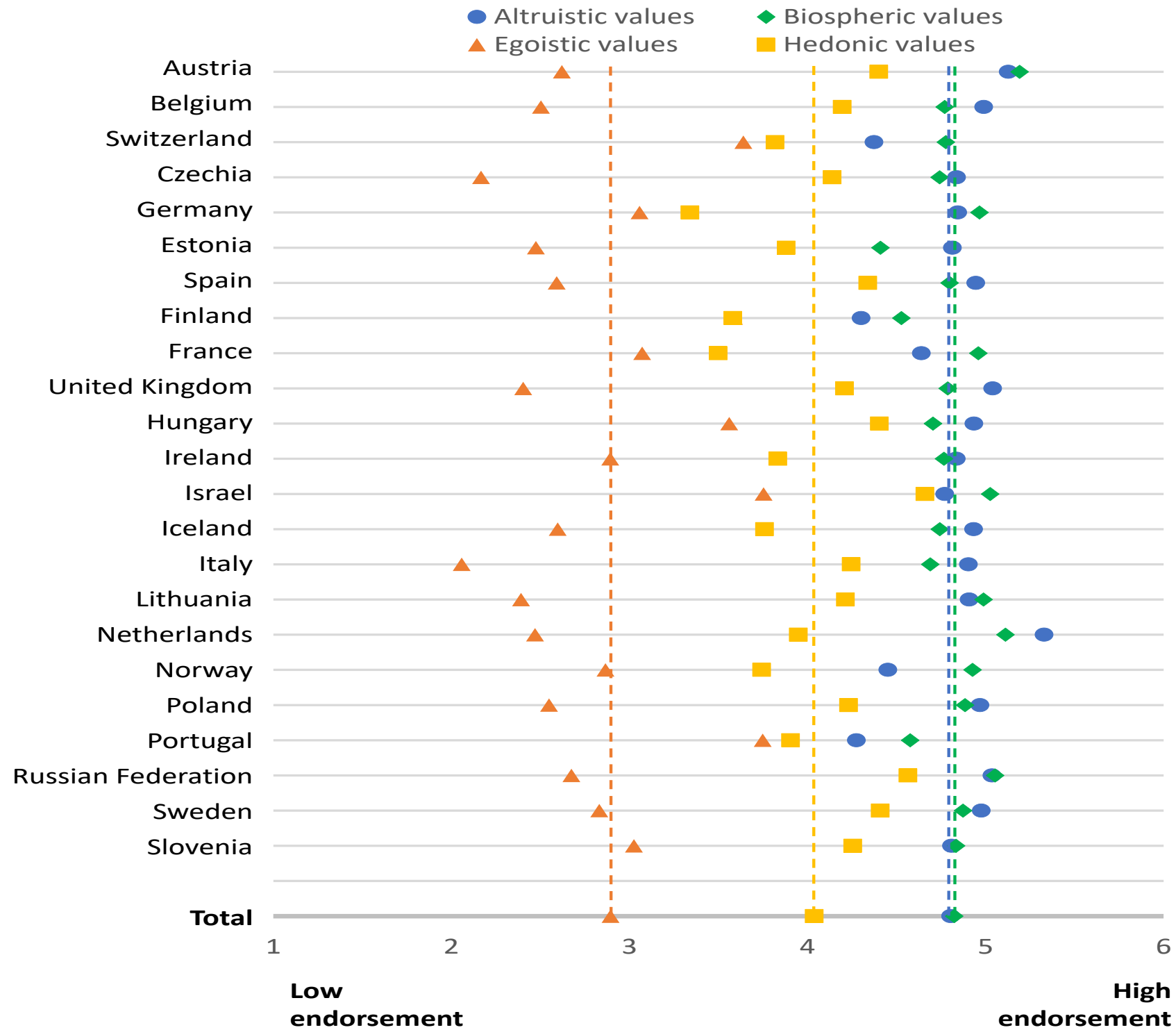
- Like balloons, your tires lose pressure over time.
- The average U.S. driver travels 12,000 miles yearly.
- Not everyone checks their tires regularly.



Participating stations:

Snappy Lube #23  
1402 N. Main Street  
Blacksburg, VA 24060

Snappy Lube #24  
2405 Market Street



# Trust

**INTEGRITY**

**CHOOSING YOUR THOUGHTS  
AND ACTIONS BASED ON  
VALUES RATHER THAN PERSONAL GAIN**

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