

Consumers want eco-friendly appliances

Concerns about the environment and energy supplies are causing more customers to demand goods and services that are environmentally friendly.



Results from the 2012 Edelman Goodpurpose Study show that consumers are making purchasing decisions with both the environment in mind and brands that support a good cause. The study found that 72% of consumers would recommend a brand that supports a good cause than one that does not while 73% would be willing to switch brands if a competitor supported a good cause.

Rajan Gungiah, business leader for Samsung Digital Appliances, says South African consumers are also increasingly looking to make greener and cleaner decisions in their day-to-day lives. This is further influenced by the concerns of electricity consumption in South Africa. Eskom has declared an electricity supply emergency and has renewed warnings of load shedding if electricity consumption is not curbed. "One of the key areas where consumers can make a difference is in their choice of household devices and appliances, such as refrigerators, televisions, washing machines and microwaves."

Buying tips

He provides the following tips for consumers who want to ensure they are considering the earth and making responsible decisions when it comes to purchasing household appliances:

- When looking for a new home appliance ensure that it is A-rated before purchasing - this guarantees that it will be among the most energy-efficient available on the market, saving power and reducing running costs
- A refrigerator with inverter technology, keeps the interior at a constant temperature - reducing energy consumption by up to 7%
- Look for appliances that have eco functions such as a refrigerator that contains an independent drawer, enabling one to select the temperature based on what is being stored. This will ensure only the electricity required to be used
- Choose products that have specific eco-friendly solutions, such as the company's ecobubble technology which washes at 15°C, with the results of a 40°C wash, saving up to 70% energy as a result
- Microwaves that contain technology to ensure even heating means that food is properly cooked and succulent without consuming more energy than necessary

"The company places high priority on environmental sustainability through a range of initiatives. Its PlanetFirst concept is a commitment to become one of the world's most environmentally friendly companies, through the development of environmentally friendly products and building green manufacturing sites. This commitment was recognised when it received three Eco-Design awards at this year's CES. It has also pledged its support for the 49M campaign, with more than 200 000 energy efficient products bearing the 49M logo offering easy energy saving tips for consumers.

"The company continues to improve the eco-features of its products by enhancing energy efficiency and focusing on recyclability. We remain committed to making improvements and launching products that minimise the impact on the environment and encourage consumers to consider how they can make a difference when purchasing appliances," concludes Gungiah.

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