

Questions from the reading of the paper

**Investment literacy and Choice of
Electric Appliances: The Impact of
Educational Programs and Online
Support Tools**

The paper highlights the cognitive barriers and it is very instructive

1. The two papers show a difference of effects between informations on efficiency, on annual expenses and on discounted cost value

There is a quite important literature on the labeling and the necessity to have simple message, and the role of the information given the sellers.

Could we consider that your conclusions inferred the papers which demonstrates the efficiency of the labelling ? or else which show the limitations ?

2. Could the results different with other appliances than refrigerators ?

A sub-question :

Could other attributes in durable goods influence the choice of equipment and distort the strict economic rationality ?

3. **Could we apply this type of approach to the choice of other durable goods such as the choice of cars**, the space heating in case of thermal renovation, etc. ?

4 **Can general lessons of behavioural economics researches be drawn, while they may be very contextual** (culture, institutions, ideological values, habits for instance in matter of fridge) in each country?

Another way of asking the question: **would there be lessons to be learned from international comparison?**