

FIVE CLUSTERS OF IMAGE FOR ICELANDIC ENERGY COMPANIES

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ABSTRACT

Image is now an increasingly noteworthy issue in the electricity sector as a result of increased commercial competition following the liberalization of the electricity markets. This paper centres on measuring specific electricity image factors previously identified by qualitative research carried out to answer the research question: "Which elements are important for the image of electricity companies?" The paper is based on a study conducted within the Icelandic electricity market where an online questionnaire was sent out to a convenience sample consisting of 278 electricity customers. The objective was to assess to what extent several identified elements were considered to be part of the image of three Icelandic electricity companies, and to show their relationship. These included trust, sustainability and service along with several other elements. The paper maintains that, together with other researched elements, trust, sustainability and service elements are important, keeping in mind that they apply to the three companies to various degrees and can be categorised into five different clusters. The paper concludes that the energy companies should be attentive in addressing the identified issues as part of their image building.

Keywords: *Electricity, Image, Sustainability, Trust, Perceptual Mapping.*