

# Psychology of environmentally and socially sustainable behavior

## ENS291

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Contact info: [gunne.grankvist@hil.no](mailto:gunne.grankvist@hil.no) or [gunne.grankvist@hv.se](mailto:gunne.grankvist@hv.se)



Høgskolen  
i Lillehammer

Lillehammer University College • hil.no

# For a critical discussion of the Fairtrade concept, and impact studies

- Hainmueller, Jens and Hiscox, Michael J. and Sequeira, Sandra, Consumer Demand for the Fair Trade Label: Evidence from a Multi-Store Field Experiment (March 2014). Review of Economics and Statistics, Forthcoming; Formerly: MIT Political Science Department Research Paper No. 2011-9B. Available at SSRN: <http://ssrn.com/abstract=1801942> or <http://dx.doi.org/10.2139/ssrn.1801942>
- See section: II. Fair Trade and Consumer Demand for Ethically Certified Products



# An important question

- Does producers/farmers in the developing world actually benefit from participating in the fair trade system?
- See e.g.  
[http://www.fairtrade.net/fileadmin/user\\_upload/content/2009/about\\_us/2010\\_03\\_NRI\\_Full\\_Literature\\_Review.pdf](http://www.fairtrade.net/fileadmin/user_upload/content/2009/about_us/2010_03_NRI_Full_Literature_Review.pdf) for review of 24 Fairtrade impact studies
- But more impact studies are needed!



# A poor job or no job at all?

- In a developing countries, could a really bad/poor job still be a better option than no job at all?
- Consequences of Fairtrade or boycott of unethical alternatives?
- Comments/discussion? Thoughts?



## **Measure attitude towards ethical principles closely associated with the Fairtrade movement (example of used survey questions)**

- It is important to have solidarity with developing countries.
- When I buy something from a developing country it is important to me that farmers and craftsman are not underpaid.
- I would refrain from buying a product from a developing country if I knew that the people who produced the product have poor working conditions.
- I would be willing to pay a premium price to support farmers and craftsmen in developing countries.
- (1) “Do not agree at all” to (5) “Totally agree”.



Swedish final version.docx - Word

FILE HOME INSERT DESIGN PAGE LAYOUT REFERENCES MAILINGS REVIEW VIEW DEVELOPER EndNote X5

Font: Arial, 11, Bold, Italic, Underline, Text Color, Background Color, Paragraph: Bullets, Numbering, Indentation, Spacing, Paragraph Style: Normal, No Spacing, Heading 1, Heading 2, Title, Subtitle, Subtle Emphasis, Emphasis

**4. Vet du om det finns mobiltelefoner och «smartphones» med social märkning (som t ex Fairtrade)?**

Jag har ingen åsikt/oppfatning  Nej, det tror jeg inte  Ja, det tror jeg

**5. Anta at en mobiltelefon eller «smartphone» kostar 4000 kr (SEK). Hur mycket skulle du kunna tänka dig at betala för samma telefon om den var miljömärkt?**

SEK

**6. Anta at en mobiltelefon eller «smartphone» kostar 4000 kr (SEK). Hur mycket skulle du kunna tänka dig at betala för samma telefon om den hade en social märkning (som t ex Fairtrade)?**

**9. Ålder och kön**

Kvinna..

Din ålder:

PAGE 3 OF 3 620 WORDS NORWEGIAN (BOKMÅL)

Windows taskbar: Internet Explorer, Google Chrome, File Explorer, Edge, Skype, OneDrive, Spotify, PowerPoint, Outlook, Word, System tray: SV, 08:38, 2016-04-19, 130%

# Schwartz value model

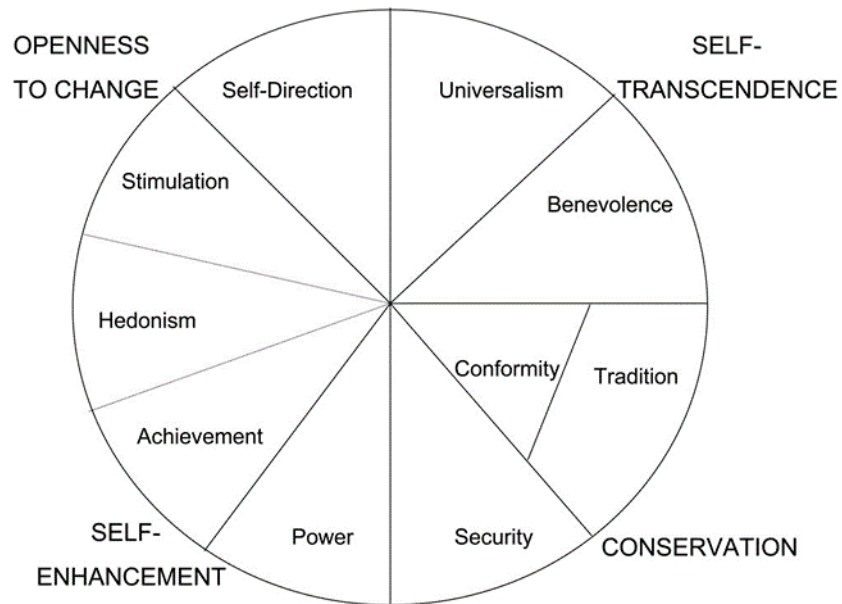
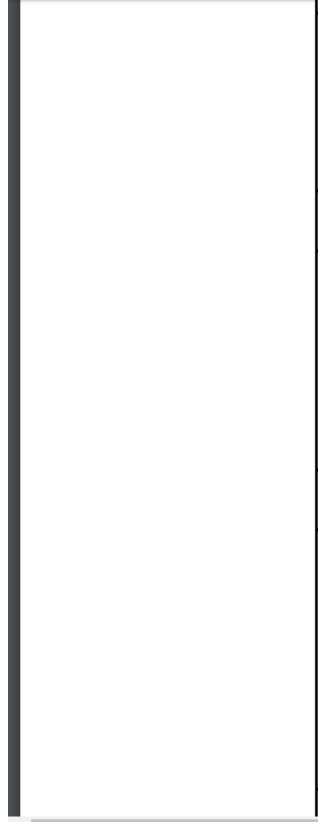


Figure 1. The Schwartz's (1992) value model



4. It is very important to him to show his abilities. He wants people to admire what he does.  
13. Being very successful is important to him. He likes to impress other people.

**POWER**

2. It is important to him to be rich. He wants to have a lot of money and expensive things.  
17. It is important to him to be in charge and tell others what to do. He wants people to do what he says.

**SECURITY**

5. It is important to him to live in secure surroundings. He avoids anything that might endanger his safety.  
14. It is very important to him that his country be safe from threats from within and without. He is concerned that social order be protected.

**CONFORMITY**



## And now - some results presented in

- Grankvist, G. (2012). "Consumer attitudes to ethically labelled products". Research report. University West, Sweden ([www.hv.se](http://www.hv.se)). Available at <http://urn.kb.se/resolve?urn=urn:nbn:se:hv:diva-5126>



# Willingness-to-pay

- If a conventional banana cost one Euro. How much are you willing to pay for an eco – or Fairtrade labelled banana?
- Such willingness-to-pay questions can be used as measures of attitudes towards....



# Willingness-to-pay

- If a conventional banana cost one Euro. How much are you willing to pay for an eco – or Fairtrade labelled banana?
- Results from a study of EU citizens in 1997
  - 37% were willing to pay 10% more
  - 11% ..... 20% more
  - 5% .....30% more



# Willingness-to-pay

- In a study in Belgium 2005
- How much more are you willing to pay for a cup of Fairtrade coffee?
- On average, 10% extra



# Willingness-to-pay

- In a study with Swedish university students in 2009
- How much more are you willing to pay for a cup of Fairtrade coffee?
- On average, 20% extra
- (and 40% didn't know whether Fairtrade coffee was available on campus or not)
- In Sweden (2005-2008) Fairtrade coffee was 38% more expensive



# Surveys vs "reality"

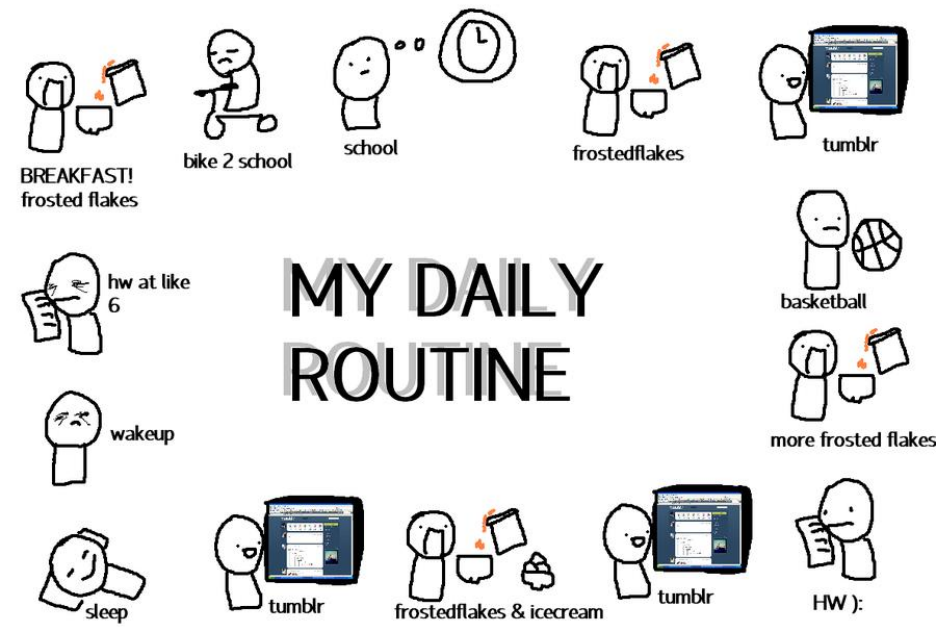


# Environmentally vs socially sustainable behavior

- Eco-labels vs Fairtrade-labels
- Equally important to consumers? Or not?
- Social, employee rights aspects, and in particular that no child labour has in some studies been found **MORE IMPORTANT** than eco-friendliness.
- In other studies no differences have been found



# Habits





# Habits

- ”Habits are learned sequences of acts that have become automatic responses to specific cues, and are functional in obtaining certain goals or end states” (p. 104)
- Verplanken, B., & Aarts, H. (1999). Habit, attitude, and planned behaviour: is habit an empty construct or an interesting case of goal-directed automaticity?. *European review of social psychology*, 10(1), 101-134.



# Habits



# Habits – its usually a matter of seconds...



# Habits and shopping

- Compare shopping (make purchases) in a supermarket where you usually shop and to shop in a supermarket that you do not know already
- Which takes the longest time? Which requires the most energy?
- Strong habits may explain the weak correlation between good intentions and ...



# Change habits?

- How?
- There are some methods that may help – sometimes

# Commitment

- Tell others that the next time you will...
- E.g. choose eco-labelled milk
  
- Tell others about your plans creates commitment to... It is almost like make a promise to....



# Implementation intentions

- Mental plans for when, where and how to go from intention to actual behavior
- "If the situation X arises then I shall do Y"
- "If I am in the store where I usually do my shopping, then I shall choose Fairtrade label chocolate"



# Different strategies

- How influence consumers to choose eco- or Fairtrade alternatives?
- In this paper it is argued that different strategies are needed for different situations and different kinds of consumers.
- There is no strategy that works always and for all consumers
- Schultz, P. W. (2015). Strategies for Promoting Proenvironmental Behavior. *European Psychologist*, 19(2), 107-117.





# Fairtrade certified universities

- <http://www.fairtrade.org.uk/en/get-involved/in-your-community/universities>
- “A Fairtrade University or College is one that has made a commitment to supporting and using Fairtrade”



## Friday (10.30-12.30) in the Aula

- **Values and Willingness-To-Pay for Fairtrade- or Eco Labelled Mobile Phones**
- ...associations between importance attached to personal values and willingness-to-pay for mobile phones with an eco- or Fairtrade label.
- Participants were students at University West in Sweden (n = 246), Lillehammer University College in Norway (n = 196) and Hochschule Darmstadt – University of Applied Sciences in Germany (n = 325).



## Friday (10.30-12.30) in the Aula

- **Values and Willingness-To-Pay for Fairtrade- or Eco Labelled Mobile Phones**
- ...In Sweden and Norway participants were willing to pay, on average, 20 % extra for an eco- or Fairtrade labelled mobile phone. In the German sample the corresponding number was 12%.
- ...to strive for social status and prestige, as well as control and dominance over people and resources, was associated with ...



# Essay tasks

- **In total about two A4 pages, that is about 1000 words**
- **Deadline: 10 May 2016**
- **Send e-mail to [gunne.grankvist@hil.no](mailto:gunne.grankvist@hil.no)**

