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Consumer behaviour

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Need for behavioural change

> Technological solutions overpowered by increasing consumption

> People need to understand technology and use it properly

> New technology and policy need public acceptability

> Technological solutions imply behavioural changes

CLIMATE CHANGE

IPCC Report: We need behavioural change, not climate change

While stringent legislation and progressive policy changes are crucial for inducing action and limiting global warming, we, as citizens and consumers, need to change too
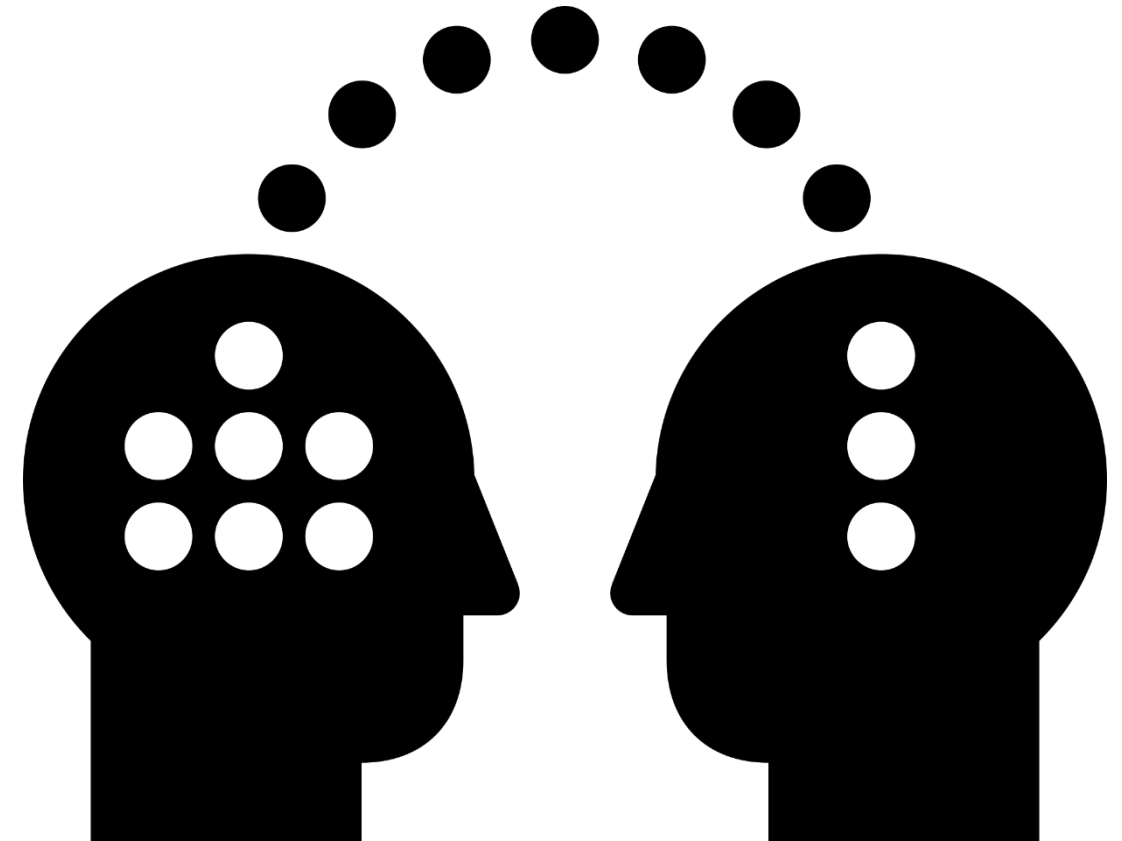
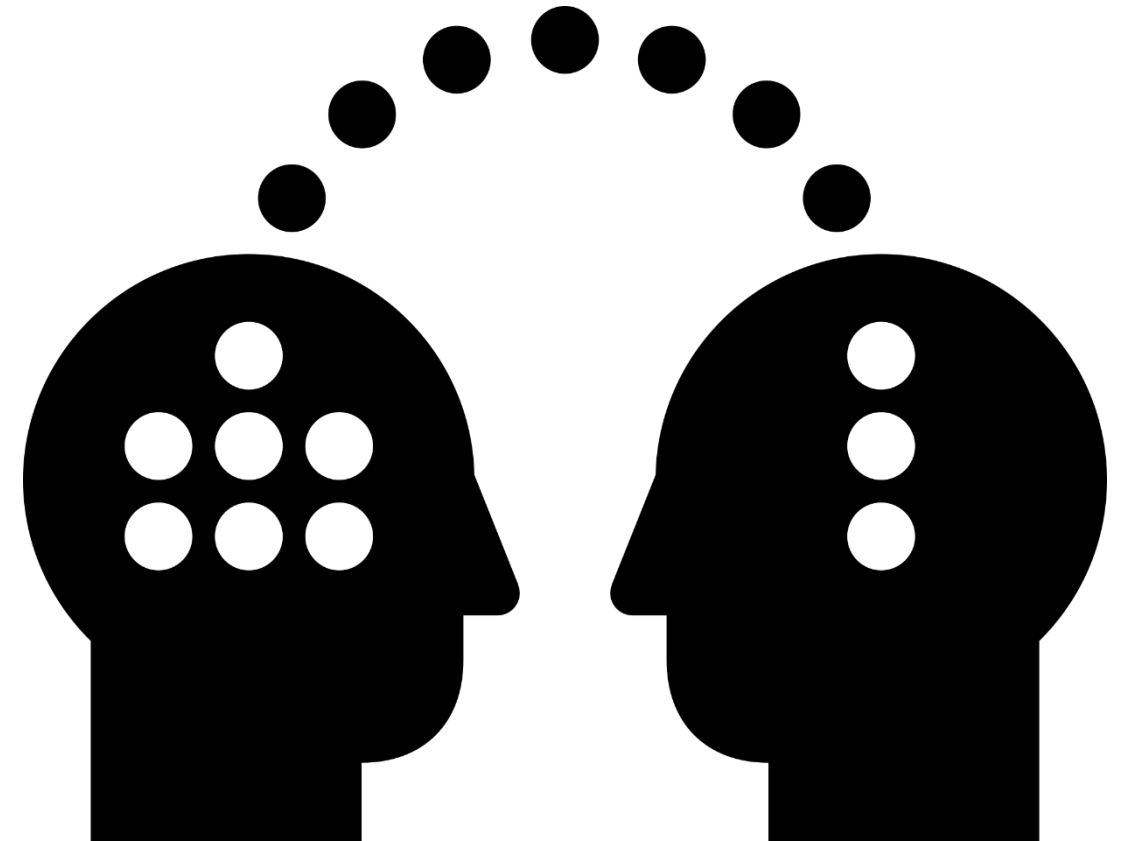# Behavioural change

> Knowledge

> Motivation

> Contextual factors

Knowledge

> On the problem

> Action related knowledge

> Effectiveness knowledge

Knowledge

> On the problem

> Action related knowledge

> Effectiveness knowledge

Providing information is rarely sufficient to change behaviour

Referenties: Osbaldiston & Schott, 2012

Motivations

> Favourable outcomes for self, e.g.:

- Money and status

- Pleasure and comfort

> Favourable outcomes for "the collective", e.g.:

- Moral considerations

- Doing good

References: Abrahamse, 2007; Bord et al., 2000

Human values

> Hedonic

> Egoistic

> Altruistic

> Biospheric

References: Bouman et al., 2019; Steg & De Groot, 2012; Steg et al., 2014

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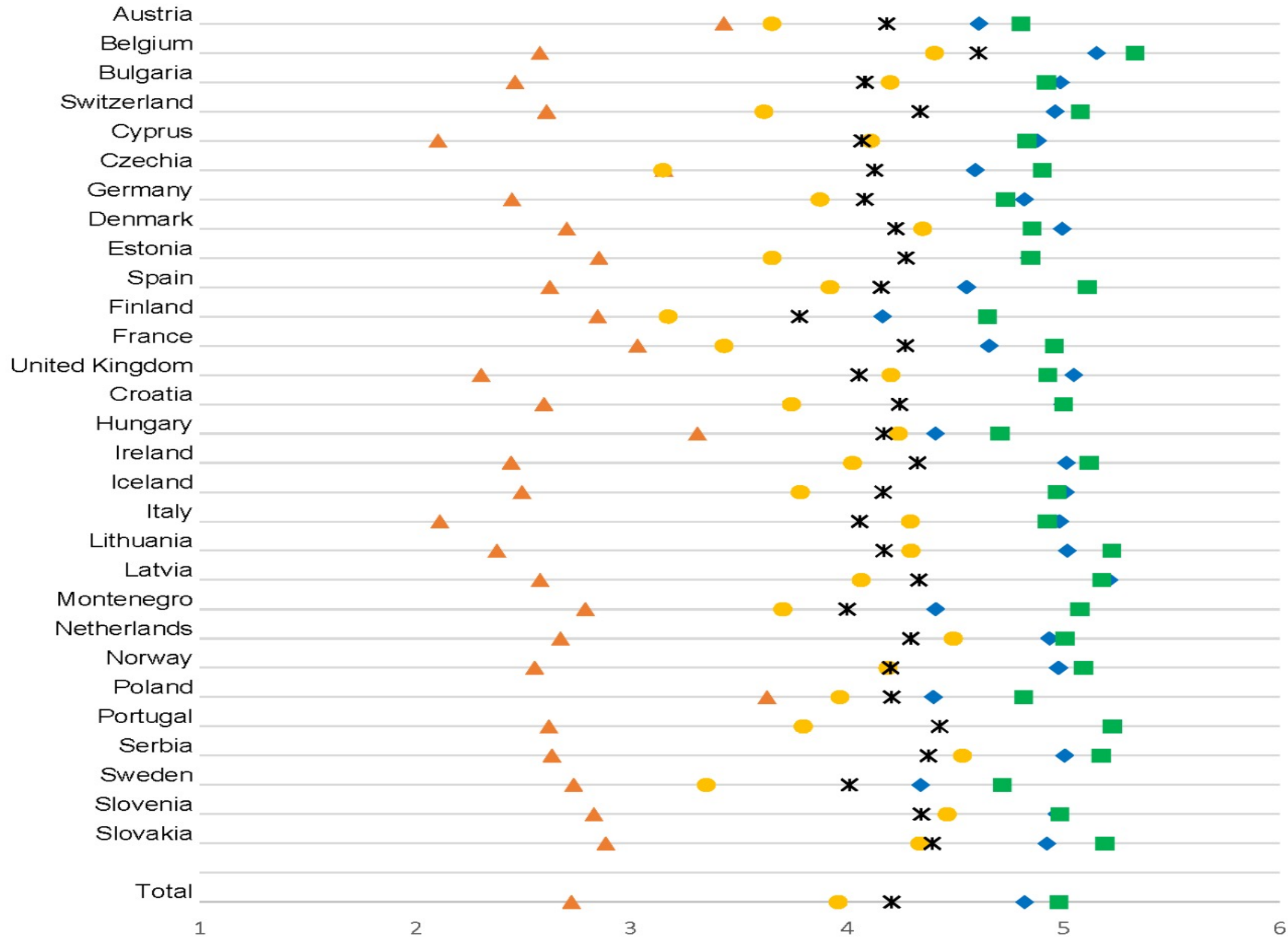
Sustainable behaviour

Value conflicts

Egoistic values

> Not always in conflict with sustainable (waste) behaviour

> Perceived costs and benefits

  - PAYT

  - Reversed collection

Energy saving programme

1. Save money

2. Save the environment

3. Save money and the environment

References: Schwartz, Bruine de Bruin, Fischhoff, & Lave, 2015

Human values

Value conflicts

Could be reduced by:

> Making behaviours more beneficial

References: Bouman et al., 2020; Steg & De Groot, 2012; Steg et al., 2014

Sustainable behaviour can feel good because it is meaningful

When:

> Autonomous

> Strong biospheric values
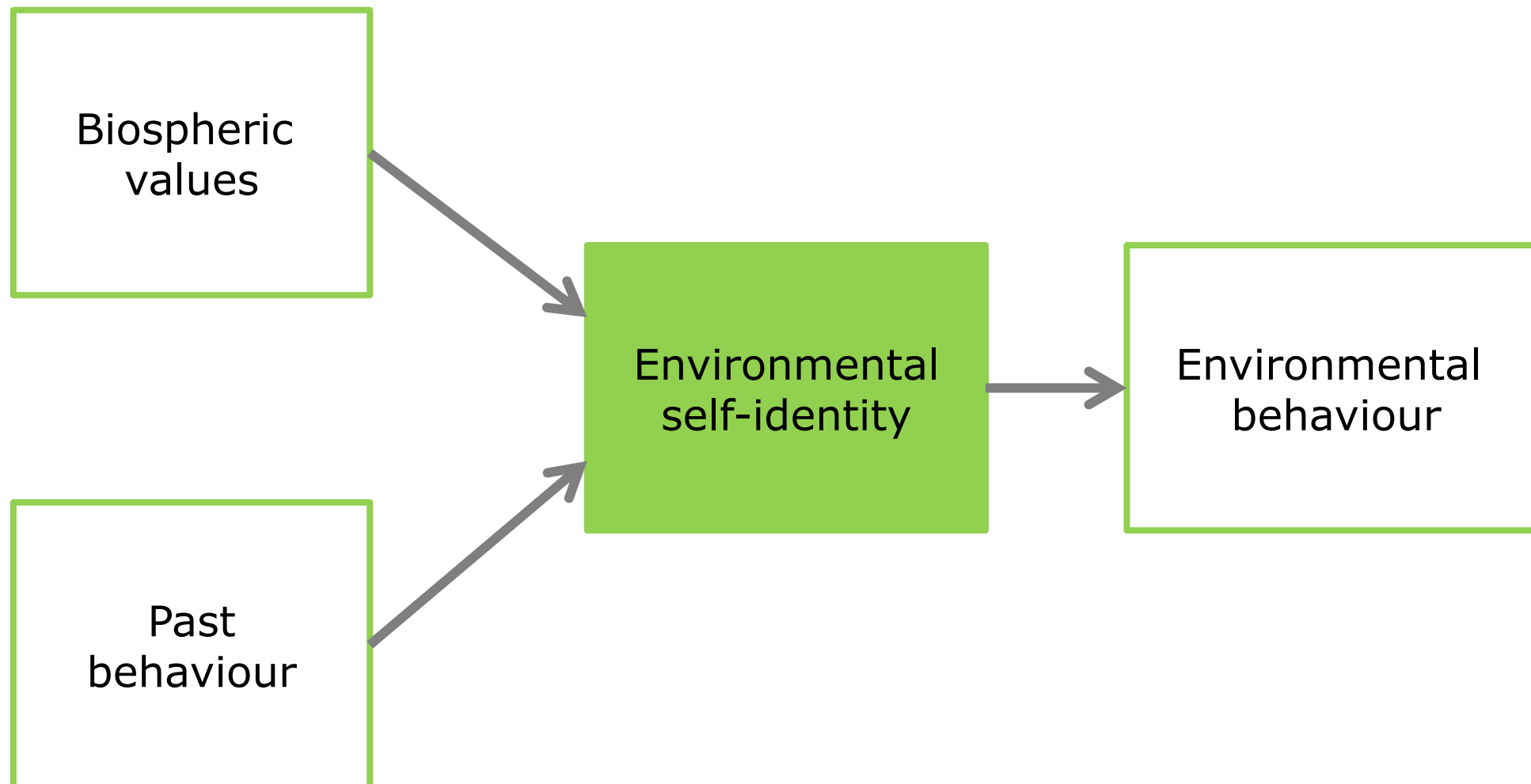
> Primary benefits for environment

Then:

> Self-signal

> "Warm glow"

> Encourages future sustainable behaviours
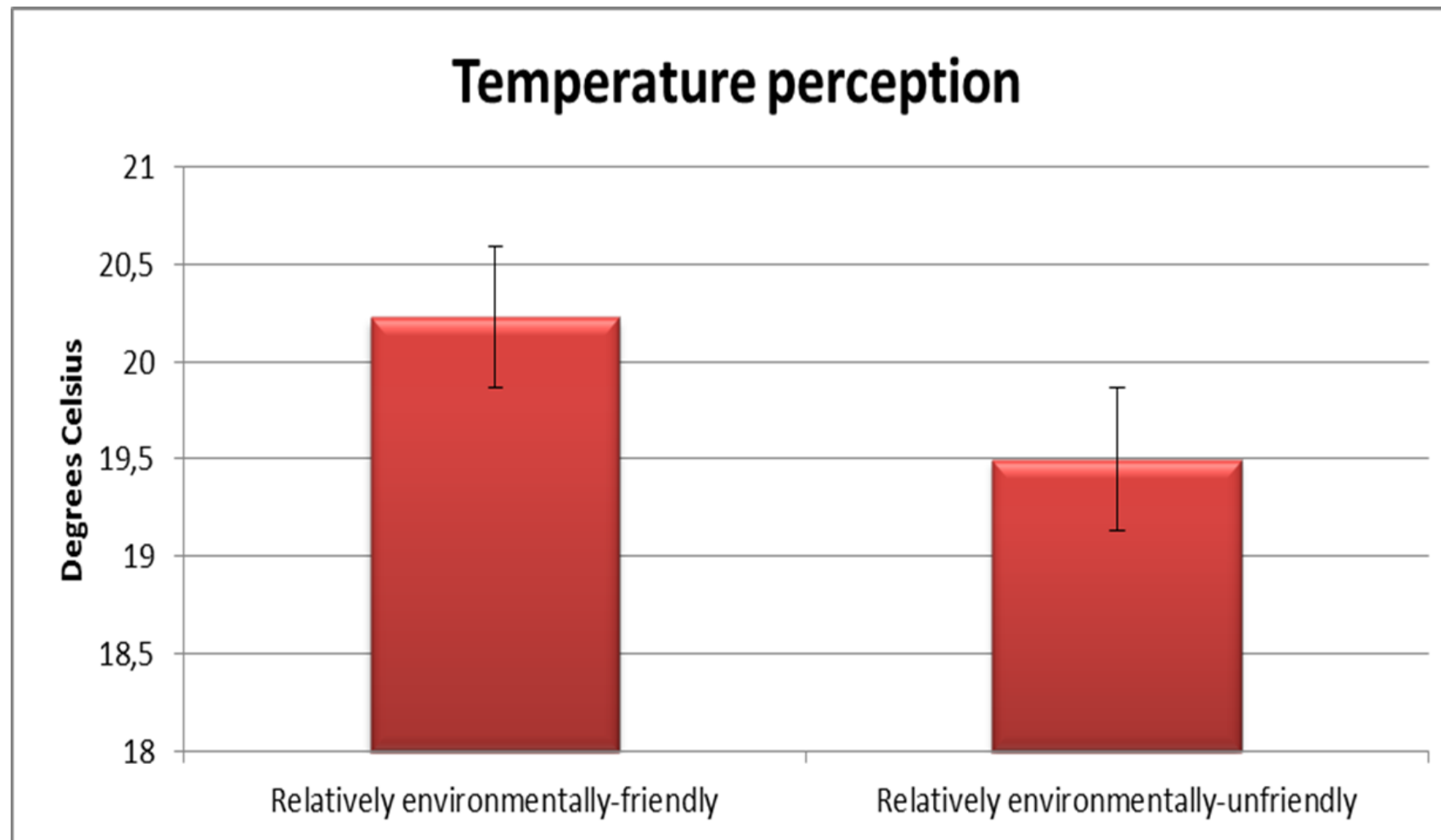
References: Venhoeven et al., 2016

Sustainable behaviour can feel good because it is meaningful

References: Taufik et al., 2014

Environmental self-identity

Biospheric values → Environmental self-identity → Environmental behaviour

Past behaviour → Environmental self-identity

References: Van der Werff, Steg, & Keizer 2013; 2014

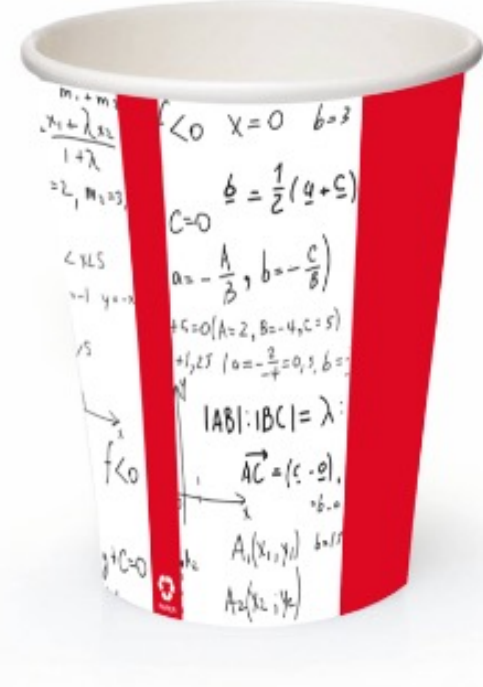# Contextual factors

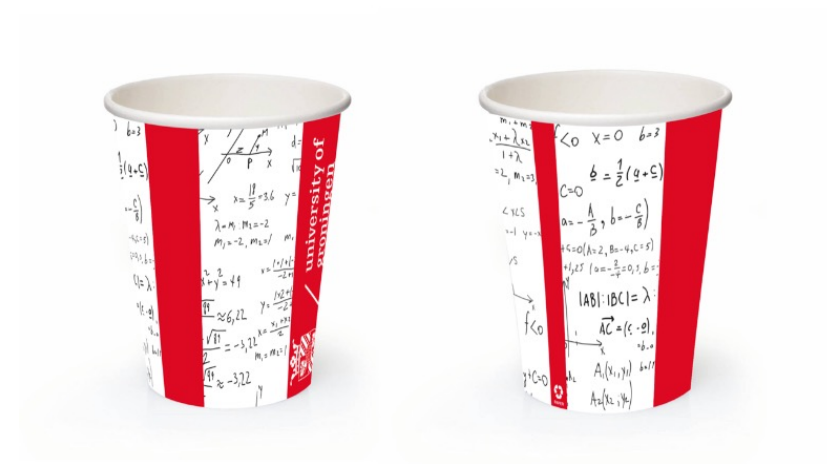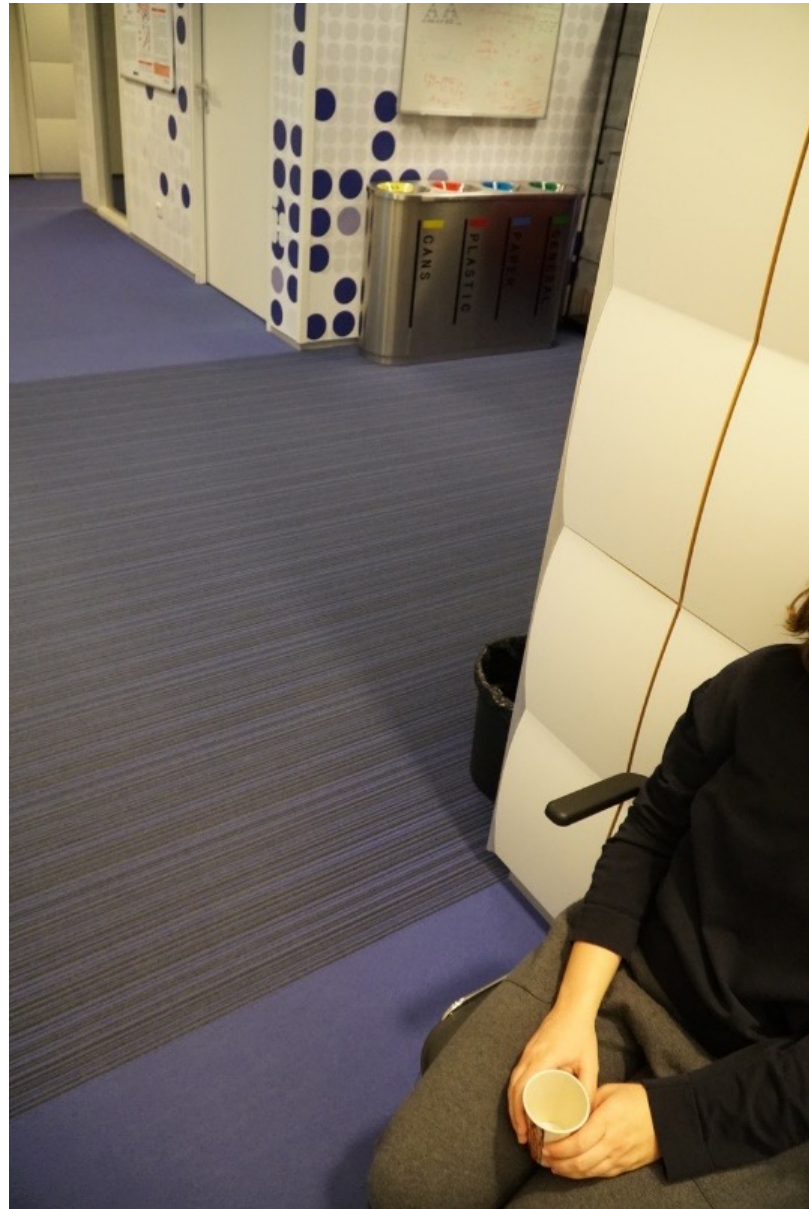> Barriers: being (un)able to act sustainably

Contextual factors

> Barriers: being (un)able to act sustainably

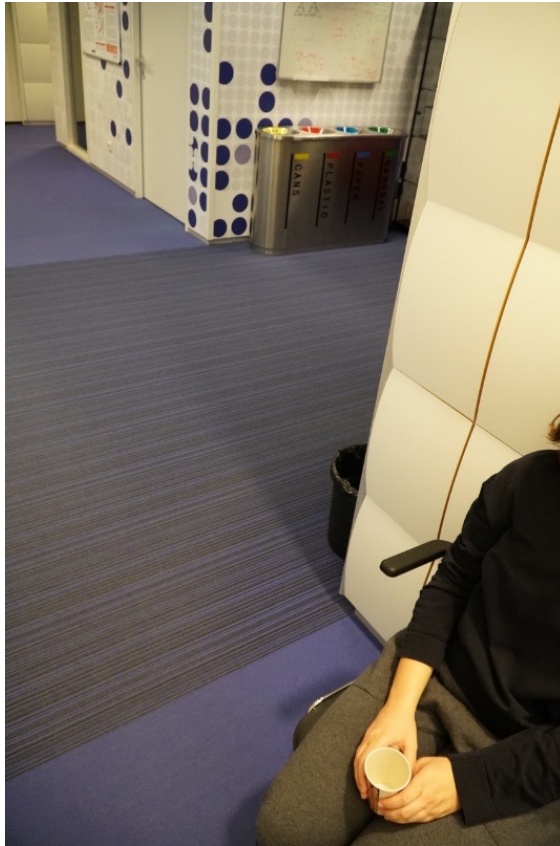> Contextual factors may also interact with personal factors

Design

Designs by Nicole Sauer

50% recycled   25% recycled

Designs by Nicole Sauer

The effect was especially pronounced among participants with moderate biospheric values

References: Geiger, Steg, Ünal, & Van der Werff, forthcoming

In sum

> Knowledge is important, but not sufficient for behaviour change

> Make sustainable waste behaviour in line with hedonic and egoistic values

> Strengthen the influence of biospheric values
  - e.g. past pro-environmental behaviour
  - Contextual factors (e.g. design)

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