

Analysis of determinants of environmentally-conscious behavior

-The study on the goal framing effect-

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1. Introduction

Consumers are required to take environment-friendly behavior for mitigation of global warming and climate change. Public policies to promote the behavior are classified into “structural strategies” or “psychological strategies”(Fujii 2003). This study focused on “psychological strategies” and considered policies about provision of information. Existing studies which researched how environmental information influences attitude and intention on environment-friendly behavior focused on only a degree of contact with information. This study focused on the frame to express information and examined the goal framing effect. The goal framing effect is researched mainly in United States and Europe. However, the results about the effect’s existence or non-existence and effective frame in the existing studies are different, and few existing studies examined structurally how the goal framing effect influences consumer’s attitude and intention. Thus, the purpose of this study is to show the difference on attitude and intention to environment-friendly behavior to be resulted by the goal framing effect. This study picked up “green purchasing”, “purchasing LED bulb” and “purchasing recycled paper notebook” as environment-friendly behavior and analyzed the effect by using a structural model which is one of major methods in psychology.

2. Methods

Analysis model in this study is based on the model proposed by Hirose (1994). An experiment by using questionnaire was conducted in order to collect data for analysis. First, t-test was conducted in order to verify the goal framing effect’s existence. Second, Structural Equation Modeling (SEM) was conducted in order to show the difference on attitude and intention to green purchasing.

3. Results

As a result, the goal framing effect exists in general attitude and intention to green purchasing like “I want to contribute mitigation of global warming.”, “I want to purchase environment-friendly products.”, and the loss frame is more effective than the gain frame. However, the effect doesn’t exist in intention to specific behavior like “I choose LED bulb when replacing a bulb in my house.”, “I buy a recycled paper notebook.” The difference on perception and evaluation about global warming and the behavior was shown. Therefore this study showed the goal framing effect’s existence and that it isn’t possible to promote intention on specific behaviors by the effect. It is desirable to analyze specifically this result and survey additionally based on this results.

Citation

Hirose, Yukio, 1994. 「環境配慮的行動の規定因について」『社会心理学研究』第10巻1号, 44-55.

Fujii, Satoshi, 2003. 「合意形成問題に関する一考察: フレーミング効果と社会的最適化の限界」『オペレーションズ・リサーチ』第48巻11号, 3-8.