

Wageningen University - Department of Social Sciences

MSc Thesis Chair Group Marketing and Consumer Behaviour

Changing Sustainable Identity by Self Attribution

Ethical issues as part of self-identity

Student: F.A. Schrama

Reg. Nr.: 860317748030

Programme: MSc Management Economics and Consumer Studies

Supervisor: drs. Y.K. van Dam

Second supervisor: dr. ir. A.R.H. Fischer

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Abstract

An experiment (N=229) is set up to investigate if neutral or positive identity focused feedback influences the sustainable identity of consumers. This experiment was set up to find a solution for the attitude-behaviour gap that people experience. Two well know models, the Value Belief Norm model and Norm Activation model, are combined to investigate how intrinsic motivation can be stimulated. Two types of feedback are given to two separate groups (neutral feedback N=110, positive identity focused feedback N=119) and linear regression showed no significant influence of the message on the sustainable identity of the respondents. However, strong positive, significant results have been found between sustainable identity, intrinsic motivation and sustainable choice.

Keywords: attribution, sustainable consumption, sustainable identity, motivation.

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1. Introduction

The significance of sustainable consumption is becoming increasingly important. Consumers are constantly made aware of alternative sustainable products. When asked, consumers often consider themselves as being environmentally concerned, but find difficulties in translating their concerns into actions (Department for Environment, Food and Rural Affairs 2006). Consumers must be stimulated to get past a gap that exists between their behaviour and attitude (Roberts and Bacon 1997; Vermeir and Verbeke 2006; Young, Hwang et al. 2010) and to get their behaviour in line with their attitude.

Research showed that different sustainability related constructs can be combined to one single, sustainable consumption construct: sustainable identity (Van Dam and van Trijp 2011).

1.1 Research objectives and aims

This research is focused on showing a relationship between positive, identity focused feedback, sustainable identity and sustainable choice behaviour. The aim is to investigate whether presenting consumers a message that is positive and identity focused can make their choices more sustainable. If this type of feedback appears to be effective in enhancing the sustainable identity and choice behaviour of consumers, the promotion of sustainable products can be improved. When sustainable choice behaviour becomes a part of norms, consumers motivate themselves to buy sustainable products.

1.2 General research question

The general research question of this thesis is formulated as follows:

Will positive, identity focused feedback lead to sustainable identity?

2. Literature research

To answer the general research question this literature research will be focused on the attitude-behaviour gap, identity and dilemmas, and normative behaviour. The attitude behaviour gap captures a main obstacle in sustainable behaviour. The identity of consumers contributes to the way they think and consume, and normative behaviour describes how consumers let their attitude depend on their norms. These concepts will be linked to each other through Value-Belief-Norm theory (Stern), motivation theory (Deci), and attribution theory (Kelley).

2.1 The Attitude-behaviour gap and dilemmas

People experience difficulties in getting their actions in line with their attitude, especially when it comes to sustainable behaviour. This is referred to as the attitude-behaviour gap (Roberts and Bacon 1997; Vermeir and Verbeke 2006; Young, Hwang et al. 2010). The attitude-behaviour gap shows that having a sustainable attitude does not necessarily result in sustainable behaviour, and with this problem consumers are forced to choose: to follow attitude or not. When consumers make an egoistic choice that will result in an outcome that is not altruistic, a social dilemma arises (Biel and Thøgersen 2007) and the consumer has to choose between personal benefit or collective benefit (Dawes and Messick 2000, Weber et al. 2004). Choosing altruistically will result in an outcome that is potentially less advantageous for the individual but advantageous for the collective (Donato et al. 1996), but when confronted with this social dilemma people often choose for group benefit, either automatically or out of appropriateness (Dawes and Messick 2000). The choice for sustainable products is promoted by messages that 'sustainable consumption is better for the environment', which is a motivation to choose for collective benefits. This suggests that the motivation to choose sustainable products is an emotional, non-rational choice, making existing models that focus on rational decision making obsolete (Corbett 2005; Spash 2006; Bamberg and Möser 2007; van Dam et al. submitted paper).

2.2 Norm activation

When egoistic impulses are restricted and actions are undertaken to favour collective benefits, social norms arise (Biel and Thøgersen 2007). To convince consumers to purchase sustainable products, these norms have to be specifically addressed and activated. The activation process of pro-social and altruistic behaviour is described in the Norm-Activation Model (Schwartz 1977), and happens through addressing personal norms. According to the model consumers behave pro-social because they feel morally obliged to do so. Stimulating feelings of these feelings of moral obligation can either happen through extrinsic or intrinsic motivation (Deci et al. 1999). When extrinsically

motivated, the incentive to perform the task is stimulated by factors outside the individual and not related to the task they are performing (Bénabou and Tirole 2003). The task is more mean than an end, which makes the final reward the goal of behaving a certain way rather than the behaviour itself. A disadvantage of extrinsic motivation is that when the external reward is no longer present, the motivation to perform pro-social behaviour disappears as well. When the desire to perform a task is solely for the sake of the task itself, a consumer is intrinsically motivated (Bénabou and Tirole 2003). This will give the consumer a stronger incentive to behave pro-social than external motivation, since the reward is in the act itself, and is not depending on an external reward.

The Norm-Activation model includes awareness of the consequences of ones actions (AC) and the acceptance of personal responsibility that one has for their actions (AR), which have a direct effect on personal norm as well as on behaviour. The presence of AC and AR moderates the link between personal norm and behaviour: when a consumer is aware of the negative consequences of not behaving in a pro-social manner and accepts the responsibility for these consequences the relationship between personal norm and behaviour gets stronger (Jackson 2005). So to stimulate sustainable, pro-social behaviour not only personal norms have to be addressed, but attention has to be paid to awareness of consequences and ascription of responsibility.

2.3 Value-belief-norm theory (VBN)

An extension of norm-activation theory is the value-belief-norm theory (VBN). This model is designed to get more insight in pro-social and pro-environmental behaviour (Stern, Dietz et al. 1999; Stern 2000). Value-belief-norm theory assumes that norm-based actions arise from three factors: the acceptance of particular personal values, beliefs that these values are being threatened, and the belief that personal behaviour can eliminate the threat and help to restore personal values (Stern, Dietz et al. 1999).

The major contribution of the value-belief-norm theory is changing the motivational approach to behave in a pro-environmental way: where the norm-activation model preliminary focuses on extrinsic motivation, value-belief-norm theory tries to include intrinsic motivation with values and beliefs. However, the model also adopts awareness of consequences and ascription of responsibility and places this between internal 'values and beliefs', and external 'norms and behaviour'. While ascription of responsibility does link the model to intrinsic motivation, the positioning between values/beliefs and norms/behaviour takes the model back to a more extrinsic focus.

2.4 Identity and Moral Behaviour

Moral identity can be considered as a basis for people to construct their self-definition (Aquino and Reed 2002), and this basis is open to change. Different approaches to identity and the effect of morality will be described in the following section.

2.4.1 Self-concept

The self-concept is a dynamic concept and therefore capable to change (Burns 1979; Markus and Wurf 1987). It holds the beliefs people have about their qualities and how they are evaluated (Solomon, Bamossy et al. 2006). Consisting of the ideal self, the ought self and the actual self (Burns 1979; Strauman and Higgins 1987) the self-concept covers more dimensions and is constructed and adjusted overtime. The ideal self is a concept that describes how a person ideally would want to be like. It is built on wishes and beliefs. The ought self is what others believe a person ought to be like and the actual self consists of attributes that a person actually possesses and reflects in behaviour. Considering sustainable identity, it often seems to be the case that people see themselves as rather sustainable (ideal) but behave otherwise (actual) (Roberts and Bacon 1997; Boulstridge and Carrigan 2000; Vermeir and Verbeke 2006; Young, Hwang et al. 2010). Still, people will try to act according to their self-concept and maintain it (Blasi 1980, 1993, 2004, Bamossy et al. 2006). Actively reminding consumers of this self-concept stimulates moral behaviour (Mazar et al. 2008), where the behaviour of the individual turns out to be beneficial for the collective.

2.4.2 Role identity

The 'identity position' that a person takes in a certain situation he or she is placed in is the role identity that a person holds (Stryker 1968, Stryker 1980, Stryker and Serpe 1994, Wiley 1991). It defines a person and merges with one's self-definition (Kleine, Kleine et al. 2001). A person can have a role identity as parent, partner, and employer as well as a role identity as football fan or impassionate collector of stamps. Although being very different from each other, all roles are part of the total identity of a person, but some identities are more relevant than others. This is ordered hierarchically in the self-concept (Hogg, Terry et al. 1995). Role identities are activated when stimuli relevant to that role are given (Forehand, Desphandé et al. 2002). Although individuals have their own way of behaving, morality defines what is morally right and wrong to do in a certain situation (Gert 2005), or in a certain role.

2.4.3 Social identity and norms

Other than role identity, social identity theory focuses on the identity of a person in group-context. The definition of the self comes forth from the defining characteristics of the group. This self-definition becomes part of the self-concept (Hogg, Terry et al. 1995).

Social norms are norms used by groups to state which norms, values, attitudes and behaviours are appropriate and acceptable and which are not. The groups moral defines what is right and what is wrong. These norms and values play a large role in constructing and maintaining social identity.

2.4.4 Sustainable identity

A positive attitude towards the natural environment influences people in behaving sustainable and adopt a sustainable identity (Clayton 2003, Clayton and Opatow 2003). Most consumers that choose sustainable products do so because ethical issues have become a part of their self-identity (Ozcaglar-Toulouse, Shiu et al. 2006). This is a typical example of intrinsic motivation: the motivation to behave sustainable is caused by peoples' own positive feelings for nature, their feelings of being responsible for their natural environment, and their desire to be a sustainable consumer. The ascription of responsibility (AR) from the Norm-Activation Model is activated and linked to the individual.

Thus, role identity and social identity both influence the self-concept of a person. Role identity through stimulating acting in line with the 'ideal-self' in role-situations where this behaviour is appropriate, and social identity does the same for the behaviour in group context. Both types of identity seem to be sensitive for moral influences. Now it is of interest how sustainable identity can be strengthened so it can influence the self-concept as well. This could lead to more sustainable consumption.

2.5 From attribution theory to behaviour

Were the Value-Belief-Norm model stays focused on extrinsic motivation, attribution theory could lead motivation to a more internal level. The process of intrinsic motivation could be activated through internal attribution, which is expected to give a strong intrinsic motivation to adopt a sustainable identity and behave accordingly.

Attribution theory (Kelley 1973; Kelley and Michela 1980) is used to explain how people assign effects to causes through two different types of attribution: external or internal. External attribution can be linked to extrinsic motivation and internal attribution to intrinsic motivation. This part of the literature review will focus on combining the two theories.

2.5.1 External attribution and extrinsic motivation

External attribution focuses on events outside the own behaviour, which implies that causes are assigned to situations rather than to one's own actions (Kelley 1973). Relating this to environmentally friendly consumption behaviour, results in assuming that people assign effects on the environment to factors outside their own behaviour. Adjustments in one's own behaviour would not be of any influence on the environment. Following external attribution and extrinsic motivation no incentive to change current behaviour is given. Therefore promoting sustainable consumption through messages that focus on extrinsic motivation is assumed to be pointless, since no sustainable character change is likely to occur.

2.5.2 Internal attribution and intrinsic motivation

When an effect or outcome is assigned to people's own actions this is referred to as internal attribution (Kelley 1973). It makes a person behave in a certain way because of an attitude they hold and the perception that behaving in line with this attitude actively contributes to a desired outcome for oneself. This definition of internal attribution shows a clear link to intrinsic motivation: the attitude to act a certain way is internally implemented and behaviour comes forth from an internal conviction that one's own behaviour will affect the outcome.

To stimulate consumers into choosing sustainable products, internal attribution should be activated. The more extreme the effect of behaviour is, the more likely people are motivated to make internal attributions (Kelley and Michela 1980).

Combining all theories mentioned gives a new view on the problems considering the attitude-behaviour gap in sustainable consumption. Internal attribution is mediated by intrinsic motivation, and value-belief-norm theory constructs a bridge between norms and behaviour. Placing the focus

on strengthening the values of the consumer, and referring to their feelings of responsibility may allow us to activate intrinsic motivation, resulting in stronger belief in actions, an encouragement of their personal norms and finally in a strong(er), sustainable identity.

2.6 Theoretical framework

A model has been constructed to get the hypotheses mapped (figure 1). The figure shows the relationships between models and theories found in literature and sustainable identity

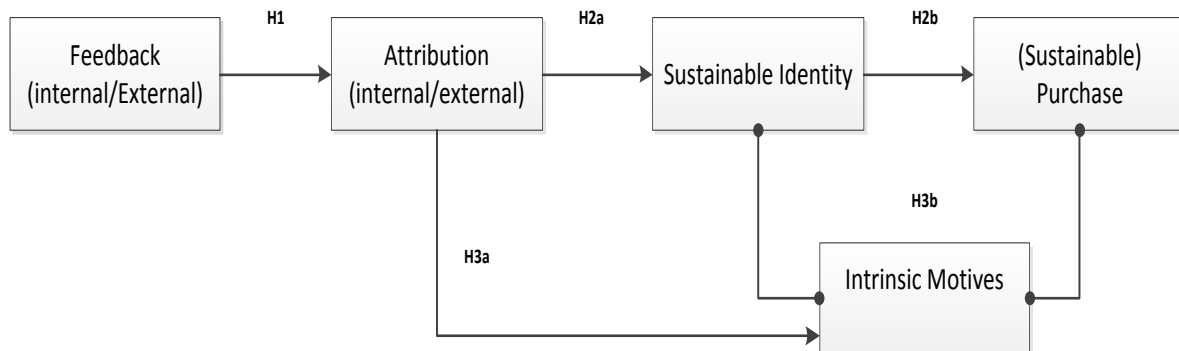


Figure 1: Hypotheses

2.6.1 Hypotheses

Internal, positive, identity focused feedback is expected to activate internal attribution, which leads to the first hypothesis

Hypothesis 1: Internal, identity focused, positive feedback lead to more internal attribution compared to external feedback.

When causes are attributed to internal factors, a person has an internal desire to fulfil a certain task for the sake of the task itself (Deci 1975; Deci, Koestner et al. 1999; Benabou and Tirole 2003). This is expected to have a positive influence on sustainable identity and values, beliefs and norms. This leads to the second hypothesis, consisting of two items

Hypothesis 2a: Internal attribution will lead to a higher sustainable identity compared to external attribution.

Hypothesis 2b: Higher sustainable identity leads to (more) sustainable choice.

Intrinsic motivation is a stronger encouragement for people to act in a certain way than extrinsic motivation (Deci 1975; Deci, Koestner et al. 1999; Benabou and Tirole 2003). Linking Kelley's attribution theory to Deci's motivational theory, internal attribution could lead to more intrinsic motivation, which will mediate between sustainable identity and an actual sustainable choice. This leads to the third hypothesis, consisting of two items:

Hypothesis 3a: Intrinsic motivation is more likely to be found in the internal attribution situation compared to the external attribution situation.

Hypothesis 3b: Sustainable identity to an actual sustainable choice is mediated by intrinsic motivation.

3. Methodology

3.1 *Experimental design*

The research group is split in two groups. Each respondent is presented with three types of clothing (male/female) from which the respondents has to choose. Following the choice, the manipulation phase is introduced, one group receives neutral feedback, to initiate external attribution, and the other group received internal identity focused feedback, to initiate internal attribution. In both groups attribution, values, sustainable attitude, and identity are measured. After the questionnaires the respondents are asked to make a second product-choice with help of a preference scale, where it is clear whether the article is sustainable or not. Finally all respondents are asked to motivate their choice with help of a short questionnaire.

3.2 *Measures*

- Attribution
- Values
- Sustainable identity
- Motives

3.2.1 *Attribution*

For measurement of attribution a scale of three different types of attribution possibilities is constructed: internal sustainable, external sustainable, and external cosmetic attribution. Internal and external sustainable attributions are measured with standardized question, to measure how the respondent assigns effects to causes (Kelley 1973; Kelley and Michela 1980). Examples of question from these two attribution types respectively are: 'I would choose a sustainable product because I think it is important that a product is sustainably produced', and 'I would choose a sustainable product because it is better for the world'. The measure for external cosmetic attribution is added to the scale to measure other cause-and-effect relations in the choice for a product. An example of a question from this scale is 'I would choose sustainable product because it looks good'.

All questions are rated on a seven point Likert-scale where 1 implies "Strongly disagree" and 7 "Strongly agree".

3.2.2 *Values*

Values are measured with the help of a shortened version of the Schwartz value scale, consisting of eleven items, completed with two biospheric values (de Groot and Steg 2007). All values have a different orientation varying from egoistic, altruistic and biospheric values. The values are rated on a

Likert scale where -1 represents that the value conflicts with the respondents principles, and 7 represents that the value is a very important guidance in life.

3.2.3 Sustainable identity

The measurement of sustainable behaviour of the respondents is done with several scales: the New Environmental Paradigm (NEP) scale to measure sustainable attitude (Dunlap and van Liere 2000).

Ethical orientation (Brenton and ten Hacken 2006; Ozcaglar-Toulouse et al. 2006) and the connectedness to nature (Mayer and Frantz 2004) will be combined with biospheric values to construct a measure for sustainable identity.

New Environmental Paradigm

The sustainable attitude that people have about environmental issues are measured with the NEP-scale. Rated on a seven point Likert scale the respondents are asked whether they “Strongly disagree” (1) or “Strongly agree” (7) with claims such as “Humans have the right to modify the natural environment to suit their needs” to “Humans are severely abusing the environment”.

Role-content and ethical orientation

The role-content is measured to get insight in norms and sustainable identity. For measuring the role-content 2 sets of items are presented. The first set contains questions considering ethical orientation (Brenton and ten Hacken 2006; Ozcaglar-Toulouse et al. 2006) measuring personal norms and social norms. Examples of questions are “I would feel a loss if I was forced to give up my sustainable lifestyle” and “Many people think of me in terms of a sustainable consumer”. Again, these questions are rated on a seven point Likert scale where 1 means “Strongly agree” and 7 “Strongly disagree”.

The second set consists of the Connectedness to Nature scale (Mayer and Frantz 2004), consisting of eight items, to measure sustainable identity with questions like “I often feel a oneness with the natural world around me” also measured on a seven point Likert scale.

3.2.4 Motives

When the informed choice for either a preference for sustainable of non-sustainable product is made the respondents are presented with a set of questions that will measure their motives. Rated on a seven point Likert scale nine claims are presented, such as “I would choose a sustainable product because I always choose sustainable products” and “I would choose a sustainable product because it is not expensive”.

3.3 Procedure

Respondents (N=229) are approached through internet and through research on the Wageningen University. Placing the link to the online survey on Facebook creates a snowball-effect and to get enough respondents the research will be conducted at the university as well. This will result in a varied sample.

Respondents will be asked three times to choose one piece of clothing from three options. A distinction between male and female clothing is made. All products are supposed to be sustainable products, but this will be unknown to the respondents. After the choice, the respondents will receive either a feedback focused on external attribution or internal attribution (identity focused), see translated version of the feedback below (figure 1a and 1b)



Figure 1a

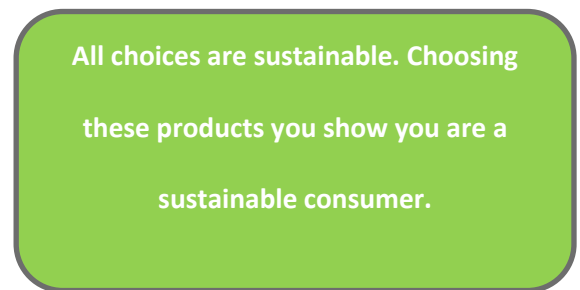


Figure 1b

After the feedback and scales to discover attribution, values, and sustainable attitude the respondents will be asked to choose from two products again, of which it is now known whether the product is sustainable or not. The last product-choice is also split in a 'no price' group and a 'price group'. In the first category the only information given is 'sustainable' or 'not sustainable', and in the second category the sustainable variant is slightly more expensive.

4. Results

4.1 Sample description

The sample (N=229) consisted of 76 males and 153 females. There were no significant differences found in the results for the male and female group. The people per feedback group were almost equal: 110 respondents received external feedback (group 1) and 119 respondents the internal feedback (group 2). The age varied between 17 and 72 years old, with an average of 22.

4.2 Quality of scales

Attribution is measured with concepts that capture internal sustainable, external sustainable and cosmetic sustainable attributes. For all constructs the Cronbachs alpha is determined to check the reliability (table 1). For both internal sustainable as well as external sustainable the Cronbachs alpha is high (.837 and .772). Cosmetic attribution showed a small Cronbachs alpha (.483). This results was expected, since the items in this construct cover 'other attribution types' than measured in the internal- and external attribution items.

Values are constructed of 3 concepts, altruistic, egoistic and biospheric. A factor analysis with Varimax rotation confirmed a three-dimensional structure (Eigen values: 3.939, 2.281 and 1.461, followed by .893) and the first three factors accounted for 59.08% of the variance. For all three concepts the Cronbachs alpha is determined.

Construct	Items	Cronbachs alpha
<i>Attribution</i>		
Internal sustainable attribution	5	.837
External sustainable attribution	5	.772
External cosmetic attribution	5	.483
<i>Values</i>		
Altruistic	4	.695
Egoistic	5	.712
Biospheric	4	.874
<i>Sustainable Identity</i>		
NEP	15	.806
Ethical orientation	11	.900
Connectedness to nature	9	.921
<i>Motives</i>		
Intrinsic sustainable	3	.776
Extrinsic sustainable	3	.883
Extrinsic cosmetic	3	.326

Table 1

For NEP, ethical orientation, and connectedness to nature the Cronbachs alpha is calculated and shows high reliability of all concepts. Motives are split in three concepts; intrinsic sustainable,

extrinsic sustainable and extrinsic cosmetic. Factor analysis confirmed these three dimensions (Eigen values: 3.888, 1.387 and 1.269, followed by .726), counting for 72.71% of the variance. For all three concepts the Cronbachs alpha is determined. 'Extrinsic cosmetic motive' has an alpha of .326, that shows low reliability of the concept. However, this result was expected, since the three items in the concept are items that were not measured in the other motive concepts. They represent 'other motives', not necessarily connected with each other.

4.3 Hypotheses

The effect of feedback on attribution

H1 Internal, identity focused positive feedback lead to more internal attribution compared to external feedback.

Comparing the results of the two groups (the 'neutral-group' with external feedback, n=110, and the 'manipulation-group' internal feedback, n=119) must show if the first hypothesis can be accepted. This is compared with a t-test. The mean scores for attribution type are presented in table 2. The results of the test show that the first hypothesis is denied: the different feedback messages do not have a significant effect on either internal (F= 1.394, p=.239) or external (F= .717, p=.398) attribution.

Feedback	External	Internal
Mean Internal attribution	4.596	4.356
Mean External attribution	4.356	4.256

Table 2

To see whether the feedback has any effects on constructs in the model a linear regression was conducted to see if feedback influences motivation. This too showed no significant effect ($R^2=.001$, F=.264, $\beta=.034$ and p=.608). The different types of feedback do not seem to influence the respondent. This will be further treated in the discussion.

The effect of attribution on sustainable identity

H2a Internal attribution will have a larger effect on sustainable identity compared to external attribution.

Sustainable identity is defined by biospheric values, ethical orientation and connectedness to nature. Combining the three in a mean variable gives a dependent variable. The independents are internal and external attribution. A linear regression confirmed a positive, significant relation between attribution and sustainable identity (table 3).

	R^2	F	β	p
Mean Internal attribution	.313	103.29	.559	.000
Mean External attribution	.328	110.79	.573	.000

Table 3

When both internal and external attribution are tested, internal attribution shows a beta of .310 and external attribution a beta of .355. This indicates that both internal attribution and external attribution contribute to the sustainable identity of the respondents. However, when the differences between the betas are tested, $p=.506$ shows that there is no significant difference between internal and external attribution. Then correlation of internal and external attribution is tested with a bivariate correlation. This showed that the attribution types explain 50% of each other (correlation=.700). The F chance for internal attribution under the condition of external attribution scores 23.338, while the F chance for external attribution under the condition of internal attribution scores 17.799, showing that the effect of internal attribution is larger.

NEP score is used as definition for sustainable attitude, and not adopted in the sustainable identity variable, since it measures attitude related elements and not identity related elements. A linear regression for attribution and the mean NEP score did show a smaller but positive significant effect ($R^2=.019$, $F=4.508$, $\beta=.140$ and $p=.035$).

The effect of sustainable identity on sustainable purchases

H2b Higher sustainable identity leads to (more) sustainable choice.

To test this, only the choices made in the price condition are taken into account, since almost all respondents chose sustainable when there was no difference in price. A score higher than four out of seven, the choice was considered a sustainable choice. A linear regression confirmed that a high sustainable identity leads to a more sustainable choice ($R^2=.272$, $F=43.646$, $\beta=.521$ and $p<.001$).

The effect of attribution on intrinsic motivation

H3a Intrinsic motivation is more likely to occur in the internal attribution situation compared to the external attribution situation.

Internal attribution should lead to more intrinsic motivation than external attribution. Linear regression with intrinsic motivation as dependent showed a positive effect between internal attribution and intrinsic motivation. The beta of internal attribution ($\beta=.344$, $p=.000$) is larger than the beta of external attribution ($\beta=.067$, $p=.309$). To test whether the difference between betas in the regression model is significant the two variables are replaced by their sum and difference: external plus internal attribution and external minus internal attribution (table 4).

	B	p
Internal attr + External attr	.653	.000
Internal attr - External attr	.220	.000

Table 4

The mediator effect of intrinsic motivation

H3b Sustainable identity to an actual sustainable choice is mediated by intrinsic motivation.

It is expected that intrinsic motivation is influenced by sustainable identity and influences sustainable choice in a positive way. When a person is intrinsically motivated they activate themselves to choose sustainable products. This choice should strengthen sustainable identity, leading to another sustainable choice and so forth. The role of intrinsic motivation is the role of a mediator. The mediator should clarify the relation between sustainable identity and sustainable choice.

To be a mediator there must be significant effects between sustainable identity (SI), sustainable choice (SC), and intrinsic motivation (mediator, M). All effects are present, positive and significant (table 5).

	R²	F	B	p
SI --> SC	.272	43.65	.521	.000
SI --> M	.310	101.89	.557	.000
M --> SC	.386	73.56	.621	.000
SI --> SC M	.406	39.60	.231	.000

Table 5

A linear regression with all concepts shows intrinsic motivation as a partial mediator between sustainable identity and sustainable choice. Sustainable identity still influences sustainable choice when intrinsic motivation is introduced.

5. Discussion and conclusion

The goal of this research it to investigate whether using positive, identity focused feedback on sustainable products has a positive effect on a sustainable choice through internal attribution. To test this, attribution theory (Kelley 1973; Kelley and Michela 1980) is combined with value-belief-norm theory (Stern, Dietz et al. 1999; Stern 2000). The results show that this is not the case.

It is remarkable that the data retrieved from the pre-test (N= 62) did show a significant effect of the external and the internal feedback on attribution. An explanation for this could be that when the financial reward for answering the questionnaire was introduced, respondents were more extrinsically motivated and paid less attention to the questionnaire than the respondents that were more intrinsically motivated and completing the questionnaire for 'a good cause'.

In accordance with recent research (van Dam et al. submitted paper) there are positive significant relations between sustainable identity, sustainable choosing behaviour and intrinsic motivation, but these relations are not induced by any of the two types of feedback used in this experiment. An explanation for this can be that the feedback message was not clear enough. Furthermore, there might have been a problem with the attention that was paid to the feedback: at the end of the questionnaire the respondent was asked what was written in the green box with feedback. They did not have the option to skip the question so all respondents answered something. Analysis of these responses taught that the majority of the respondents did not remember what was written in the message. Although most respondents knew that it said that all products of their choice were sustainable products, almost no one seemed to have remembered, or paid attention to, the neutral/positive information. This could mean that the positive identity focused feedback did not get a chance to genuinely affect the respondents.

Although no significant relation was shown between feedback, attribution type and the eventual choice, the second part of the hypotheses model showed high positive and significant relations. Both internal and external attribution contributed to sustainable identity. And identity of a person appeared to be a strong motivator for choice behaviour, as is shown in other researches (Granberg and Holmberg 1990; Sparks and Shepherd 1992; Aquino and Reed 2002).

Recommendations

In this thesis attribution is treated as a 'state', rather than the psychological approach with attribution as a 'trade'. Locus of control theory suggests two types of trades that people have: either to believe that results come forth from their own behaviour, or that results are assigned to other events (J.B. Rotter 1954; J.B Rotter 1990). For future research it is recommended that before data collection the locus of control of respondents is determined. When this is done, locus of control can either be taken into account in the model or denied as a variable for the study. It is also advisable to further investigate how to activate intrinsic motivation.

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Appendix 1 Questionnaire

In dit onderzoek wordt u gevraagd om telkens 1 keuze te maken uit drie kledingstukken. Er mag vanuit gegaan worden dat alle kledingstukken even duur zijn en van vergelijkbare kwaliteit. Kies van de 3 gegeven opties dus iedere keer het kledingstuk dat u het meeste aanspreekt. Na deze keuzes volgt er een aantal vragenlijsten. Er zijn geen goede of foute antwoorden, het gaat alleen om uw eigen keuze en/of mening. Deelname duurt ongeveer 10 minuten. De antwoorden worden anoniem opgeslagen en verwerkt. Alvast bedankt voor uw medewerking aan dit onderzoek!

Ik ben een...

- Vrouw
- Man

Mijn leeftijd:

MEN: Kies van de drie opties de jas die u het liefst zou dragen

- Image:Coat men 2
- Image:Coat men 3
- Image:Coat men 1

Kies vervolgens de jeans die u het liefst zou dragen

- Image:Jeans men 2
- Image:Jeans men 3
- Image:Jeans men 4

Tot slot: kies de trui van uw voorkeur

- Image:Trui 1
- Image:Trui 2
- Image:Trui 4

WOMEN: Kies van de onderstaande jassen de jas die u het liefst zou willen kopen

- Image:Coat women black
- Image:Coat women brown
- Image:Coat women grey

Kies vervolgens de jeans die u het liefst zou aanschaffen

- Image:Skinny dark
- Image:Very light
- Image:Light straight

Kies als laatste de jurk die u het liefst zou willen hebben

- Image: Black dress
- Image: Red dress
- Image: Light dress

In het volgende scherm krijgt u informatie over uw keuze.

External Feedback (fig. 1a)

- Gelezen

Internal (Positive, identity focused) feedback (fig. 1b)

- Gezien

Nu volgt er een aantal vragenlijsten. Er zijn geen goede of foute antwoorden. Kies het antwoord dat het beste bij u past.

ATTRIBUTION

Tot in hoeverre bent u het eens met de onderstaande stellingen? Ik zou een duurzaam product kiezen...

	1 Helemaal oneens	2	3	4 Niet eens, niet oneens	5	6	7 Helemaal mee eens
...omdat ik het belangrijk vind dat een product duurzaam geproduceerd is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...omdat het goed is voor de wereld	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...als het een stijl heeft die mij aanspreekt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...omdat het past bij wat ik wil uitstralen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...omdat het beter is voor mij	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...als het gunstig geprijsd is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...omdat het past bij mijn persoonlijkheid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...omdat het goed is voor mijn omgeving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...als het van een merk is dat mij aanspreekt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...omdat het overeenkomt met wie ik ben	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...omdat het op lange termijn goedkoper is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...omdat het van goede kwaliteit is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...omdat het past bij mijn idealen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...omdat het assortiment steeds groter wordt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...als het opvallend is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

VALUES

Hieronder staan 13 waarden. Elke waarde wordt kort toegelicht. Wilt u aangeven hoe belangrijk elke waarde is voor u als een leidraad in uw leven -1 betekent dat de waarde ingaat tegen uw principes 7 betekent dat de waarde uiterst belangrijk is als leidraad in uw leven. Doorgaans heeft iemand niet meer dan twee waarden waaraan een 7 wordt toegekend.

	-1	0 Onbelangrijk	1	2	3 Belangrijk	4	5	6	7 Heel erg belangrijk
GELIJKHEID: gelijke kansen voor iedereen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RESPECT VOOR DE AARDE: in harmonie leven met andere soorten	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MACHT: controle over andere mensen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EENHEID MET DE NATUUR: je verbonden voelen met de natuur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EEN VREEDZAME WERELD: vrij van oorlog en conflict	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RIJKDOM: materiële bezittingen, geld	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
GEZAG: het recht om te leiden of op te dragen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SOCIALE RECHTVAARDIGHEID: herstel van onrecht, zorg voor zwakkeren	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BESCHERMING VAN HET MILIEU: behoud van milieukwaliteit en de natuur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
INVLOEDRIJK: invloed hebben op mensen en gebeurtenissen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BEHULPZAAMHEID: werken voor het welzijn van anderen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MILIEUVERVUILING VOORKOMEN: natuurlijke hulpbronnen beschermen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AMBITIE: hard werken, eerezucht, strevend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

NEP

Tot in hoeverre bent u het eens met de onderstaande stellingen.	1 Helemaal oneens	2	3	4 Niet oneens, niet eens	5	6	7 Helemaal mee eens
Mensen hebben het recht om de natuurlijke omgeving te veranderen zodat hun eigen behoeften worden vervuld	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planten en dieren hebben evenveel bestaansrecht als mensen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De vindingrijkheid van de mens zal ervoor zorgen dat we de aarde niet onleefbaar zullen maken.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We bereiken bijna de grens van de hoeveelheid mensen die op aarde onderhouden kunnen worden.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De aarde heeft meer dan genoeg natuurlijke voorraden, we moeten alleen nog leren hoe we ze kunnen ontwikkelen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het evenwicht van de natuur is erg gevoelig en makkelijk te verstoren.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Als mensen ingrijpen in de natuur, heeft dat vaak rampzalige gevolgen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De balans van de natuur is sterk genoeg om met de gevolgen van moderne industrielanden om te gaan.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De aarde is als een ruimteschip met beperkte ruimte en beperkte middelen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ondanks onze bijzondere vaardigheden als mens, zijn wij nog steeds onderworpen aan de wetten van de natuur.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De mens is het milieu ernstig aan het misbruiken.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De 'ecologische crisis' die de mensheid boven het hoofd hangt, is sterk overdreven.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Uiteindelijk zullen mensen genoeg weten over de natuur om haar te kunnen beheersen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Als alles zo doorgaat op de manier zoals het nu gaat, zullen we snel een enorme ecologische catastrofe tegemoet gaan.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De mens is gemaakt om over de rest van de natuur te heersen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ETHICAL ORIENTATION, ROLE CONTENT, SUST ID

Tot in hoeverre bent u het eens met de onderstaande stellingen?

	1 Helemaal oneens	2	3	4 Niet oneens, niet eens	5	6	7 Helemaal mee eens
Ik denk zelden na over duurzame consumptie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou het niet fijn vinden als ik gedwongen werd om duurzaam te consumeren	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb geen duidelijk beeld van wat duurzame consumptie inhoudt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Voor mij is duurzaam leven meer dan alleen duurzame aankopen doen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Duurzaam consumeren is een deel van mij	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik koop meestal producten van bedrijven die een bijdrage leveren aan eerlijke handel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik koop meestal producten van bedrijven die maatschappelijk verantwoord produceren	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik let op de productiemethoden (milieuvriendelijkheid, eerlijke handel) van de producten die ik koop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik let op ethische keurmerken van producten die ik koop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb een zeker gevoel van verantwoordelijkheid om duurzame producten aan te schaffen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik houd me bezig met ethische vraagstukken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zoals een boom deel is van het	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

bos, voel ik mij onderdeel van de natuurlijke wereld							
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CONNECTEDNESS TO NATURE

Wilt u de volgende vragen beantwoorden zoals u zich in het algemeen voelt. Er zijn geen goede of foute antwoorden. Beantwoord de volgende vragen zo eerlijk mogelijk.

	1 Helemaal oneens	2	3	4 Niet oneens, niet eens	5	6	7 Helemaal eens
Ik heb vaak een gevoel van verbondenheid met de natuurlijke wereld om mij heen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik denk aan de natuur als een gemeenschap waartoe ik behoor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik herken en waardeer de intelligentie van andere levende organismen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wanneer ik aan mijn leven denk, stel ik mij voor dat ik deel ben van een groter proces van leven	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik voel me vaak verbonden met dieren en planten	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik voel dat ik bij de aarde behoor net zoals de aarde bij mij hoort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb een diep begrip van hoe mijn handelingen de natuurlijke wereld beïnvloeden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik voel mij deel van het web van het leven	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

MALE choice, no price

Geef nu voor de onderstaande producten uw voorkeur aan. Probeer voor het beantwoorden van deze vraag uw persoonlijke kleding voorkeur buiten beschouwing te laten en puur af te gaan op de productiemethode. De producten zijn identiek en de prijs is hetzelfde, alleen een van de vesten is gemaakt van duurzame producten en met nadruk op eerlijke handel.

(voorbeeld plaatje zie MALE choice, price)

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

MALE choice, price

Geef nu voor de onderstaande producten uw voorkeur voor aanschaf. Probeer voor het beantwoorden van deze vraag uw persoonlijke kleding voorkeur buiten beschouwing te laten en puur af te gaan op de productiemethode. De shirts zijn identiek, maar een van de T-shirts is gemaakt van duurzame producten en met nadruk op eerlijke handel waardoor er een prijsverschil is ontstaan.



Duurzaam geproduceerd zwart vest, € 59.95



Zwart vest, € 49.95

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

FEMALE choice, no price

Geef nu voor de onderstaande producten uw voorkeur voor aanschaf. Probeer voor het beantwoorden van deze vraag uw persoonlijke kleding voorkeur buiten beschouwing te laten en puur af te gaan op de productiemethode. De producten zijn identiek en de prijs is hetzelfde, maar een van de vesten is gemaakt van duurzame producten en met nadruk op eerlijke handel.

(voorbeeld plaatje zie FEMALE choice, price)

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

FEMALE choice, price

Geef nu voor de onderstaande producten uw voorkeur voor aanschaf. Probeer voor het beantwoorden van deze vraag uw persoonlijke kleding voorkeur buiten beschouwing te laten en puur af te gaan op de productiemethode. De producten zijn identiek, maar een van de vesten is gemaakt van duurzame producten en met nadruk op eerlijke handel, waardoor er een prijsverschil is ontstaan.



Duurzaam geproduceerd gehaakt vest, €59.95



Gehaakt vest, €49.95

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

MOTIVES

Ik zou voor het duurzame kledingstuk kiezen omdat...	Helemaal oneens	2	3	Niet oneens, niet eens	5	6	Helemaal mee eens
...de kwaliteit goed is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...het bij mij past	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...het bijdraagt aan betere leefomstandigheden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...ik aan anderen wil laten zien hoe ik ben	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...ik altijd voor duurzame producten kies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...ik denk dat het belangrijk is om duurzame producten te kiezen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...het niet duur is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...het bijdraagt aan een beter milieu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...het een deel is van wie en hoe ik ben	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Wilt u hieronder opschrijven welke tekst er in het groene informatieblok stond. (Ook als u het niet exact meer weet, toch graag invullen)

Wat was volgens u het doel van dit onderzoek?

U bent aan het einde gekomen van dit onderzoek. Als u nog opmerkingen heeft naar aanleiding van het onderzoek, dan kunt u die hier kwijt. En als u mee wilt doen met de verloting van €25 kunt u hieronder uw e-mailadres invullen. Bedankt voor uw deelname!