



university of
 groningen

faculty of behavioural
 and social sciences

psychology



Duurzaam consumentengedrag

Linda Steg

Rijksuniversiteit Groningen, Vakgroep Psychologie





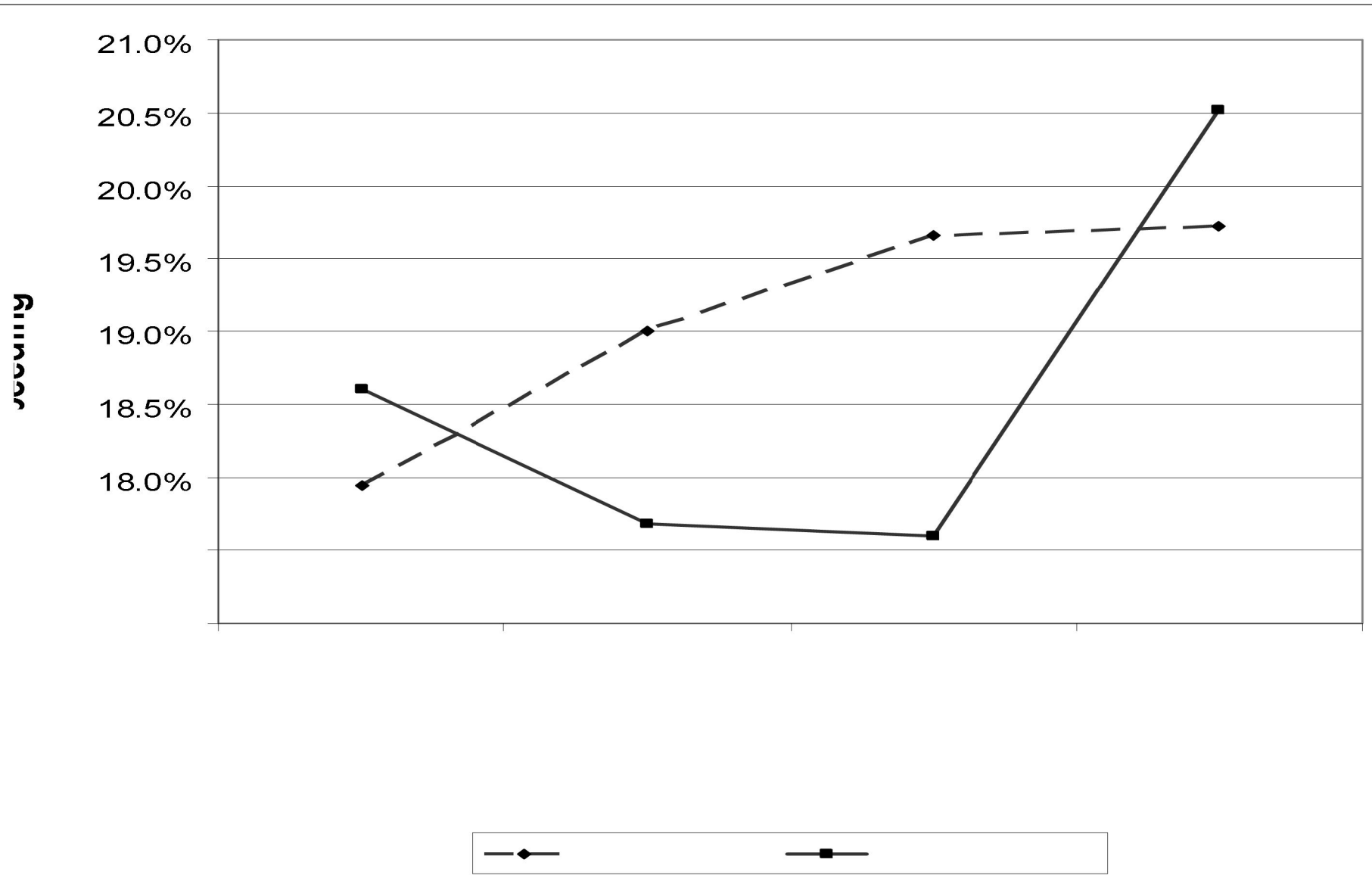
Conflict tussen waarden

- > Milieuvriendelijk gedrag kost vaak extra moeite of geld
- > Verminder conflict tussen waarden
 - Maak milieuvriendelijk gedrag aantrekkelijk
 - Ondersteun milieuwaarden



Effecten van VK

- > Verzekeren per kilometer: duurzaam rijgedrag = korting op verzekeringspremie
- > Rijgedrag monitoren via GPS voor, tijdens en na de proef
- > Experimentele en controlegroep





Environment

Do You Care About the Environment?

Take a coupon for a FREE professional tire check!



Source: www.fueleconomy.gov

- Like balloons, your tires lose pressure over time.
- Improper tire pressure increases fuel consumption which *harms our environment*.
- Properly inflating tires cuts back vehicle emissions.



Participating stations:

Snappy Lube #23
1402 N. Main Street
Blacksburg, VA 24060

Snappy Lube #24
2405 Market Street
Christiansburg, VA 24073

Money

Do You Care About your Finances?

Take a coupon for a FREE professional tire check!



Source: www.fueleconomy.gov

- Like balloons, your tires lose pressure over time.
- Improper tire pressure increases fuel consumption, which is expensive.
- Properly inflating cuts back fuel costs.



Participating stations:

Snappy Lube #23
1402 N. Main Street
Blacksburg, VA 24060

Snappy Lube #24
2405 Market Street
Christiansburg, VA 24073

Control

Take a coupon for a FREE professional tire check!



Source: www.fueleconomy.gov

- Like balloons, your tires lose pressure over time.
- The average U.S. driver travels 12,000 miles yearly.
- Not everyone checks their tires regularly.



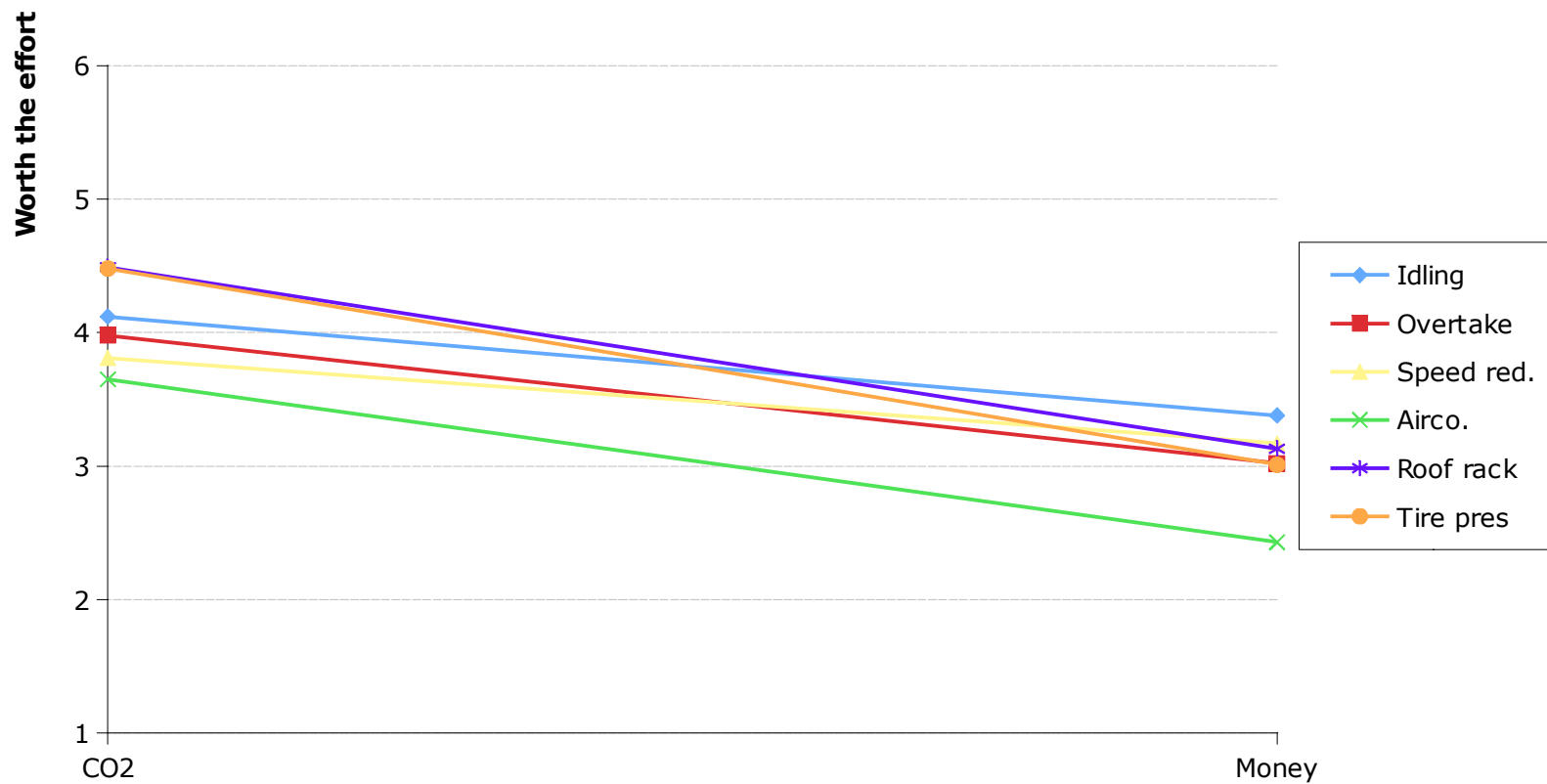
Participating stations:

Snappy Lube #23
1402 N. Main Street
Blacksburg, VA 24060

Snappy Lube #24
2405 Market Street



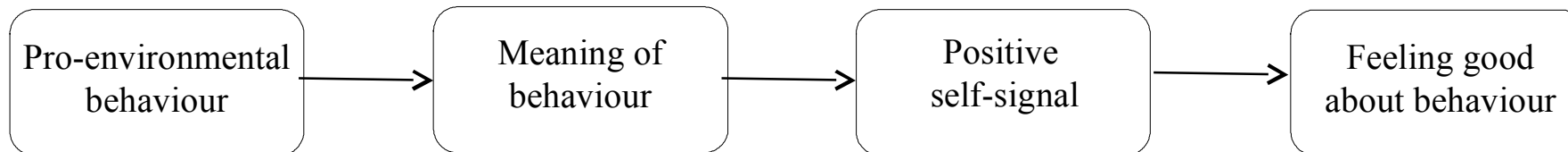
Evaluatie besparingen in € of CO₂





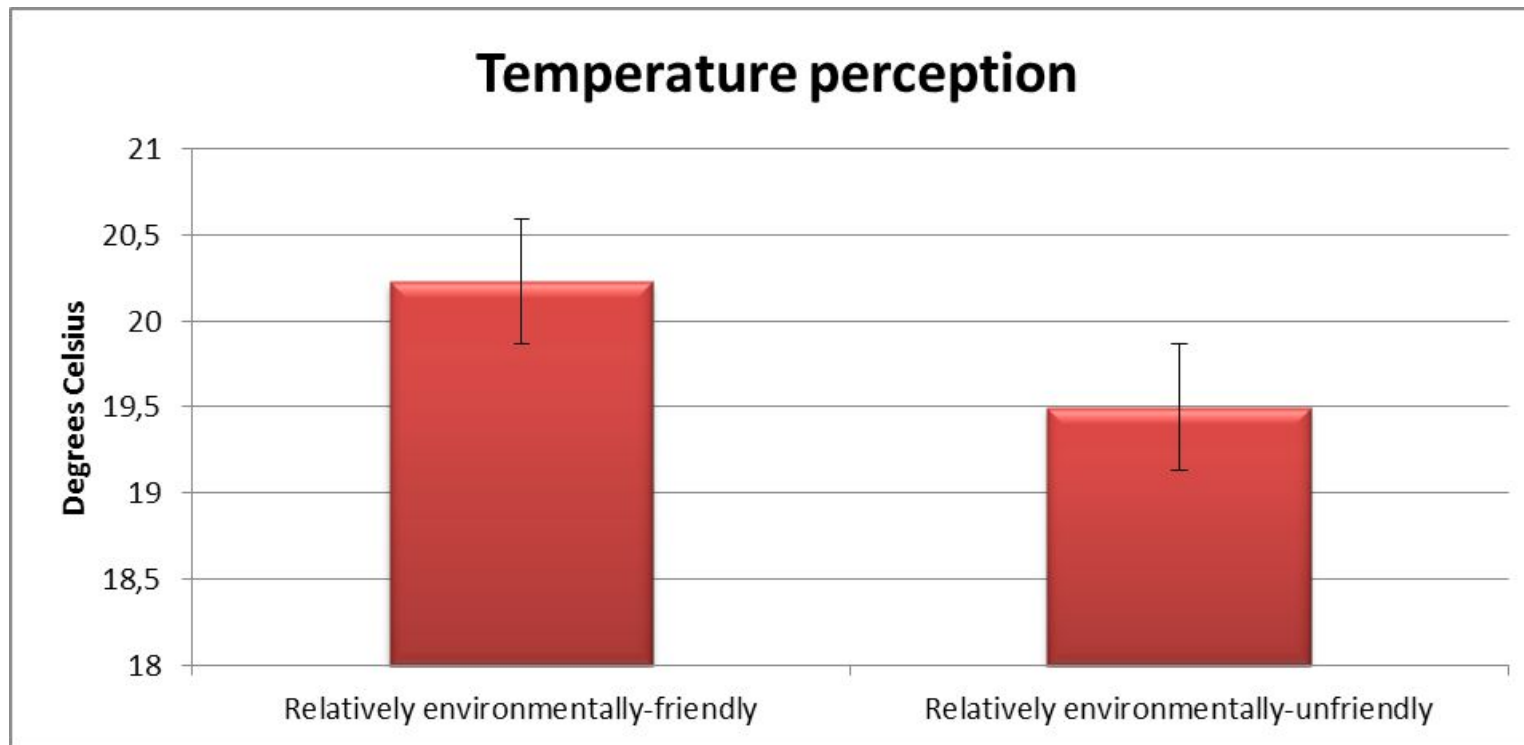
Eudaimonia

- > Milieuvriendelijk gedrag leidt tot positieve emoties omdat het betekenisvol is
- > Stimuleert milieuvriendelijk gedrag



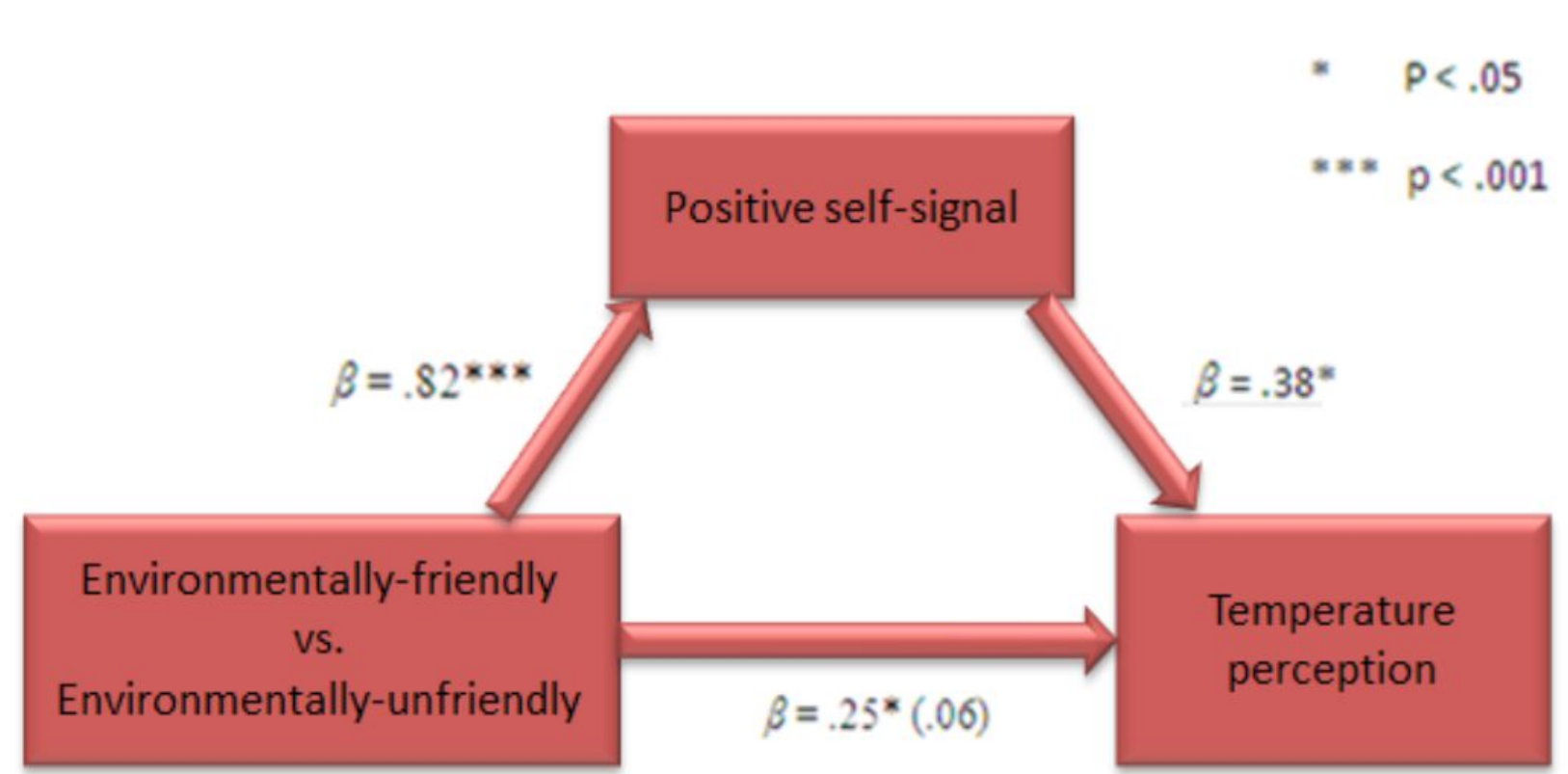


Milieuvriendelijk gedrag en warm glow





Positive self-signal





university of
groningen

faculty of behavioural
and social sciences

psychology





Values and preferences

- > Values define what is important
- > Shape overall positive or negative views
- > Motivated cognition – I support (or oppose) it, so it has many (dis)advantages



Values and beliefs nuclear power

- > Strong egoistic values
 - Nuclear power more acceptable
 - More positive egoistic *and* environmental consequences
- > Strong biospheric values
 - Nuclear power less acceptable
 - Risks more, environmental benefits less likely



university of
groningen

faculty of behavioural
and social sciences

psychology

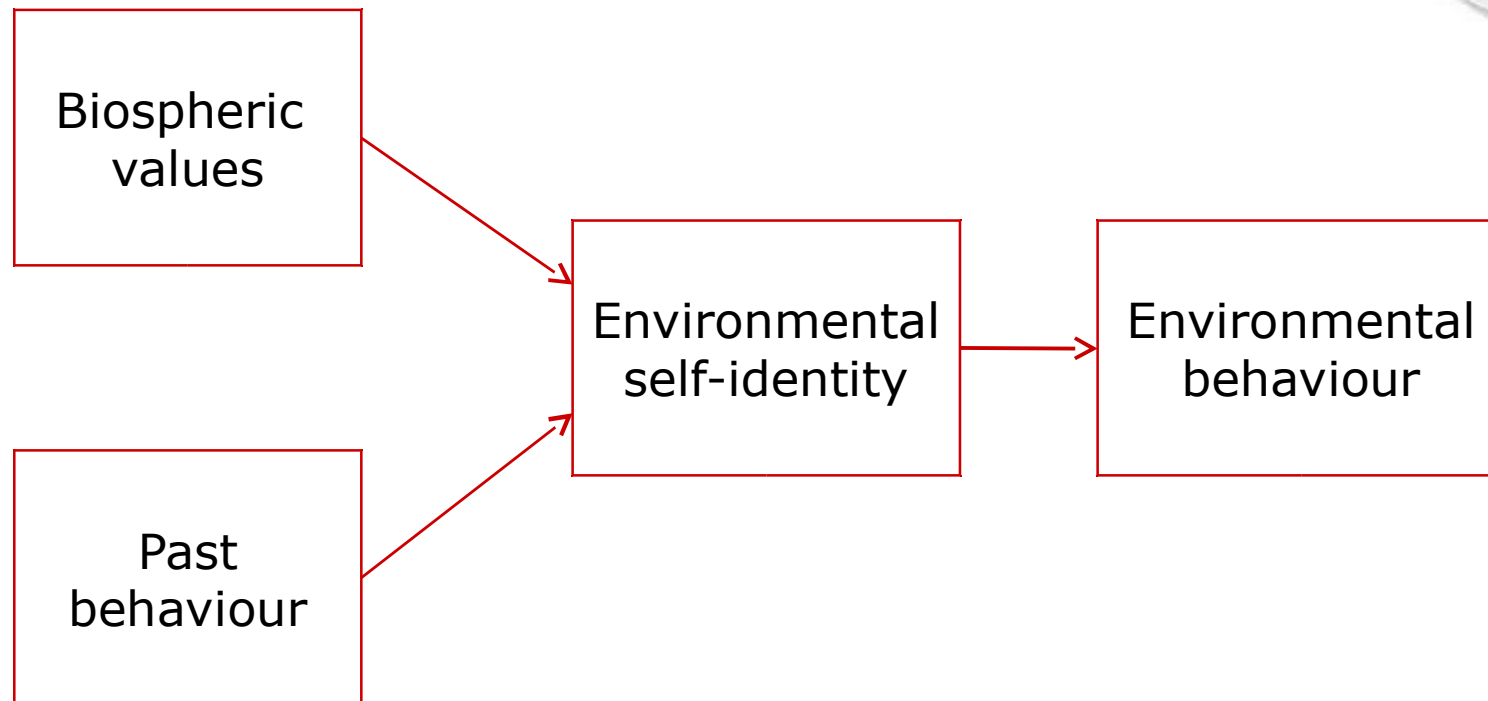
Waarden en informatieverwerking



Bolderdijk, Gorsira, Keizer & Steg (2013)

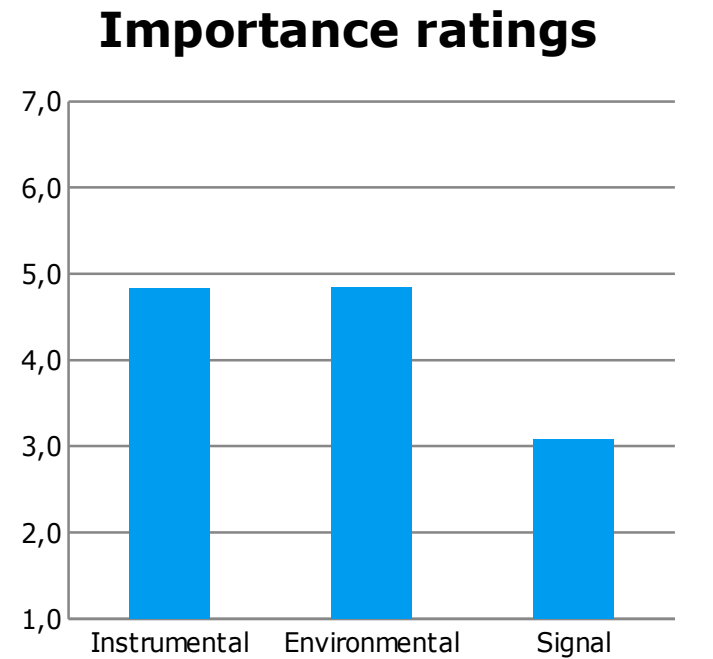


Environmental self-identity





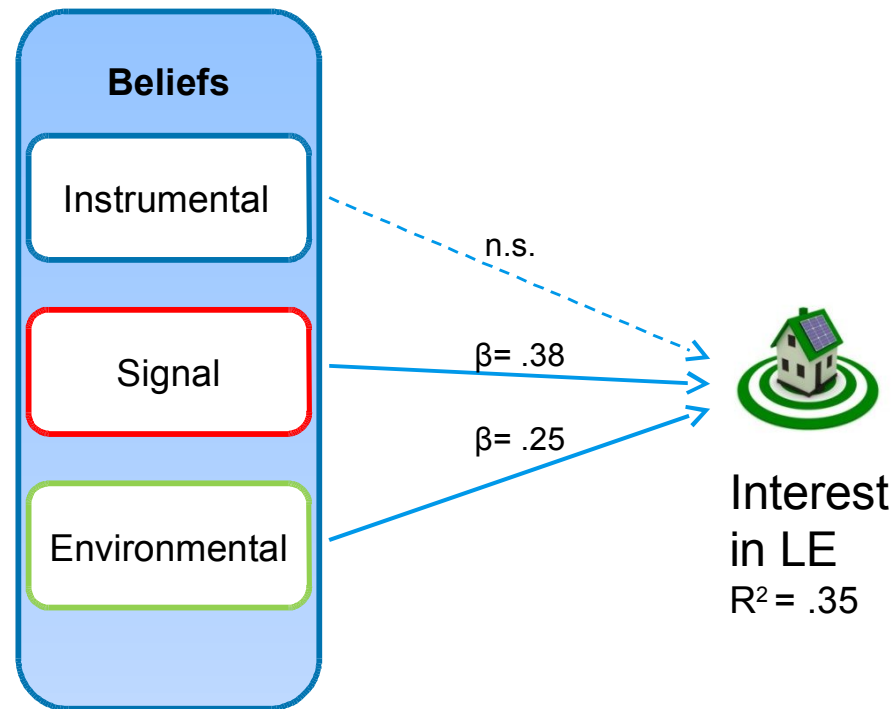
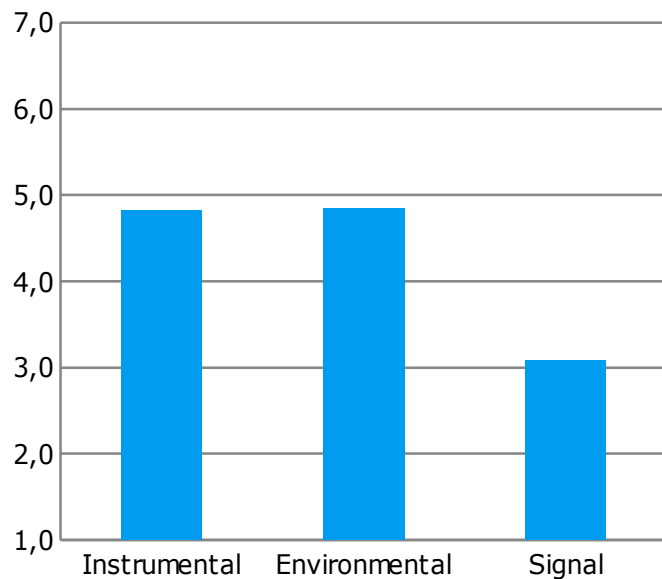
Symbolische waarden





Symbolische waarde

Importance ratings





university of
 groningen

faculty of behavioural
 and social sciences

psychology





Corporate Environmental Sustainability

More sustainable energy behaviour:

- > when employees strongly endorse biospheric values
- > when they believe their organisation is committed to CER
- > CER particularly encourages sustainable energy behaviour when employees do not strongly endorse biospheric values





Signs others disrespect norms



Graffiti versus no graffiti
Flyer at handlebar of bicycles
How many people litter the flyer?



Signs others disrespect norms



No graffiti (N= 77) **33%**

Graffiti (N=77): **69%**



Signs others respect norms





Signs others respect norms



Clean environment	40%
Picking up soda can	64%
Sweeping	82%



Conclusie

- > Milieu belangrijk
- > Milieuoverwegingen motiveren gedrag
- > Context moet gedrag ondersteunen
- > Normatieve route: duurzame basis en kostenefficiënt

Dank!
e.m.steg@rug.nl

