

Consumer Decision-Making Regarding a "Green" Everyday Product

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Outline

- Background
- Hypotheses
- Results
- Wrap up

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A dual model of systematic and heuristic decision-making

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graph TD
    A{Motivation/ability/opport. to process} -- yes --> B[Deliberate processing mode]
    A -- no --> C[Automatic mode]
    B --> D[Controlled, conscious reliance on behavioural intentions]
    C --> E{Easy Implementation}
    E -- no --> F[Inaction or action triggered by situational cues]
    E -- yes --> G[Application of learned decision heuristic]
  
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Hypotheses

- H1: Consumers buying "green" everyday products are more involved in the buying decision than consumers buying "conventional" products, which means that they employ a more deliberate decision-making mode as reflected in a larger amount of information acquisition in the choice situation and longer time used to make the choice.
- H2: Consumers buying "green" everyday products use different (simple) choice heuristics than consumers buying "conventional" products.



Method

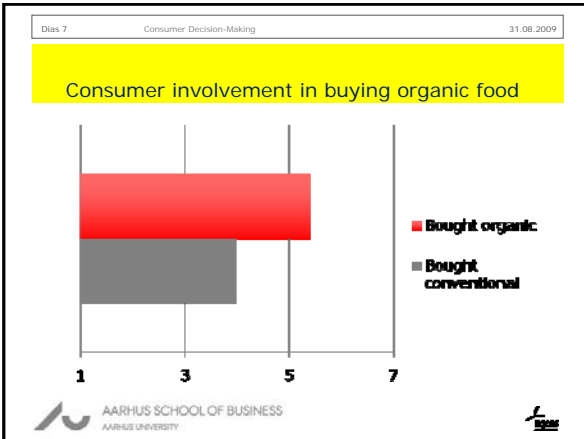
1. unobtrusive observation of participants when choosing drinking milk in a retail outlet,
2. followed by a brief questionnaire-based interview focusing on the participant's choice tactics and experience with this type of purchase, and
3. concluding with participants filling out a questionnaire capturing their involvement in buying organic food.

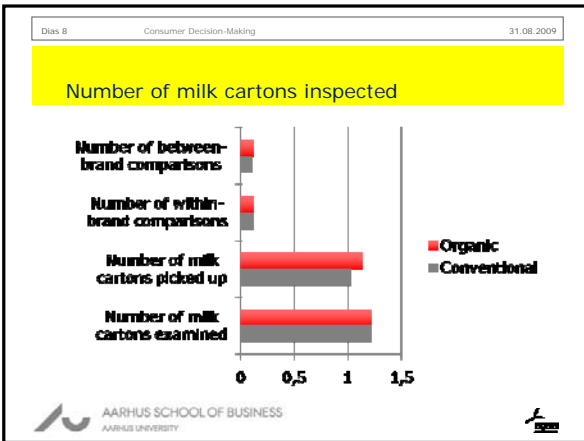


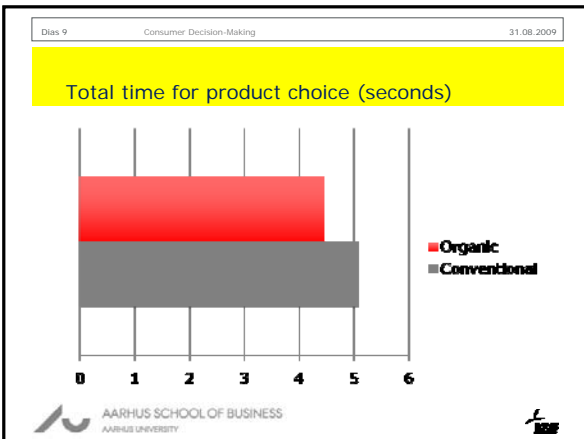
Data

- Observations and interviews in a supermarket (SM) and a discount store (DS) in Aarhus, at the store's milk cold counter, during two whole days in both stores in order to correct for possible effects of time of day or day of the week
- The assortment of the SM/DS contained 6/4 different brands of drinking milk of which 2/1 were organic milk.
- All shoppers at the time of the study and when no other shopper was being interviewed were observed and interviewed.
- 185/155 consumers were observed/interviewed.
- 62/38% female/male. All age groups > 17.
- They had bought drinking milk from 1 to 75 years (M = 22.3 years). The number of previously bought drinking milk brands varied from 1 to 23 (M = 4.1).

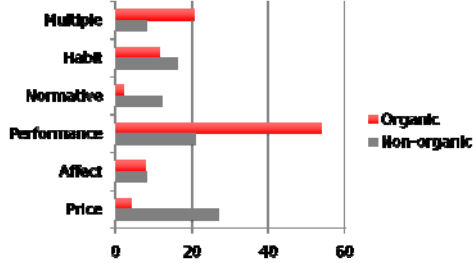








Choice tactics, pct. (open question)



Price tactics vs. organic tactics vs. the rest

- The price tactics group is younger, has shorter experience with the product at both the product class and the brand level, has the weakest brand preferences, are the least brand loyal customers and have bought organic milk least in the past.
- The organic tactics group has a stronger history of buying organic milk and is significantly more involved in buying organic food. Besides this, they do not differ from the other groups, except for the price tactics group.
- The three remaining groups (performance/affect tactics, normative tactics, and habit tactics) are not significantly different from one another on any of the included descriptors.



Wrap up

- A "green" attribute seems to increase consumer involvement in the decision-making about everyday products, but it does not increase the amount of time and effort spent on decision-making in the store
- A high enduring involvement with the "green" issue was a basic reason why consumers started to buy the "green" product in the first place
- Because they are motivated as everybody else to minimize time and effort at the point-of-purchase, "green" consumers learn how to easily identify the "green" product as well as a simple heuristic that allows them to make a satisfactory choice with little effort
- By employing this choice heuristic, consumers make decisions about "green" everyday products as efficiently as they do about conventional products



Questions?