Ecolabels on Detergents; Affectiva

Authors: Ella Göbel, Lynn Treudler, Julien Schlebusch, Max Suhr
Supervisor: Prof. Dr. Yonca Limon-Calisan, Maik Riggers

brand university
of applied sciences

1) Introduction

Sustainability and climate change are influencing the way we think around theworld more and more every day. This is why it is also becoming increasinglyimportant for the economy to adopt a sustainable approach and to thinksustainably in every step it takes. The United Nations have formulated 17 goalsto be achieved by participating countries. One of these goals is responsibleconsumption and production. Germany is also striving to achieve these goals, but it can be said that they are still a long way off. The widespread adoption of eco labels is part of the strategy facilitating anddriving responsible consumption and production.

and production. Therefore, the question arises "What are existing barriers to thewidespread adoption of eco labels and how can it be enhanced?".

These include the fact that it is unclear what impact eco labels have on consumer behaviour, as well as the uncertainty on which claims or themes are most impactful. In addition, it is unclear what return on investment companies have.

2) Research Question & Hypothesis

Driving the adoption of eco-labels in Germany – Investigating the effectiveness of different eco-labels for detergents in Germany.
The perspective of warning labels and claims in the context of microplastics and animal harm.
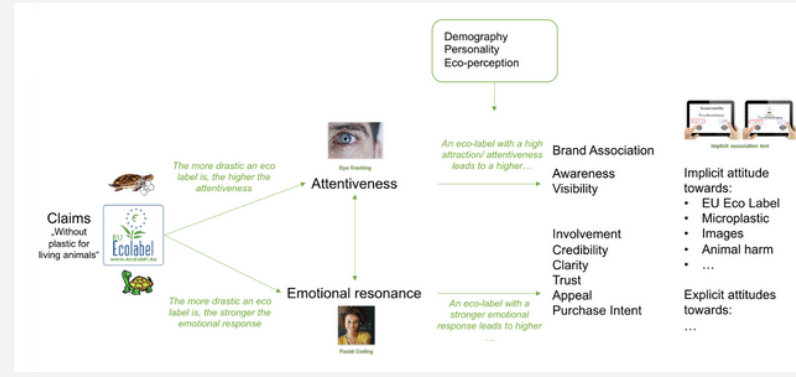
3) Brand Problem & Relevance

Eco-Labels have the function to "induce consumers to purchase eco-friendly products" (Teisl et al., 1999)

The issue with eco-labels:
·There are just too many eco-labels that are too confusing & ecomplex
Eco-Labels are also not very "presently placed" on packaging
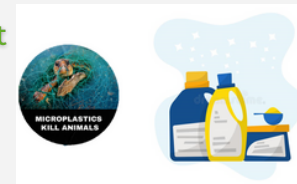·Products with eco-labels represent <5% market share

Why eco-labels?
·Eco-Labels have potential
·If eco-labels can strike a balance of information and signal, they may become very impactful
·Sustainability and environmentally friendliness are very relevant topics (politically & economically)
 investigate factors that potentially enhance consumer's awareness or purchase intention of environmentally beneficial products

4) Research Framing

Overview eco-labels:
·Are used across categories
·There are some key differences between eco-labels in how they are set up: voluntary vs. mandatory

Eco-Labels vs. Claims
· Product Attributes are not linked to Green Purchases (incl. Claims on Packaging
· Eco-Labels linked to Green Purchases and Environmental Concern

Eco-Labels vs. Warning
·threatening visual warning signs are used in the tobacco industry
·highly effective
·leads to negative emotional response in smokers and non-smokers

What works best for detergants?

5) Methodology

A) SAM (explicit)
B) Likert Scale Questions (explicit)
C) Stimuli for Affektiva (implicit)

Sample:
- 30 people
- Friends
- BU Students
- 18+ years
- Some form of environmental concern

Respondents shown stimuli for 6 seconds. There facial expressions are recorded and then they answers a SAM and brand related questions, using a likert scale.

6) Results and Implications

Results
- Highly visible Ecolabels are more positively accepted than smaller ones.
- Pictures with the animal, in combination with large Ecolabels, trigger the biggest reactions
- No pictures trigger, only text triggers less emotion, but more disgust

Limitations
- Unrepresentative sample for detergent users
- Unrepresentative participants (Most under 24 years)

7) Conclusion

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