BRAND LAB

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RESEARCH QUESTION

DRIVING THE ADOPTION OF ECOLABELS 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.



ILLUSTRATIONAL RESEARCH DESIGN

- Research executed in the Brand Lab of the Brand University
- Each subject participates in all methods sequentially (within-subject design)
- <u>Minimum</u> sample size of n=30 participants
- The order of the experiment follows the structure:



Eye Tracking

Facial Coding

Implicit association test

Survey

Understand ecolabel's potential to gather attention

Understand how ecolabels perform emotionally

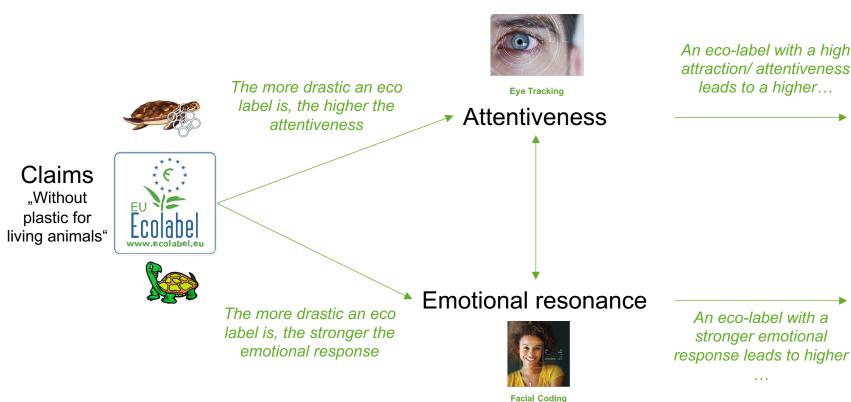
Understand which sustainability dimensions are important to consumers and how ecolabels live up to consumer's perception of sustainability.

Eye-Tracking + Facial Coding take place simultaneously

Explicit assessment of behavior & attitudes towards sustainability/ ecolabels - to control external variables (e.g. subjective importance of sustainability)

HYPOTHESIZED MODEL

Demography Personality **Eco-perception**





An eco-label with a

stronger emotional

Brand Association

Awareness Visibility

Involvement Credibility Clarity Trust Appeal **Purchase Intent**



Implicit association test

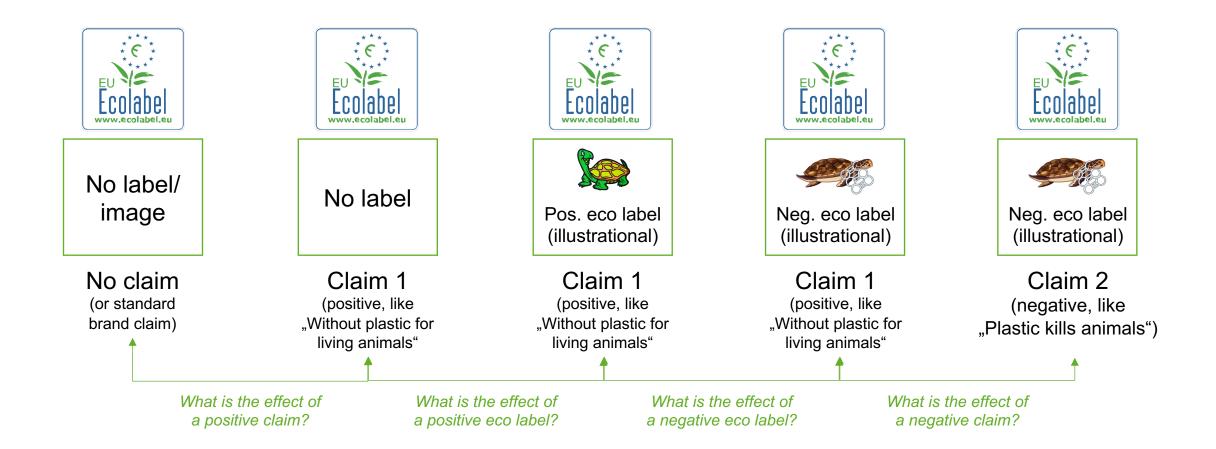
Implicit attitude towards:

- **EU Eco Label**
- Microplastic
- Images
- Animal harm

Explicit attitudes towards:



PACK OPTIONS 1 (SHOWN ON THE PACKAGING OF A DETERGENT BOTTLE)





PACK OPTIONS 1: QUESTIONS AFTER EVERY PACK (SHOWN ON THE PACKAGING OF A DETERGENT BOTTLE)



No label/ image

No claim (or standard brand claim)



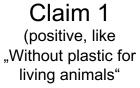
No label

Claim 1
(positive, like
"Without plastic for
living animals"



Dan and Jal

Pos. eco label (illustrational)







Claim 1
(positive, like
"Without plastic for living animals"





Claim 2 (negative, like "Plastic kills animals")

What is the effect of a positive claim?

Emotions/selfreport scale and brand related questions What is the effect of a positive eco label?

Emotions/selfreport scale and brand related questions What is the effect of a negative eco label?

Emotions/selfreport scale and brand related questions What is the effect of a negative claim?

Emotions/selfreport scale and brand related questions Emotions/selfreport scale and brand related questions

PACK OPTIONS 2

What is the effect of

a positive claim?

(SHOWN ON THE PACKAGING OF A DETERGENT BOTTLE)

No label/ image

No claim (or standard brand claim)



No label

Claim 1 (positive, like "Without plastic for living animals"



What is the effect of a positive eco label?

Pos. eco label (illustrational)

Claim 1 (positive, like "Without plastic for living animals"



What is the effect of a negative eco label?

Neg. eco label (illustrational)

Claim 1 (positive, like "Without plastic for living animals"



Neg. eco label (illustrational)

Claim 2 (negative, like "Plastic kills animals")



What is the effect of a negative claim?





PACK OPTIONS 2: QUESTIONS AFTER EVERY PACK (SHOWN ON THE PACKAGING OF A DETERGENT BOTTLE)

No label/ image

No claim (or standard brand claim)



No label

Claim 1
(positive, like
"Without plastic for living animals"



Pos. eco label (illustrational)

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