

English abstracts

Towards consumer behavior that prevents biodiversity loss - How do risk perception and perceived consumer effectiveness promote consumer action?

Henna Rouhiainen, Mitra Salimi & Outi Uusitalo

Biodiversity loss is a serious threat not only to the functioning of ecosystems but also to human well-being. Unsustainable lifestyles and consumption accelerate biodiversity loss. Consumers can influence the prevention of nature loss through their consumption choices as well as environmental citizenship and activism. However, relatively little research exists on consumer behavior that aims at preventing biodiversity loss and the factors that explain it. This behavior differs from other pro-environmental behaviors such as climate action, because food choices are central to preventing biodiversity loss. This study investigates how consumer's perception of risk and perceived consumer effectiveness affect consumption behavior that favors biodiversity. The empirical research is based on survey data collected in 2022 (N=1000). The respondents are Finns aged 18-75. The data was analyzed using structural equation modeling (AMOS 28). The results show that risk perception predicts different forms of biodiversity-friendly consumer behavior, i.e. environmental citizenship and activism, sustainable consumption practices and food choice. However, the connection is not direct, but it is completely mediated by perceived consumer effectiveness. Based on the results, we suggest that consumers' perception of the effectiveness of their own actions in preventing biodiversity loss should be supported, for example, through communication and education.

Households engaging in the development of a new waste sorting product: motivation to participate and consumption values related to the product

Henna Kokkonen & Helen Reijonen

Although consumers consider it important to sort waste, Finland has not improved its recycling rate as desired. Different kinds of waste sorting products play a significant role in making sorting easier which in turn enables recycling. The present study examines consumer engagement in the development of a waste sorting product during its prototype testing phase. The focus is on consumer motivation to voluntarily participate in the testing and the participants' perceptions on the product from the perspective of consumption values. The qualitative data was collected from ten households via interviews and questionnaires. Based on the data, the authors constructed two collective stories the first of which elaborates participant motivation and the latter consumption values. The findings show that intrinsic motivation encourages consumers to participate in the product development. Participants emphasised environmental issues regarding product lifecycle and willingness to take part in the testing. In the product, they paid attention specially to functional values, such as its ability to facilitate sorting. In addition, the multifaceted nature of purchasing and consuming a waste sorting product was highlighted in the fact that the participants raised also social, emotional, and epistemic consumption values in their answers. Engaging consumers in the product development provides information on usability and ideas for further development.