

# Analysing seniors' ethical consumer behaviour across nations"

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# Knowledge Gaps

- Cross-cultural studies
- Ethics and environmentally conscious consumer behaviour
- Attitude-Behaviour Gap

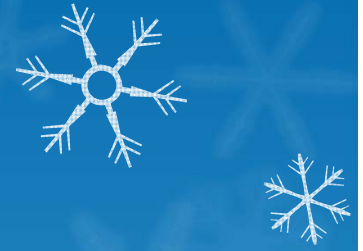


# Our Response

- Major piece of cross-national research into the ethical and environmentally conscious consumer behaviour of seniors in 4 countries
- UK, Japan, Germany, Hungary
- Dr Florian Kohlbacher, German Institute for Japanese Studies
- Prof. Ágnes Hofmeister, Dean, Corvinus University of Budapest, Hungary

# The Study

- Values
  - Kahle's (1983) LOV
- Self-Perceived Age
  - Age Identity (Cavan et al., 1949)
  - Cognitive Age (Barak & Schiffman, 1981)
- Ethical Positioning
  - EPQ (Forsyth, 1980)
- Attitudes toward environmentalism
  - New Environmental Paradigm (NEP) (Dunlap and Van Liere, 1978; Dunlap et al, 2000)
- Ecologically Conscious Consumer Behaviour
  - ECCB Scale (Roberts, 1996)
- Fair Trade/Ethical Products
  - Knowledge of & Actual behaviour



# Method

- Translated & back-translated
- Piloted: reduced & revised
- Postal questionnaire after purchase of lists containing randomly selected names & addresses of people aged 50+:
  - Japan: 1044
  - UK: 5000
  - Germany: 6000
- Piloting revealed problems of self-complete questionnaires in Hungary, thus trained researchers administered the questionnaire face-to-face to 200 senior Hungarians

# Final Sample by Age & Nationality

| Nationality  | n           | Mean Age     | Std. Deviation |
|--------------|-------------|--------------|----------------|
| Japan        | 409         | 64.47        | 8.572          |
| Germany      | 227         | 63.30        | 8.421          |
| UK           | 502         | 66.68        | 8.683          |
| Hungary      | 200         | 58.66        | 5.635          |
| <b>Total</b> | <b>1338</b> | <b>64.23</b> | <b>8.628</b>   |

# Published/Accepted Outputs

- Self-perceived age across the nations
- Value differences across the nations
- Challenging the culture-free hypothesis of Cognitive age
- Pro-environmental consumer behaviour

# Age Identity by Country (%)

| Country | Age Identity |             |             |
|---------|--------------|-------------|-------------|
|         | Young        | Middle-Aged | Old/Elderly |
| UK      | 7.8          | 77.5        | 14.6        |
| Germany | 2.3          | 85.1        | 12.7        |
| Japan   | 7.1          | 62.6        | 30.3        |
| Hungary | 5.5          | 69.0        | 25.5        |



# Chronological & Cognitive Age

| Country | Mean Chronological Age | Mean Cognitive Age | Youth Bias |
|---------|------------------------|--------------------|------------|
| UK      | 66.68                  | 57.59              | 9.09       |
| Germany | 63.30                  | 55.56              | 7.74       |
| Japan   | 64.47                  | 58.17              | 6.30       |
| Hungary | 58.66                  | 54.99              | 3.67       |

# Values by Rank Order

| Value                | Japan | Germany | UK | Hungary |
|----------------------|-------|---------|----|---------|
| Self-Respect         | 6     | 1       | 1  | 4       |
| Security             | 2     | 3       | 2  | 1       |
| Accomplishment       | 5     | 5       | 3  | 6       |
| Warm Relationships   | 1     | 4       | 4  | 3       |
| Fun and Enjoyment    | 3     | 2       | 5  | 8       |
| Self-Fulfillment     | 4     | 8       | 6  | 5       |
| Being Well Respected | 7     | 7       | 7  | 7       |
| Sense of Belonging   | 8     | 6       | 8  | 2       |

# Ecologically Conscious Consumer Behaviour by Nation

| Country | Mean ECCB | SD   |
|---------|-----------|------|
| Germany | 36.80     | 7.56 |
| Japan   | 35.27     | 6.07 |
| UK      | 32.72     | 8.39 |
| Hungary | 32.27     | 8.91 |

# Findings

- ECCB does not correlate with income or socio-economic status in any of the nations under study
- ECCB unrelated to work status
- A very weak positive correlation was found with age and ECCB ( $r = .105$ ,  $n = 412$ ,  $p < .05$ ) in the Japanese sample only
- No relationship was found with cognitive age in the UK, Germany or Japan, while only a weak negative correlation ( $r = -.162$ ,  $n = 200$ ,  $p < .05$ ) was found in the Hungarian sample.
- Age identity, too, failed to show any relationship to ECCB
- Parenthood and grandparenthood made no difference to ECCB
- Gender differences in 2 nations: Germany ( $t = -2.920$ ,  $df = 206.261$ ,  $p < .01$ ) and the UK ( $t = -5.498$ ,  $df = 415.488$ ,  $p < .001$ ), females higher ECCB scores

# Percentage of Respondents Unaware of Various Ethical Product Choices



| Choice                | UK   | Germany | Japan | Hungary |
|-----------------------|------|---------|-------|---------|
| Fairtrade Food        | 4.7  | 20.5    | 34.1  | 38.0    |
| Fairtrade Clothing    | 11.1 | 26.2    | 36.0  | 39.0    |
| Ethical Finance       | 16.5 | 34.8    | 36.4  | 18.0    |
| Free Range Food       | 2.8  | 10.5    | 22.2  | 14.0    |
| Not tested on animals | 13.5 | 23.8    | 50.6  | 22.0    |



# Planned Outputs

- Ethical positioning of seniors
- Knowledge & purchasing of ethical/Fair trade products among seniors
- Antecedents of environmentally conscious consumer behaviour
- Establishing measurement invariance