

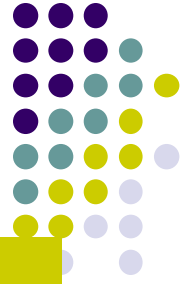


UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA
Departamento de Economía y Dirección de Empresas

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REFUTING FEAR IN HEURISTICS AND IN RECYCLING PROMOTION: TOWARDS A SOCIAL MARKETING BASED ON HOPE.

Objectives



- **Highlighting the importance of recycling behaviour as an affective conduct.**
- **Giving more insight into how emotions work in this recycling adoption process.**

- 1) The review of the literature
- 2) The methodological aspects
- 3) The analysis of results
- 4) The conclusions



REVIEW OF THE LITERATURE (1)



The general idea that a person with some degree of ecological conscience is susceptible to environmental behaviours is highly plausible and thus it is not surprising that cognitive based behavioural models have received such attention from environmental educators and social marketers.



Nevertheless

Do they adopt a person-centred mindset for strategy development starting with what the audience might process far better?



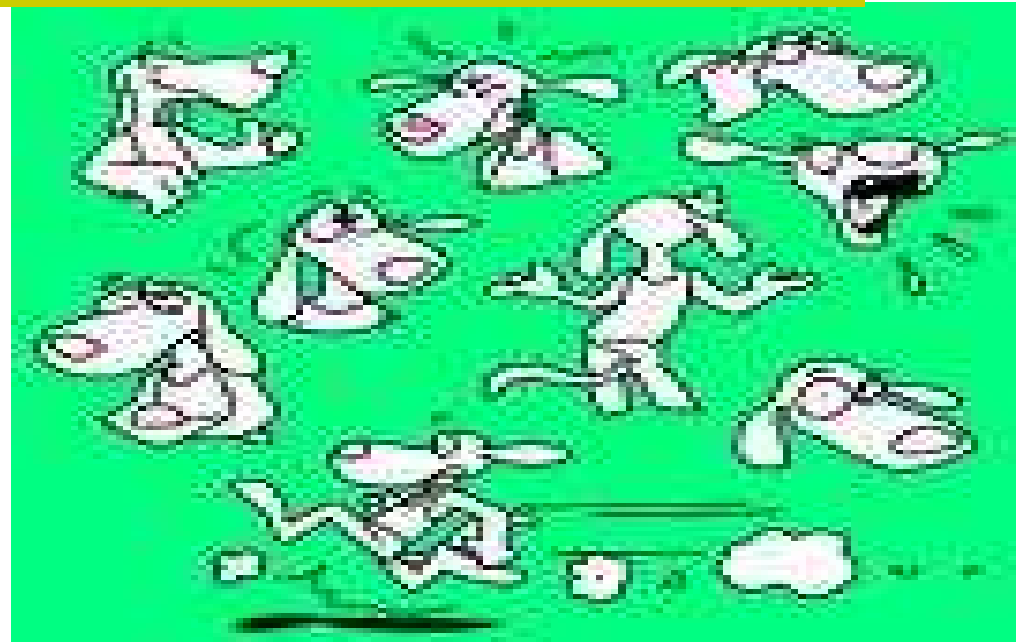
REVIEW OF THE LITERATURE (2)



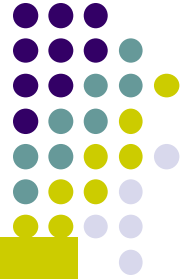
It seems very clear nowadays that recycling behaviour is more emotional than cognitive since, people have lived the experience of recycling and so this desired conduct is far from theoretical information or any deep knowledge such as ecological conscience and knowledge about how to recycle.

HYPOTHESIS 1

Recycling behaviour is correlated more with emotions than with cognitions.



REVIEW OF THE LITERATURE (3)



It seems, following the environmental literature, fear appeal and pessimism are predominant in terms of environmental promotion.

Nevertheless

- (1) Should one ask whether society need to feel threatened with ecological catastrophe.
- (2) There must be some ethical shortcomings inherent to provoking fear and anguish in the public.
- (3) The latest research clearly shows recycling consumer as a person driven by environmental habit.



Then what type of emotions would it be associated with recycling behaviour?

REVIEW OF THE LITERATURE (4)



Recycling is not only very common in society but also convenient and cost-free given the widespread development of selective waste collection system and, consequently, ecological suffering does not come into play.

HYPOTHESIS 2

Recycling behaviour is more correlated with positive emotions than with negative emotions.

REVIEW OF THE LITERATURE (5)



It seems logical to think that the higher involvement with recycling, the higher satisfaction is obtained by consumer since recycler is performing what he/she considers relevant to be developed.

HYPOTHESIS 3

The higher the involvement with recycling is, the more strongly the positive emotions are associated with recycling behaviour.



REVIEW OF THE LITERATURE (6)



When the consumer is highly involved with recycling, it is because recycler has relevant information about nature and the principal environmental problem.

HYPOTHESIS 4

The higher the involvement with recycling is, the more strongly the cognitive resources are associated with recycling behaviour.



REVIEW OF THE LITERATURE (7)

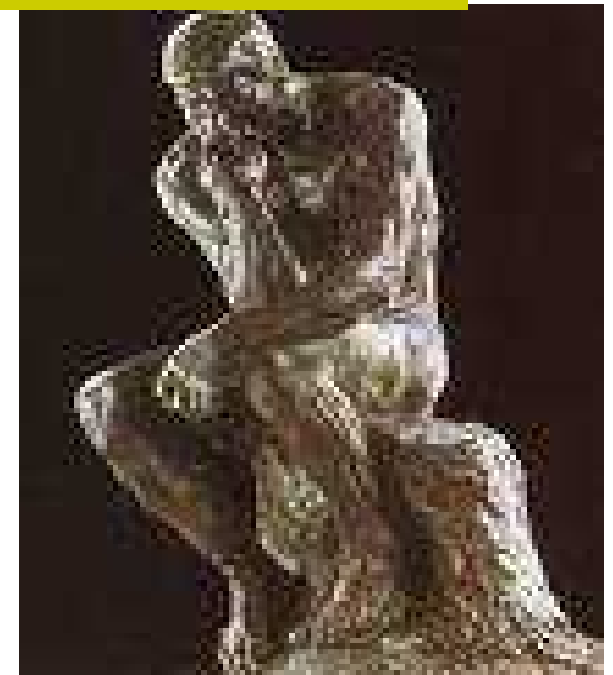


The level of recycling involvement is more linked to informative or cognitive aspects since attitudes display this nature of cognition or belief and not a personal or experiential character. By contrast, recycling behaviour has an experiential, rather than theoretical, nature.



HYPOTHESIS 5

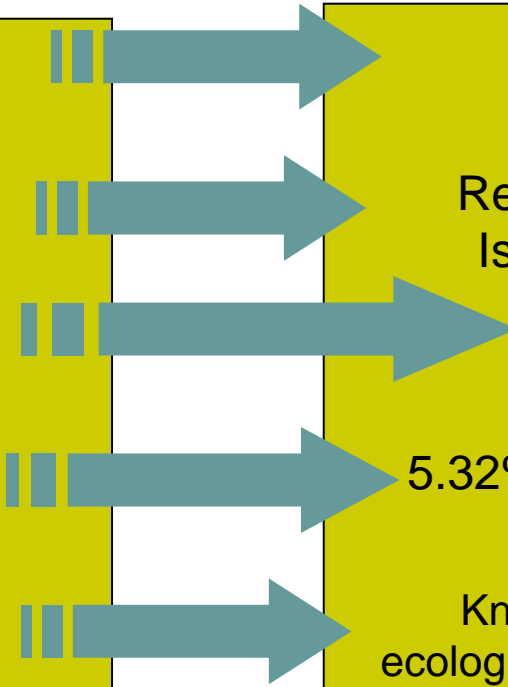
While any change in involvement with recycling is associated with more differences in terms of cognitions than of emotions, any change in recycling behaviour is associated with more differences in terms of emotions than of cognitions.





METHODOLOGICAL ASPECTS

- Data source
- Universe
- Sample
- Error
- Scales



Questionnaire

Residents in The Canary Islands (spring 2007)

339 individuals

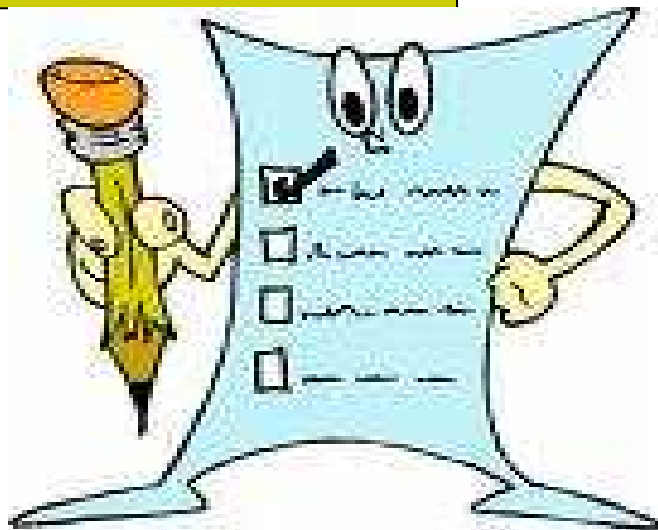
5.32% for reliability interval of 95.5%

Knowledge of recycling and ecological conscience: 16-item, 5-point Likert Type.

Sentiments and emotions related to recycling: 48-item, 5-point Likert Type.

Involvement with recycling: 6-item, 5-point semantic differential question.

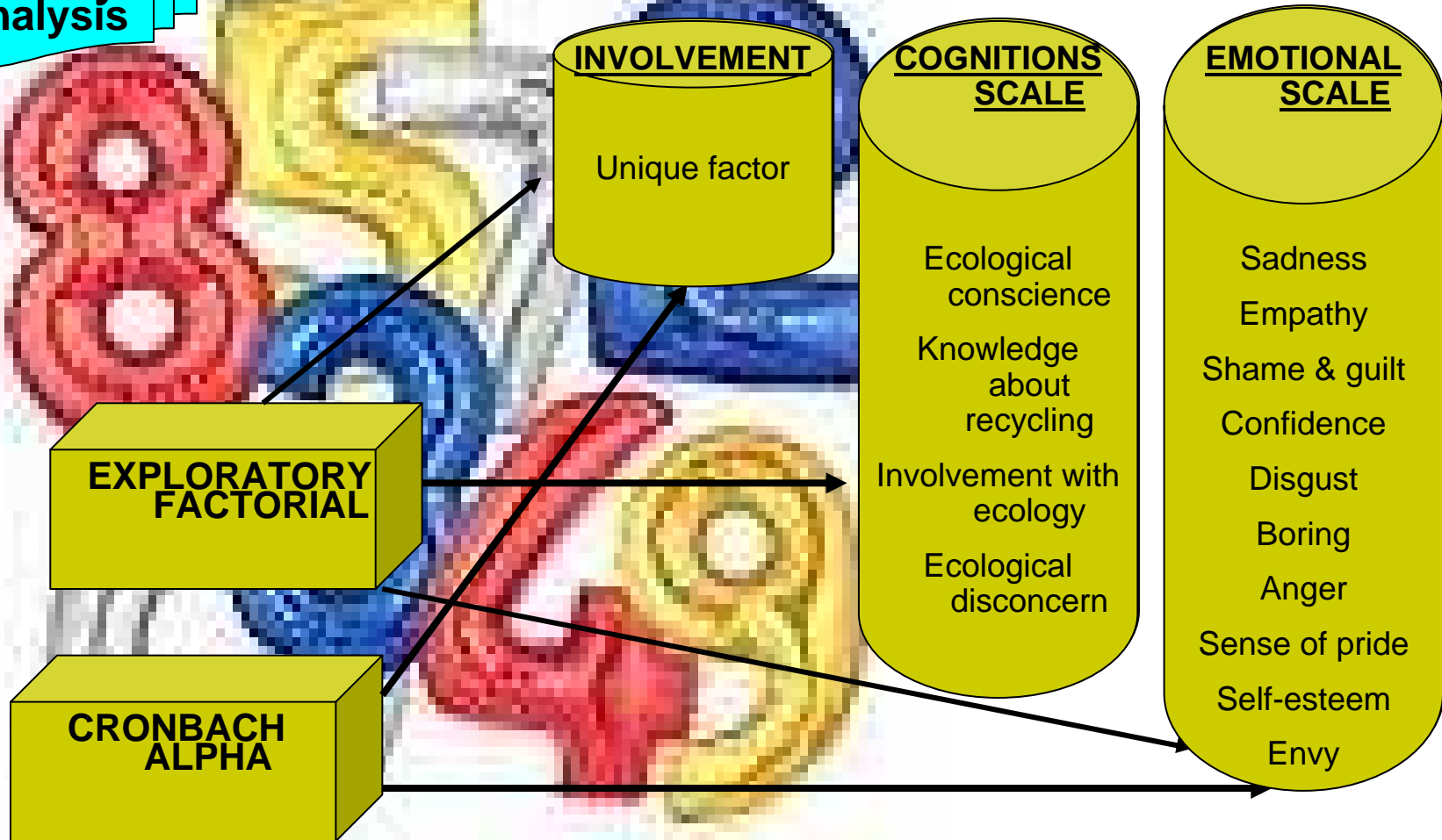
Recycling conduct: 3 Likert Type Questions, each with one item and five points.



ANALYSIS OF RESULTS (1)



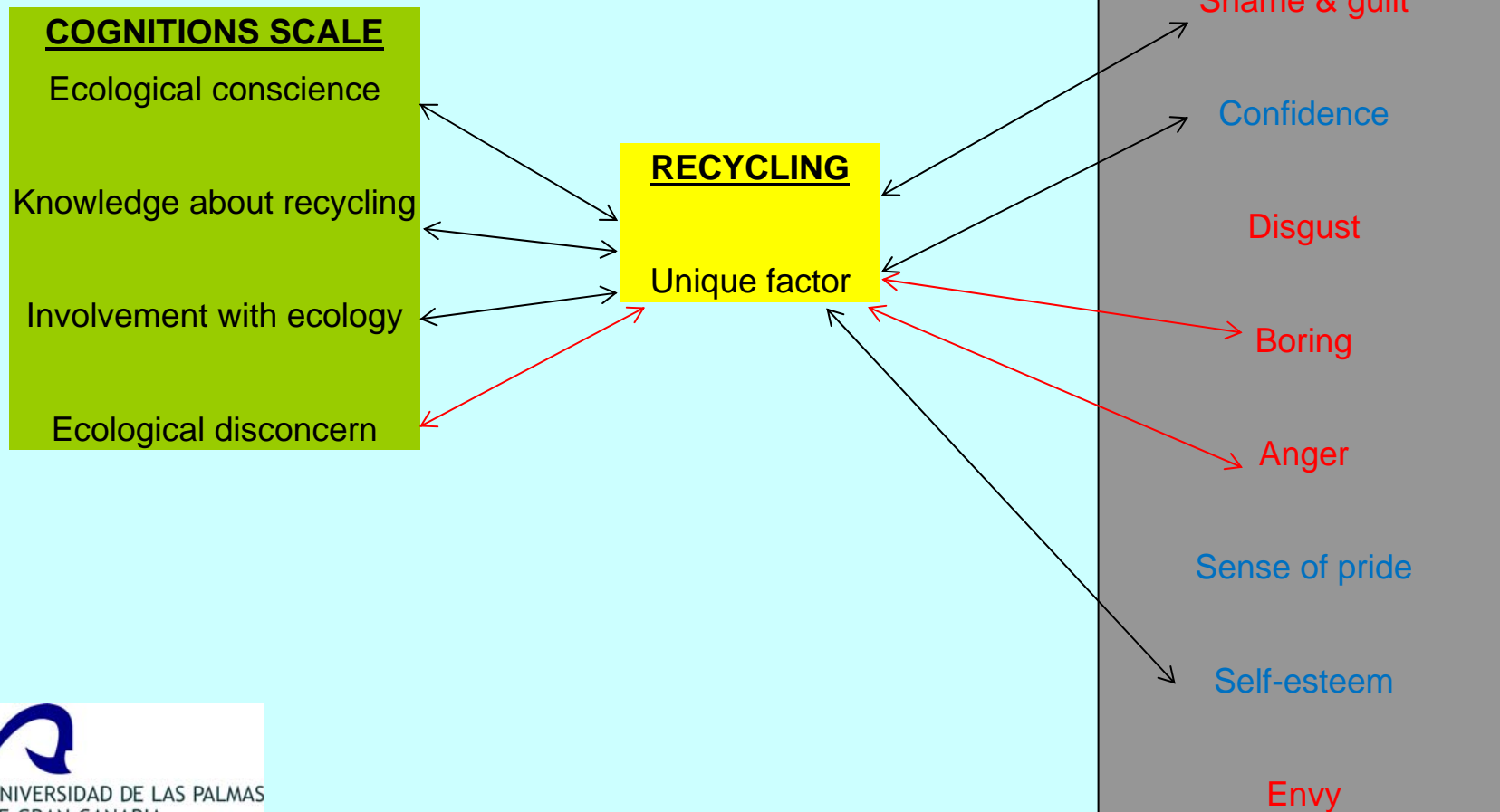
Reliability & validity analysis



Internal consistency of the measurement instruments

ANALYSIS OF RESULTS (2)

Correlation analysis



ANALYSIS OF RESULTS (3)



HYPOTHESIS 1

Recycling behaviour is correlated more with emotions than with cognitions.

OK

HYPOTHESIS 2

Recycling behaviour is more correlated with positive emotions than with negative cognitions.

OK

ANALYSIS OF RESULTS (4)



Means differences test

INVOLVEMENT

Red: negative association
Blue: positive association
White: non association

COGNITIONS SCALE

Ecological conscience
Knowledge about recycling
Involvement with ecology
Ecological disconcert

EMOTIONAL SCALE

Sadness
Empathy
Shame & guilt
Confidence
Disgust
Boring
Anger
Sense of pride
Self-esteem
Envy

ANALYSIS OF RESULTS (5)

HYPOTHESIS 3

The higher the involvement with recycling is, the more strongly the positive emotions are associated with recycling behaviour.

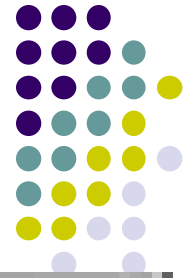
OK

HYPOTHESIS 4

The higher the involvement with recycling is, the more strongly the cognitive resources are associated with recycling behaviour.

OK

ANALYSIS OF RESULTS (6)



Means differences test

Recycling behaviour

Red: negative association

Blue: positive association

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COGNITIONS SCALE

Ecological conscience

Knowledge about recycling

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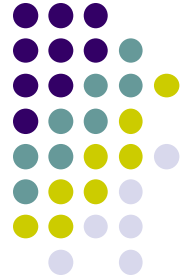
ANALYSIS OF RESULTS (7)



HYPOTHESIS 5

While any change in involvement with recycling is associated with more differences in terms of cognitions than of emotions, any change in recycling behaviour is associated with more differences in terms of emotions than of cognitions. **X**

CONCLUSIONS (1)



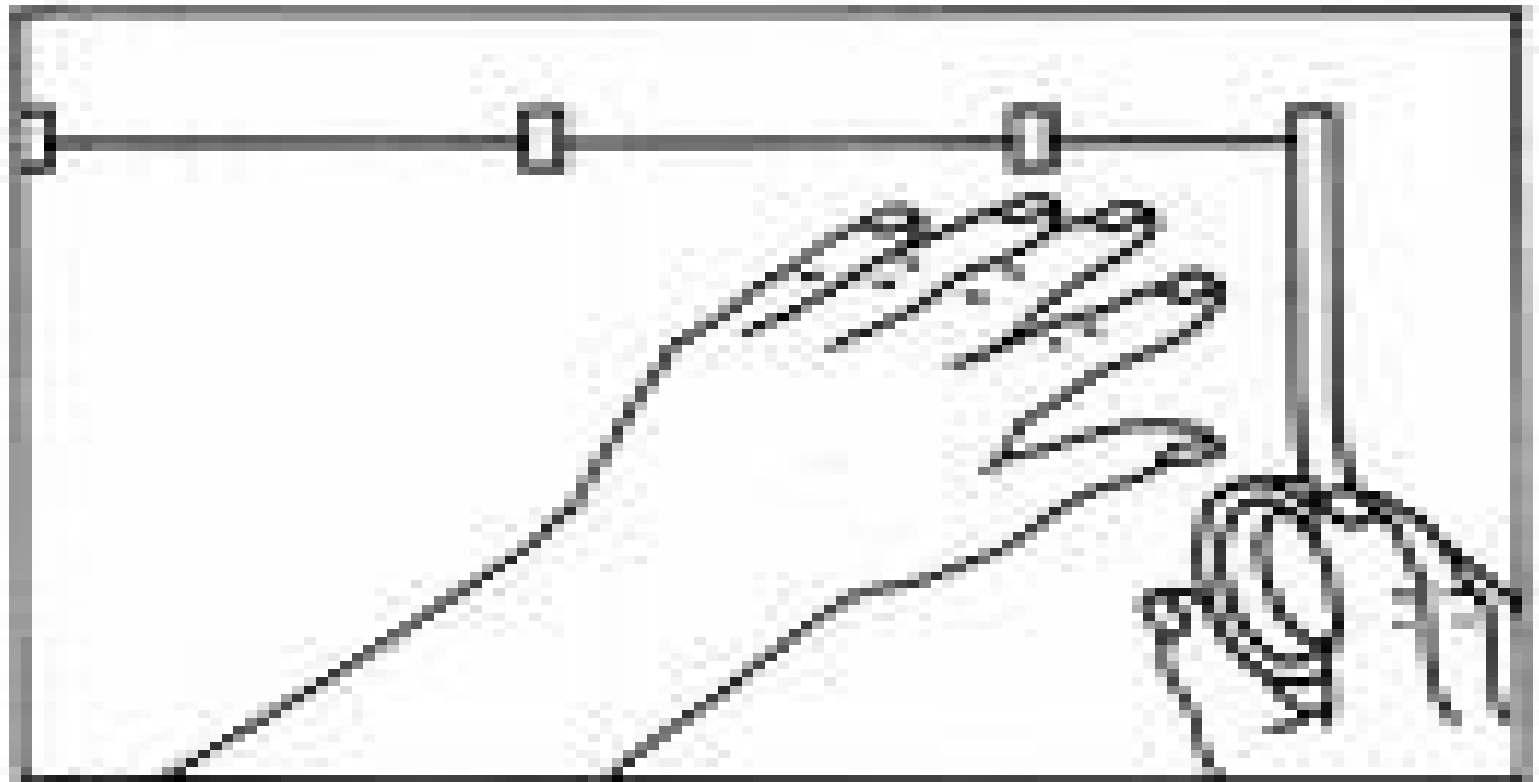
The result show that, if the aim is to design campaigns in keeping with the target audience, there must be greater emphasis on emotional than on cognitive aspects.



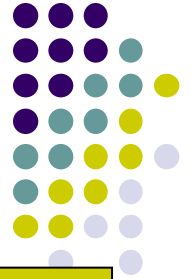


IMPLICATIONS (1)

Consumer might be convinced to recycle by peripheral routes of persuasion, such as music and poem appeal, a sense of humour or telling stories about our emotional bond with nature.



CONCLUSIONS (2)



The consumer lives recycling as a pleasant and positive experience in which the feeling of confidence and peace of mind is always stronger than other, disagreeable emotions such as anguish, rage or guilt.



CONCLUSIONS (3)



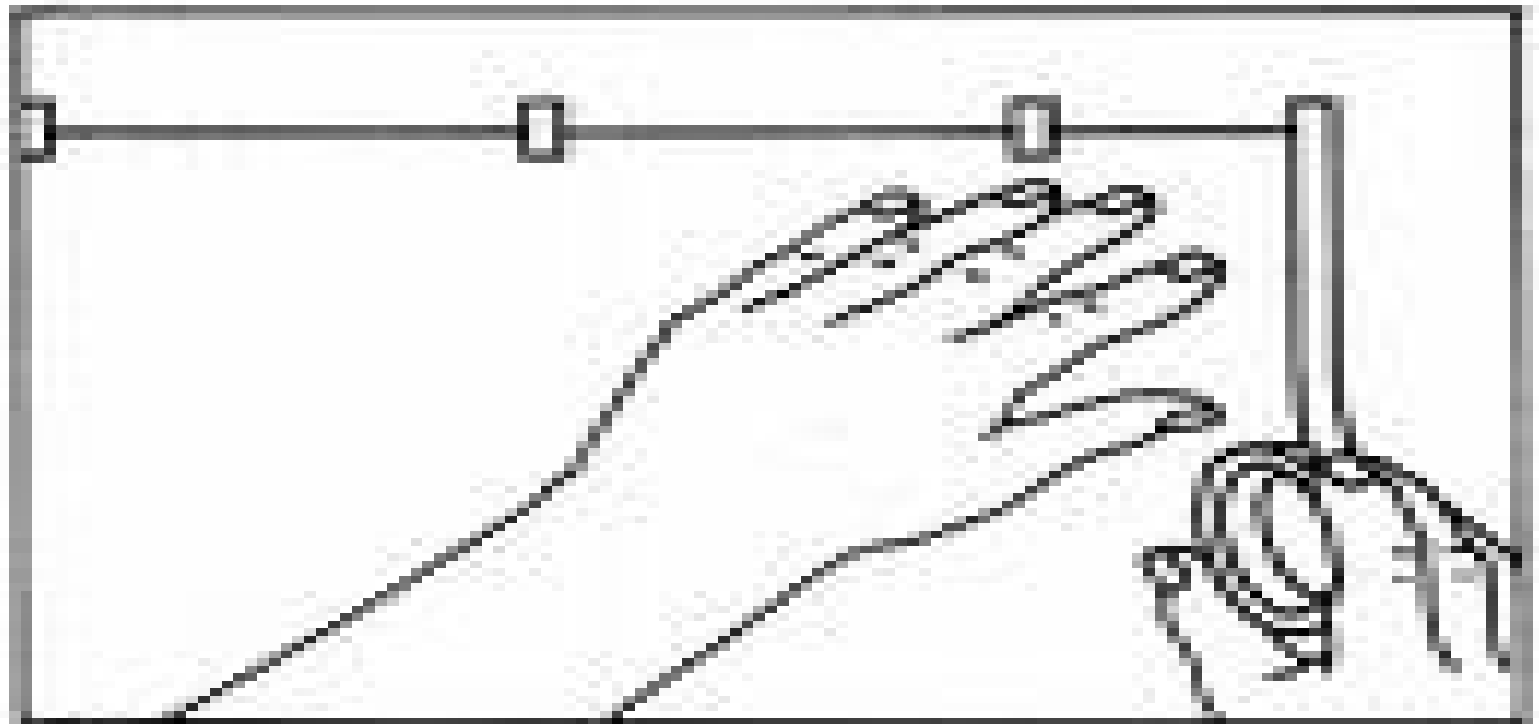
That evidence not only challenges the traditional doctrine based on the theories of multiple attributes and reasoned action, which stress the importance of the persuasive power of informative content, it also questions the supposed good fit between campaigns that emphasise fear of an ecological disaster.



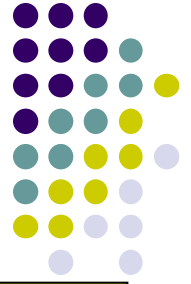


IMPLICATIONS (2)

Campaigns might consist of avoiding the use of fear appeal as persuasive content even if climate change is real since negative affections do not match the recycling adoption consumer process very well.



CONCLUSIONS (3)



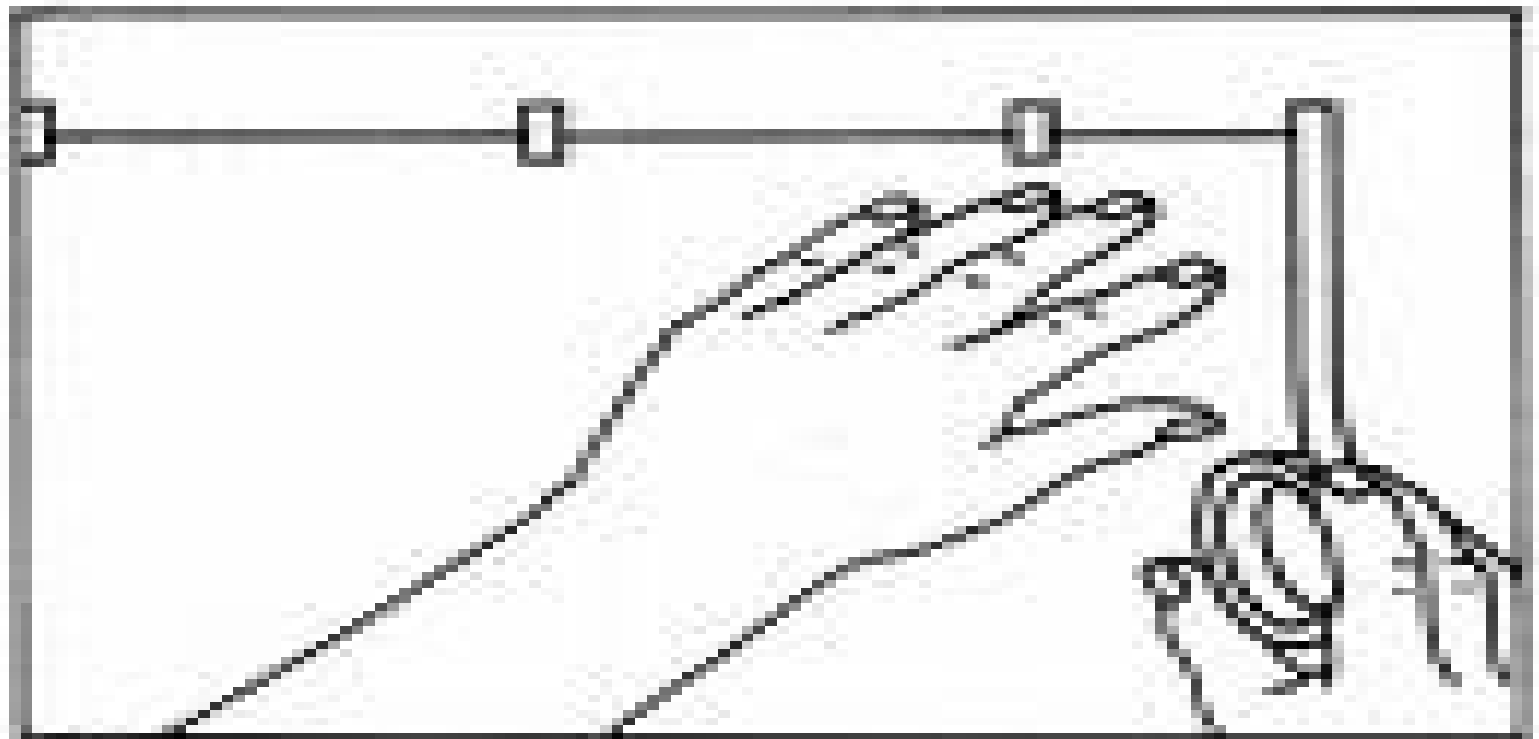
The more consumer is involved with recycling, the more cognitive is his/her approach. The less consumer is involved with recycling, the more emotional is his/her approach.



IMPLICATIONS (4)



Which suggests a greater opportunity of informative persuasion in the case of high involved consumer and a greater opportunity of emotional persuasion in the case of low involved consumer.



FUTURE LINES OF RESEARCH (1)

ON RESULTS

Why have the teaching of such theoretical content and the invocation of fear acquired such notoriety in academic and professional consultancy circles?

We should explain the importance of emotion as an essential variable to explain human behaviour and therefore the recycling conduct.

FUTURE LINES OF RESEARCH (2)

TO OVERCOME SOME LIMITATIONS

It would be important to measure emotion by using electric equipment so that reported and indirect information are contrasted.

It is necessary to test these results in different circumstances where the system of collecting materials for recycling is less developed.

It is also necessary to check the importance of the moderating role of sociodemographic and psychographics characteristics on the emotional processing response.

THE END

This article shows that today's consumer gives less credit to prophecies of doom than to prophecies of salvation.

ENJOY RECYCLING!!!!

This work proposes that greater effort be devoted to the heuristics of hope: it is not the fear of doomsday that should become the basis of the ecological ideology of the new millennium but rather the hope that the consumer can become more oriented to recycling.



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