

CONSUMER ATTITUDES, PERCEPTIONS & WILLINGNESS TO PAY FOR BIO-BASED PLASTICS



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OBJECTIVES

- Fossil-based plastics contribute to global warming through CO₂ emissions.
- Consumers need to become aware of the benefits of innovations such as bio-based plastics, in order to create demand and a willingness to initially pay more.

OVERVIEW OF STUDIES



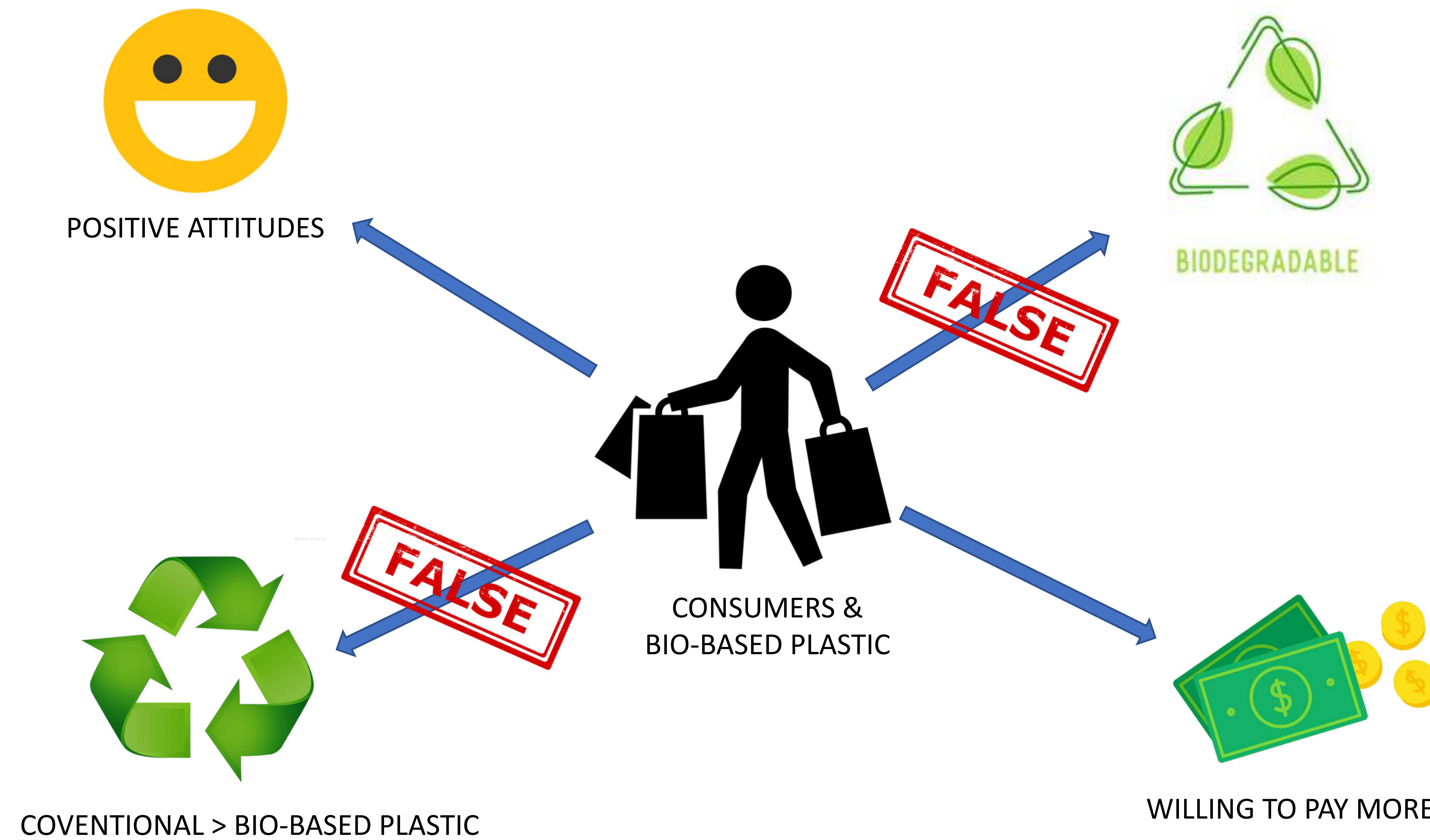
STUDY 1 (N = 97) investigated whether people have different attitudes towards conventional and bio-based plastics.

STUDY 2 (N = 52) replicated Study 1 & examined behavioural factors such as willingness to pay and perceived importance to recycle.

STUDY 3 (N = 508) replicated Study 2 & assessed participants' most common misconceptions towards bio-based plastic.

STUDY 4 (N = 304) experimentally manipulated knowledge about bio-based plastic and measured the effect of this manipulation on attitudes, importance to recycle, willingness to pay, and objective pro-environmental behaviour.

Overall Result Summary



Study 4 Specific Results

Depending on condition, participants received different information about bio-based plastic...



Condition		
Control (Baseline)	Negative	Balanced
Bio-based plastic is entirely or partially made from biomass and is similar in appearance and function to conventional plastic.	Control condition info + bio-based plastic is not necessarily biodegradable. (aim: remove any misconceptions about the biodegradability)	Negative condition info + description of what makes bio-based plastic more sustainable (i.e., a smaller CO ₂ footprint)
Misconceptions about biodegradability	No misconceptions	No misconceptions
No knowledge about CO ₂ benefit	No knowledge about CO ₂ benefit	Knowledge about CO ₂ benefit
Positive attitude	Negative attitude	Somewhat positive attitude



When educating consumers about the properties and benefits of bio-based plastics, they remained positive and were willing to pay a price premium.

RESULTS

Participants...

- ...hold very favourable attitudes and are willing to pay more for bio-based products.
- ...harbour misconceptions, especially overestimating bio-based plastic's biodegradability
- ...find it less important to recycle bio-based than fossil-based plastic.

Study 4: Educating consumers about the properties of bio-based plastic....

- > dispel misconceptions,
- > favourable attitudes
- > willingness to pay price premium

DISCUSSION

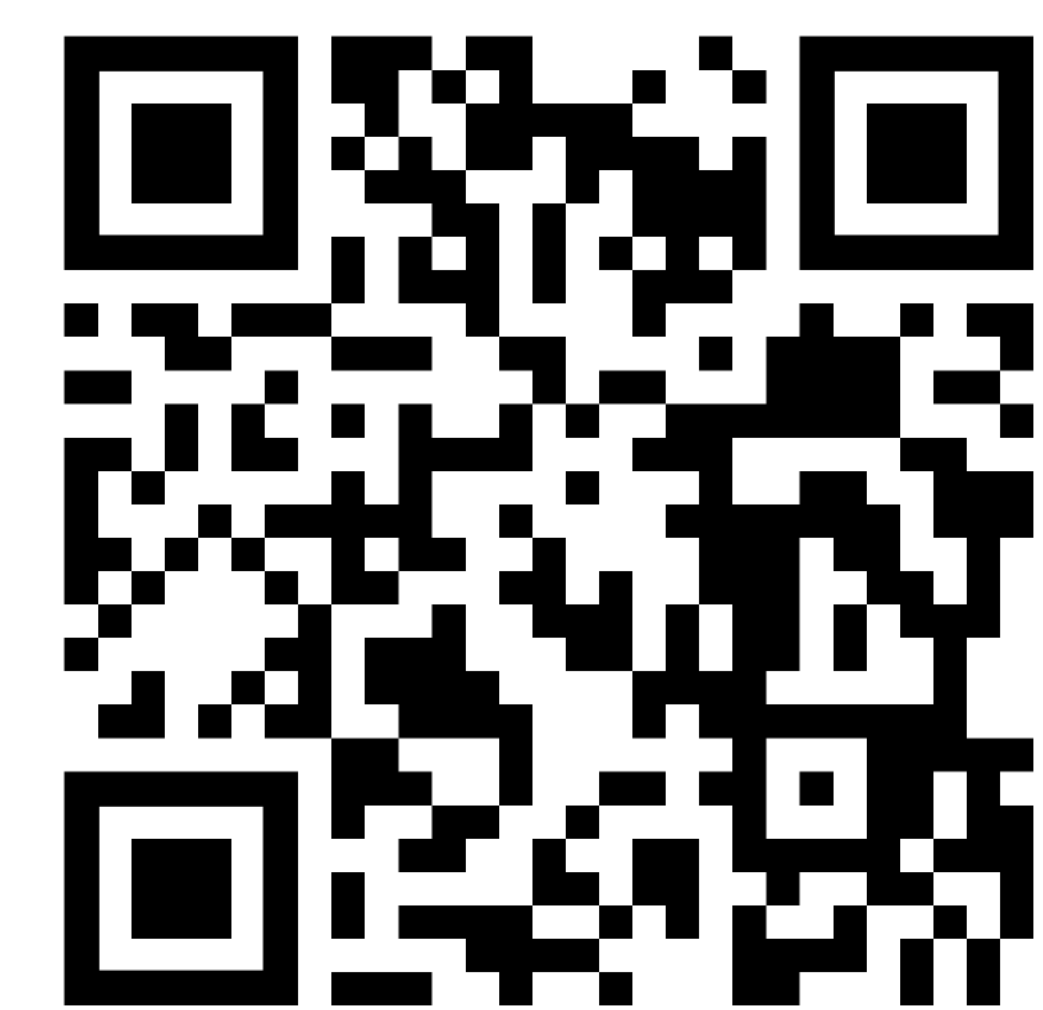
To transition to more sustainable plastic products we need:

- 1) companies to provide these environmentally friendly products
- 2) consumers to accept and to be willing to purchase them

We showed that...

- consumers are very positive towards bio-based plastics and are willing to pay a price premium.
- consumers lack knowledge about bio-based plastics.
- Simply educating consumers about bio-based plastics' actual properties and benefits, keeps attitudes positive and willingness to pay high.

For further information email m.zwicker@uva.nl OR scan the QR code:



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