

**Research Poster from the
Consumer and Market Demand Agricultural Policy Research Network
Enabling Research for a Competitive Agriculture**



ABSTRACT CMD-01

Explaining consumers' attitudes towards carbon and water footprints

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This poster reports progress on research to analyze whether consumers wish to have groceries labelled with carbon and water footprints and to identify main drivers of consumers' attitudes towards potential carbon and water footprints. To reach these goals we are conducting a consumer survey of the general Canadian population in Fall 2010. We will analyze consumers' attitudes towards the footprints applying 5-point Likert scales. As possible drivers we have identified environmental concerns and underlying consumer values. The Rokeach Value Survey (1982) will be used to classify consumers' value systems. This is important as environmental activities are heavily influenced by consumers' values. To measure consumers' environmental concerns we will apply the 'New Ecological Paradigm' (NEP). Responses are expected to indicate pro-environmental attitudes such as beliefs in the fragility of nature's balance, and the possibility of ecological catastrophe (Aldrich et al. 2007). Applying a bivariate ordered probit model we enable measurement of 1) whether attitudes towards a carbon and water footprint are independent from each other and 2) whether environmental and value dimensions are the main drivers of consumers' attitudes towards eco-labels. In addition, socio-demographic characteristics will be included in the analysis to help identify consumer segments.