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**The Role of Human Values in Consumer Choices When Meat is Labeled for  
Carbon and Water Footprints**

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Whereas economic analyses generally abstract from individual's personal values, social psychologists sustain that human values may be one of the most powerful predictors of - and influences on - consumer behavior (e.g. Clawson and Vinson, 1978; Alwin and Krosnick, 1985). Values are beliefs about desirable behaviors (standards of desirability) and guide the selection and evaluation of behavior (e.g. Williams, 1968; Schwartz and Bilsky, 1987). They are assumed to serve as a basis for the formation of attitudes, beliefs, and opinions (Rokeach, 1970). This paper contributes to this body of literature by firstly investigating 'climate friendly' food choices; and secondly, by providing novel evidence from attribute- based discrete choice experiments that show Rokeach's (1973) personal values matter in predicting environmentally relevant behavior. Considering an analysis of survey data among Canadian consumers (n=1551; 2011), the most important terminal values (Rokeach 1973) in our sample population are health and family/societal security. Respondents with stronger intrapersonal values exhibit environmentally less sustainable behavior compared to those who consider interpersonal values to be more important. Our estimation results from multinomial and mixed logit models suggest that the higher the carbon emission and the higher the water usage associated with ground beef, the lower is the stated purchase propensity for beef. We also find that environmentally motivated choice behavior with regard to carbon footprints is significantly better explained for consumers who are driven by common, societal values (societal and family security; Rokeach 1973) than by an individualistically-driven value system (i.e. other-directed; self-constrained; selfexpansion; Rokeach 1973).

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