IDENTIFYING THE SYSTEM OF VALUE FACTORS OF GREEN CONSUMER CHOICE

Potrashkova Liudmyla,
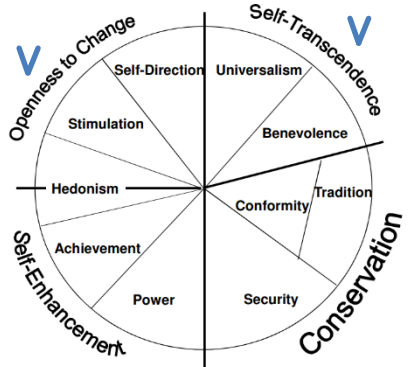Dr. Sc. (Ec.), Prof. of Dep. of Computer Systems and Technologies, S. Kuznets KNUE

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ANALYSIS OF PREVIOUS STUDIES

Previous articles on this topic:	Criticism	This research:
used Schwartz's Theory of Human Values		+
mainly used the survey method		+
did not take into account characteristics of specific products	but consumer choice depends on the type of product	takes into account characteristics of specific product – office paper
studied a 2-level system of factors of green consumption: Preferences ↑ Groups of values	but values and group of values are too abstract categories	studies a 3-level system of factors of green consumption: Eco-friendliness of paper choice ↑ Motives ↑ Values
revealed that a positive impact on green consumption is made only by values of two groups "Self-transcendence" and "Openness to change"		suggests that not only values of two groups "Self-transcendence" and "Openness to change" stimulate people to green consumption

THE PURPOSE:
to develop the theoretical foundations of constructing a three-level system of value factors of green consumption
on the example of office paper consumption.

THE RESULTS:
This research proposes an approach for constructing a three-level system of value factors of green consumption using three-stage questionnaire and correlation analysis.
A pilot survey was used to test the proposed approach to constructing a value factors system.

In order to construct a three-level system of value factors of green consumption it's proposed to conduct 3 stages of survey with the following content.

At the first stage of the survey, respondents are given the task of ranking office paper options (that differ in price, quality, and eco-friendliness) by degree of preference.

Paper options	Marking	Characteristics			Rank (based on pilot study)
		Quality	Eco-friendliness	Price, UAH	
Class C paper	C	minimally acceptable	ordinary	130	6
Class C eco-paper	C-Eco	minimally acceptable	increased	140	5
Class B paper	B	average	ordinary	150	3
Class B eco-paper	B-Eco	average	increased	155	1
Class A paper	A	high	ordinary	160	4
Class A eco-paper	A-Eco	high	increased	170	2

To assess the environmental friendliness of consumer preferences, the study introduced the calculated variable of "Eco-friendliness of paper choice," which is calculated for each respondent as the difference between the sum of the ranks given by this respondent for green options of paper and the sum of the ranks given by him/her for non-ecological options.

At the second stage of the survey, respondents are given a list of possible motives and are asked to assess the degree of importance of each of them. The study of the influence of various motives on the "Eco-friendliness of paper choice" quantity uses correlation analysis. The strength of the influence of each motive on the eco-friendliness of paper choice is characterized by the corresponding correlation coefficients

Motives	Rank (pilot study)	Appropriate values
I support smart consumption, rejection of unnecessary purchases	1	Self-development
I am concerned about the state of nature	2	Nature
I would like to practice responsible consumption as these are new goals for my self-development	4	Self-development
I would like to support domestic manufacturers who act in an environmentally and socially responsible manner, as this behavior will contribute to their success on the European and global market	3	Country success
I am interested in understanding the issues of responsible consumption, this is new knowledge	5.5	Knowledge, skills, abilities
Through responsible consumption, I can realize my influence on producers and the state of the environment	8	Social power
I believe that responsible consumption is the duty of every citizen, it is a mandatory rule for everyone	7	Social order, obedience
I want to do something useful for people, for society, to solve social problems	5.5	Social justice
I want to support businesses that provide assistance to vulnerable population groups	11	Social justice
I want to support domestic producers for the prosperity of our country	13	Country success
It is interesting to be engaged in responsible consumption, for me it is a new quest, a new entertainment	15	Entertainment and novelty
I believe that responsible consumption is something for what I will be respected	16	Social recognition
I would like to practice responsible consumption because it is a trend now	19	Social recognition
There is no desire to pay more for green products	9	Wealth
There is no desire to think about issues of ecology and responsible consumption and to waste time on it	19	Pleasure and comfort
I believe that producers, not consumers, should deal with environmental issues	17	Social order, obedience
I feel like I am forced to be engaged in responsible consumption, so I do not want to	21	Freedom
Responsible consumption is not interesting	22	Entertainment and novelty
Responsible consumption sucks, it is for nerds	24	Social recognition

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STAGE 3. ANALYSIS OF VALUES THAT ARE BASES OF MOTIVES AND PREFERENCES

At the third stage of the survey, each respondent is offered the list of values and is given the task of evaluating the degree of importance of each of them.

The importance of values is assessed on a four-level scale: "Not important" (0 points), "Has little importance" (1 point), "Has medium importance" (2 points), and "Very important" (3 points).

At the third stage the processing of respondents' answers is aimed to identify relationships between the values and motives of the respondents using correlation analysis

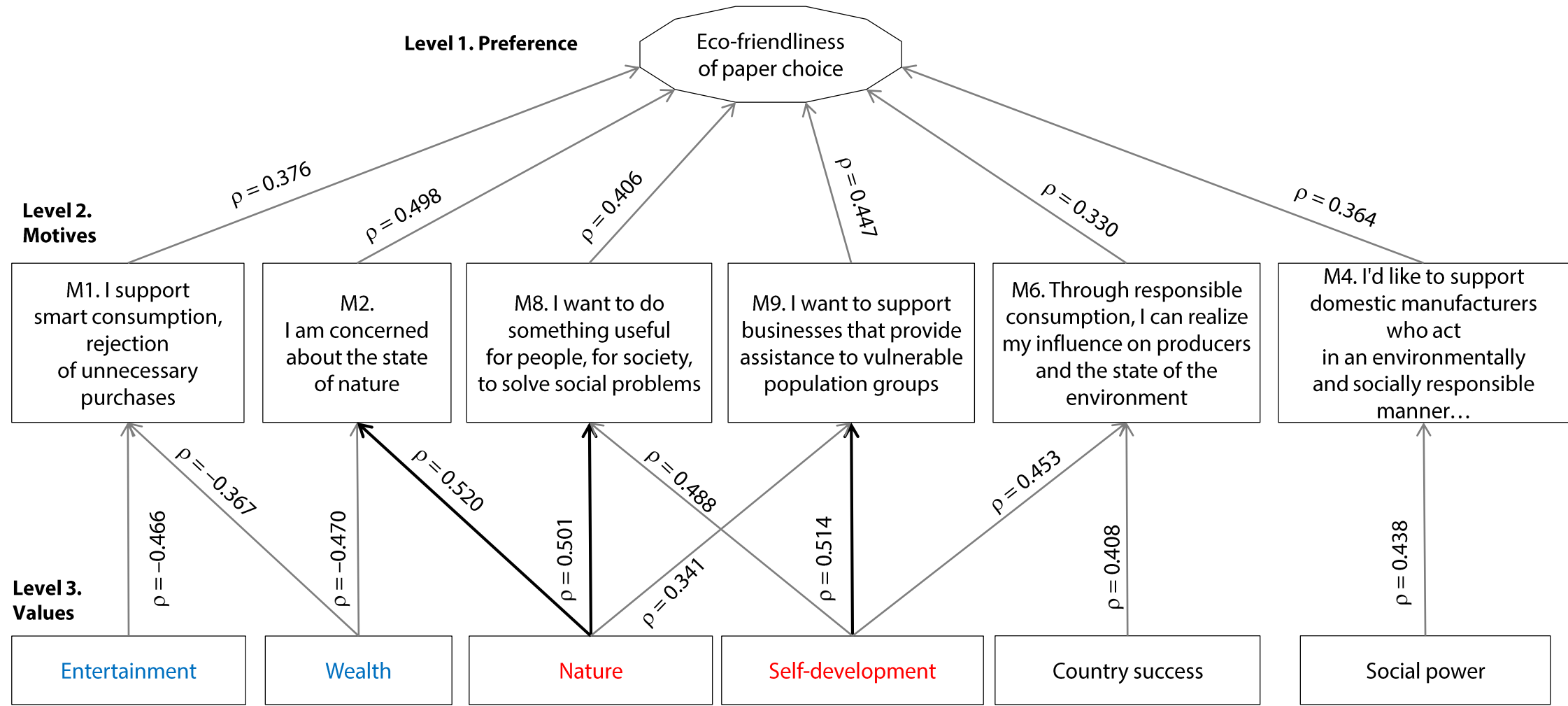| Values	Rank (based on pilot study)
Health and safety	1
Freedom	2
Self-development	3.5
Knowledge, skills, abilities	3.5
Wealth	5
Pleasure and comfort	6
Nature	7
Social order, obedience, compliance with rules	8
Entertainment and novelty	9
Interests of other people and social justice	10
Social recognition	11
Country success	12
Social power	13

Figure 1. The system of value factors for the green choice of office paper

CONCLUSION

This study proposed an approach for constructing a three-level system of value factors of green consumption using three-stage questionnaire and correlation analysis (on the example of office paper consumption).

The study formed a system of factors containing preferences, motives, and values of office paper consumers. According to the proposed approach, for each respondent, quantitative characteristics of the elements of the system of factors are determined through a survey, which make it possible to identify correlation relationships between the elements.

A pilot survey was used to test the proposed approach to constructing a value factors system.
The results of the pilot survey showed a positive moderate connection between eco-friendliness of consumer preferences – through motives – with such values as "Nature," "Self-development," "Country success," and "Social power" (fig.1). This finding provides additional justification for the assumption that individuals are driven to green consumption not only by socially oriented values but also by individualistic values.

Identifying the value factors of green consumption will help predicting consumer behavior and take it into account when planning production and trading activities of socially responsible enterprises.