

# Motivation of consumer choice when consuming goods produced using green energy

Prof. Dr. Nina Chala

Andrii Kytaiev, PhD student

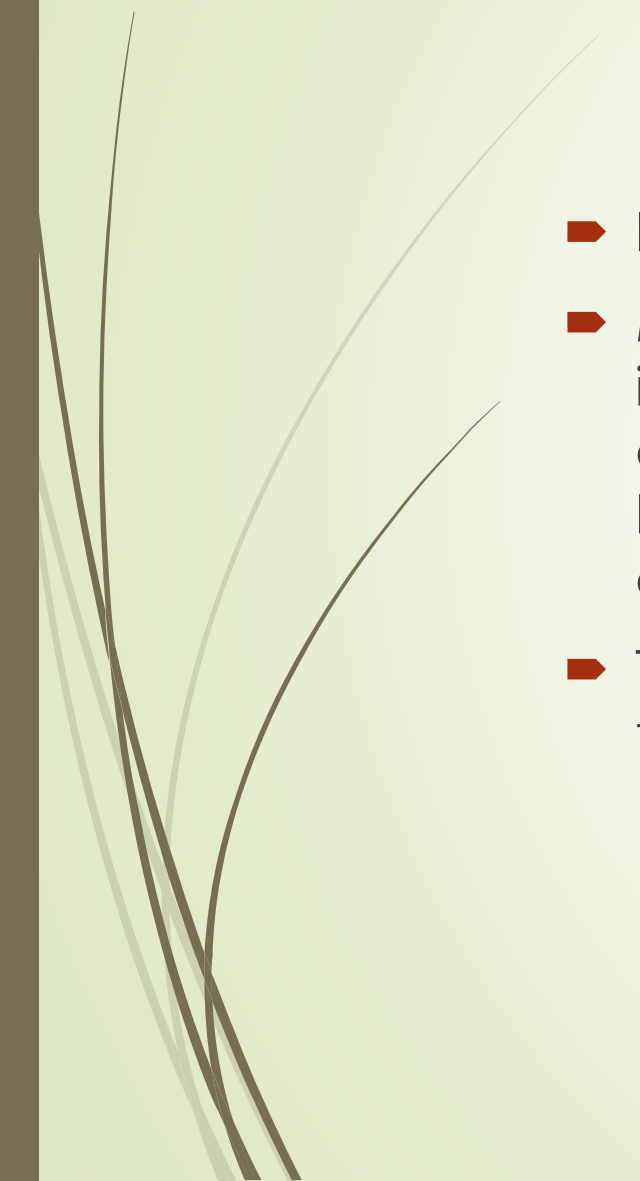
National University of Kyiv-Mohyla Academy

[n.chala@ukma.edu.ua](mailto:n.chala@ukma.edu.ua)

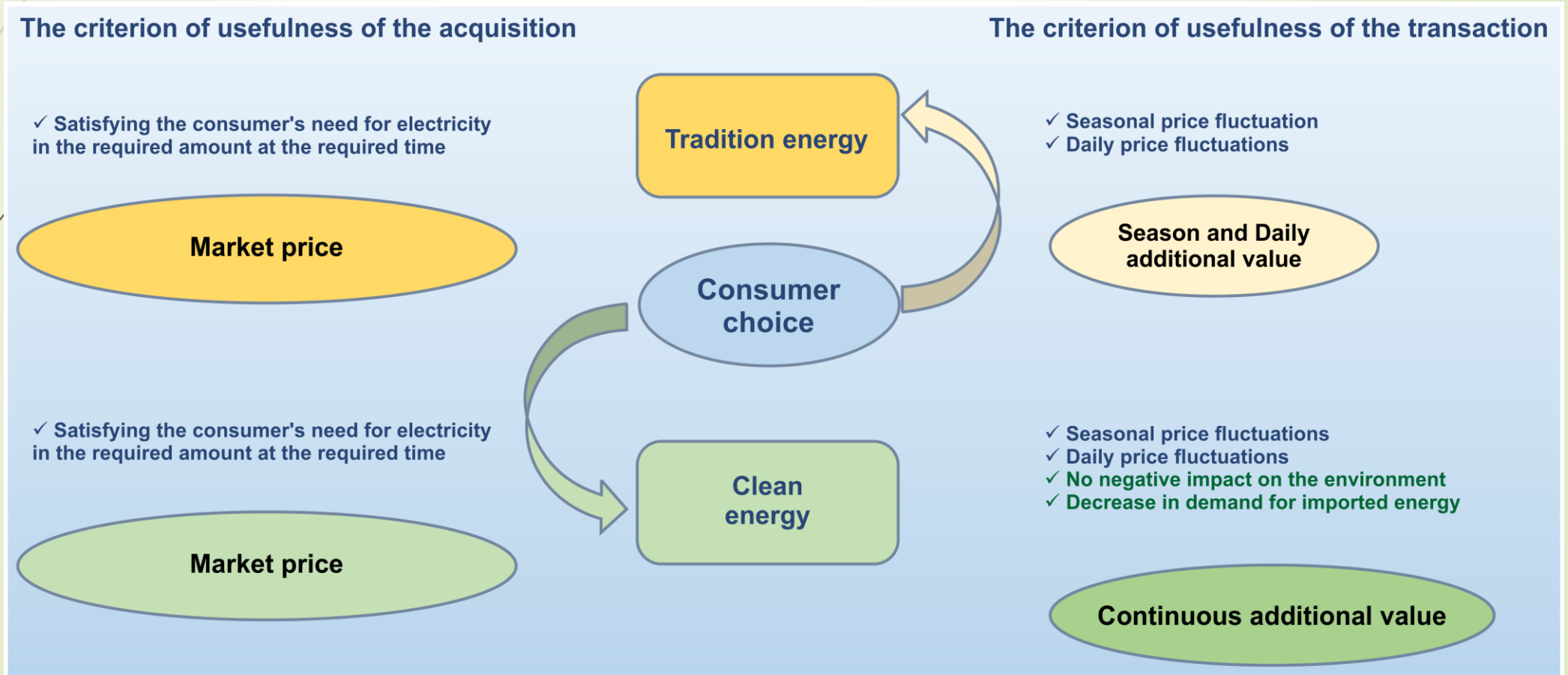
[a.kytaiev@ukma.edu.ua](mailto:a.kytaiev@ukma.edu.ua)



# Current relevance of research:

- Is consumer choice always rational?
  - Millennials and Gen Zs generations believe in the power of individuals to create change. It's evident in their approach to everything from the pandemic to social justice—an approach that has real ramifications for employers, retailers, and every other organization and institution.
  - The implementation of the European Green Deal can be supported through the stimulation of responsible consumer behavior.
- 

**Research idea:** consumer rationality is both an estimate of monetary costs & ownership, and compliance of costs with intangible values of the consumer (conscious environmental consumption).





# Research questions:

- ▶ Will consumers spend more money on goods produced using solar energy than on goods produced using traditional energy?
- ▶ How valuable are the products produced with the use of solar energy for consumers? How much more are consumers willing to pay for products made using solar energy?
- ▶ Are there differences in the consumption of a product produced using solar energy in different regions?

**Research goal:** study the relationship between consumer choice and environmental behavior of consumers in relation to products that are produced using a verified amount of green energy.

## Ukrainian case:




The first verification inspection of JSC Zhytomyr Butter Plant took part under the authority and with the involvement of Green Cert Ukraine LLC together with TÜV Thüringen Ukraine, which confirmed the percentage of the renewable energy of 5.6 % of the total energy used for the Rud ice cream production.

“Eskimos” Ice Cream (Rud TM) with the “Green Cert Ukraine” label will appear in stores in the nearest future. This means that the ice cream buyers will be able not only to enjoy their favorite taste and pleasure but choose a product that cares about the environmentally sound future.

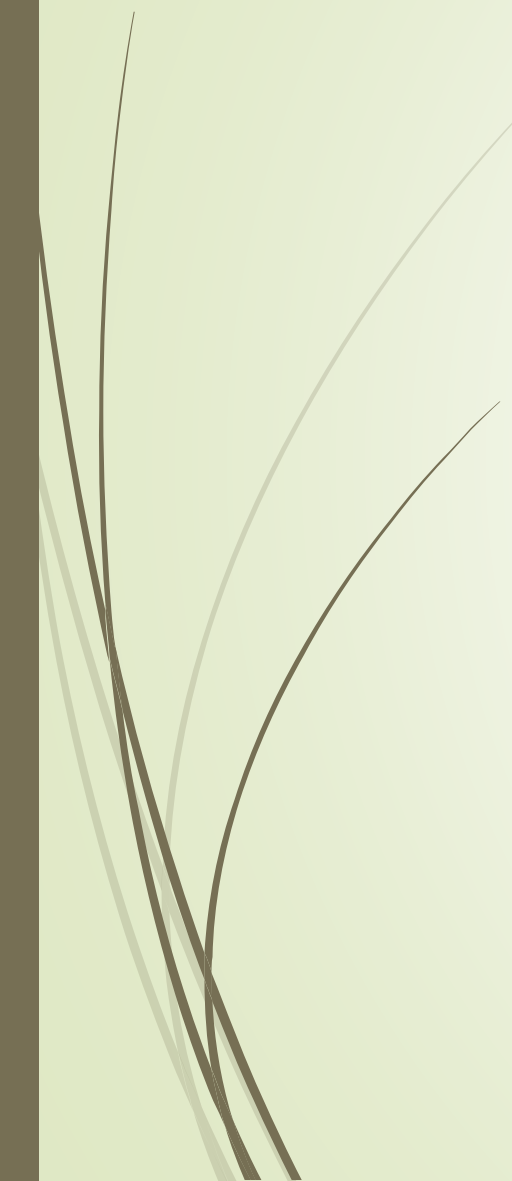


# Research methodology:

- ▶ Desk research through the study of official documents. The desk research is designed to study existing mechanisms to motivate consumers to make environmentally conscious choices when consuming products such as coffee, ice cream, etc.
  - ▶ Field research conducted with the help of a focus group. The focus group will provide an opportunity to identify features of environmentally conscious consumer choices.
- 



# Expected results of the research:

- Proposals for the implementation of tools to promote environmentally conscious consumer behavior, in particular to stimulate the choice of products produced using green energy.
  - A model of environmentally conscious consumer behavior, in particular a factor model of consumer choice of goods produced using green energy. Including an analysis of the impacts on environmentally conscious consumer choice of geography, season, and scarcity.
  - Recommendations for the development of policies to promote environmentally conscious consumer behavior, which has a less marked impact on market mechanisms than the granting of tax incentives.
- 



# References:

- ▶ Ariely, D. (2010). Predictably irrational: The hidden forces that shape our decisions, 2010. Harper.
- ▶ Thaler, R. H. (2016). Misbehaving: The making of behavioral economics. W. W. Norton, and Company.
- ▶ Gatersleben, B., Steg, L., & Vlek, C. (2002). Measurement and determinants of environmentally significant consumer behavior. *Environment and Behavior*, 34(3), 335–362. <https://doi.org/10.1177/0013916502034003004>
- ▶ Axsen, J., & Kurani, K. S. (2012). Social influence, consumer behavior, and low-carbon energy transitions. *Annual Review of Environment and Resources*, 37(1), 311–340. <https://doi.org/10.1146/annurev-environ-062111-145049>
- ▶ THE DELOITTE GLOBAL 2021 MILLENNIAL AND GEN Z SURVEY. <https://www2.deloitte.com/ua/uk/pages/aboutdeloitte/press-releases/in-its-10th-year-the-deloitte-global-millennial-and-gen-z-survey-reveals-two-generationspushing-for-social-change-and-accountability.htm>



Thank you for your time  
and attention!

