

Engaging in sustainable bioeconomies: The role of data-driven communication

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Objective(s)

In this project, we investigate how different targeted messages can be effective in influencing citizens' attitudes towards, as well as actual purchasing behavior of more sustainable clothes.

Main (Key) Result

Targeted advertisements

Our first online experiment studies whether targeted advertising could effectively stimulate sustainable clothing consumption. The experiment has a 2 (ad targeting personality: extrovert vs. introvert, manipulated) x 2 (ad message: reuse vs. reduce, manipulated) x 2 (participant personality: extrovert vs. introvert, measured) design.

The pre-test (N=19) indicates that the manipulation is largely successful.

Voor wie denkt u dat deze advertentie het meest aantrekkelijk is?	Reduce - extrovert	Reduce - Introvert	Reuse - Extrovert	Reuse - Introvert
Mensen die enthousiast zijn	4.84	4.68	5.21	4.05
Gezelschapsmensen	4.79	4.21	5.21	3.37
Mensen die doorgaans stil zijn	2.74	4.21	3.11	4.84
Mensen die verlegen zijn	2.63	4.47	3.32	4.58
Mean extrovert (stil en verlegen recoded; high score = extrovert)	5.07 ^a	4.05 ^b	5.00 ^a	3.50 ^b

Table 1. Outcomes of pre-test

Readiness

Ready to go live

Based on the pre-test the advertisements have been fine-tuned. We have applied for ethical approval. At the moment of presentation of this poster, the experiment is in the field. Recruitment is delegated to *Dynata*. Sample aim is females, 18+ and representative on age and region for Dutch population.

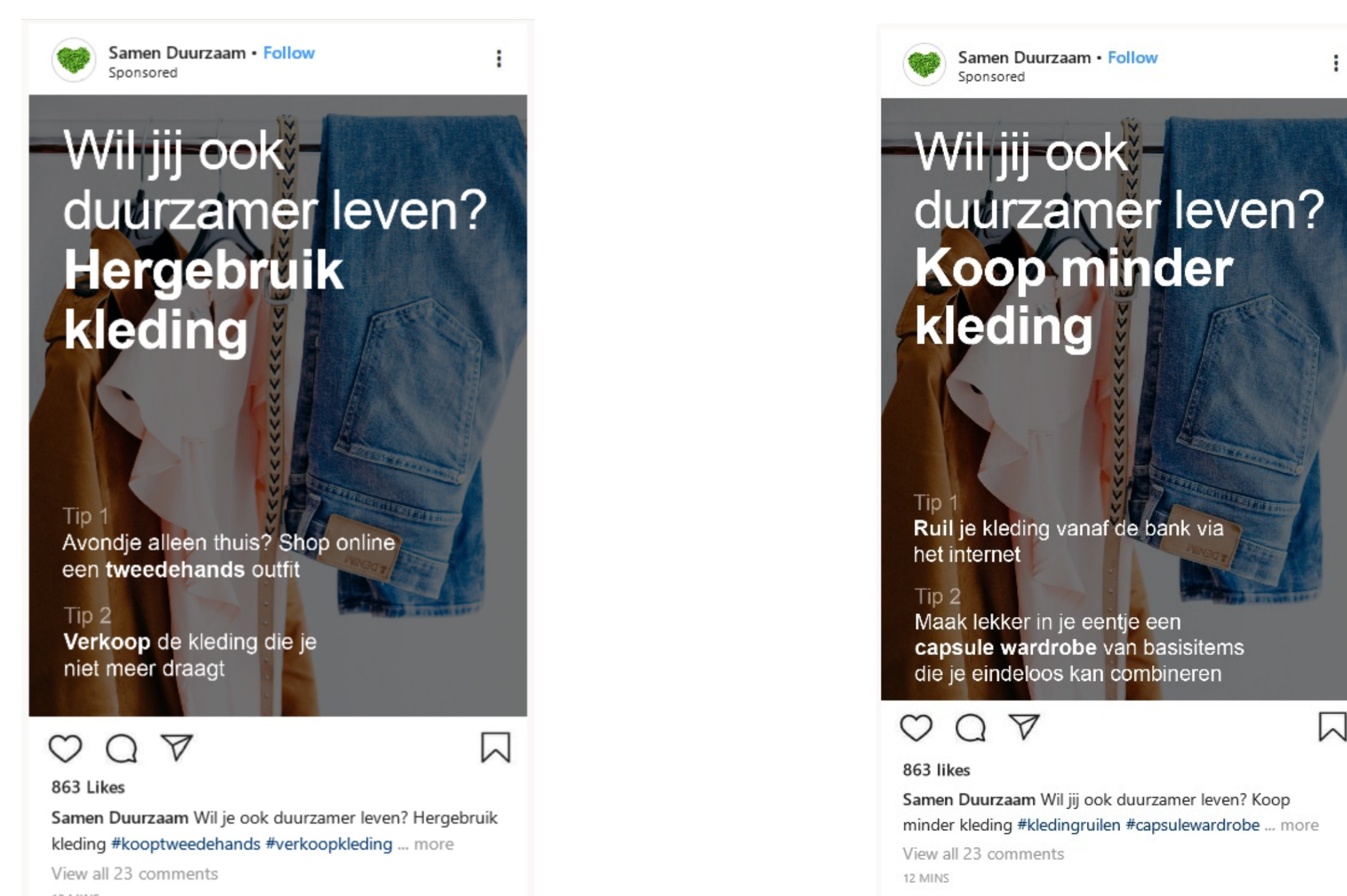


Figure 1. Two of the four Instagram ads used in the experiment

Lessons learned

Intro- versus extrovert

The experiment still has to be conducted, so it is hard to draw any substantial lessons. We did experience the following when developing the stimulus materials and questionnaire:

- The differential strategies of dematerialization can be readily explicated in advertisements;
- Giving an ad introvert versus extrovert content works as well, but requires finetuning.

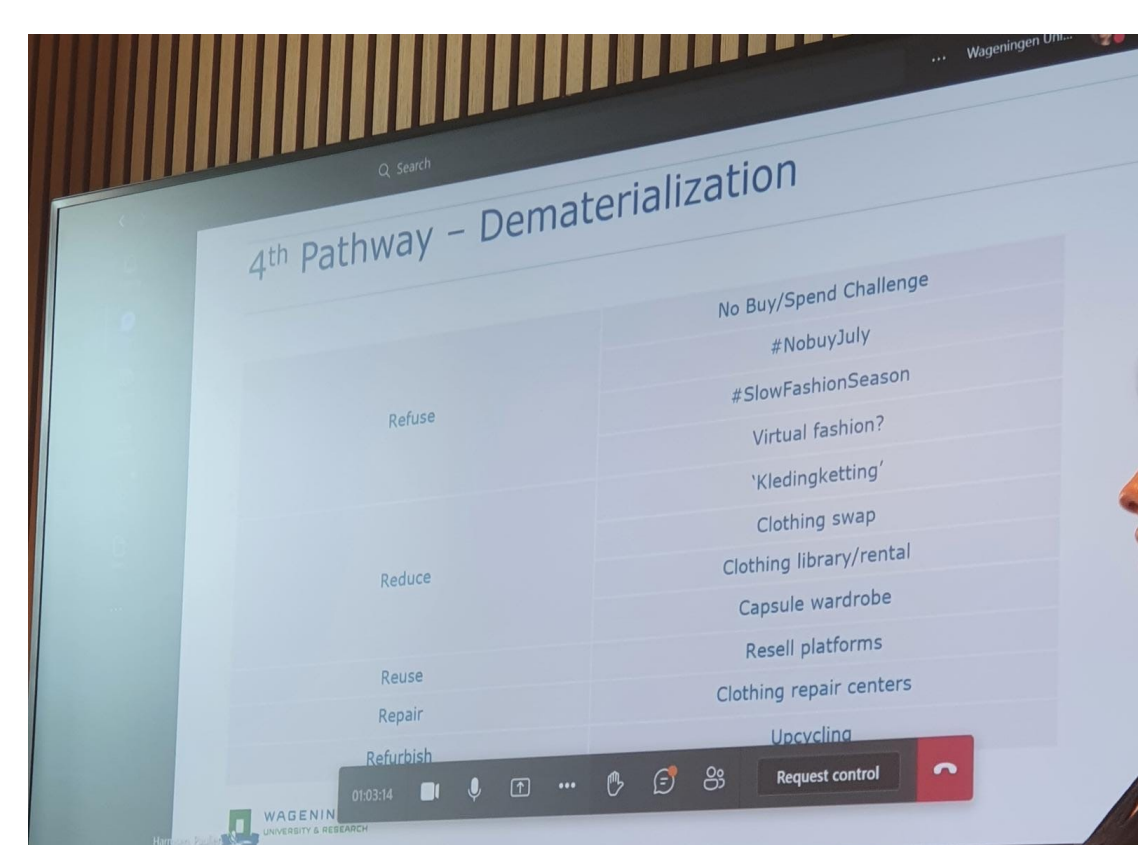


Figure 2. Inspiration from previous meeting

Next steps

A field experiment on Facebook

In the coming weeks, we will first analyze the results from the experiment and will subsequently conduct develop a **field experiment** where we will test different advertisements (largely in line with those already developed) on Facebook.

Ultimately, the findings of those two studies will help us to understand which advertising strategies are most effective for what type of individuals, thus providing key stakeholders valuable information on how to achieve **behavioural change**.

