

BRAND

LAB

Prof. Dr. Yonca Limon-Calisan | Maik Riggers

yonca.limon-calisan@brand-university.com | maik.riggers@brand-university.com

Summer Term 2021

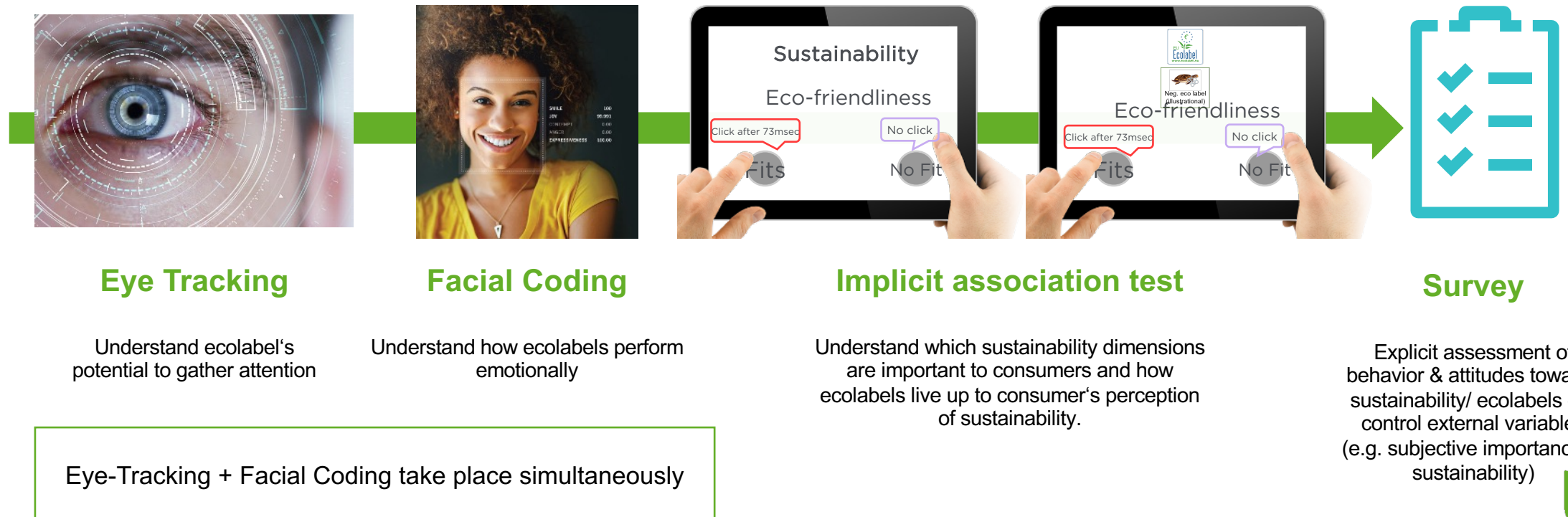
RESEARCH QUESTION

DRIVING THE ADOPTION OF ECOLABELS IN GERMANY –
INVESTIGATING THE EFFECTIVENESS OF DIFFERENT ECO-LABELS
FOR DETERGENTS IN GERMANY.

THE PERSPECTIVE OF WARNING LABELS AND CLAIMS IN THE
CONTEXT OF MICROPLASTICS AND ANIMAL HARM.

ILLUSTRATIONAL RESEARCH DESIGN

- Research executed in the Brand Lab of the Brand University
- Each subject participates in all methods sequentially (within-subject design)
- Minimum sample size of n=30 participants
- The order of the experiment follows the structure:



HYPOTHESIZED MODEL

Demography
Personality
Eco-perception



An eco-label with a high attraction/ attentiveness leads to a higher...

An eco-label with a stronger emotional response leads to higher ...



Implicit association test

Brand Association

Awareness
Visibility

Involvement
Credibility
Clarity
Trust

Appeal
Purchase Intent

Implicit attitude towards:

- EU Eco Label
- Microplastic
- Images
- Animal harm
- ...

Explicit attitudes towards:

...



Eye Tracking

Attentiveness



Emotional resonance



Facial Coding

The more drastic an eco label is, the higher the attentiveness

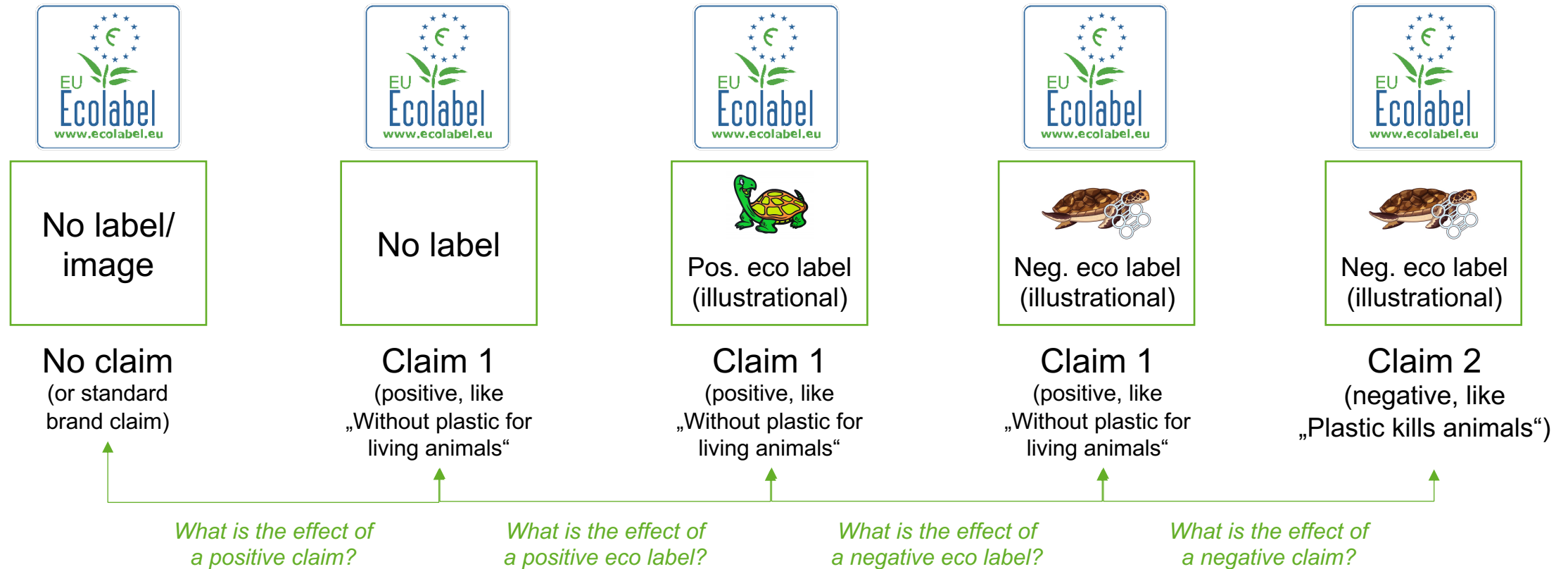
The more drastic an eco label is, the stronger the emotional response



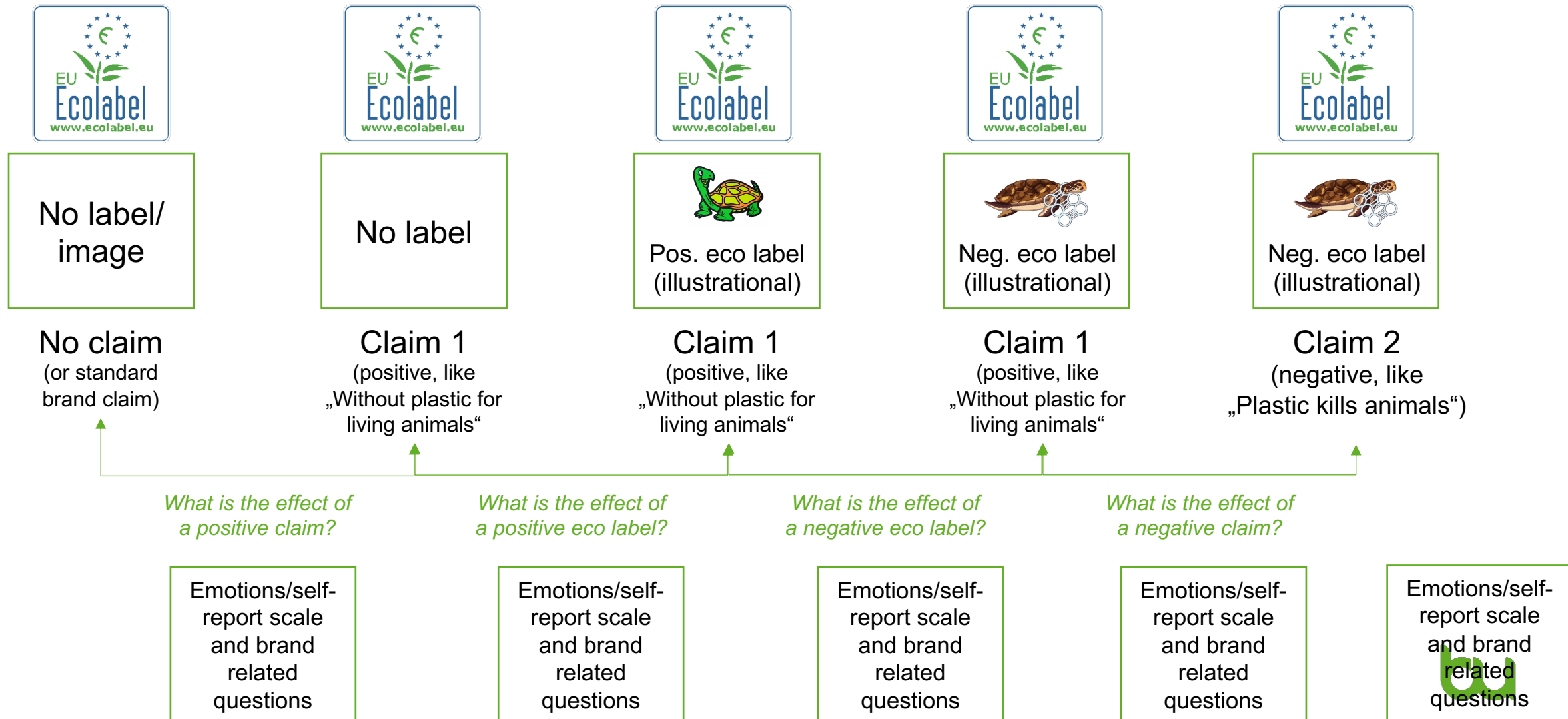
Claims
„Without plastic for living animals“



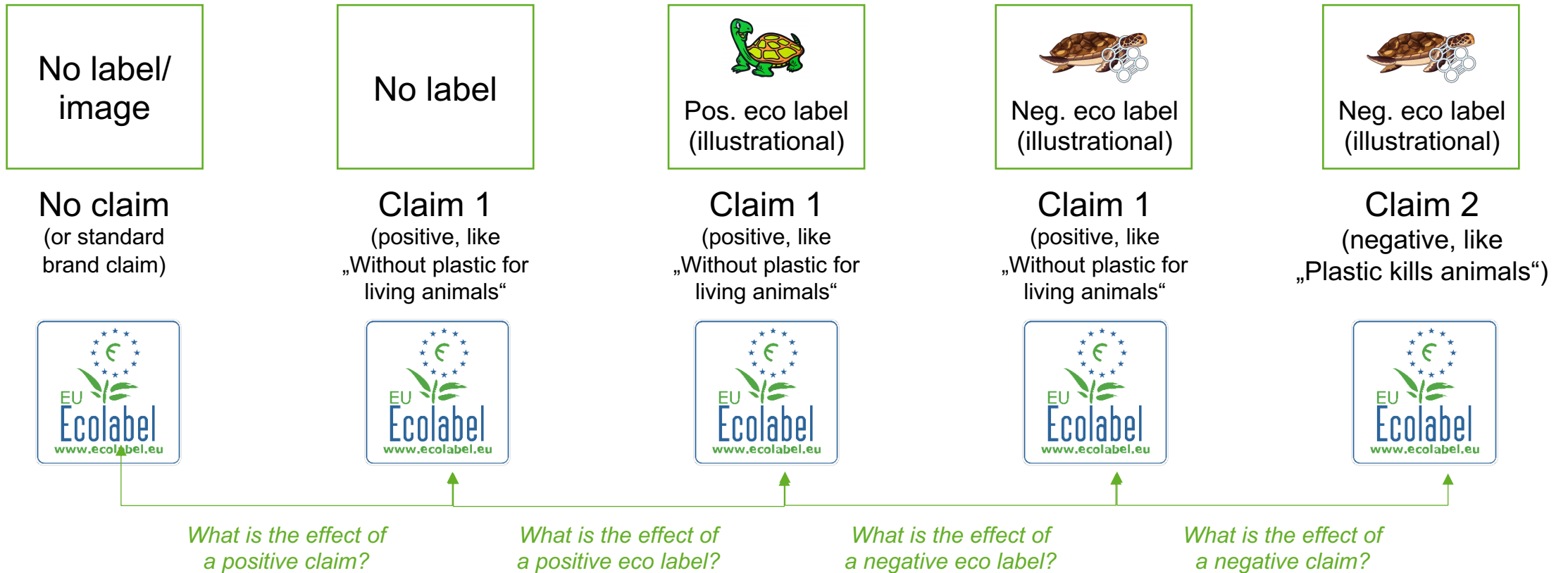
PACK OPTIONS 1 (SHOWN ON THE PACKAGING OF A DETERGENT BOTTLE)



PACK OPTIONS 1: QUESTIONS AFTER EVERY PACK (SHOWN ON THE PACKAGING OF A DETERGENT BOTTLE)



PACK OPTIONS 2 (SHOWN ON THE PACKAGING OF A DETERGENT BOTTLE)



PACK OPTIONS 2: QUESTIONS AFTER EVERY PACK (SHOWN ON THE PACKAGING OF A DETERGENT BOTTLE)

