

# Measuring eco-consumption tendency as a conjoint-based latent variable

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## **Abstract**

Eco-consumption tendency (ECT) is defined as a consumer's tendency to select eco-friendly options from a choice set and thus refers to an individual's responsiveness to the environmental friendliness of products. Traditionally, ECT and related constructs have been measured using multi-item self-report scales (e.g., based on items such as 'When shopping, I take into account the environmental impact of my choices'). We propose the use of a rating-based conjoint design analyzed with Structural Equation Modeling as an alternative and measure ECT as a conjoint-based latent variable in two studies. In the first study, we investigate consumers' responsiveness to an organic label for coffee and link ECT to individual difference variables measured with traditional self-reports. In the second study, we examine consumers' responsiveness to detergents that differ in their eco-ratings in a framing experiment. We discuss implications for measurement and consumer research on eco-consumption.

**Keywords:** *pro-environmental behavior; structural equation modeling; conjoint analysis*

**Track:** Social Responsibility & Ethics