



HELMUT SCHMIDT  
UNIVERSITÄT

Dr. Ortrud Leßmann  
Torsten Masson

Institute for Employment and Labor Relations



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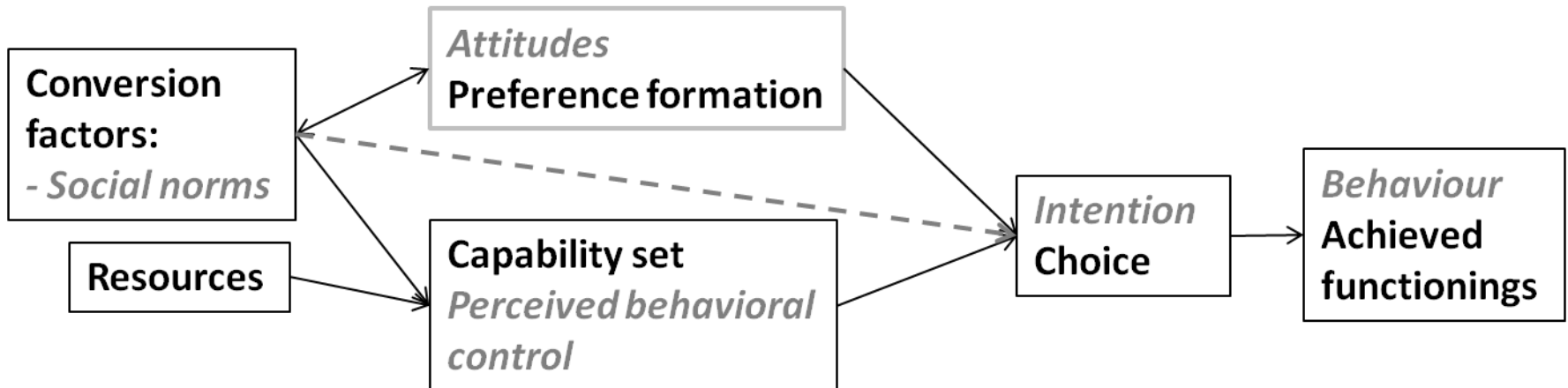
## **Equality and Sustainable Consumption in Capability Perspective**

***HDCA conference in Athens  
2-4 September 2014***

## **Equality and Sustainable Consumption in Capability Perspective**

- 1. *The Model of Sustainable Consumption in Capability Perspective***
- 2. *Data and Empirical Model***
- 3. *Empirical Results on Socio-economic Impacts***
  - 1. *Frequencies***
  - 2. *Regression-Analyses***
- 4. *Conclusion***

## Equality and Sustainable Consumption: The Theoretical Model



### Capability Approach:

- Conversion factors
- Resources
- (Preference Formation)
- Capability Set
  - Choice
  - Achieved functionings

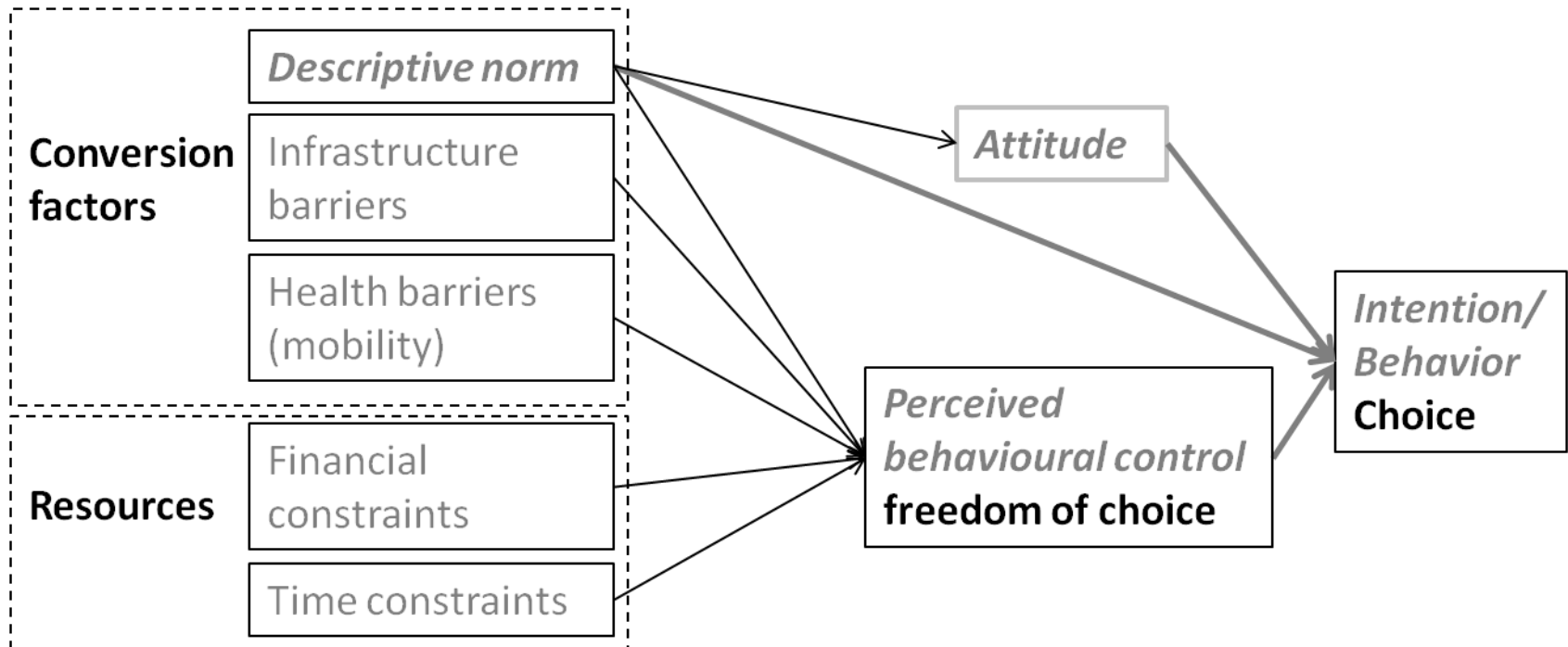
### Theory of Planned Behavior

- Social Norms
- Attitudes
- Perceived Behavioral Control
  - Intention
  - Behavior

## Equality and Sustainable Consumption: Data

- *Innovation Sample of the German Socio-Economic Panel in 2012*
- *Two behaviors:*
  - *Purchase of organic food (N=536)*  
*56.9% female;  $M_{age} = 51.02$  years,  $SD_{age} = 18.53$  years*
  - *Use of public transport or bike for inner-city rides (N=363)*  
*45.6% female;  $M_{age} = 52.39$  years,  $SD_{age} = 15.89$  years*

## Equality and Sustainable Consumption: Empirical Model



## Variables I – endogenous variables

- **Intention:**  
*“How often do you intend to [purchase organic food / use public transport & bike for inner-city rides] in the future?”*  
**5-point scale: “no, never” - 5 “yes, very often”**
- **Self -reported behaviour:**  
*“How often have you [bought organic food / used public transport / bike for inner city-rides] within the last 3 months?”*  
**5-point scale: 1 “never” - 5 “very often”**

## Variables II – endogenous variables

- **Attitude (2 items):**  
*“[Purchasing organic food / Using public transport & bike] is a good thing to do.”*  
*“[Purchasing organic food / Using public transport & bike] is pleasant.”*  
**5-point scale: 1 “do not agree” - 5 “totally agree”**
- **Perceived freedom of choice:**  
*“How much freedom of choice do you have to [purchase organic food / use public transport & bike for inner-city rides]?”*  
**5-point scale: 1 “very little” - 5 “very much”**

## Variables III – exogenous variables

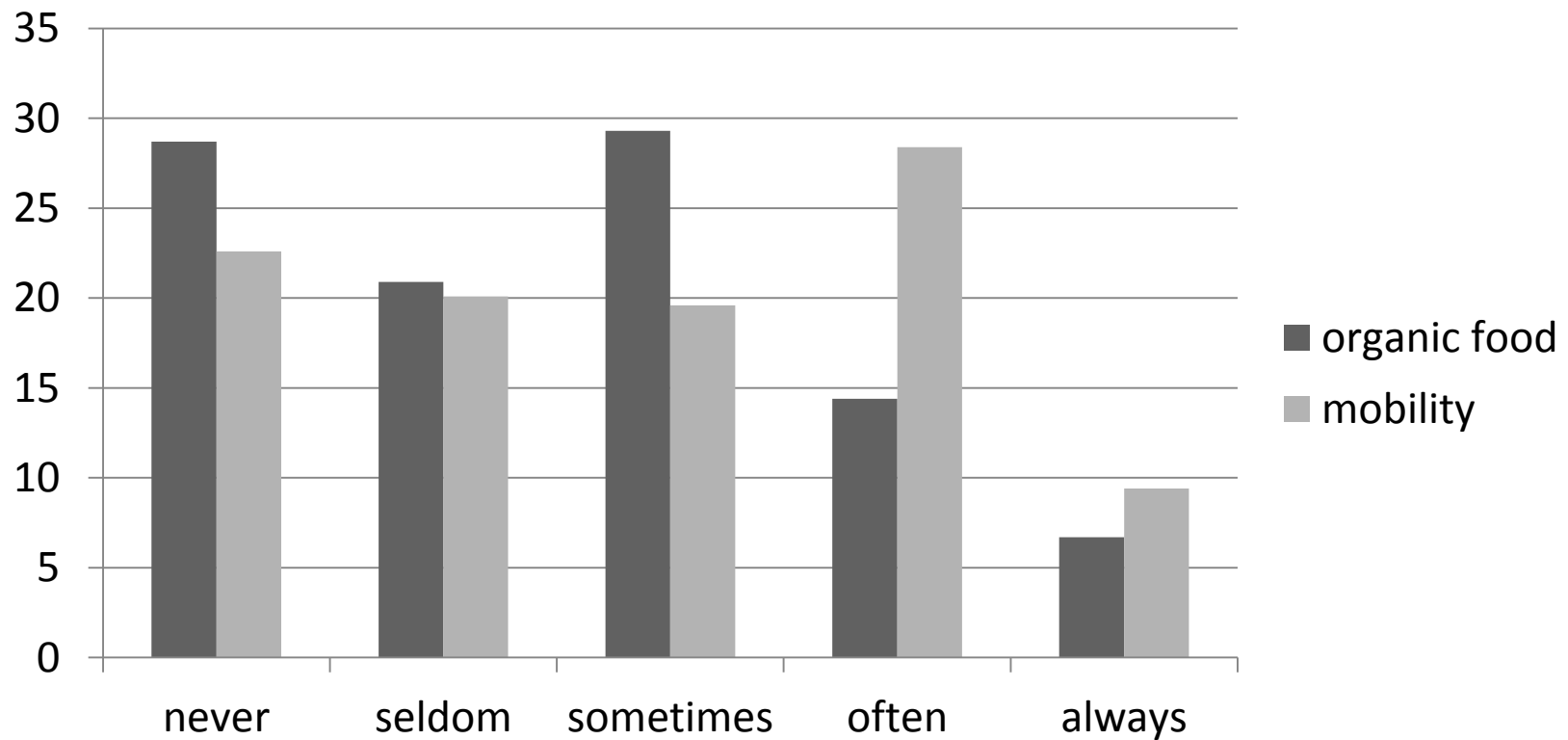
- **Descriptive Norm:**  
*“Most people who are important to me [purchase organic food / use public transport & bike for inner-city rides].”*  
**5-point scale: 1 “do not agree” - 5 “totally agree”**
- **Resource constraints (2 items):**  
*[Purchasing organic food / Using public transport & bike]*  
*... is financially demanding.*  
*...is costly in terms of time.”*  
**5-point scale: 1 “do not agree” - 5 “totally agree”**



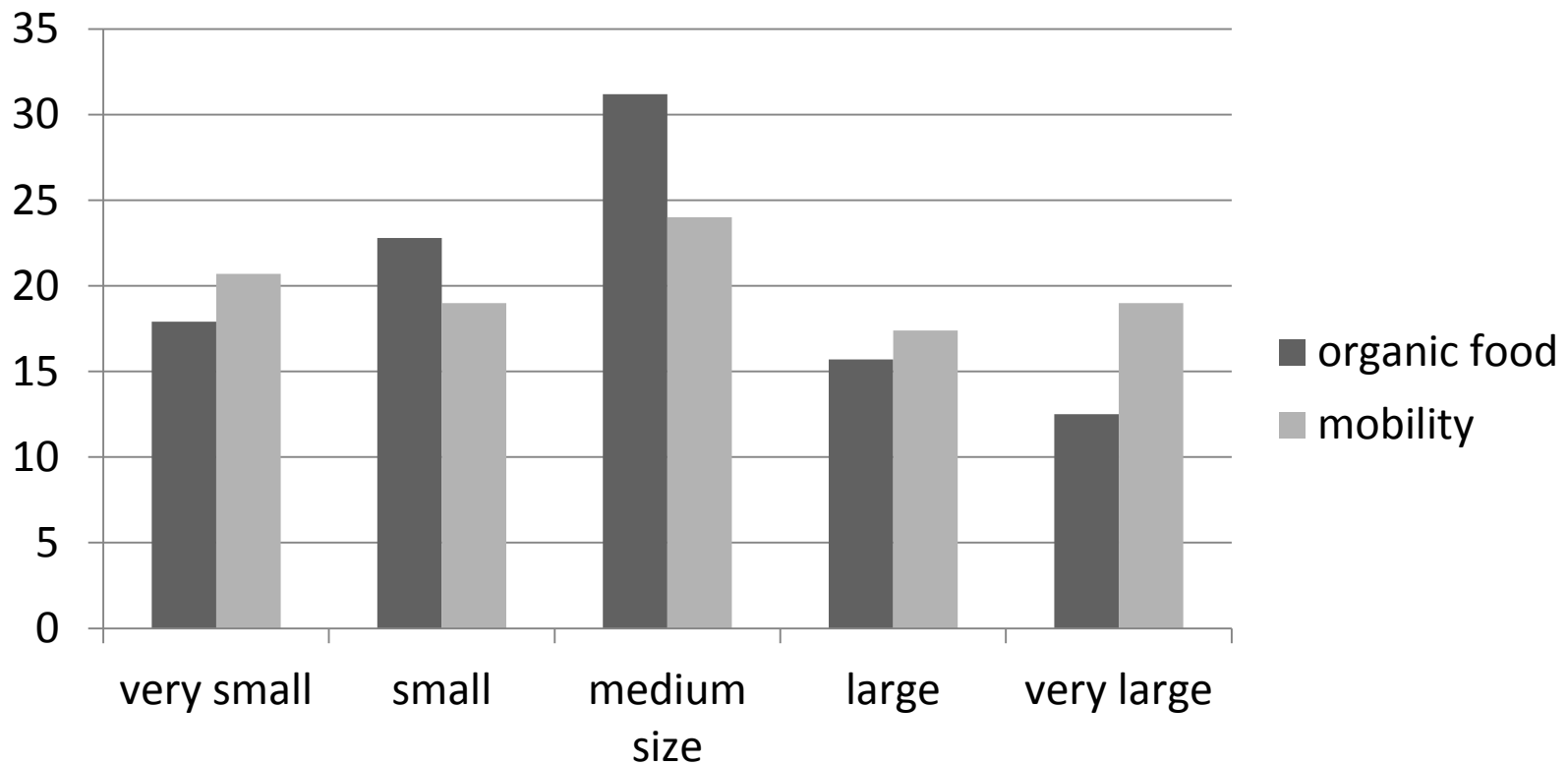
## Variables IV – exogenous variables

- **Infrastructure barriers (social conversion factors):**  
*“Purchasing organic food is difficult for me because of the lack of shops that offer such products.”*  
*“Using public transport & bike for inner-city rides is difficult for me because of an insufficient public transport infrastructure.”*  
**5-point scale: 1 “do not agree” - 5 “totally agree”**
- **Health barriers (personal conversion factors):**  
*“Using public transport & bike for inner-city rides is difficult for me because of my health.”*  
**5-point scale: 1 “do not agree” - 5 “totally agree”:**

## Empirical Results: Frequency of self-reported behavior



## Empirical results: Perceived freedom of choice – frequencies



## Empirical Results – Discrepancy Analysis between Attitudes and Freedom of Choice

### *score discrepancy analysis*

*(gap of two score points or more)*

- *attitudes >> perceived freedom of choice*
  - *29.2 % in mobility sample*
  - *20.9 % in food sample*
- *perceived freedom of choice >> attitudes*
  - *5 % in mobility sample*
  - *5.6 % in food sample*

## Regression analysis I – Purchase of organic food

Dependent V. \ Independent V.	Purchase of organic food	Perceived freedom of choice to purchase organic food	(Perceived) Norm to purchase organic food
Sex (0= male, 1= female)	.22***	.09*	n.s.
Household income (log)	.13**	.15**	n.s.
Education	.15**	.14**	n.s.
Age	n.s.	n.s.	.14**
Household size	n.s.	n.s.	n.s.
Ethnicity	n.s.	n.s.	n.s.
Interest in politics (0= no, 1= yes)	.17**		

\*  $p < .05$ ; \*\*  $p < .01$ ; \*\*\*  $p < .001$

## Regression analysis II – Mobility behaviour

Dependent V. \ Independent V.	Use of public transport & bike	Perceived freedom of choice to use public transport & bike	(Perceived) Norm to use public transport & bike
Sex (0= male, 1= female)	n.s.	n.s.	n.s.
Household income (log)	-.11*	n.s.	n.s.
Education	.12*	n.s.	n.s.
Age	n.s.	n.s.	.18**
Household size	n.s.	n.s.	n.s.
Ethnicity	n.s.	n.s.	n.s.
Interest in politics (0= no, 1= yes)	n.s.		

\*  $p < .05$ ; \*\*  $p < .01$

## Regression analysis III – synopsis behavior, freedom of choice and norms

- *Stronger correlation of socio-economic factors with food purchase than with mobility behaviour*
- *Central variables: household income and education*
- *Purchase of organic food: effect of income on purchase behaviour only significant when education was low (but not when educ. was high)*
- *No effects of perceived norms (perceived environmentalism of important others does not differ across social groups)*

## Regression Analysis IV – Purchase of Organic Food: Barriers and Constraints

Dependent V. \ Independent. V.	Infrastructure barriers	Financial constraints
Sex (0= male, 1= female)	n.s.	n.s.
Household income (log)	-.11*	-.32**
Education	-.10*	n.s.
Age	n.s.	n.s.
Household size	n.s.	n.s.
Ethnicity	n.s.	.09*

\*  $p < .05$ ; \*\*  $p < .01$



## Regression Analysis V – Mobility: Barriers and Constraints

Dependent V. \ Independent V.	Infrastructure barriers	Time constraints
Sex (0= male, 1= female)	n.s.	n.s.
Household income (log)	n.s.	n.s.
Education	n.s.	n.s.
Age	n.s.	-.18**
Household size	.20**	n.s.
Ethnicity	n.s.	n.s.

\*  $p < .05$ ; \*\*  $p < .01$

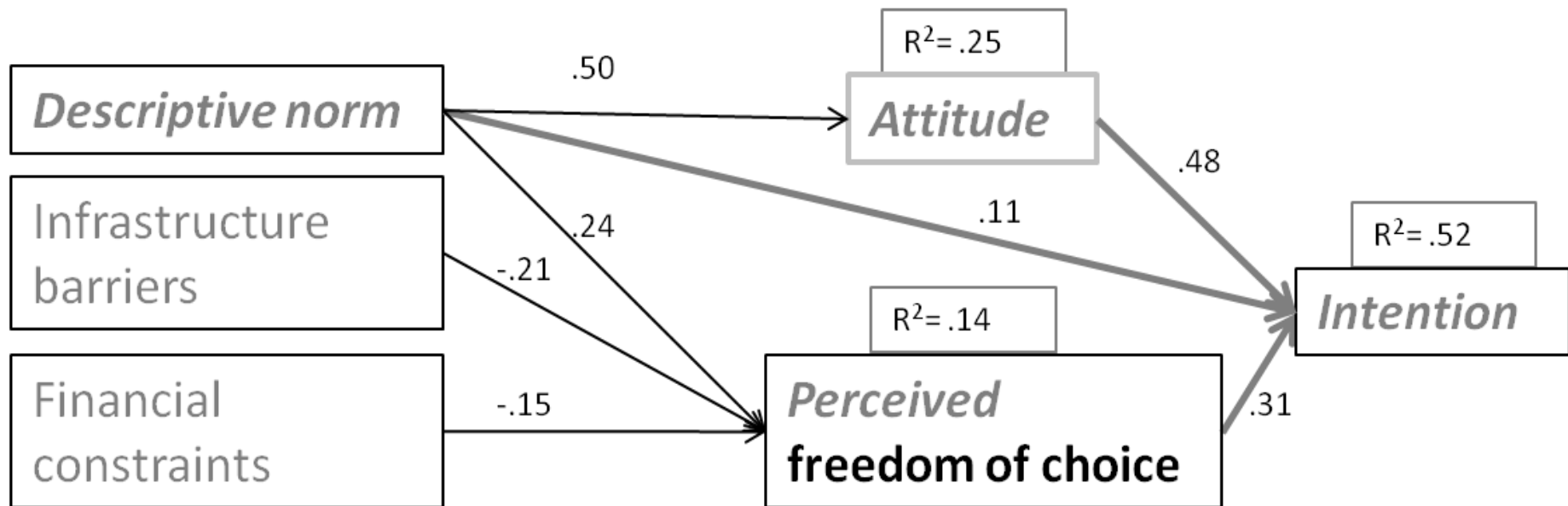
## **Equality and Sustainable Consumption in Capability Perspective – Conclusion**

## Equality and Sustainable Consumption in Capability Perspective

*Thank you!*

- *For more information:*
- *<http://www.soeb.de>*
  - *Berichterstattung zur sozioökonomischen Entwicklung in Deutschland reporting on socio-economic development in Germany*
- *<http://ipa.hsu-hh.de/lessmann>*

## Path model I – Purchase of organic food



## Path model II – Mobility behaviour

