



HELMUT SCHMIDT
UNIVERSITÄT

Dr. Ortrud Leßmann

Torsten Masson

Institute for Employment and Labor Relations



SPONSORED BY THE



Federal Ministry
of Education
and Research

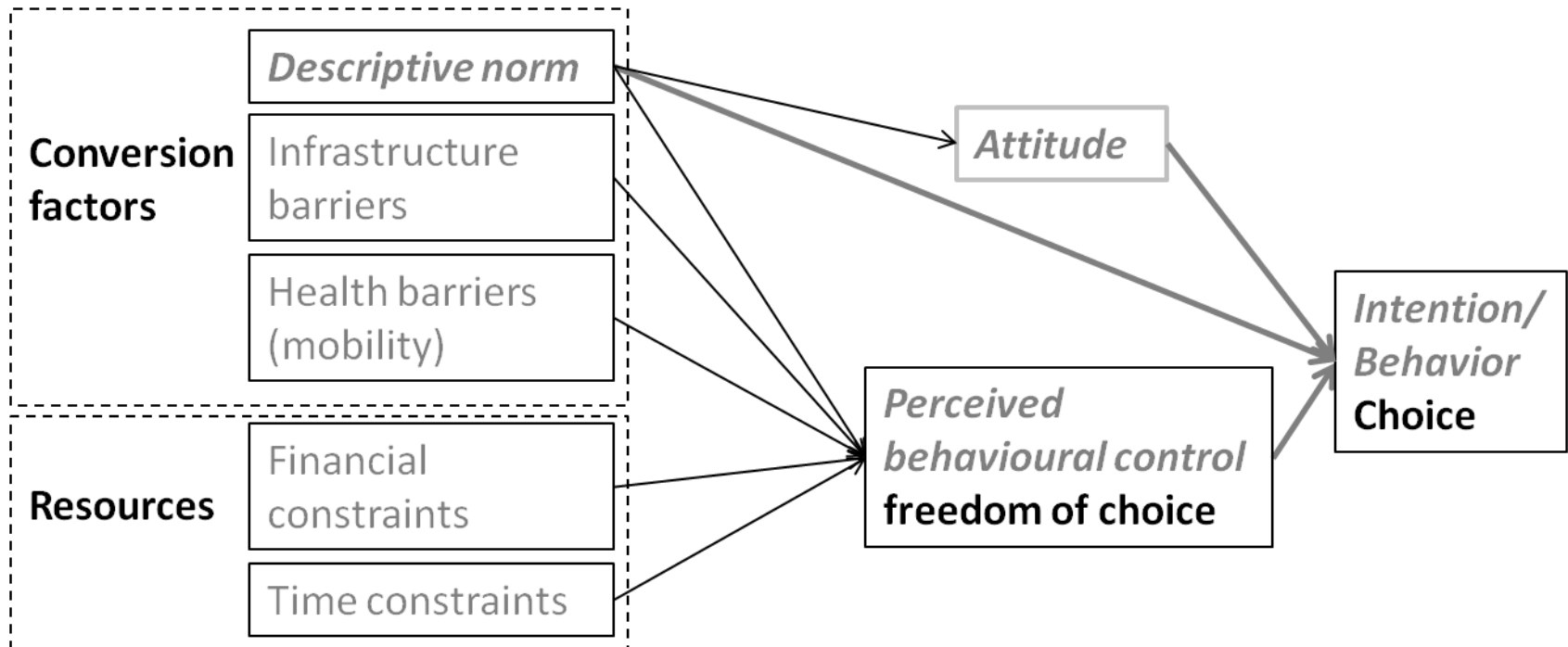
Equality and Sustainable Consumption in Capability Perspective

***ISQOLS conference in Berlin
15-18 September 2014***

Equality and Sustainable Consumption in Capability Perspective

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

Equality and Sustainable Consumption: Empirical Model



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

Variables I

- ***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

- **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”

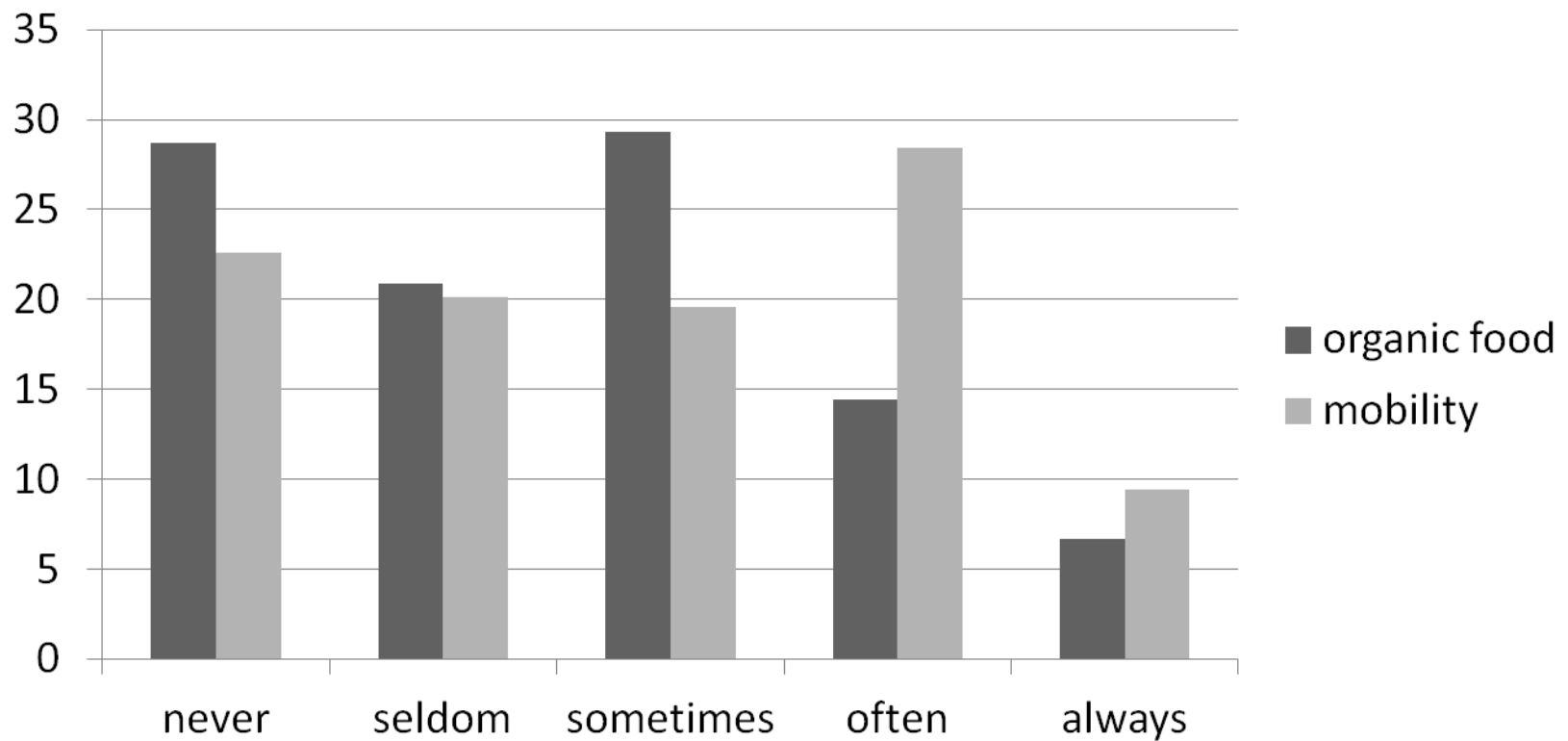
Variables III

- **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”

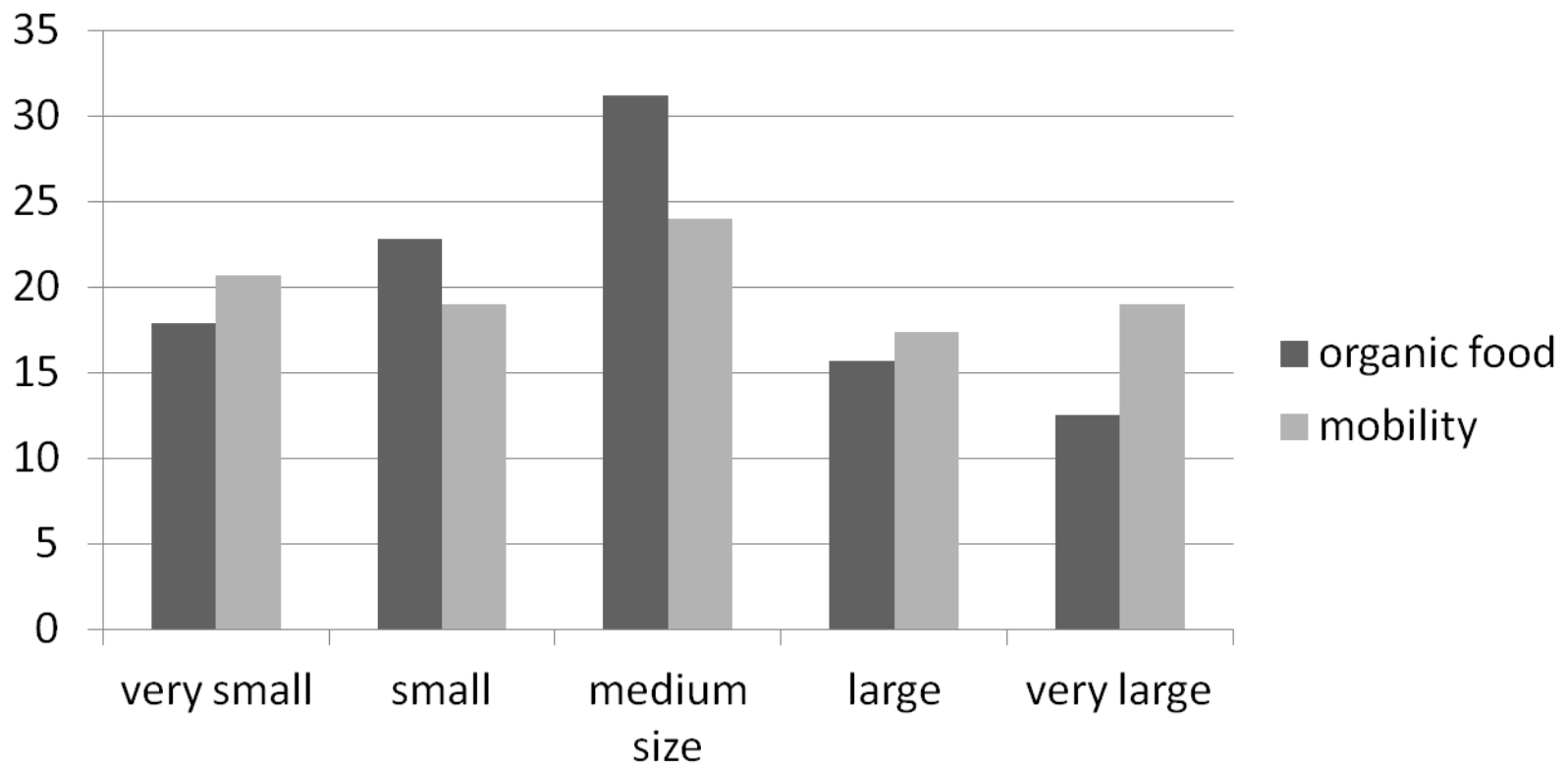
Variables IV

- ***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”

Empirical Results: Frequency of self-reported behavior



Empirical results: Perceived freedom of choice – frequencies



Logistic Regressions I – Purchase of organic food (N = 536)

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)	(+) ^{***}	(+) ^{**}	n.s.
Household income (log)	(+) ^{**}	(+) ^{***}	(+) [*]
Education	(+) ^{***}	(+) ^{***}	n.s.
Age	(+) [*]	n.s.	(+) ^{**}
Children in HH (0= no, 1= yes)	(+) [*]	(+) ^{**}	n.s.
Migration (0= no, 1= yes)	n.s.	n.s.	n.s.
Single HH (0= no, 1= yes)	(+) [*]	n.s.	n.s.

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

Logistic Regressions II – Mobility behaviour (N = 363)

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)	(-)*	n.s.	n.s.
Education	n.s.	n.s.	n.s.
Age	n.s.	n.s.	(+)**
Children in HH (0= no, 1= yes)	(+)*	n.s.	n.s.
Migration (0= no, 1= yes)	n.s.	n.s.	n.s.
Single HH (0= no, 1= yes)	n.s.	n.s.	n.s.

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

Regression analysis – 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)*
- *Relatively few effects of socio-economic factors on perceived norms (i.e., perceived environmentalism of important others)*

Precariousness and Sustainable Consumption – precariousness as a new category of stratification

- *Robert Castel (1995), Richard Sennett (1998), Klaus Dörre/Robert Castel (2009), Guy Standing (2011)*
- *“Precariousness” describes the situation of people in a “zone” (layer) who are*
 - *Not poor, but threatened of becoming poor*
 - *Not fully integrated in society, but aiming for it*
- *Precariousness = economic and social insecurity*
- *Life-course and household context are important*

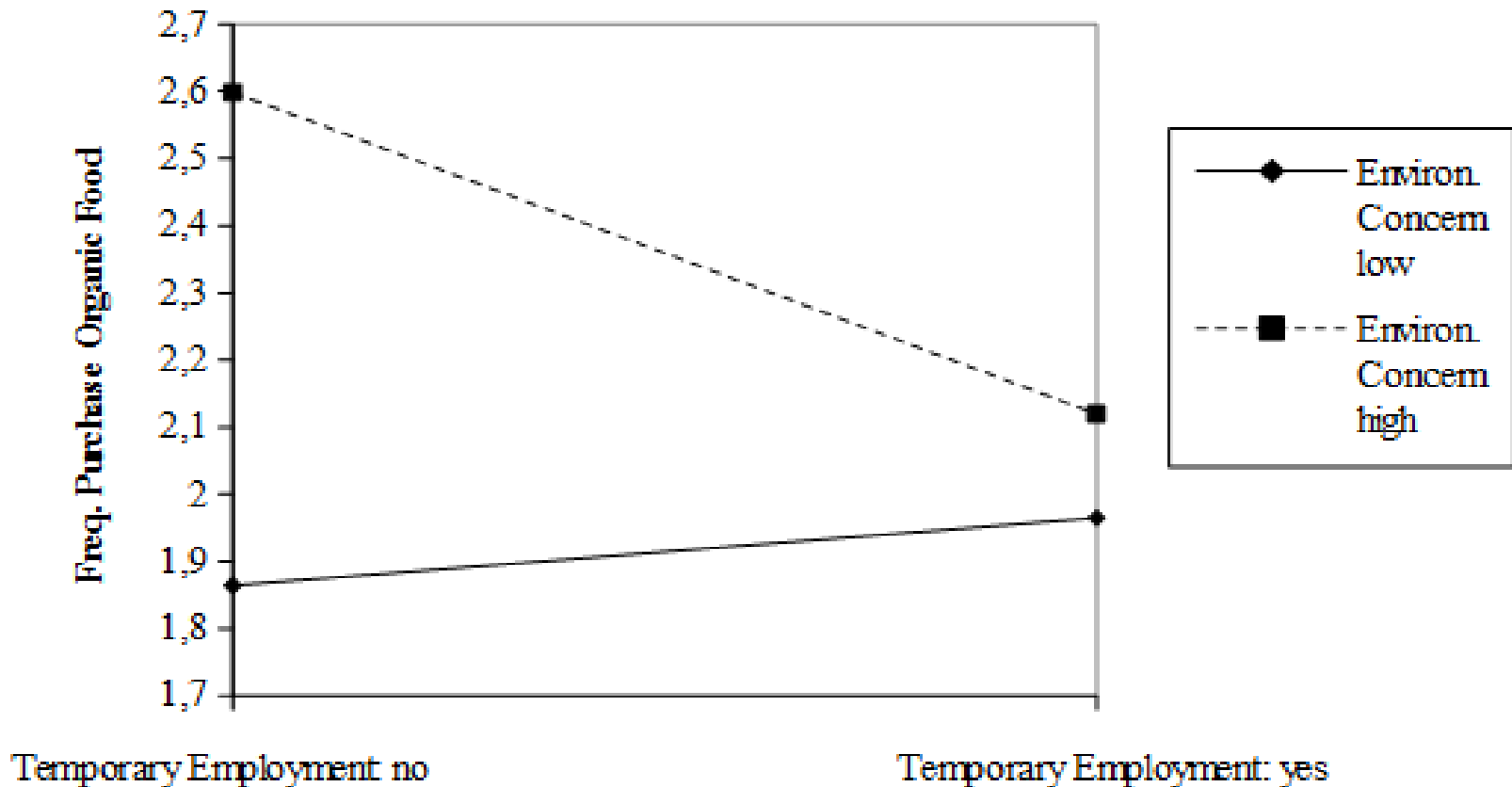
Precariousness and Sustainable Consumption – indicators of precariousness in our data-base

- *Temporary employment*
- *Possibility to save money on a monthly basis*
- *(high) Number of jobs in the last ten years*
- *unemployment spells in the last ten years*
- *Probability of unemployment in the next two years*
- *Part-time employment*
- *No problems in paying the rent*
- *Number of friends to entrust one's key*

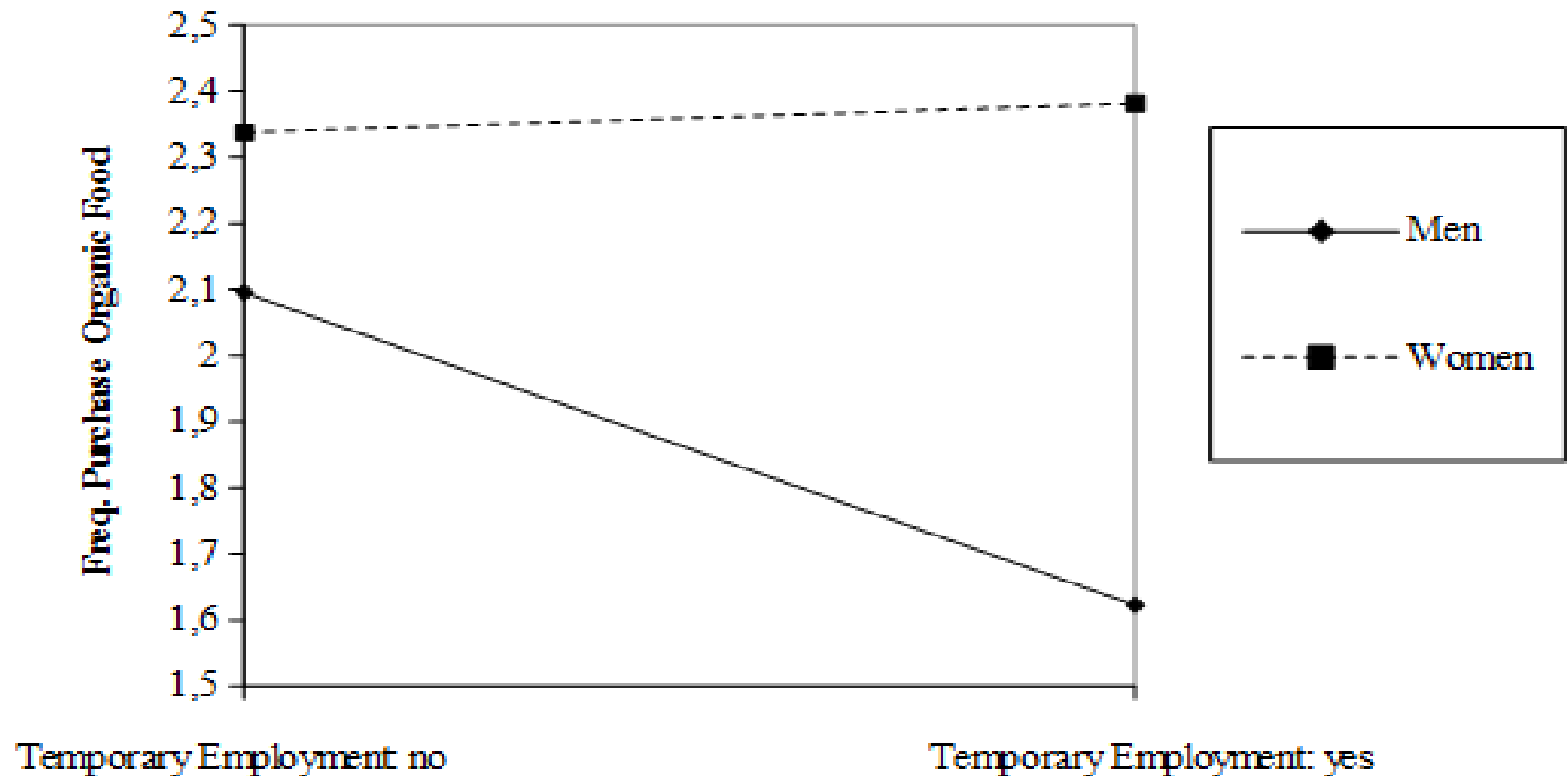
Precariousness and Purchase of Organic Food - Results

- *Interaction effects of temporary employment and I) environmental concern ($p = .08$) and II) sex ($p = .08$)*
- *Interaction effect of possibility to save money (monthly) and education ($p = .03$)*
- *3-way interaction effect of environmental concern, number of jobs (last 10 years) and age ($p < .05$)*
- *3-way interaction effect of HH-income, age, and i) number of jobs (last 10 years), ii) number of unemployment periods last 10 years ($ps < .05$)*

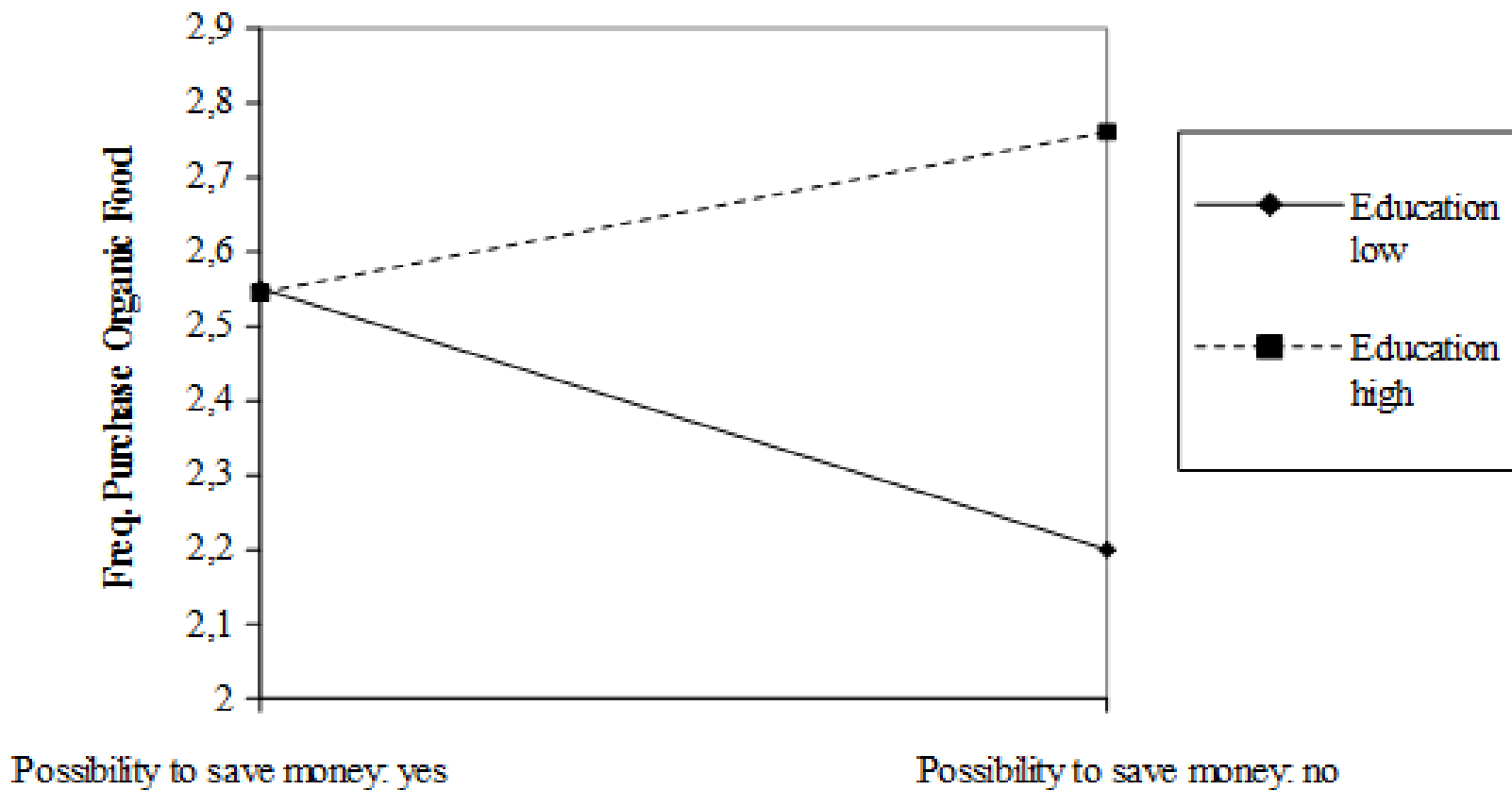
Regression analysis with interaction test: Concern for Environment - Temporary Employment (N = 251)



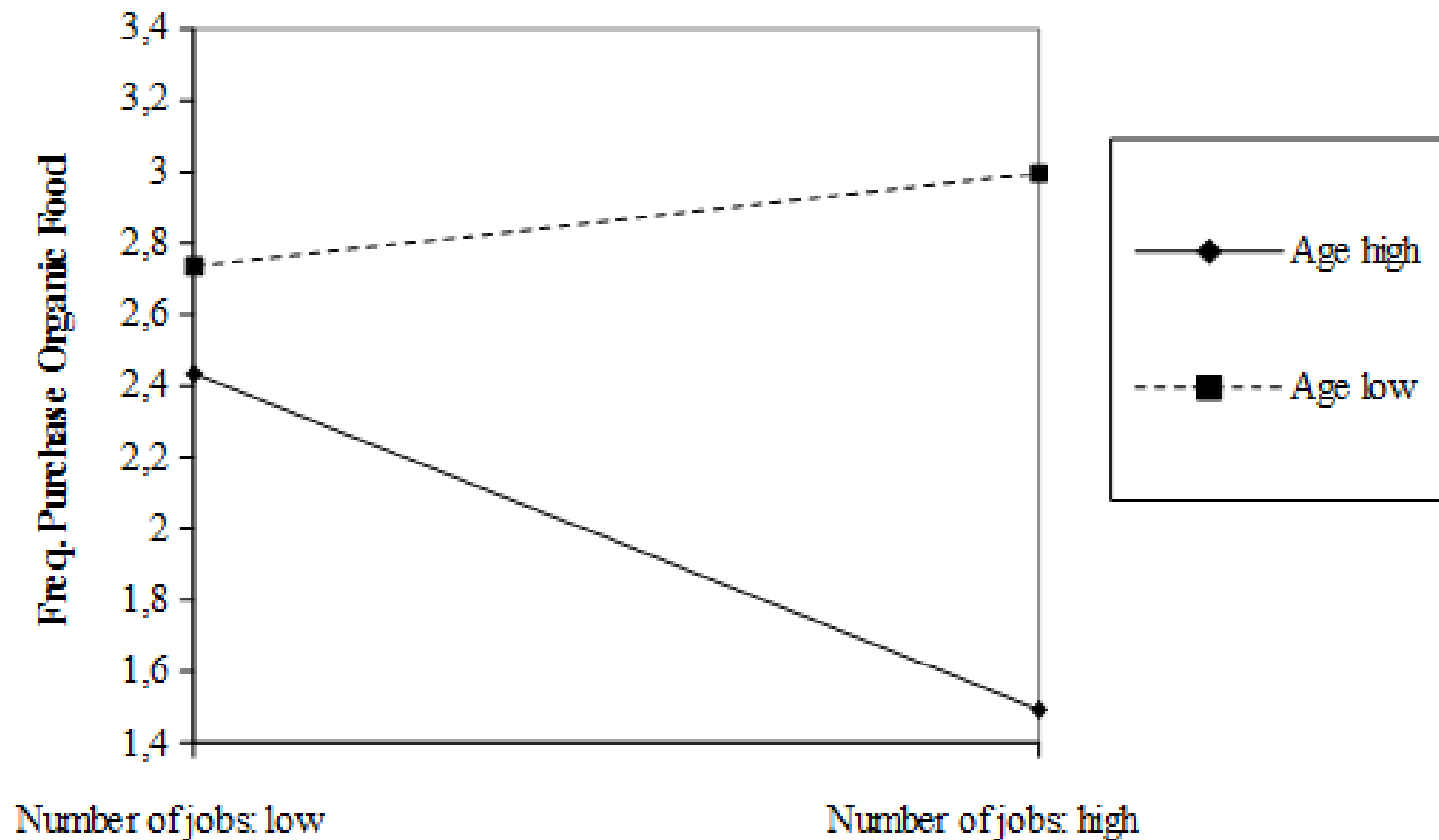
Regression analysis with interaction test: Gender - Temporary Employment (N = 251)



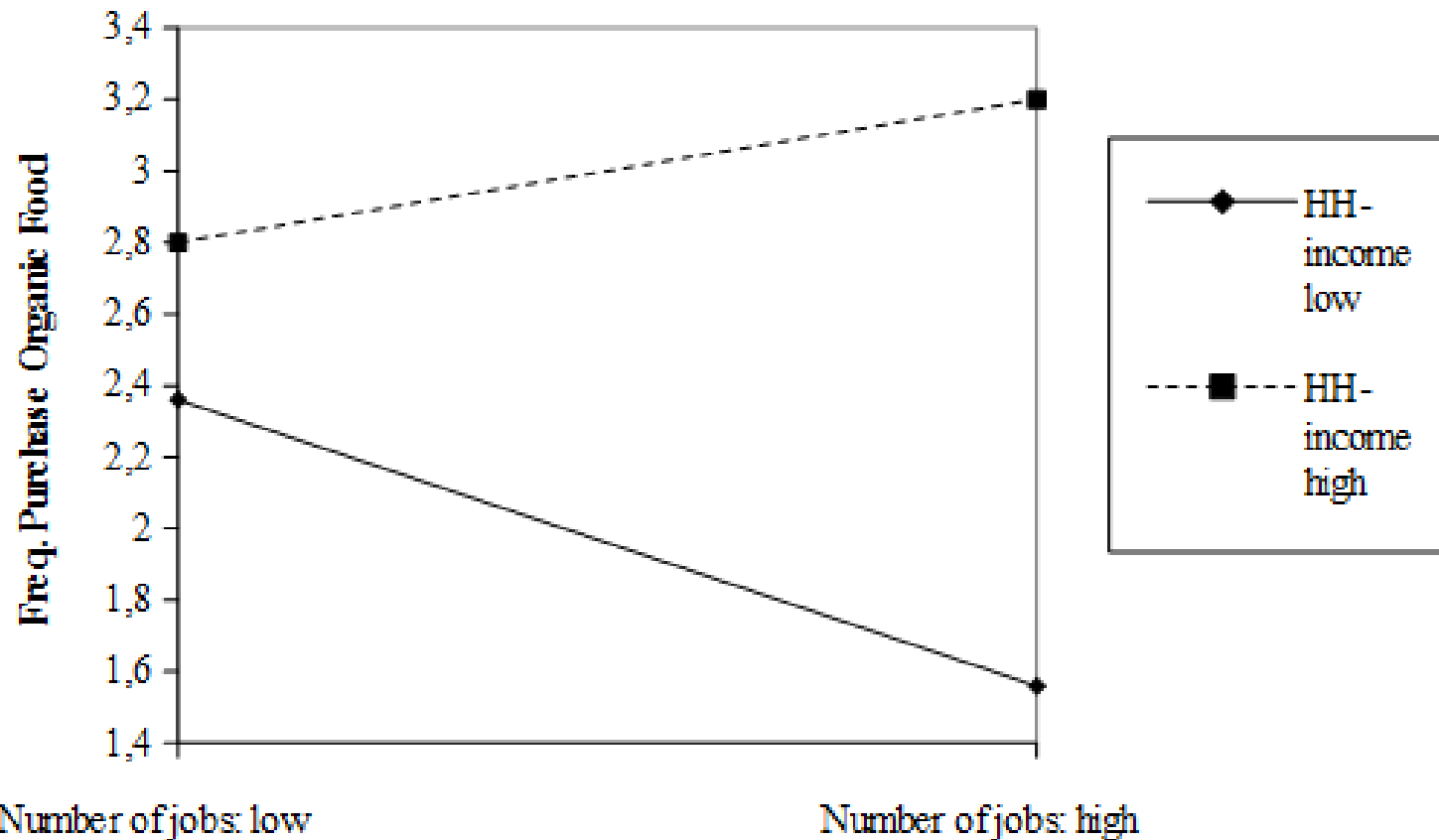
Regression analysis with interaction test: Education - Possibility to save money (N = 306)



Regression analysis with interaction test: Number of jobs last 10 years I (N = 335) → High environ. concern



Regression analysis with interaction test: Number of jobs last 10 years II (N = 335) → Older respondents



Precariousness and Purchase of Organic Food - Results

- *Similar interaction effects of precariousness indicators and socio-demographic characteristics on perceived freedom of choice to purchase organic food as well as on environmental attitudes / environmental concern, e.g.:*
- *3-way interaction effect of HH-income, number of unemployment periods (last 10 years) and age ($p < .05$) on perceived freedom of choice*
- *3-way interaction effect of environmental concern, age and number of jobs (last 10 years) on attitude towards organic food ($p < .05$)*

Equality and Sustainable Consumption in Capability Perspective – Conclusion

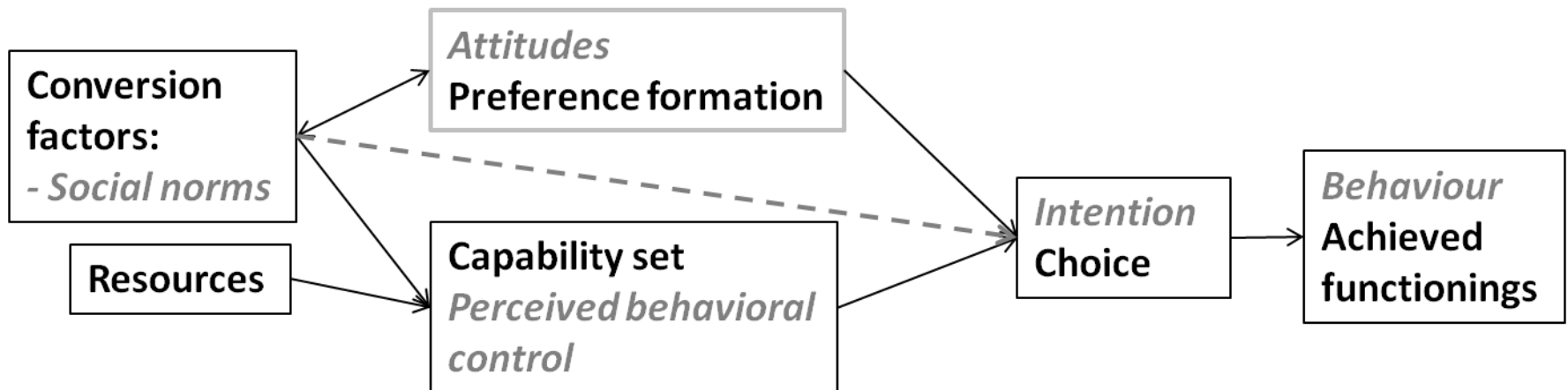
- *Education and income influence the purchase of organic food*
- *Our (tentative) findings indicate that the insecurity that comes along with precariousness may be an obstacle to the diffusion of pro-environmental behavior → especially for older respondents.*
- *Effects of precariousness are not only linked to behaviour but also to perceived freedom of choice and environmental attitudes*
- *More research with bigger samples and a longitudinal setting is needed.*

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>*

Equality and Sustainable Consumption: The Theoretical Model



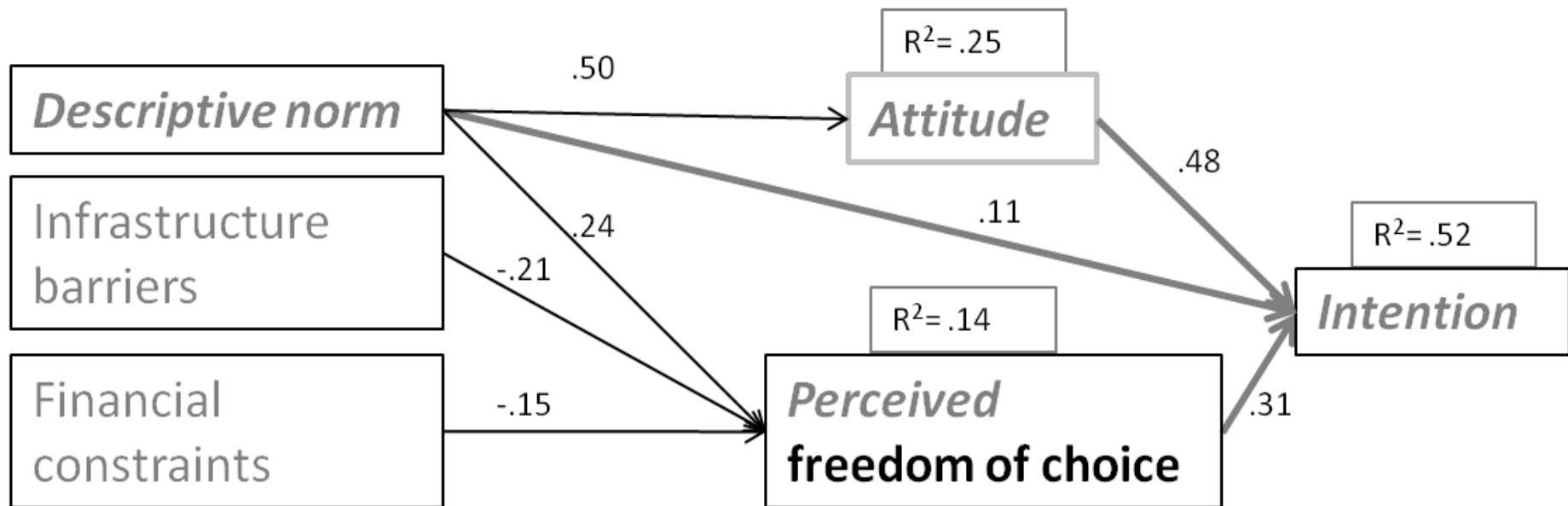
Capability Approach:

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

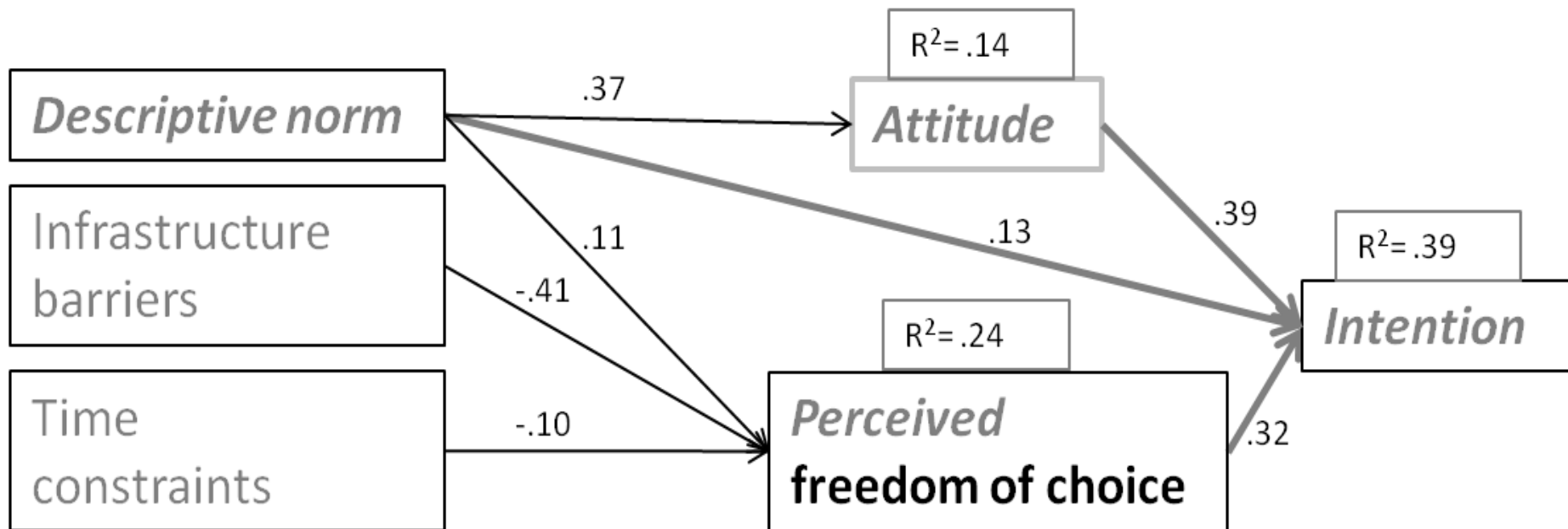
Theory of Planned Behavior

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

Path model I – Purchase of organic food



Path model II – Mobility behaviour



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*

Logistic Regressions III – Purchase of Organic Food: Barriers and Constraints

Dependent V. / Independent. V.	Infrastructure barriers	Financial constraints
Sex (0= male, 1= female)	n.s.	(+)*
Household income (log)	n.s.	(-)**
Education	(-)*	n.s.
Age	n.s.	n.s.
Children in HH (0= no, 1= yes)	n.s.	n.s.
Migration (0= no, 1= yes)	n.s.	(+)*

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

Logistic Regressions IV – Mobility: Barriers and Constraints

Independent V. \ Dependent 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.	(-)*
Children in HH (0= no, 1= yes)	n.s.	n.s.
Migration (0= no, 1= yes)	n.s.	n.s.

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