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## **The Value of Green Labels – a Consumer Perspective**

The greening of consumer markets has generated new questions marketing managers have to answer. One of these questions is, what effects do green labels have on consumers? We tested the value-attitude-behaviour model in this article and assessed the effects of green labels.

Values are general, cognitive representations of important life goals that consumers try to achieve, and by that play a central role in the decision making processes of the consumers. Attitudes are more concrete than values, and are the consumer's overall evaluation of a product. The influence of attitudes on consumer behaviour has been discussed in literature since the first models were presented. The results presented so far are not unambiguous. The empirical studies done, show that the correlation between attitudes and behaviour is sometimes very strong, sometimes weak.

The results of our survey show that consumers with green attitudes are behaving in accordance with these attitudes and tend to look for green labels. The effect of values was not mediated through attitudes, but directly influenced consumers' willingness-to-pay. The respondents studied in this survey have a positive attitude toward green labels and are, on average, willing-to-pay a higher price for products marked with a green label.