



Perceived Social–Environmental and Emotional Well-Being as a Benefit of Sustainable Tourism Products and Services

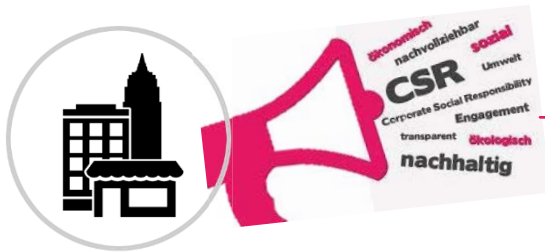
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Background: What are the benefit?



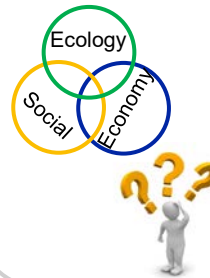
Supplier side



Increasing company value

- Gaining legitimacy
- Improving image
- Influencing customer loyalty

Consumer side

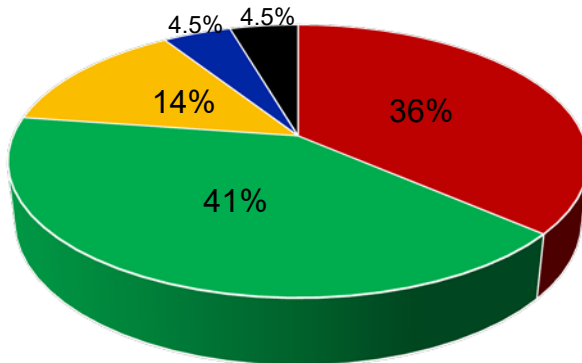


Consumer value despite lack of knowledge?

- Consumers' value orientation
- Feeling-good / well-being

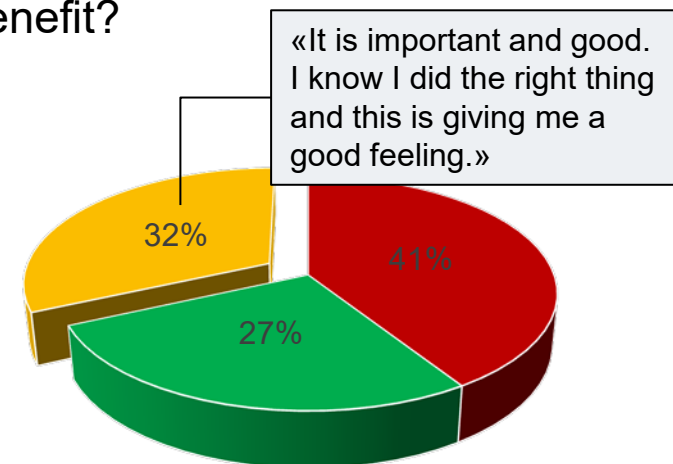
Prestudy: Knowledge and personal benefit

What does sustainability mean?



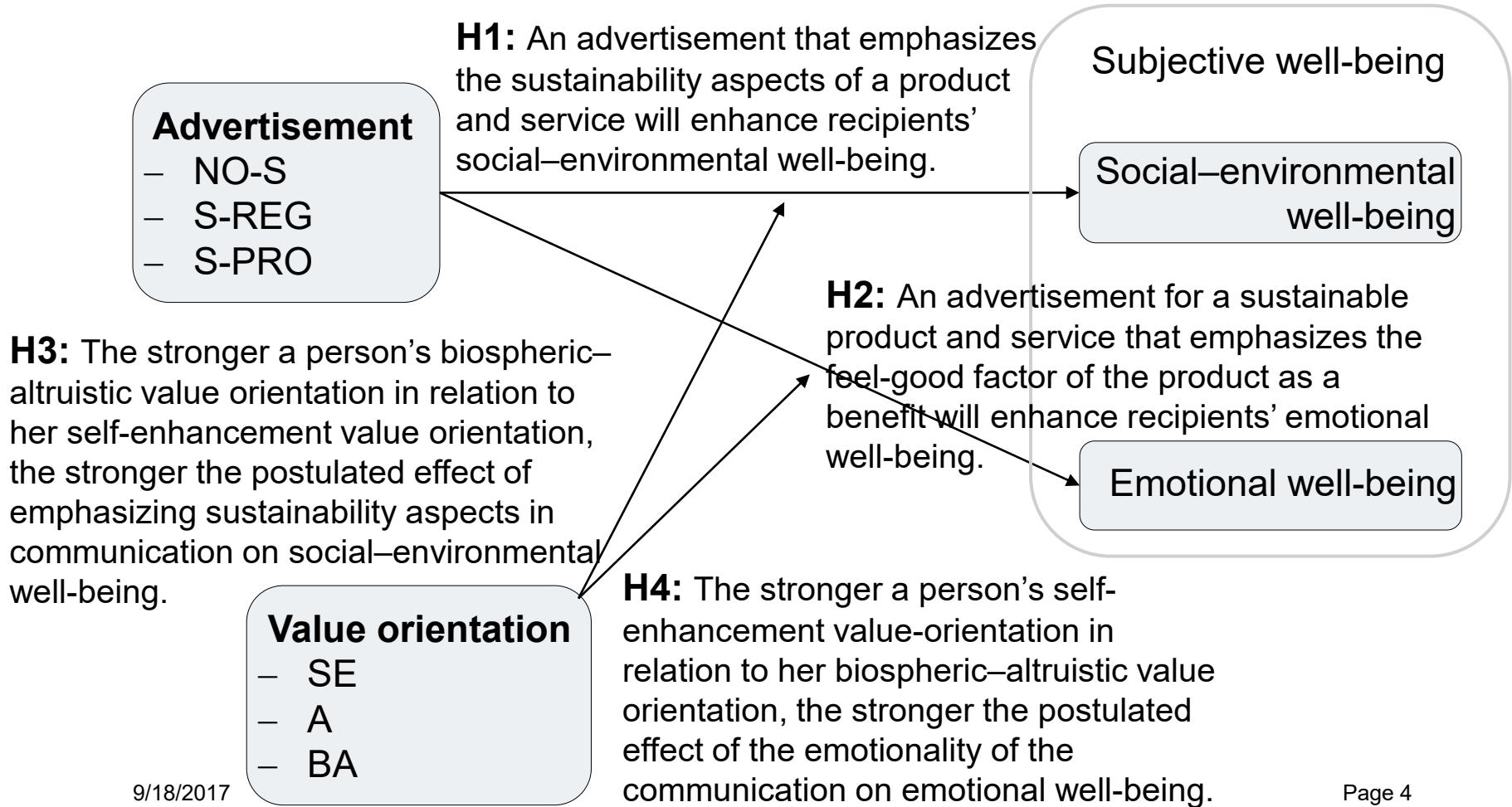
- «Don't know»
- Ecology (e.g., «Save energy.»)
- Ecology and Social (e.g., «Environment protection and local collaboration.»)
- Ecology and Economy (e.g., «Environmentally hotel management.»)
- Ecology, Social and Economy (e.g., «Sustainability consist of three dimensions.»)

What do you think is your personal benefit?



- «Don't know»
- Benefit to society (e.g., «Promoting the common good and saving the environment are important for the whole world and I am part of this world.»)
- Specific example (e.g., «The hotel is saving water by not washing the towels every day.»)

Experiment: Sustainability communication



Experiment: Method

Materials and Procedure:

- 3 (**advertisement**: no sustainability aspects communicated (NO-S) versus sustainability aspects regularly communicated (S-REG) versus sustainability aspects positively communicated (S-PRO) × 3 (**value orientation**: stronger biospheric–altruistic (BA) versus ambivalent (A) versus stronger self-enhancement (SE) between-subject design
- Mai 2016, online-experiment

Sample:

- $N = 815$ participants ($n_{S-PRO} = 282$, $n_{S-REG} = 256$, $n_{NO-S} = 277$)
- Soft quotas for **age** ($M = 43.28$, $SD = 14.06$), **gender** ($n_{female} = 430$, $n_{male} = 385$) and **education** ($n_{low} = 249$, $n_{middle} = 320$, $n_{high} = 246$)





Experiment: Measurement

Value orientation (Stern et al., 1995)

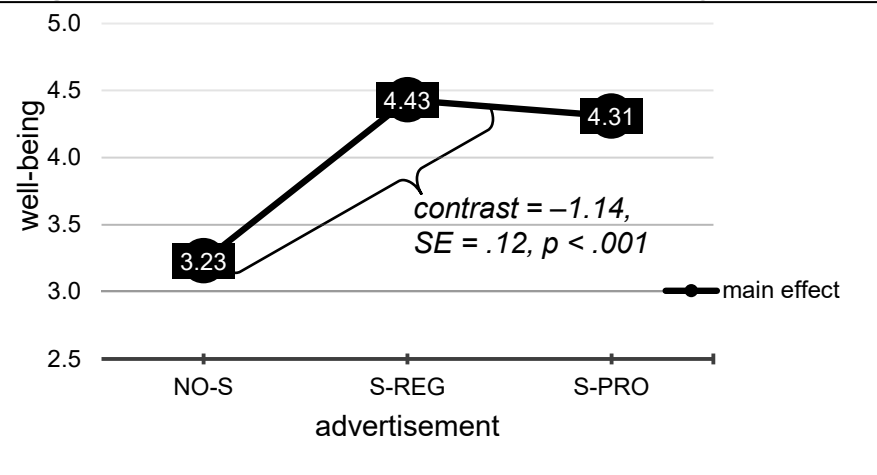
- Self-enhancement, e.g. *“Successful: achieving goals”*
- Biospheric-altruistic, e.g. *“Unity with nature: fitting into nature”*
- Difference score divided into three quantiles: $n_{SE} = 213$, $n_A = 307$ and $n_{BA} = 295$

Subjective well-being (Keyes, 2014)

- Social-environmental well-being, e.g. *“With this booking I feel that I contributed something important to society.”*
- Emotional well-being, e.g. *“With this booking I feel that I contributed something important to my life’s happiness.”*

Experiment: Communication effects

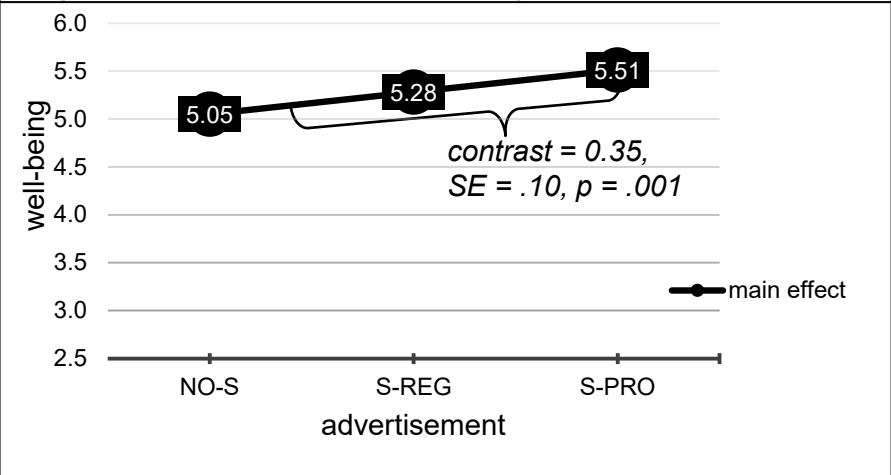
Figure 1: Social–environmental well-being



H1: The advertisement (communication) had a significant effect on perceived social–environmental well-being,
 $F(2,804) = 43.85, p < .001, \eta^2 = .098$



Figure 2: Emotional well-being

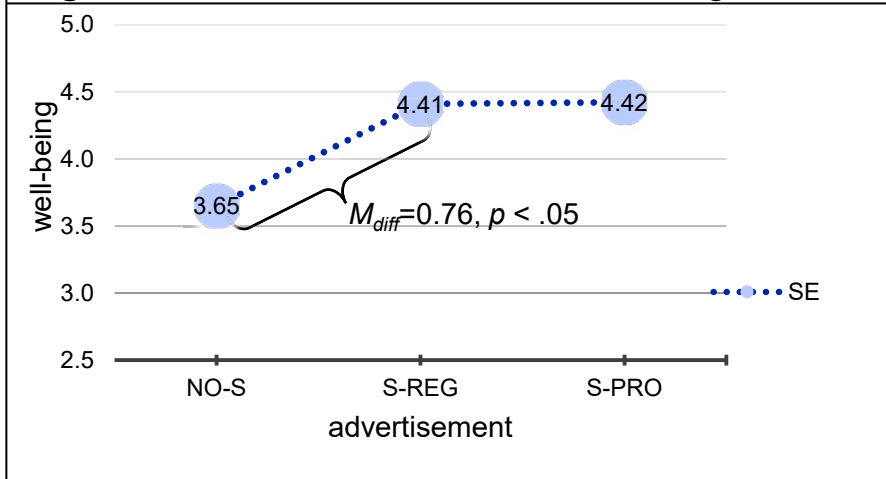


H2: The advertisement (communication) had a significant effect on perceived emotional well-being,
 $F(2,804) = 7.80, p < .001, \eta^2 = .019$



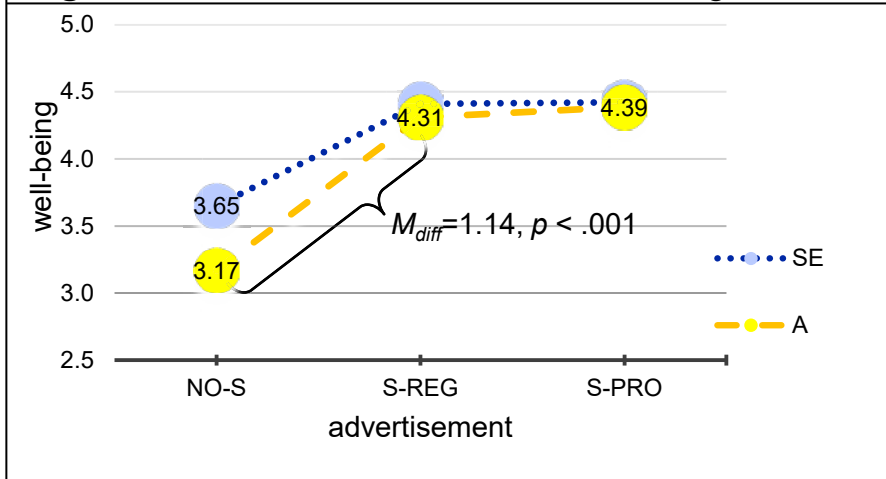
Experiment: Interaction effects

Figure 3: Social–environmental well-being



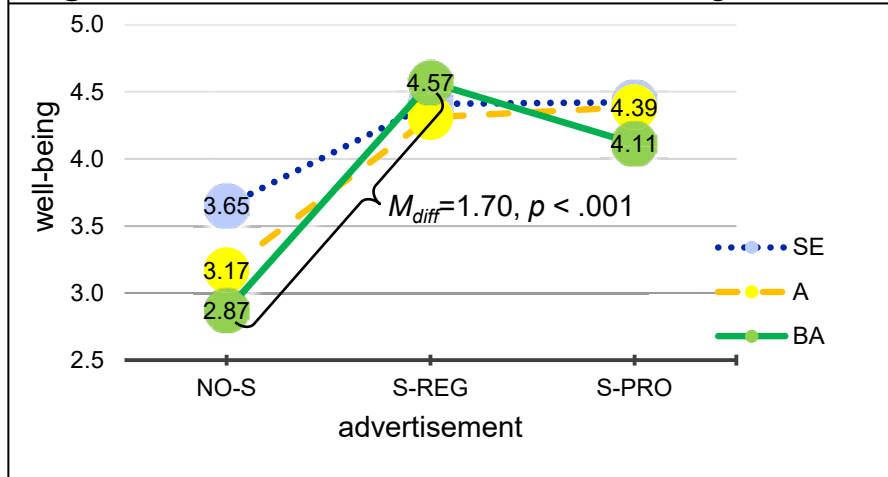
Experiment: Interaction effects

Figure 3: Social–environmental well-being



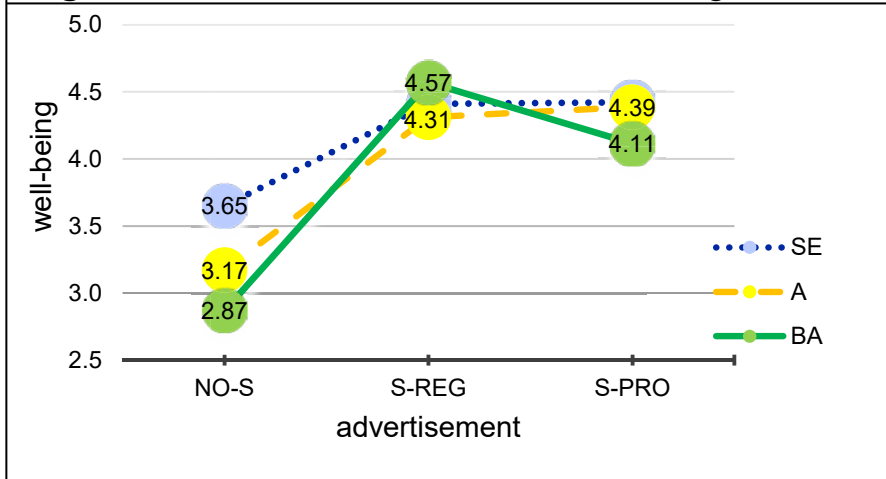
Experiment: Interaction effects

Figure 3: Social–environmental well-being



Experiment: Interaction effects

Figure 3: Social–environmental well-being



$$F(2,804) = 1.95, p = .10, \eta^2 = .010$$

H3: The simple effect analysis and data split analysis showed that the higher the biospheric–altruistic value orientation, the greater the differences,

$$F(2,525) = 3.29, p = .04, \eta^2 = .012$$



Experiment: Interaction effects

Figure 3: Social–environmental well-being

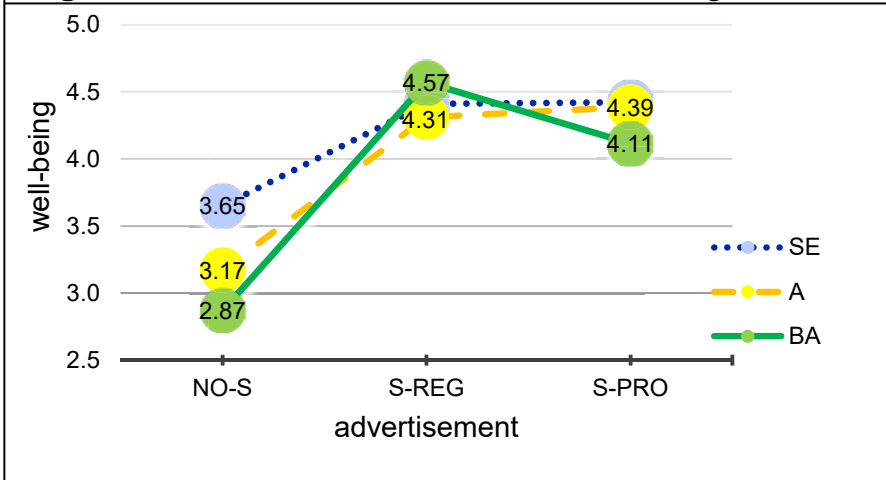
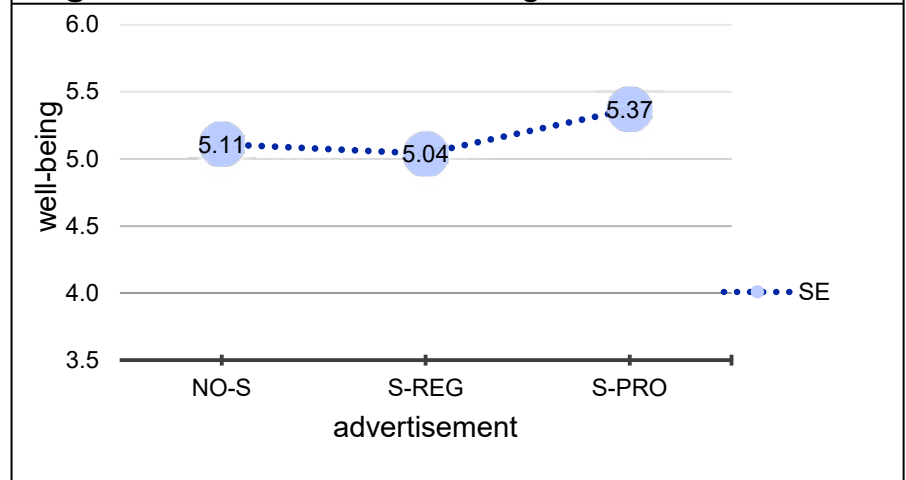


Figure 4: Emotional well-being



$F(2,804) = 1.95, p = .10, \eta^2 = .010$

H3: The simple effect analysis and data split analysis showed that the higher the biospheric–altruistic value orientation, the greater the differences,

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Experiment: Interaction effects

Figure 3: Social–environmental well-being

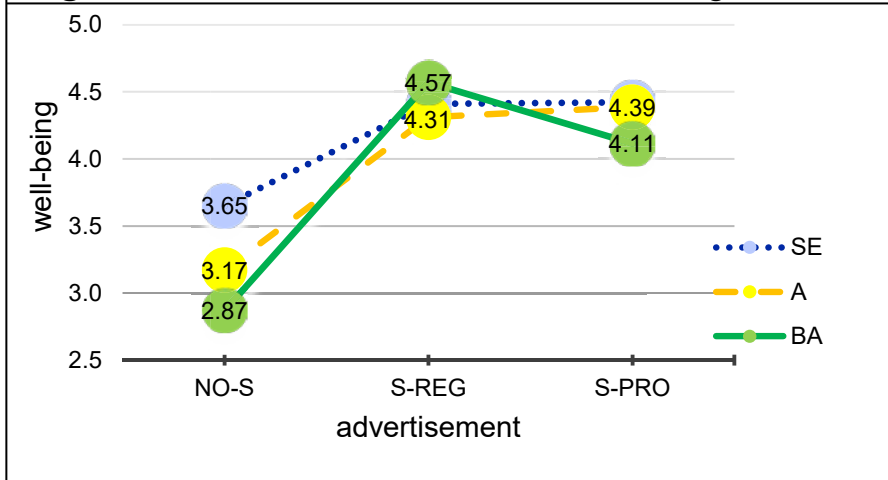
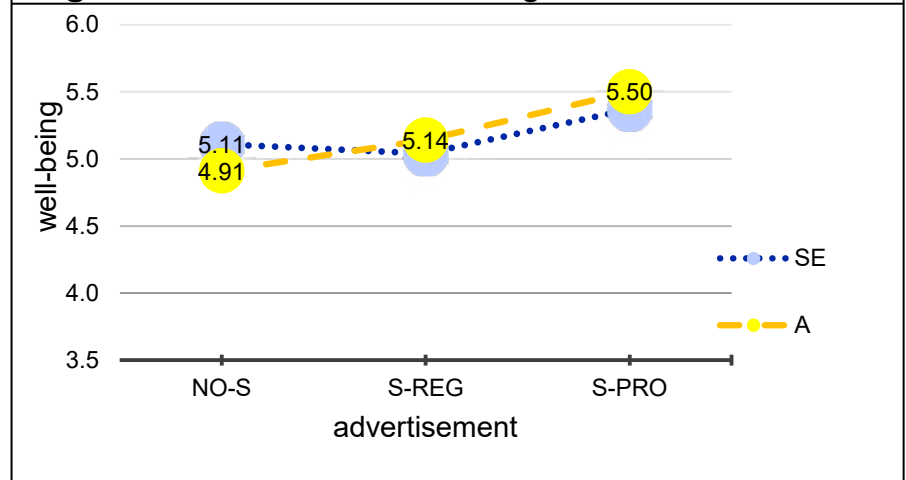


Figure 4: Emotional well-being



$F(2,804) = 1.95, p = .10, \eta^2 = .010$

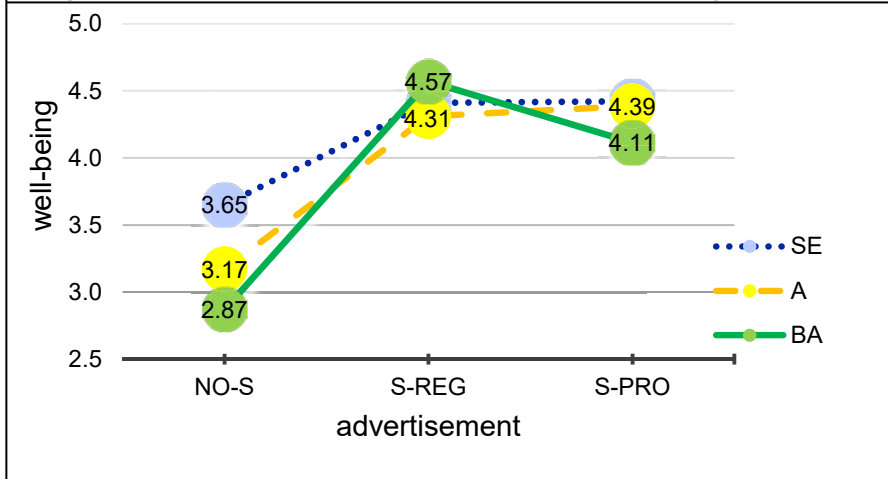
H3: The simple effect analysis and data split analysis showed that the higher the biospheric–altruistic value orientation, the greater the differences,

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Experiment: Interaction effects

Figure 3: Social–environmental well-being



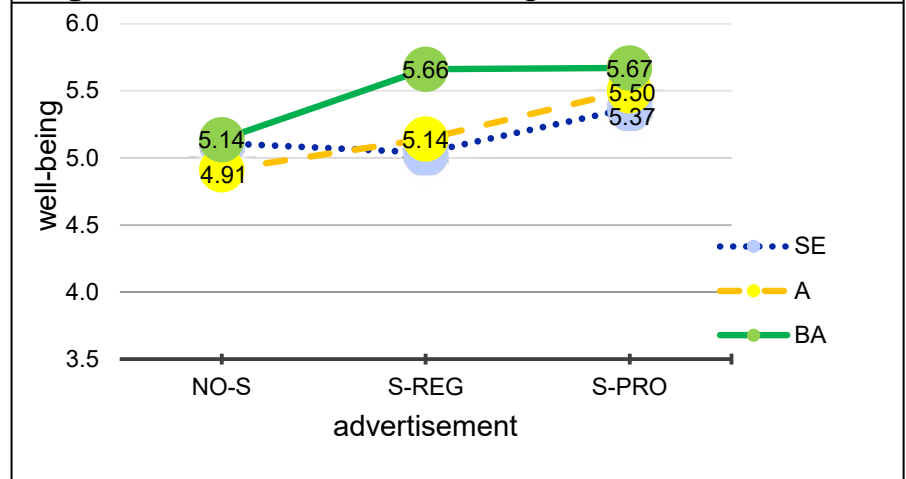
$F(4,804) = 1.95, p = .10, \eta^2 = .010$

H3: The simple effect analysis and data split analysis showed that the higher the biospheric–altruistic value orientation, the greater the differences,

$F(2,525) = 3.29, p = .04, \eta^2 = .012$



Figure 4: Emotional well-being



$F(4,804) = 1.18, p = .32, \eta^2 = .006$

H4: Because the mean differences were not significant, the results did not show that the stronger the self-enhancement value orientation, the greater the differences are.



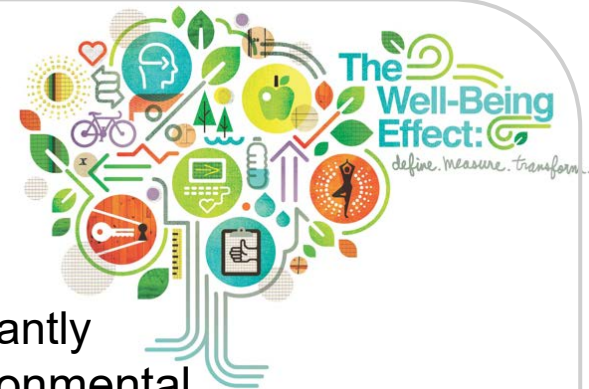
Conclusion: What are the benefit? And how to communicate it?



Consumer side

Communicating sustainability attributes will increase significantly the social–environmental well-being.

A positive emotional communication style has partly an effect on emotional well-being.





Many thanks for your attention!

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Manipulation Check

Measurement

- Information about sustainability, *In your opinion, did the brochure describe in detail the economic, social, and environmental commitment of the hotel?*
- Emotional communication style, *In your opinion, how much did reading the brochure convey positive emotions? In your opinion, how much did the brochure's images specifically aim to convey positive emotions to readers?, $r = .68, p < .01$*

Analysis of variance with Helmert contrasts

- Information about sustainability $F(2,812) = 65.46, p < .001; \eta_p^2 = 0.14$
($M_{S-PRO} = 5.07, SD_{S-PRO} = 1.14; M_{S-REG} = 5.16, SD_{S-REG} = 1.42$ vs. $M_{NO-S} = 3.81, SD_{NO-S} = 1.75$), *contrast* = $-1.31, SE = .11, p < .001$
- Emotional communication style $F(2,812) = 7.55, p < .001; \eta_p^2 = 0.02$ ($M_{S-PRO} = 5.75, SD_{S-PRO} = 1.12$ vs. $M_{S-REG} = 5.42, SD_{S-REG} = 1.29; M_{NO-S} = 5.37, SD_{NO-S} = 1.35$), *contrast* = $0.36, SE = .09, p < .001$