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Research in tropical societies



# Putting our money where our mouths are: buyer expectations and willingness to pay for natural capital

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# Willingness to pay?

- Over-estimation
- Relative vs. absolute price premiums
- Certification and labelling
- Beneficiaries – people, animals and/or ecosystems
- Public and private goods
- Duty of care
- Gender

## Linear model of behavioural change

# Attitude + information = behaviour change

Where attitude is defined as a tendency to feel, perceive and/or act towards persons or situations in a particular way.

Attitudes encompass cognitive, emotional and behavioural dispositions.

### The Attitude-Behaviour Split (Bell 2012):

- Disjunction between what people profess to value and believe and how they really act.
- Sometimes we adjust our behaviors to fit our beliefs.
- Other times we adjust our attitudes to fit our behaviors – usually unconsciously.

But, people may be constrained by a lack of resources so perhaps...

(Attitude x priority) + information + capacity = Behaviour change

Where capacity is defined as:

- Economic capital (financial)
- Human capital (the ability to understand and apply information)
- Social capital (access to supportive social network)

Do we take information at face value?

$$(\text{Attitude} \times \text{priority}) + (\text{information} \times \text{trust}) + \text{capacity} = \text{Behaviour change}$$

Where trust is seen to encompass both:

- **Rational appeal** (Is information fair and balanced? Does it accord with what else is known? Does the source of information have a reliable track record?)
- **Emotive appeal** (Does information affirm the receiver's social position? Does the receiver identify with the source of information? Is dependence on institutions and systems perceived as legitimate?)

Do we always think before we act?

$$\frac{(\text{Attitude} \times \text{priority}) + (\text{information} \times \text{trust}) + \text{capacity}}{\text{Habituated behaviour}} = \text{Behaviour change}$$

Where habituated behaviours are defined as more-or-less automated routines, often unconscious, that enable us to act with minimal self-analysis and/or learning.

Momentum vs. inertia

## Behavioural change as social practice

$$\frac{(\text{Attitude} \times \text{priority}) + (\text{information} \times \text{trust}) + \text{capacity}}{\text{Habituated behaviour}} = \text{Behaviour change}$$

### Institutional context:

- Policy and regulatory settings
- Opportunity structures / choice editing

### Socio-technical systems:

- Design and function

# Agricultural standards and payment for public and private goods

