

Public knowledge, perception and willingness to pay towards circular chemical products

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ABSTRACT

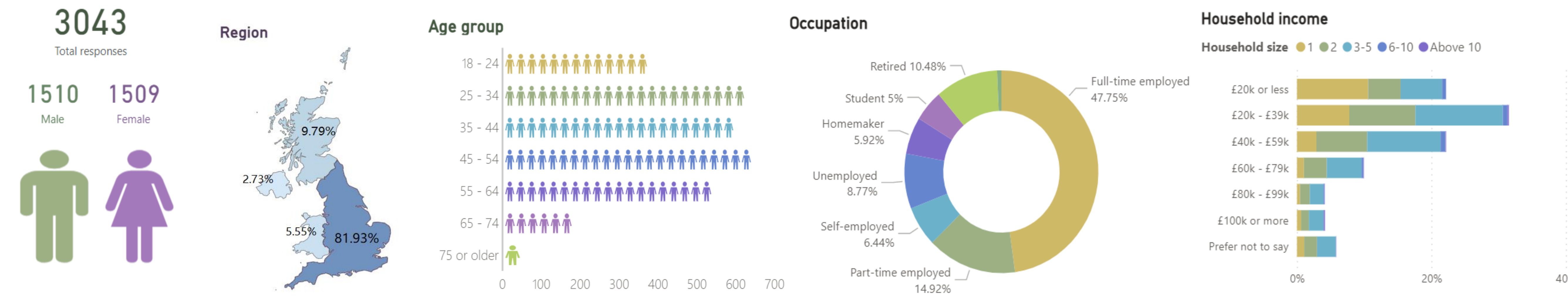
Understanding public perceptions of and responses to circular chemical products is crucial, as neglecting the social context of sustainable chemicals can slow their wider market development, deployment and adoption. We designed a survey based on social practice theory to explore how everyday practices change over time to embed in normal routines.

The first round of data collection was completed in August 2022 with 3,000+ samples. The survey data provided an in-depth understanding of public knowledge, perception, and willingness to pay towards sustainable chemical products, along with trust in government and industries.

METHOD

- The online questionnaire URL was distributed via a market research company to reach a wide ranging survey panel. Quotas were set to ensure appropriate representation of the UK population. The close-ended questions aimed to capture 'what people do in a particular situation'.
- Focus group will be held after the questionnaires to further explore the meanings and rationale behind certain behaviour.
- Future, yearly longitudinal repetition of the procedure with updated questions (as necessary) to catch the evolution in public behaviour and attitudes will follow.

Respondents demographics:



Findings:

63.46% respondents agree that it is their responsibility to look after the planet when they shop, compare to **10.68%** disagreement

63% agree that they are more likely to buy a product if company shows more evidence to support their green claims.

38% agree that existing government policies have efficiently encouraged the public to consume sustainable products.

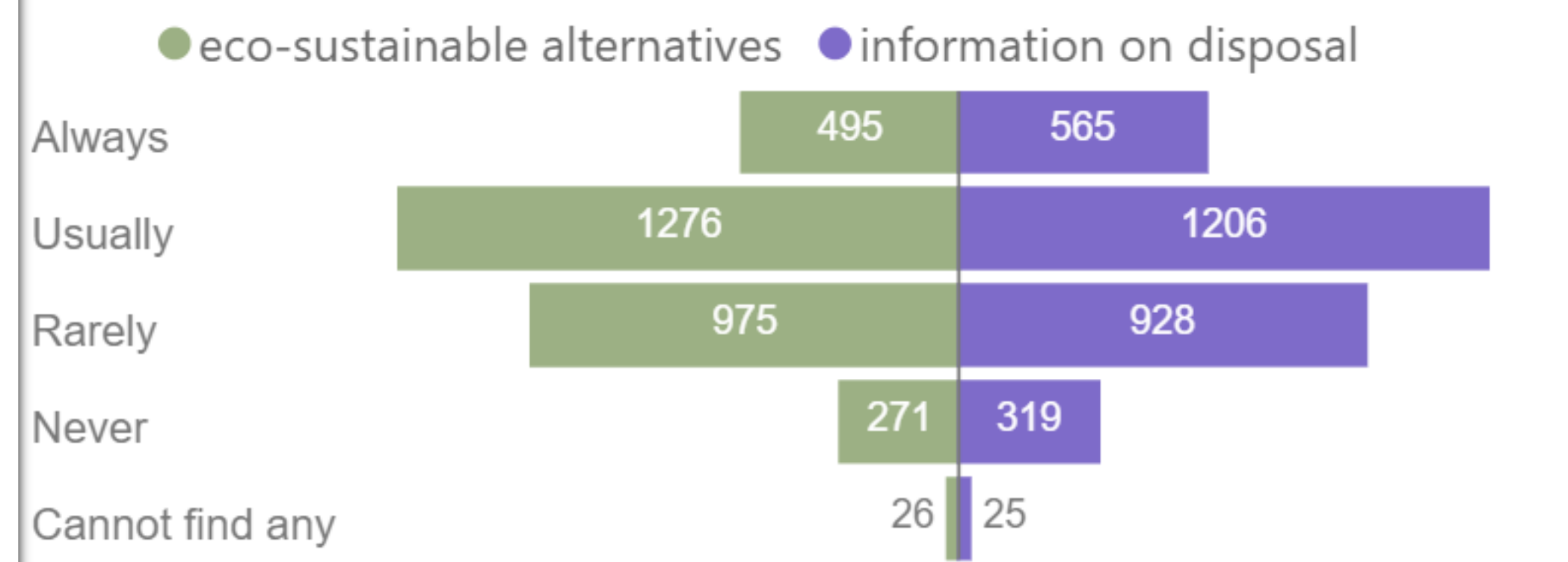
79% agree that there will be more sustainable products coming into stores in the future.

45% agree that they are willing to pay more for sustainable products that do not harm the environment.

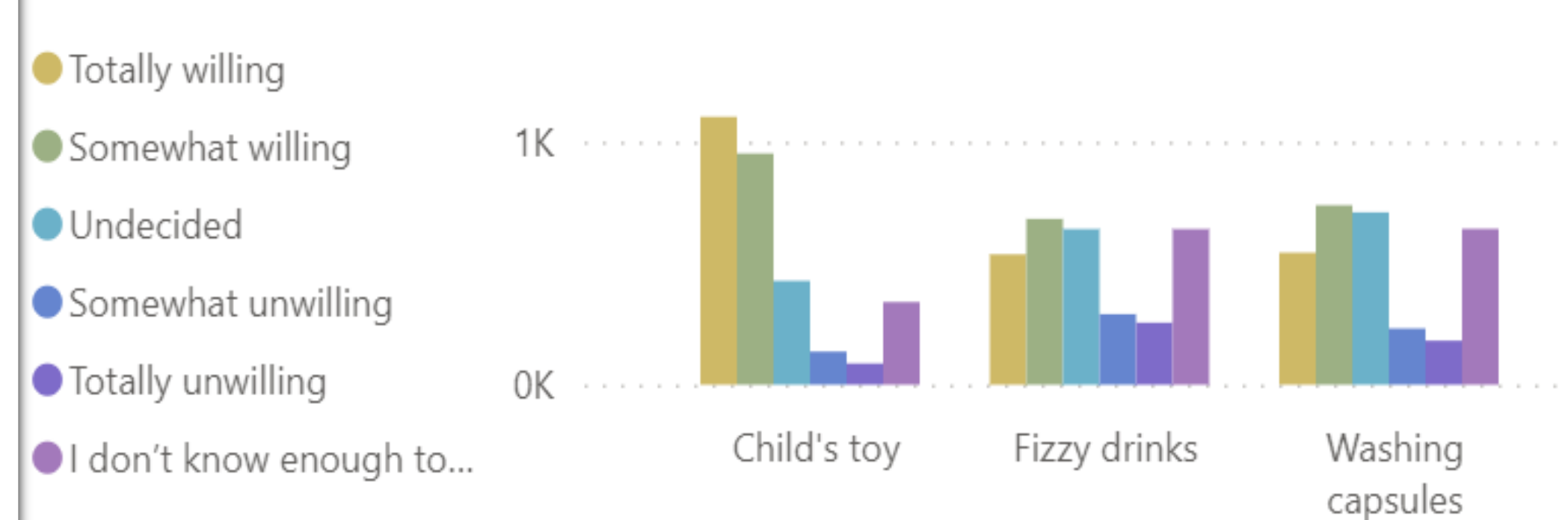
What words come to your mind when thinking about products made from recycled material?



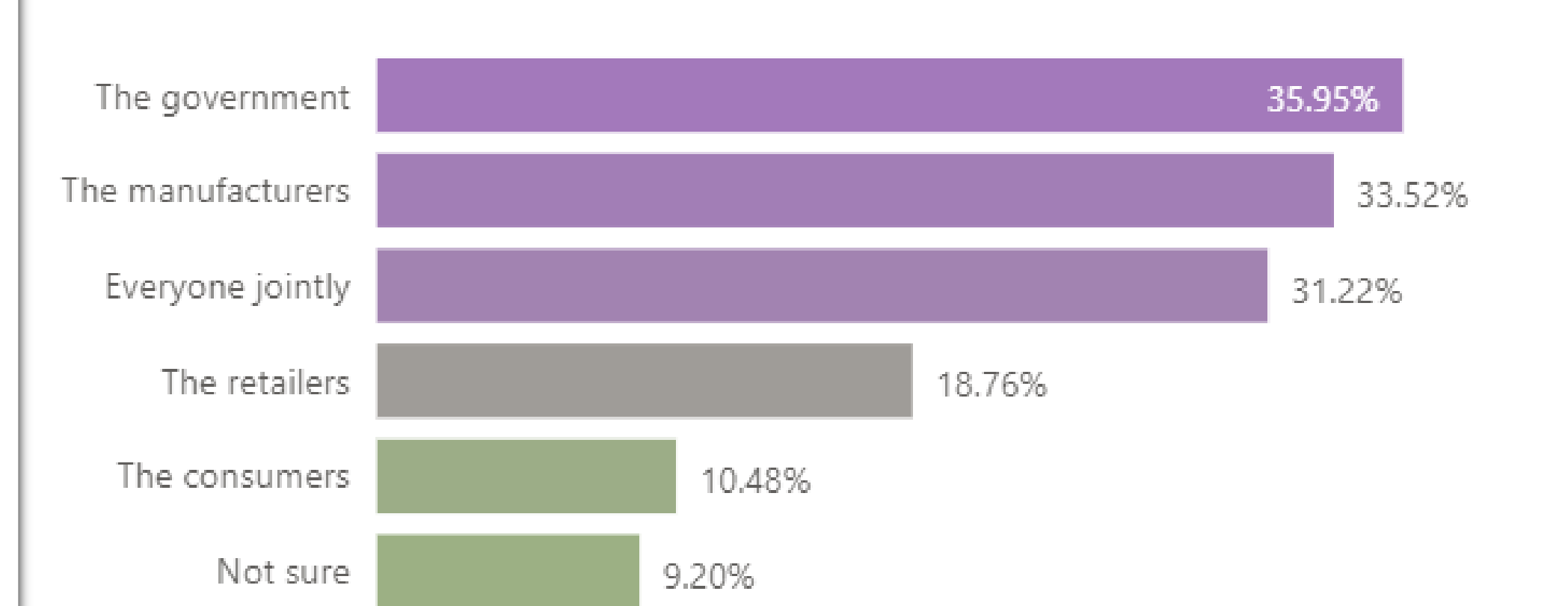
When buying household and personal care products, how often do you look for...



To what extent are you willing to purchase these items if they are made from renewable materials?



If sustainable products are more expensive to make, who should pay the extra costs?



How will it influence your purchase decision if a product has the following images shown on the package?



How often do you dispose of the following products before the contents are fully used?



RESEARCH OBJECTIVES

Our study aims to provide a holistic view on the circularity of products and materials to allow the public to have the information and confidence to adopt what could be profound changes in manufacturing and product form and function.

The project's ultimate goals are to lay out the effective mechanisms on policy support, incentives, and regulation to encourage behaviour changes and avoid rebound effects to maximise circularity opportunities.

IMPACTS

Focusing on **everyday chemical products**, the survey explores a niche sector which has been profoundly overlooked in the past yet under significant environmental pressures. It opens the conversation with the public to better understand their **mindset toward the use of** chemical products made from renewable materials, together with their **behaviour in buying, using, and disposing** such products, followed by a contribution to the **scientific discourse on public willingness to pay**. Although our findings are based on a large set of unique UK-based data, our results may reflect and offer insight for countries with similar socio-economic characteristics.