



PRELIMINARY EXAMINATION OF ECO-LABELED WOOD AND PAPER PRODUCTS MARKETS IN NORTH AMERICA AND EUROPE

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PURPOSE OF THE STUDY

- Master's thesis:

Developing a model for eco-labeling standards for the U.S. wood and paper products markets

- First step is a systematic review of the literature on eco-labels
- Today: summary of literature on consumer demand for eco-labeled forest products



OUTLINE OF THE PRESENTATION

- Methodology
- Common variables
- Previous studies
- Toward complete thesis
- Article list



METHODOLOGY

○ Search

- NCSU's Summon (includes e.g. Web of Science, ProQuest)
- Google Scholar
- Backward and forward in Web of Science and Google Scholar
- Keywords: eco-label, environmental label, green label, forest products, wood products, consumers, price premium, willingness to pay

○ Screen - article meets all the following criteria

- Wood and paper products
- Eco-labeled or certified
- WTP, price premium, consumer purchase behaviour
- North America and Europe
- Peer-reviewed or thesis



METHODOLOGY

- Extract information at three levels
 - Study (e.g., location, year, label, research method)
 - Product, including
 - Percent of consumers who prefer eco-labeled product at same price
 - Willingness to pay for ecolabel
 - Consumer, including
 - Sign and statistical significance of relationships between consumer characteristics and demand for ecolabels (preference or WTP)



COMMON CONSUMER CHARACTERISTICS

- Gender
- Age
- Education
- Household size
- Previous environmental purchase behavior
- Orientation to nature



PREVIOUS STUDIES

Number of publications identified

	North America	Europe*
1995-2000	2	0
2001-2005	8	1
2006-2010	3	3
2011-2012	0	1

*Countries: UK, Denmark, Sweden, Norway

Total number of publications 17, one of the articles in 2010 covers both US and UK.



PREVIOUS STUDIES

Number of observations in those publications

	North America	Europe*
1995-2000	3	0
2001-2005	11	2
2006-2010	10	10
2011-2012	0	2

Studies of multiple products, or studies conducted in multiple years or places, provide multiple observations

*Countries: UK, Denmark, Sweden, Norway

Total number of publications 17, one of the articles in 2010 covers both US and UK.



PREVIOUS STUDIES

Number of publications identifying whether eco-labeled products with same price are preferred by consumers

	North America	Europe*
1995-2000	1	0
2001-2005	5	0
2006-2010	1	1
2011-2012	0	0

*Countries: UK, Denmark, Sweden, Norway

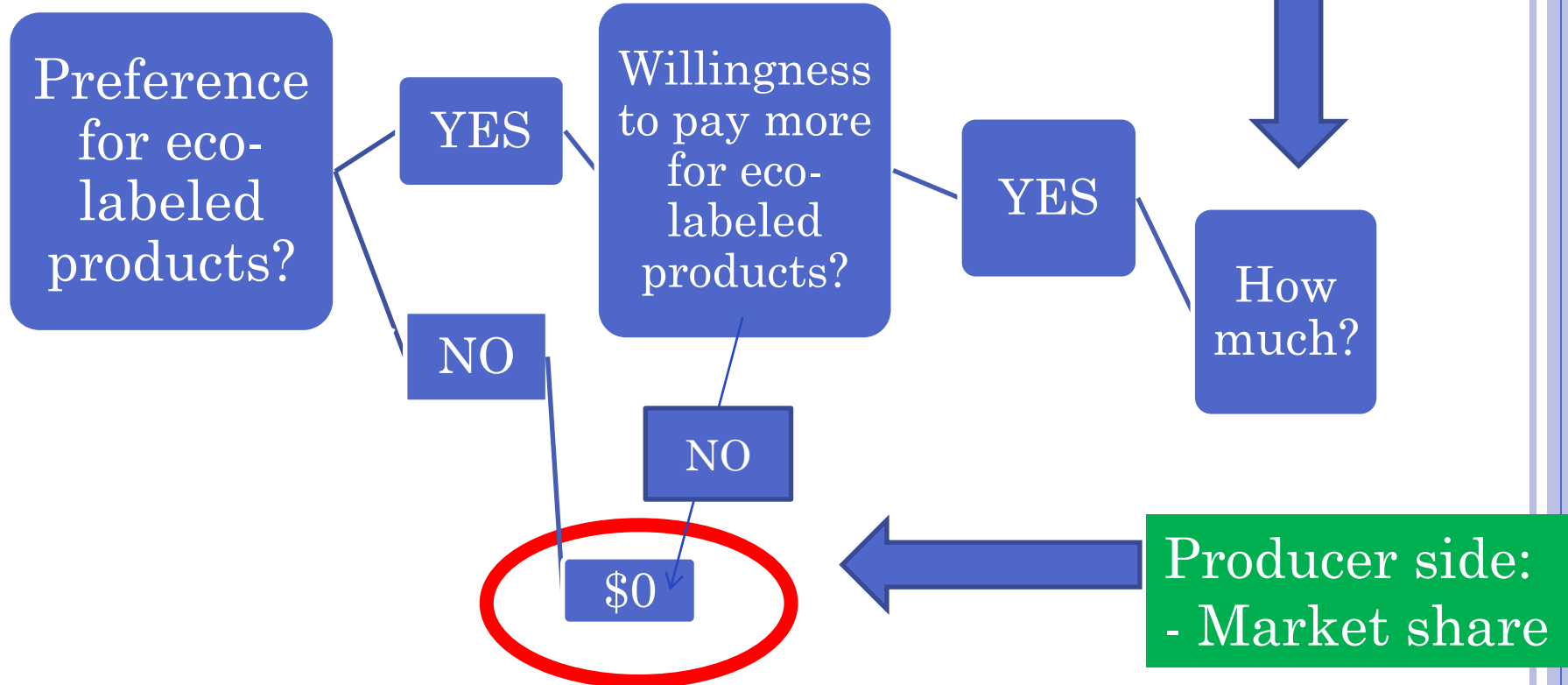
Total number of publications 7, one of the articles in 2010 covers both US and UK.



ECOLABELED PRODUCTS: PREFERENCE VS. WILLINGNESS TO PAY MORE

Consumer side

Producer side:
- Market share
- Price premium



PREVIOUS STUDIES

Number of publications with multivariate analysis
relating consumer characteristics to preference/WTP

	North America	Europe*
1995-2000	0	0
2001-2005	5	1
2006-2010	3	2
2011-2012	0	1

*Countries: UK, Denmark, Sweden, Norway
Total number of publications 10, one of the articles
in 2010 covers both US and UK.



TOWARD COMPLETE THESIS

- Systematic review of the literature on ecolabels to be completed
- Systematic review of the literature to understand the criteria used to judge the success of eco-labels and the factors associated with success



Guidelines for an ideal label in the U.S. wood and paper Products market



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