

Accepted Manuscript

Demand effects in stated preference surveys

Fredrik Carlsson, Mitesh Kataria, Elina Lampi

PII: S0095-0696(17)30611-3

DOI: [10.1016/j.jeem.2018.06.003](https://doi.org/10.1016/j.jeem.2018.06.003)

Reference: YJEEM 2138

To appear in: *Journal of Environmental Economics and Management*

Received Date: 6 September 2017

Revised Date: 8 June 2018

Accepted Date: 9 June 2018

Please cite this article as: Carlsson, F., Kataria, M., Lampi, E., Demand effects in stated preference surveys, *Journal of Environmental Economics and Management* (2018), doi: 10.1016/j.jeem.2018.06.003.

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.



Demand effects in stated preference surveys

Fredrik Carlsson,^a Mitesh Kataria,^{b,+} Elina Lampi^c

Abstract

We argue that demand effects in stated preference studies are understudied. By demand effects, we mean anything in the survey that unintentionally influences respondents' beliefs about appropriate behavior, which in turn might affect their responses in the survey. We implement two methods for measuring and implicitly reducing the influence of demand effects. The first approach—random selection of good to be valued—does not have any effect on respondent behavior. The second approach—a demand script and a control question with feedback—has a sizable and statistically significant effect on respondent behavior. In particular, estimated marginal willingness to pay for improvements in water quality is substantially (around 50 percent) lower than a control treatment; we attribute this decrease to a reduced demand effect. Our results suggest that stated preference methods tend to lead to biased willingness-to-pay estimates due to demand effects, but that the bias can be reduced using simple measures.

Key words: demand effect, stated preferences

JEL classifications: C83, Q51

^a Department of Economics, University of Gothenburg, Box 640, SE-40530 Gothenburg, Sweden, fredrik.carlsson@economics.gu.se.

^{b,+} Department of Economics, University of Gothenburg, Box 640, SE-40530 Gothenburg, Sweden, mitesh.kataria@economics.gu.se. Corresponding author

^c Department of Economics, University of Gothenburg, Box 640, SE-40530 Gothenburg, Sweden, elina.lampi@economics.gu.se.

Download English Version:

<https://daneshyari.com/en/article/7361287>

Download Persian Version:

<https://daneshyari.com/article/7361287>

[Daneshyari.com](https://daneshyari.com)