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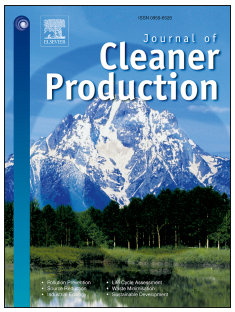

How information about hazardous fluorinated substances increases willingness-to-pay for alternative outdoor garments: A Swedish survey experiment

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How information about hazardous fluorinated substances increases willingness-to-pay for alternative outdoor garments: A Swedish survey experiment

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Abstract

Many outdoor garments are impregnated to make them water and, in some cases oil repellent, but the impregnation agents can be hazardous to human health and the environment. Some examples of such hazardous impregnation agents include per- and polyfluoroalkyl substances. To reduce the risks related to these fluorinated substances, a phase-out is necessary, and voluntary avoidance by consumers may be one way to make this happen. This experimental survey investigates the extent to which information about the hazardous properties of fluorinated substances affects consumer willingness-to-pay for alternative outdoor garments without hazardous chemicals. The experiment was conducted by means of a questionnaire distributed to more than 4 000 Swedish respondents via the Laboratory of Opinion Research's Citizen Panel. The results show a generally high willingness-to-pay, and that the effects of providing information are higher when the price increase is high. This suggests that there is room for a