

The project *Social norms information and consumers' preference for environmental goods* is in the field of behavioral environmental economics. The aim of the project is to show that social norm information affects consumers' observed preferences for environmental goods. Project's hypotheses state that influence of high and low social norm information is asymmetric and influence of social norm information on consumers' preferences is heterogeneous. The goal of this project is to look for economic explanation of this heterogeneity. Factors that are proposed to explain this heterogeneity are: consumer prior expectation about the social norm and consumer's economic motivation type.

The proposed project uses a stated preferences techniques: choice experiment (CE) in the variant of discrete choice experiment (DCE). Survey-based "field experiments" represent a practical mix of control and realism. Control comes from the structure of the survey instrument. Realism comes from interviewing people about goods that are important in their lives. Stated preference surveys always discuss the good or policy change being studied before the surveyor elicits willingness to pay, which allows for creation of information treatments. In this project information treatments are defined as presentation of varying descriptive social norms. In the follow-up question the survey collects information on consumers' priori beliefs about the social norm and respondents' potential motives to contribute to environmental good.

Hitherto very few economic studies analyzed the impact of social norm information taking into account consumers' priori expectations about the social norm. The author of this project is not aware of any previous stated preference study which looked jointly at consumers' beliefs about social norms, their motivation types, provided social norm information and elicited preferences for environmental goods. This gives the researcher a chance to contribute to the ongoing international scientific debate.

The project will contribute to the development of the field of environmental economics, broadening knowledge about the underlying reasons for heterogeneity of social norm information influence of preferences. The proposed research on the influence of information is supported by observation of numerous information campaigns which aim to increase contributions to environmental goods. Such campaigns were found to be economically efficient. The research results may uncover conditions under which such campaigns are economically justified.