

福島県産の農水産物に対する消費者の潜在的態度は 居住地域に依存する

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Implicit Attitudes About Agricultural and Aquatic Products from Fukushima Depend on Where Consumers Reside

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論文の要旨

Abstract

This thesis focuses on the assessment of Japanese consumers' implicit attitudes towards agricultural and aquatic products from the Fukushima region. Chapter 1 provides an overview of research as well as the research problems, purpose and hypotheses and reviews key theoretical approaches to implicit and explicit attitudes. Chapter 2 discusses methodological approaches to implicit and explicit attitudes assessments, with a focus on the Implicit Association Test (IAT) and self-report survey methods (e.g, Likert-type scale) which were used in the empirical studies. Chapter 3 (study 1) assesses whether Japanese consumers have negative implicit attitudes towards products from the Fukushima region and whether these are independent of their explicit attitudes. While the results of the study suggested that consumers have relatively negative implicit attitudes towards products from Fukushima, although their explicit

attitudes are positive. This divergence was predominantly observed in the region near to Fukushima (i.e., Tokyo). These findings supported our hypothesis that it is implicit negative attitudes rather than explicit negative attitudes that underlie the hesitancy to purchase products from Fukushima. Chapter 4 (Study 2) assessed similar questions to Study 1 and explored the individual differences in the formation of these implicit attitudes towards products from Fukushima in terms of the Perceived Vulnerability to Disease (PVD). The results suggested that the negative implicit attitudes towards Fukushima products were attenuated (but still persistent) in participants with relatively low germ aversion in PVD. However, there was a large effect size amongst participants with high aversion to germs. Chapter 5 is a general discussion which summarizes the findings and discusses the outcomes of this research.