

The influence of goal framing communication, images, and habits for the transition to low carbon lifestyles: A case study on food delivery services in China

Abstract

Based on goal framing effect theory, this dissertation investigated how positive and negative goal framings influence Chinese university students' intention on reducing food delivery orders with the mixed methodology. This dissertation appears two studies. Study 1 is a web-based questionnaire survey, and Study 2 includes plenty of structured interviews. Findings suggest that goal framings and participants' old habits of ordering food delivery jointly influence people's intention on reducing food delivery orders. In particular, the positive goal framing is more effective to persuade students who do not rely on food delivery to cut down food delivery orders. On contrary, for students who often order food delivery, a negative-goal-framed advertisement is more likely to enhance their low-carbon intention. Evidence also implies that although there is no significant interaction effect between visual images and goal framed messages in a consistent meaning, images help to attract the audience concerned more about the information. Also, the qualitative study in this dissertation shows that shame is possibly a mediator of negative goal framing and hope potentially mediates the positive goal framing effect. This study contributes to the literature by testing framing effects in Chinese content by communicating food delivery's climate influences and testing the moderating effect of the habit in climate change communication, with implications for utilizing visual images to attract people's attention and applying targeted communication strategies based on students' habits to encourage them to make low-carbon choices.