



Lincoln University

Te Whare Wānaka o Aoraki

CHRISTCHURCH • NEW ZEALAND

Using **Involvement** to understand responses to biosecurity

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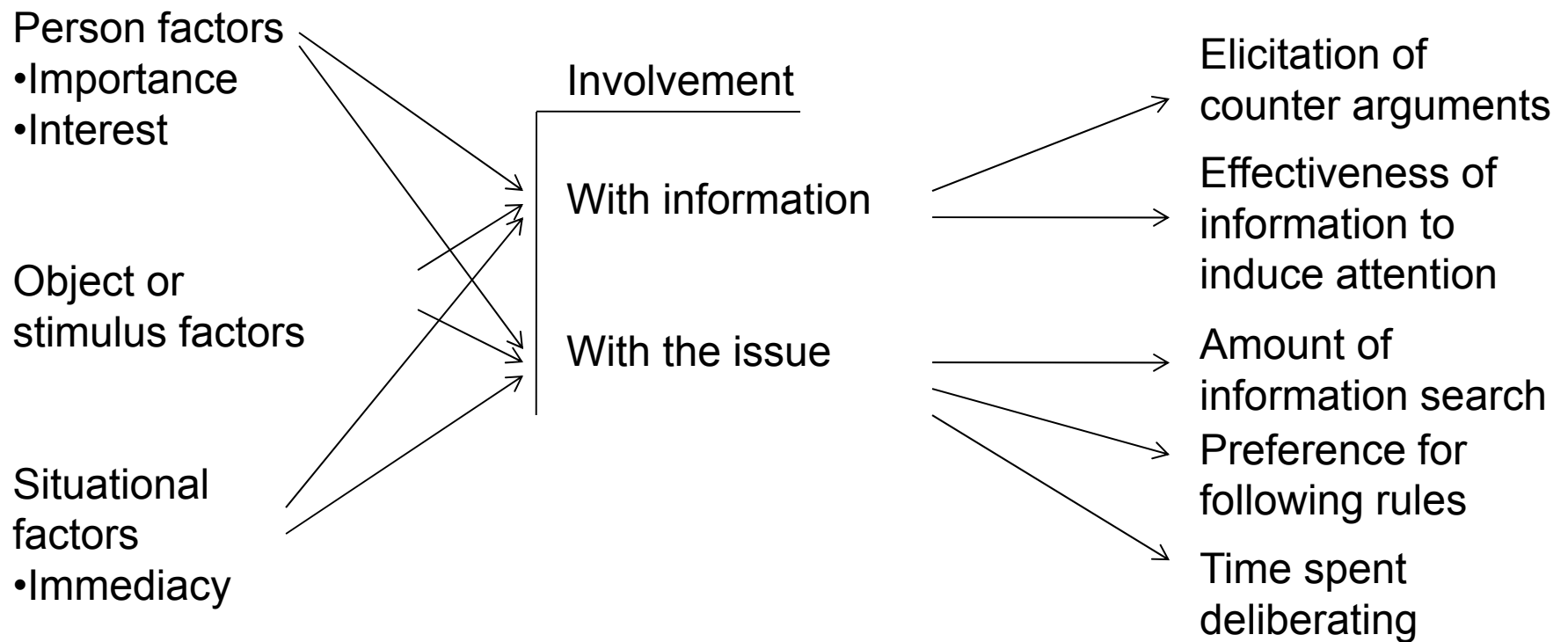
Involvement

- Social psychology
- Basis of consumer behaviour theory
 - Dictates decision making process

Involvement

- Perception of the importance of a decision relates to level of ‘involvement’
- Has implications for the extent of information processing
- Hence has potential to influence behaviour

Involvement = f(Person, Object, Situation)



From: Zaichkowsky, 1986

New Zealand biosecurity system

- Comprehensive
- Led by MAF
- Underpinned by Biosecurity Act (1993)

- Issues:
 - Compliance with requirements
 - Travellers → focus of this research

Methods

- Web-based survey, and face to face?
- Target audience: individuals in agriculture and land based industries
- Short involvement scale
- Validation questions

RC1

Slide 6

RC1

DO YOU MEAN LINCOLN UNIVERSITY STAFF, CRI STAFF AND PG; ATTENDEES AT SI FIELD DAY?

Only the latter are likely to work in agriculture.

Ross Cullen, 25/08/2009

Results

- Sample:
 - 46% female, 52% male
 - 50% 40 years old or younger
 - 37% dealt with biosecurity at work
 - 51% travelled once in last 12 months

Results

- Involvement
- Measured using 5 statements – Table 5 near here

Results

- Involvement

Level of involvement	% of respondents
Low (5 – 11)	2
Medium (12 – 18)	21
High (19 – 24)	54
Very high (25)	23

Results

- Response to biosecurity
 - Validating involvement results
 - Very highly involved respondents felt:
 - Biosecurity important and seriousness frightening
 - Each individuals effort is important

Response to information

Respondents were asked to indicate if they had seen information in the form of:

- A brochure/pamphlet on biosecurity
- A video shown on board most inbound international aircraft
- The notes on the New Zealand passenger arrival card
- Amnesty bins
- Other information and signs in the international arrivals hall
- Detector dogs

Response to information

- No differences in response to information noted
- Differences in rating that information
 - Arrival card useful
 - Video changed their mind

Involvement in biosecurity = f(Person, Object, Situation)

Person factors

- Importance of biosecurity
- Age

Object

- Requirement to declare risk goods at the border

Situational factors

- Travelling into NZ

Involvement

With biosecurity information

With biosecurity

High involvement

Limited processing of counter arguments

Take note of negatively framed information

Less information search, once information acquired

Follow the rules
Little time spent deliberating

Conclusion

- Highly involved individuals:
 - Understood NZ biosecurity requirements
 - Did not need to process more information
- Implications:
 - What happens when biosecurity requirements change?