

# Advertisement content and its impact on paper saving in a restaurant

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## **Introduction**

The movement and direction of our society is the vector sum of each contributor. Environmental psychologists practice this value on their researches. The sustainability problem is a result of individual and collective human behavior. It cannot be treated merely as an economic or technological problem, without considering the mechanisms that intervene on the behavioral side of it (Eigner, Schmuck, 2002). Therefore, this paper proves the importance of the bridging functions between environmental technology and environmental psychology through a napkin conservation experiment. The contents of this paper are divided into 5 parts. Motivations are given in part 1. Part 2 explains the details of material and methods of the experiment. In part 3, the result of the experiment is explained. Part 4 discusses the main factors that effect saving paper in a restaurant. Part 5 are the conclusion and future studies.

## **Material and methods**

The main idea of the experiment is to compare the different effectiveness of advertisements of saving paper in restaurant. Three paper conservation advertisements are designed as (1) psychology advertisement with words only, (2) technology advertisement with professional knowledge, and (3) psychology & technology advertisement with easy understanding technology statistical number respectively. The experiment is at 3 similar restaurants around a university. Most customers of the restaurants are students and residents in the neighborhood. The advertisements are pasted on the napkin box on the table. The amount of the napkin used in the restaurants is calculated every day in the first week and every two days in the following two weeks. The conversation of the napkin contributes to 30% reduction of napkin cost.

## **Result**

As this paper assumed at the beginning, that ranking of the effectiveness of the advertisements is as following, Advertisement (3), Advertisement (1), advertisement (2).

## **Discussion**

The factors influence napkin conservation includes acknowledgement, acceptability of the content, gender. One limitation of this experiment is that the restaurant with Advertisement (2) is on the east of the university, while the other two on the south. Therefore, the sample may not be in a good consistence. That could be one of the reason that why Advertisement (2) hardly had any influence on paper saving.

## **Conclusion and future studies**

Consistent efforts taking out in encouraging paper saving on public places contrasts with equivocal evidence for effectiveness of those efforts. This paper tests whether content of the advisement does affect paper saving choice. The study investigated the impact of different advertisement content for paper saving in a restaurant. The best paper saving result of Advertisement (3) is taken as a proof of the well connection of the environmental technology and psychology that has a bigger power than each of them on the environment protection.

Future study will focus on finding the better combination between environment technology and psychology to achieve better persuasion result. And another important study is to figure out a solution to make the achieved 30% reduction be permanent.