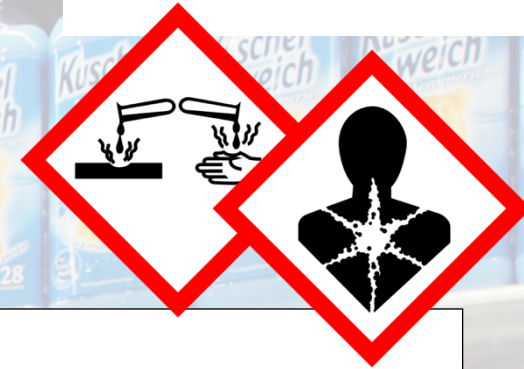


Consumer's Perception and Handling of Chemical Household Products

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Why?

- Accidents with chemical household products are a public health issue
- Critical is the choice of products, the way they are stored, which protective measures are taken and how they are disposed of



How?

- Complex issues in a risk context
- Lack of awareness of own behaviour, reluctance to report risky behaviour, unrealistic experiments to avoid risks, more thoughtful behaviour in experiments
- Use of **Virtual Reality**: Immersion of the participant, possibility to explore “risky” situations
- Use of **Eye Tracking**: Cues to visual attention, recall of participant not necessary

And...?

So far, we were able to show that consumers **rarely spontaneously associate chemical household products with risks**. However, when **prompted risk perception** of different chemical household products is **accurate**. Equally, risk perception of consumers **predicts the safety of their self-reported behaviour**.

Knowledge on chemical household products is characterized by a **lack of understanding of toxicological principles** and an **unreasonable fear of synthetical chemicals**.

