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**PEOPLE'S ATTITUDES TOWARDS THE USE OF ANIMALS IN  
CIRCUSES**

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## TABLE OF CONTENTS

ABSTRACT .....	4
INTRODUCTION .....	5
1. THEORETICAL OVERVIEW OF CONSUMER BEHAVIOUR AND ATTITUDES .....	7
1.1. Consumer behaviour .....	7
1.2. Consumer attitudes.....	9
1.3. Measuring attitudes .....	10
2. OUTLOOKS ON USING ANIMALS AND CIRCUSES.....	13
2.1. Outlooks on the use of animals .....	13
2.2. History of banning animal use in circuses .....	14
2.3. Attributes influencing attitudes on circuses .....	16
3. PEOPLE’S ATTITUDES TOWARDS USING ANIMALS IN CIRCUSES .....	18
3.1. Research methodology .....	18
3.2. Results of the survey .....	20
3.3. Discussion of the results .....	34
SUMMARY.....	36
REFERENCES .....	38
APPENDICES .....	40
Appendix 1. The questionnaire .....	40

## **ABSTRACT**

The main aim of this research is to find out the attitudes of the people towards the topic of animals used in circuses and whether it is different from the attitudes of the youth. Therefore the main research questions are: is people's attitude towards the use of animals in circuses positive or negative, what has influenced the formation of attitudes of people's towards the use of animals in circuses and have the people themselves contributed to making a change in the situation of animals being used in circuses? To gather data quantitative methods is used, specifically an online survey, which is completed by 201 people.

The main findings reveal people's negative attitude towards animal using circuses. The main reasons behind this attitude have to do with ethicality, perceiving circuses as abusing and torturing and being aware of violent training methods and poor housing conditions. The results also demonstrate that the more aware people are of the conditions in circuses, the more negative their attitude is.

Although many had taken action to show they are against animal circuses, there was a considerable number of those who had not taken any action. This can indicate that although people have a strong viewpoint on the topic they are still not motivated enough to give their contribution.

Keywords: marketing, attitudes, youth, animals, circus

## **INTRODUCTION**

The controversy of use of animals in circuses has become more and more actual in recent years. As many people have animals as pets, engage in activities including or work with them, the question of animal welfare has also risen. One's previous contact with animals is one of the main factors determining their attitude towards animals and use of them. In addition to this, it has been reported before, that people tend to differentiate their opinions on animal use on the basis of how strong mental capabilities they think the animals have and how aesthetically pleasing they perceive them to be. (Knight, Barnett 2008)

Estonia, passing on a law to ban all use of wild animals in circuses in the summer of 2017, joined 23 other European countries that have fully or partially banned animal use in circuses (Animal Defenders International). Shani and Pizam (2008) point out that, circuses which rely on animals are subject to serious criticism for abusing animals. The arguments mainly spin around the matter of keeping animals in small cages, training them with violent techniques and being exposed to unnatural constant transportation. Therefrom the main problem of the research is the unawareness of the attitude people have towards circuses that use animals.

The objective of this research is to find out what is the attitude of people towards the topic of animals used in circuses and if it is different from the attitude of the youth. Also, the reasons why people have formed such attitudes and what has been the cause for it and also where have they found information about the topic. What is more, have they contributed towards banning the use of animals in circuses, for example signed a petition, took part in a demonstration or other activities.

To gather necessary information the author used quantitative methods and comprised an online questionnaire which was then distributed to the surveyed. The data is presented statistically and conclusions were reached according to the results.

The main research questions are:

1. Is people's attitude towards the use of animals in circuses positive or negative?
2. What has influenced the formation of attitudes of people towards the use of animals in circuses?
3. Have the people themselves contributed to making a change in the situation of animals being used in circuses?

The paper is organised as follows. The first chapter presents an overview of literature regarding consumer attitudes and behaviour, followed by the review of different approaches of using animals and history of laws regarding circuses. Third chapter provides research methodology and data analysis as well as study findings and results, with the addition of discussion of the result. Finally, conclusion is presented.

# **1. THEORETICAL OVERVIEW OF CONSUMER BEHAVIOUR AND ATTITUDES**

The following part of the paper is divided into three subchapters. First the author will provide an overview of consumer behaviours and what elements these contain. Second, consumer attitudes are introduced along with its components. The third subchapter describes how attitudes can be measured.

## **1.1. Consumer behaviour**

Consumer behaviour is mostly referred to as an act of buying a product or service. However, consumer psychologists are also interested in many other factors besides this behaviour, including searching for relevant information prior to buying, finding the place where to buy or a service provider etc. (Ajzen 2008)

Therefore, consumer psychology comprises many aspects of the purchase decision, but for practical reasons a particular behaviour is chosen and its determinants examined. Every behaviour contains a choice, even if the alternative is remaining inactive. It is essential to differentiate between single option behaviour and one that includes two or more alternatives. In the final analysis, even if the consumer has numerous alternatives, one usually always reaches single option decision. (Ajzen, Fishbein 1980)

Ajzen (2008) refers to single-option behaviours in the following way: “Any single instance of a behaviour is an observable event that takes place in a certain context and at a given point in time.” Behaviours related to buying also have a target, which usually is a brand or product. Therefore, it can be said that purchasing behaviour consists of four main elements: the action, which is buying or searching for information, the target, the context, retailer or shop and finally time, when it occurs. All these elements can be determined at different levels by generality or specificity. For

example, if one wanted to collect data about people searching for information (action) about a flight to New York (target) in a specific travel website (context) at a particular weekend (time) all the elements would be very specified. Therefore, the behaviour would be so detailed that it would lose practical or theoretical meaning. A better example would be searching online travel websites for all flights to United States in one week. Now the action and context elements are both concrete, while time and target elements have been expanded and more generalised. Thus, the observable behaviour may differ depending on the particular specification we use, which may result in consumers acting differently while searching for flight tickets as opposed to a TV. (Ajzen 2008)

On the other hand, according to Albert *et al.* (1989) multiple choice behaviours can be studied at a lower level of generality and the focus of interest may be more on why people prefer some brands or products to others. Buying decision makes the consumer face many potential challenges with the most potential of them being structuring the problem prior to purchase itself, which includes awareness of need for or availability of the product etc., seeking for information about the other choices, recognising similar future events and matters related to the purchase decision, and taking into account the possible outcomes of the decision. (Albert *et al.* 1989)

Having structured the problem, the customer needs to evaluate the obtained information, act according to preferred direction of action and apply the decision at opportunity. This brings us to multiattribute decision models, part of behavioural decision theory. The decision maker is similar to an “intuitive statistician”, who both neatly weighs possible alternatives and uses the entire information available to make the decision in compliance with “normative principles of probability and logic”. When consumer has to choose between different brands or products, they are assumed to first ascertain attribute dimensions and then each choice is assessed based on the attributes to come to the decision. In the basic model the general evaluation is expected to be a weighted average of the individual attributes, where the weight demonstrates attribute’s subjective importance to the decision. In every day decision making, consumers certainly do not carry out these calculations, therefore these models are taken as an ideal or normative against which to compare actual decisions. (Ajzen 2008)

## 1.2. Consumer attitudes

Ajzen (2008) affirms that although the assumption that consumer attitudes can be predicted by the behaviour might seem reasonable, it should be regarded with prudence, considering numerous attitude-behaviour researches on the topic over the past 40 years.

A central role in consumer behaviour theories and researches belongs to attitude construct, which along with expectancy-value model “offer an alternative to reliance on revealed preferences.” Structure, decisive factors of brand attitude and evaluation together with persuasion and other approaches to change attitudes, account for a large number of research in the field of consumer behaviour. It has been proposed that consumer’s attitudes are significant determinants in their buying decisions, but before considering this argument one should study several matters related to attitude theory and measurement. (Ajzen 2008)

While attitudes have several different definitions, most researchers nowadays have come to the consent that it has to do with consumers’ favourable or unfavourable response to the object and the evaluative reaction of it is the core of an attitude. This kind of reaction concerns person’s beliefs and expectations to the object and similarly to multi-attribute decision models, which concern judgment and decision making, the formation of an attitude is described by the relation between beliefs about the object and attitude towards the object from the position of expectancy-value model. Fishbein, in his synopsis of attitude theory, described people’s attitudes or evaluations to be defined by their beliefs about that object, while belief is described as a subject probability of the object having certain attribute. Therefore, every object is associated with certain attributes. In expectancy-value model, customer’s attitude towards an object “is determined by the subjective values or evaluations of the attributes associated with the product and by the strength of these associations”. More precisely, each attribute’s evaluation contributes to attitude in immediate compliance with a person’s subjective probability holds the particular attribute. (Ajzen 2008)

“An attitude is a lasting, general evaluation of people (including oneself), objects, advertisements or issues,” it is lasting because it continues and does not concern only one momentary event, but it affects us for a longer period (Solomon 2013). Attitude is defined by Hawkins and Mothersbaugh (2013) as a continuous arrangement of emotional, perceptual, cognitive and motivational processes regarding the surrounding environment. The object towards which people have attitudes is

respectively called an attitude object. Consumers have a wide variety of attitude objects, starting from product-specific and ending with consumption-related behaviours (Solomon, 2013). In the present research paper the object will be circuses which use animals in their shows.

According to Hawkins and Mothersbaugh (2013) attitude consists of 3 components also known as tri-component model: cognitive, affective and behavioural. The first one embodies “consumer’s beliefs about an object”. So, one can simply believe that living in cages is bad for wild animals’ health. Affective component is connected to feelings and emotional reactions towards an object. These feelings or emotional reactions may be the result of general or superficial understanding of the objective or on the other hand result of thorough examination. As an example, one can state circuses are cruel and bad because of affective evaluation. The behavioural component “is one’s tendency to respond in a certain manner toward an object or activity.” Decisions whether to visit circuses or not and to recommend visiting them to others illustrate this component. All these components are related to one another and a change in one of them therefore leads to similar changes in other components.

The reasons behind why consumers have developed certain attitudes towards objects can be justified by attitude functions, the first of them being utilitarian function. Consumers buy/use a product/service simply for the pleasure or the pain they get from it. If a person gets a positive result or feeling, a positive attitude is formed and vice versa. The value-expressive function means customers make their decisions based on their perception of their self-concept and central values. Attitudes that concern our self-esteem and ego, particularly to keep them safe from internal or external threats comprise ego-defensive function. Finally, Solomon (2013) introduces knowledge function which people apply to get some kind of understanding and information about to then form an attitude towards. This usually happens when a person is in an uncertain situation.

### **1.3. Measuring attitudes**

In order to measure attitudes, one should measure one or many of its components, as they are inseparable part of them. Often these components are an important part of a marketing strategy, therefore it is relevant to measure each of them. (Hawkins *et al.* 2001)

To start with, according to Ajzen (2008) to measure the overall consumer assessment of a brand or a product, various conventional scaling procedure can be used, including Likert or semantic differential scales being the most popular ones. As semantic differential has a simple structure it is often more preferred. Several studies have reported that by using this construction attitudes towards ads or products and services can easily and reliably be assessed. To comprehend the base of these attitudes one must investigate the beliefs that the consumer has for the product or brand in question, in compliance with the expectancy-value model, which assumes that attitudes and beliefs on which they are based on can be directly evaluated. The use of this model however demands a more systematic approach, which is also broadly used by marketing researchers, namely focus groups. Possible customers of the product are summoned into small groups and under the guidance of a moderator are asked to consider several aspects of the product of interest. The official report from this kind of gathering can therefore be used to assess product attributes that may be behind consumer attitudes and decisions.

Solomon *et al.* (2014, 305) propose that a simple way of assessing consumers' attitudes towards products is by asking for their general feelings about the object. This kind of assessment however does not give the conductors clear information about specific attributes, but rather an overview of overall attitudes. This approach, also known as single-item scale most frequently uses Likert scale, "which measures respondents' overall level of agreement with or feelings about an attitude statement." Hawkins *et al.* (2001, 402) suggest that this measurement is used to assess feelings or in other words the affective component.

Second, Solomon (*et al.* 2014, 306) introduce multiple-item batteries which measure beliefs, go into greater detail and for which semantic-differential scale is used for. It is useful for comparing one brand's product/service image to the competing ones and seeing areas where these brands differ from each other. Finally, to measure actions or intended actions Hawkins *et al.* (2001, 402) point out direct questioning. However, a downside for this method is that for products (alcohol, tobacco etc.) for which there are obvious social norms, people tend to under or overstate their habits. In that case, indirect and carefully worded questions can help. But as these simple responses do not always satisfy researchers' questions, multi-attribute models have proven useful, most influential of them the Fishbein model. Nonetheless, the basic multi-attribute model presumes that consumer's attitude of the attitude object depends on one or several of its attributes and therefore there are three main elements. First, attributes which are characteristics of the object, second beliefs also known as cognitions about the object, which measure the scope of consumer's

perception of a brand or product having a specific attribute. Finally, importance weights demonstrate the priority the consumer has of the attribute. Although the object may have several attributes, the more important ones will be given greater weight than others and these weights will probably vary among consumers. (Solomon *et al.* 2014, 306-307)

The Fishbein model described by Hawkins *et al.* (2013) to measure three components of attitude. They categorize them accordingly: salient beliefs, which portray beliefs people have about the object, object-attribute linkages, or a possibility that the same object has an important characteristic and evaluation of these characteristics. A negative side to this approach is that some assumptions made may not be justified.

## **2. OUTLOOKS ON USING ANIMALS AND CIRCUSES**

The current chapter will provide an overview of some outlooks on the use of animals and laws regarding the ban of using animals in circuses in different countries. The first subchapter will focus on different views and approaches on how animals should be treated. In the second subchapter history of animal circus bans is presented along with more recent cases.

### **2.1. Outlooks on the use of animals**

Berry (2004) has stated that no society is free of animal (nonhuman or human) oppression. All societies oppress and have oppressed in history the aforementioned species, though generally the more democratic a country is the more the rights of human and nonhuman increase. Although, the use of animals for human purposes is still largely tolerated by most people, approaches which promote animal rights are spreading into modern societies, as many rights protecting animals were founded in the past decades.

It is a common understanding that humans are justified to use animals as they need, as human life is considered more valuable and important and in some instances, the use of animals or killing them is even required. Shani and Pizam (2008) have brought out three broad approaches regarding ethical treatment of animals. Environmental ethics, which was prevalent in the 20<sup>th</sup> century, describes that use of animals is ethically justified as long as it does not interfere with integrity of the ecosystem. Within this framework, it is tolerable to use and even kill an animal if it does not affect other species. Animal welfare position approach targets to balance the interests of both animals and humans. The suffering of one animal is excusable if it benefits to the welfare of humans and all other animals. The exponents of this theory accept the use of animals but aim at minimizing the suffering that comes with it. Thirdly, the animals rights' position promotes moral approach to animals, as they are able to feel both physical and psychological pain. Advocates of

this approach view animals as equals to humans and any act that is unfavourable to animals is morally wrong. (Shani, Pizam 2008)

Federation of Veterinarians of Europe (2015) state that the use of wild animals in circuses represents a traditional, but outdated view. What is more, they clearly point out that these animals have the same genetic code as the ones living in the wild and therefore, a travelling circus is not capable of fulfilling those needs, “especially in terms of housing and being able to express normal behaviour.” FVE also points out that there is little to no research or economic benefit regarding justified use of wild animals, since it does not only pose a threat to the welfare of them but also to public health and safety risks.

## **2.2. History of banning animal use in circuses**

The history of controversy on the use of animals in circuses began in United Kingdom in 1998. Animal Defenders International Field Officers worked undercover at the Mary Chipperfield Promotions, which at that time was one of the most reputable providers of animals for entertainment, zoos and circuses. The officers then recorded elephants, baby chimpanzees and camels being beaten, kicked and screamed at. “The videotape shook the circus world to its foundations.” At the end of the year 1998, the elephant trainer Steve Gills was convicted and jailed for his violent actions. In 1999 Mary Chipperfield and her husband Roger Cawley were also convicted and closed the company down, however she was not banned from further working with animals. This case in particular is seen as a defining case in circus campaigning. (Animal Defenders International, 2009)

In her article Daly (2017) draws attention to another notorious circus deciding to close on 21<sup>st</sup> May 2017, after having performed for 146 years. The Ringling Bros. and Barnum & Bailey Circus announced in 2015 that it would no longer use elephants in their shows after being exposed by Mother Jones, followed by petitions and overall disapproval of the public. Two years later they had to shut down the whole company because of declining ticket sales and unsustainability. Although it was the largest circus in the United States, lawmakers have introduced Traveling Exotic Animal and Public Safety Protection Act in the White House which when entered into force would mean that all other circuses will have to switch to only human entertainers or shut down.

World's first ban on all animal circuses took place in 2009 in Bolivia (Kantamneni 2014), however, the activities leading to the legislation started already in 2005. By 2007 the ADI undercover team had succeeded in collecting enough footage and evidence and held a press conference, while their footage of animal abuse in circuses was screened on national television, radio and newspapers. Although the circus industry tried to fight back, bans on using animals in circuses were already established in several areas of Bolivia. In the second half of year 2008 the bill was laid down in the Bolivian Congress and finally on June 17<sup>th</sup>, 2009 it was signed by the president. (Stop Circus Suffering)

According to Animal Defenders International, 29 countries in Europe (including UK, Ireland and Scandinavia) have banned the use of all animals or certain species in circuses. In the United states, 29 states have established partial or full bans on animal use in circuses as well in Canada there are local bans in more than 30 municipal jurisdictions. Moreover, Latin America with 12 countries and Australia have also joined the list.

In Estonia, there has not yet been any bigger issues of animal circuses in the public media, but in May 2017 animal advocacy organisation Loomus proposed a bill to ban use of animals in circuses in Estonia and in the end of September 2017 the bill was passed on. The process itself started about two years earlier when Loomus sent out letters to all political parties and parliamentary candidates of bigger parties right before elections asking them to describe their attitudes towards both fur-farms and circuses that use animals. The responses collected varied to a certain extent, as some parties clearly stated being against both the fur-farms and circuses and some announced that they will present their view on these matters after the completion of the law draft. At the same time, the organisation started a manifest on the same topic among national enterprises to show wider dissatisfaction within the community, which had collected 62 responses by 17 April 2015. The next step against animal circuses was showing moving pictures in cinemas before the beginning of the movie to agitate people to be against circuses. On 16<sup>th</sup> of May the following year, Loomus opened an online petition, which 5000 people had signed already within a month. It all came to an end on 26<sup>th</sup> of September 2017, when the bill finally passed the third reading in the Parliament and from there on entered into force. (Loomus 2017)

### **2.3. Attributes influencing attitudes on circuses**

In her study Svareniece (2013) referred to a survey conducted in 2004, where participants were questioned about personal characteristics (age, gender, vegetarianism, experience with animals, belief in animal mind) that would determine their attitude towards animals. Several hypothesis were also set up, namely women, people who had more experience with animals, people who believed more in animal mind- would all not support using animals. On the contrary, older people, non-vegetarians would however support animal use and "finally - females would present higher levels of "belief in animal mind" than males". The results concluded that although people have different understandings of using animals, "belief in animal mind" along with vegetarianism and gender were the most consistent and powerful predictors. Despite women being less supportive of animal use, the insignificance of differences between male and female attitudes was also found out. Svareniece (2013) brought out that this conclusion might be caused by the specifics of the study, as in similar studies conducted before, men have not scored noticeably lower scores than women.

Belief in animal mind or BAM for short is an expression used to describe characteristics that people attribute to animals, such as mental capabilities, intellect and ability to feel emotions. As it varies in different definitions in studies, there is no single way to measure it and each study has different approach. Some researchers have classified BAM as part of Attribution Theory as people attribute some internal attributions to animals. Therefore, when one does not perceive animals to be capable of feeling emotions and thinking, they are more supportive of various types of animal use. Several studies have also demonstrated men compared to women having lower levels of BAM and hence being more supportive of using animals. These results may originate from biology as males and females have substantial differences in brain, along with hormonal performance and genetic differences, leading to men being more systemising and women more empathising. (Knight *et al.* 2004)

The main factors influencing one's attitude towards animals according to Taylor and Signal (2005) are person's sex, age, race, gender orientation, political and religious views, ethical ideology, personality and ownership of an animal. One of the most known studies about how the existence of an animal in childhood can influence empathy and attitudes to animals later in adulthood was carried out already in 1993 by Paul and Serpell. The results clearly indicated that there was a positive correlation between owning pets in childhood and having a positive and humane outlook

on animals. Another connection was found between childhood pet keeping and concern for the welfare of wild and farm animals and also animals in testing laboratories. (Paul, Serpell 1993)

Svareniece (2013) also points out that it has been demonstrated that children's attitude towards animals is to a great extent based on their previous contact and familiarity with animals. Furthermore, the more experience and education one gets on animals, the better the attitude towards them develops. Therefore, owning a pet or visiting zoos can help to develop a positive attitude to animals in the future. However, on the contrary, Daly and Morton (2013) carried out another research that showed opposite results. The survey included 137 children to examine the link between ownership and preferences of a pet and empathy towards animals. The results indicated that there was no correlation of empathy between children who owned pets and those who did not as well as no connections regarding empathy and attachment to pets were found.

Numerous studies focus on different aspects of personality and their impact on attitudes on animals. Furnham et al. (2003) mentioned some fascinating findings from previous researches which indicated as presumed, that people in favour of experimenting on animals were mostly male and masculine, extraverted, conservative, oriented towards getting new information and also less empathic. Furthermore, people against animal experimenting were on the contrary, intuitive and more focused on feelings, vegetarians and tended to be more ecologically aware.

In their article on empathy and animal attitudes Taylor and Signal (2005) highlighted that connections between anti-social behaviour and cruelty towards animals have been discovered before. They draw attention to the emergence of connections between absence of human-directed empathy and cruelty to animals and humans. Humane education on proper attitudes towards animal welfare has been proposed to be one of the most effective methods to improve human-directed empathy.

As for the attitude towards circuses using animals and fur-farms, Estonian animal advocacy organisation Loomus ordered a poll from a research company, which clearly showed that 82% of women and 67% of men were against animal circuses, whereas the percentages were 81% and 55% respectively for fur-farms. What is remarkable, is that in comparison with data gathered in year 2014, the percentage of people being against such circuses has grown by 32%. (Loomus 2017)

### **3. PEOPLE’S ATTITUDES TOWARDS USING ANIMALS IN CIRCUSES**

This chapter begins by presenting the research questions and the methodology used to find answers to them. In the next subchapter results are analysed and in the final subchapter conclusion and further suggestions are made.

#### **3.1. Research methodology**

The main purpose of this research was to find out what is the attitude of the youth towards using animals in circuses and what are the main influencers behind them. The main research questions were first, is the youth attitude towards the use of animals in circuses positive or negative, secondly, what has influenced the formation of attitudes of young people towards the use of animals in circuses and finally has the youth themselves contributed to making a change in the situation of animals being used in circuses.

To gather data, quantitative methods were used, namely an online questionnaire survey. The questionnaire form was chosen because of faster and more straightforward data collection and processing. In addition, it provides answers from people from different geographical areas. The survey was distributed on Facebook among author’s friends and acquaintances and in two groups: “Eesti Veganid” and “Nõmmekad”. The questionnaire will be divided into smaller groups on the basis of the main research questions. For every research question, there are 3-4 sub questions. First set of questions provided the author with relevant background information such as sex, age, previous ownership of animals, eating habits and visits to circuses. In the second part of questions arguments were presented to find out attitudes towards circuses that use animals. Final part consisted of questions related to how respondents themselves have contributed to banning the use of animals in circuses. The questionnaire included multiple-choice questions as well as Likert scale

to measure feelings and beliefs associated with circuses using animals. All the respondents were granted anonymity.

In total, 201 people filled in the online questionnaire regarding attitude towards animal use in circuses, the majority, 183 (91,0%) of them being women. Most respondent were of age 19, 22 and 25, whereas the youngest was 15 and the oldest 75 years old. Next the surveyed were inquired about their education and a little under half (40,6%) claimed to have higher education, 25,7% acquiring higher education and 16,8% having secondary education, remaining data can be seen below on figure 1.

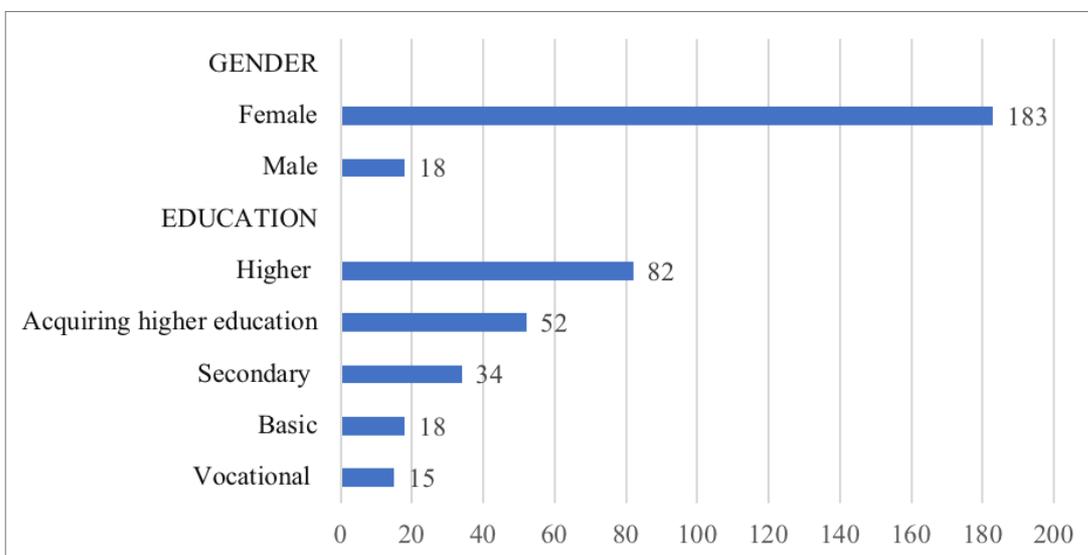


Figure 1. Respondents' age and education (n=201)

Source: data from questionnaire

As over half of the respondents of this research were young people, their responses are more closely analysed and presented after responses from people aged over 26. The age of the young people ranged from the youngest respondent, who was 15 years old, to 26 years old respondents, which in total is 109 people. Out of them 90,8% were female and 9,1% male, 19,2% have secondary education, 42,2% are currently acquiring higher education and 22,0% already have it, rest of the data can be seen on figure 7.

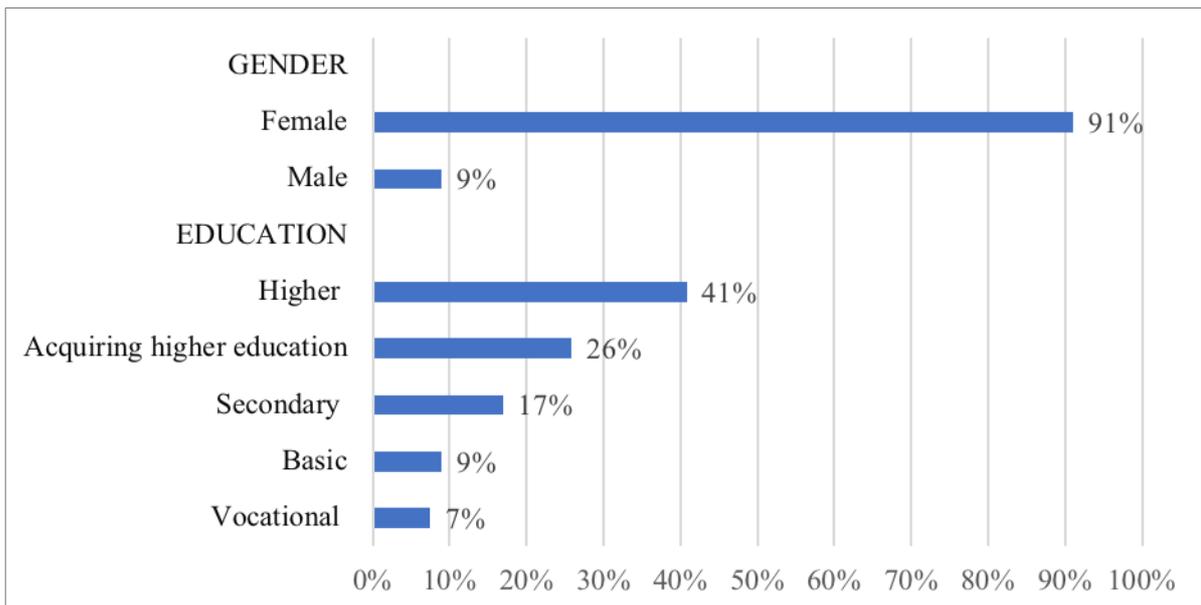


Figure 7. Youth age and education (n=109)  
 Source: data from questionnaire

These results can indicate youth’s desire to get a good education and along with that it may suggest they are more aware of different animal welfare problems, including animal circuses.

### 3.2. Results of the survey

First the results of people aged over 26 are presented, who were in total of 92 people. 30,4% of people stated they have changed their eating habits for the benefit of animals and 38,0% have changed their habits partly, the rest 28,2% have not done so. Next respondents were asked questions about their previous contact with animals, and the vast majority have had or currently have a pet, only 3 people answered otherwise. The majority - 95,6% had felt close or an emotional connection to their animal and 4,3% did not know. In reply to the question that asked if the respondents had ever visited a circus with animals 70,6% answered positively, 15,2% negatively and 14,1% could not recall for sure. Somewhat surprisingly, only 3 people had visited a circus with animals in the last year.

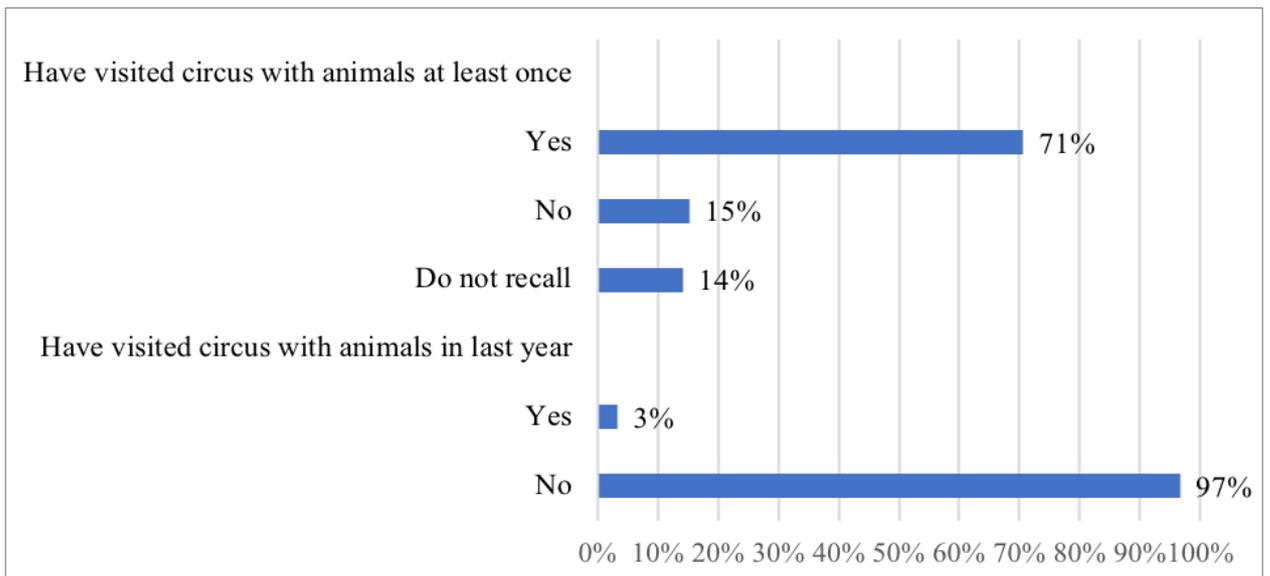


Figure 2. Respondents' previous visitation to circuses with animals (n=92)  
 Source: data from questionnaire

In the next section, people were asked about their attitude towards circuses that use animals on a 6-point Likert scale, where 1 marked "Completely negatively" and 6 "Completely positively". As seen on figure 3, 65,2% people chose 1 to show their absolute negative attitude towards circuses that use animals, 17,3% chose 2 to show their partly negative attitude. On the contrary, 3,2% people had a "completely positive" attitude.

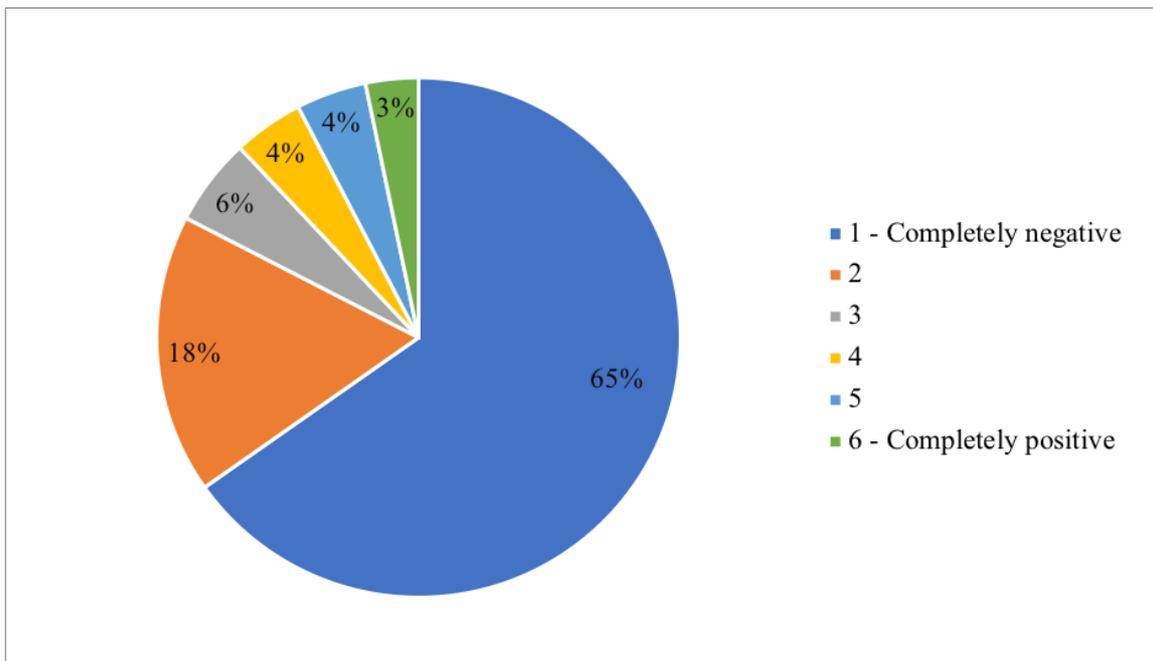


Figure 3. Respondents' attitudes towards circuses that use animals (n=92)  
Source: data from questionnaire

Subsequently, respondents were asked to specify in free form why they had formed such attitudes. A lot of people stated that using animals in circuses is straight up torturing them and unethical. Many also expressed their awareness about animals being kept in unnatural circumstances and trained with violent methods. Some stated having changed their views and attitudes when seeing circus-related articles, videos and documental films. In addition to this, several mentioned that animals should not be used for the purpose of entertainment and money gaining. On the other hand, people whose attitude was completely or mainly positive towards such circuses claimed they have a “gut feeling” and that it is nice to watch animals perform tricks. One respondent stated circuses using animals is good entertainment for kids, although he himself is not interested in them. Another person brought out that dogs are also trained for dog shows and horses for competitions, why not train animals in circuses.

In the next part respondents were presented 10 statements and asked to evaluate whether they agree or disagree with them or could not tell, as pictured on figure 4. First three statements were more general and also concerned belief in animal mind. The majority (69,5%) completely agreed with the statement “ All animals should be treated equally”, 23,9% people rather agreed, 4,3% rather disagreed and 1 person completely disagreed. What is more, one person who previously stated it

is wrong to enslave and exploit animals also made a note about the first statement being false and corrected it to be “Humans and animals should be treated equally”. Second statement was given to examine belief in animal mind and stated that animals are capable of feeling emotions. Again most respondents (88,0%) completely agreed and 11,9% rather agreed. Next statement also included BAM and claimed that animals are capable of feeling fear and pain. Surprisingly almost all respondents (93,4%) completely agreed with the claim, whereas the rest rather agreed.

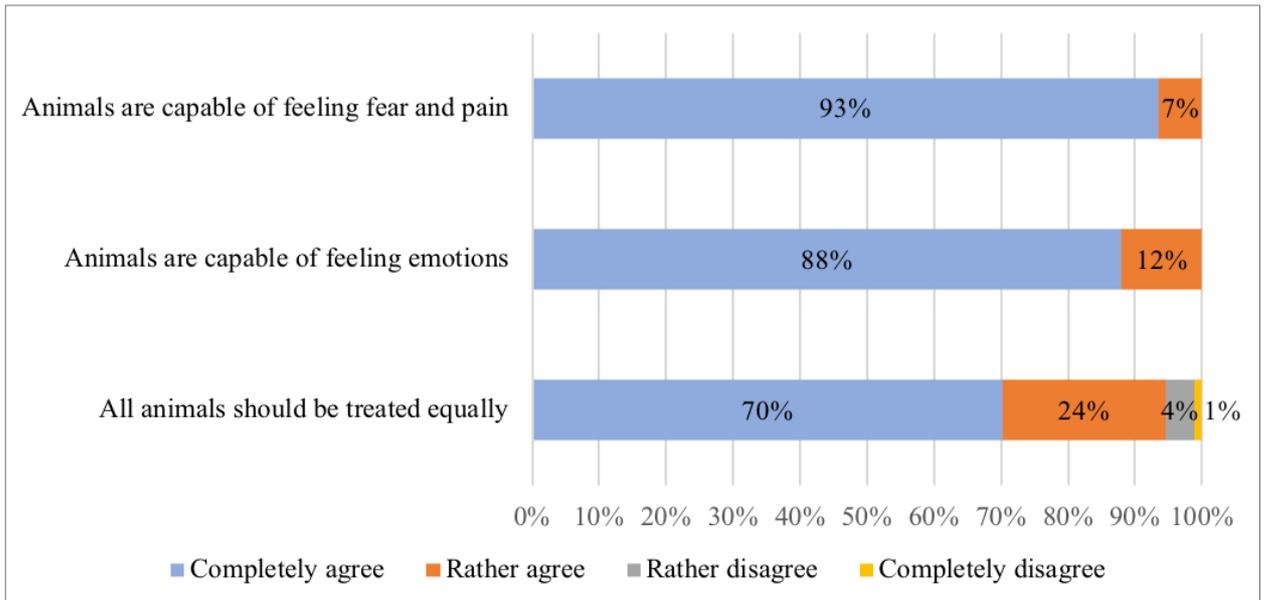


Figure 4. Statements regarding respondents’ belief in animal mind (n=92)  
Source: data from questionnaire

Statements from four up till ten concerned more specifically animals and their use in circuses, depicted on figure 5. 52,1% of people completely disagreed with the first of them “Circuses that use animals are entertaining”, 7,6% rather disagreed and also rather agreed, while 31,5% completely agreed. What is interesting, is that some of the surveyed who previously had marked their attitude towards circuses completely/ rather negative here completely agreed with the statement. This may indicate, that although people are against animal use in circuses they do see the entertaining side of these performances, but are aware of the “cost” it comes with. Another similar and a bit controversial statement was the next one which argued that circuses with animal performances are a good way of spending time. Here 73,9% people completely disagreed and 14,1% rather disagreed. A bit unexpectedly only 5,4% respondents completely agreed and 6,5% rather agreed. This may be a sign of the fact that circuses with animal performances are regarded as outdated as they are not viewed as a good way of spending free time at. On the other hand, it

can demonstrate, that circuses are not so common anymore and therefore people do not consider going to circus as a typical way of leisure activity. Sixth argument maintained that animal performances in circuses are educative and 75,0% did not agree with it at all. 16,3% partly disagreed and curiously 2 people agreed completely and 5,4% partly with the statement. One thing in common the people who expressed their consent had, was the fact that most of them had not changed their eating habits for the benefit of animals. Out of 92 respondents 60,8% completely agreed that animals are trained with violent techniques at circuses. This shows that a lot of people are indeed aware of how animals are treated in circuses. Furthermore, 16,3% people rather agreed with the violent training methods and 1 person completely disagreed. Once again, some people provided controversial responses, as before they had mentioned how circuses torture animals and had changed their eating habits for the benefit of them, but disagreed that animals are trained with violence. This may indicate that these respondents are actually unaware of the training techniques used or accidentally chose wrong option.

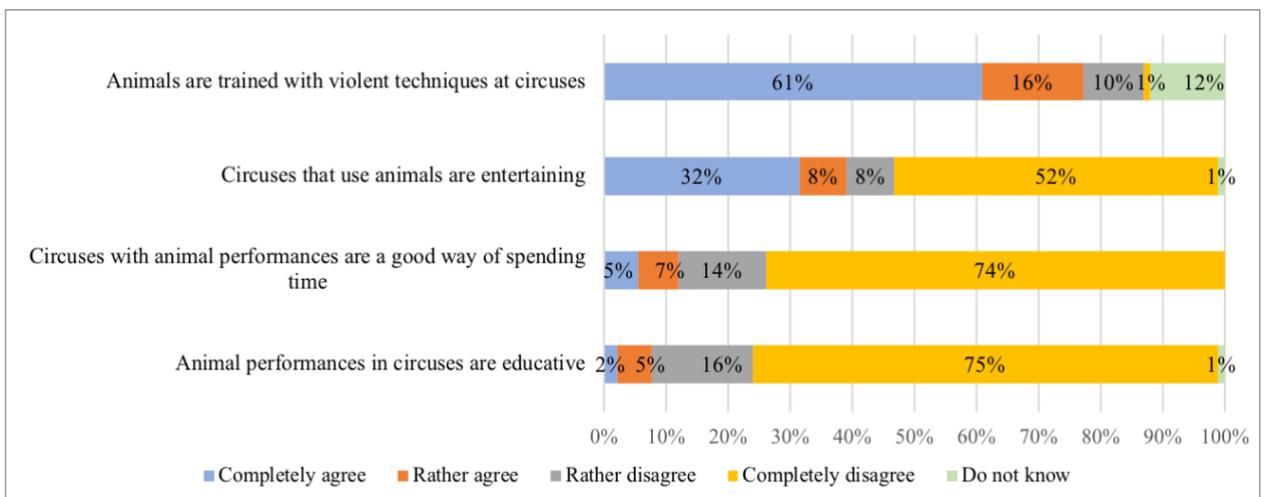


Figure 5. Statements regarding different factors and understanding of animals and their use in circuses (n=92)

Source: data from questionnaire

Last three statements were directly about which animals should be used in circuses, shown on figure 6, the first one suggesting only the use of wild animals. Surprisingly 85,8% people did not agree with the argument and 11,9% rather disagreed, 2 people had no opinion. Next claim stated that only pets should be used in circuses and 60,8% respondents completely disagreed. 16,3% partly disagreed, 9,7% both rather agreed and completely agreed. The last statement declared that circuses should use all animals, here 80,4% strongly disagreed. 8,6% people rather disagreed and

4,3% completely agreed and 3,2% rather agreed, whereas 3 did not know. Interestingly, many who agreed with the claim, had not agreed with the previous two, which suggested the use of only wild animals or pets.

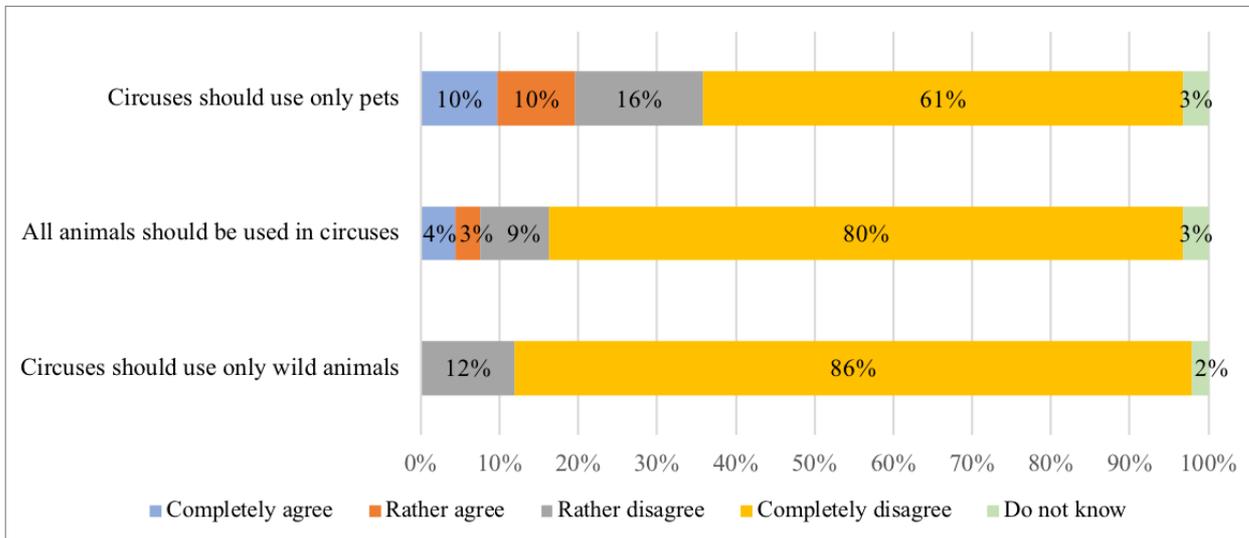


Figure 6. Statements regarding which type of animals should be used in circuses (n=92)  
Source: data from questionnaire

The next section of questions started by asking the respondents if they had seen images or videos with negative or disturbing content regarding the use of animals in circuses. Remarkably 78,2% people had seen such content and 21,7% not. Those who had submitted affirmative response were then asked whether the content had been in the form of a picture, video or an article. As respondents could choose all before mentioned options, most stated they had seen a disturbing video, less people a picture or had read an article. This clearly shows that undercover videos are more prominently leaking into social media as well as to other sites. Some respondents added to these options that they had seen documental movies, films or TV shows, read from blogs or social media and one claimed to having seen negative action in person. However, people who had not seen disturbing material regarding animals circuses did not necessarily have a negative attitude towards circuses, which may suggest that what they had seen did not seem realistic to them or they are not as sensitive to animal issues.

Respondents were thereupon asked to rate their awareness on a scale of 6 regarding the living conditions of animals in circuses. 29,3% of people chose option 5 and 26,0% chose 4, which shows

people are rather well aware of animal living conditions in circuses. Rest of the answers are pictured below on figure 7.

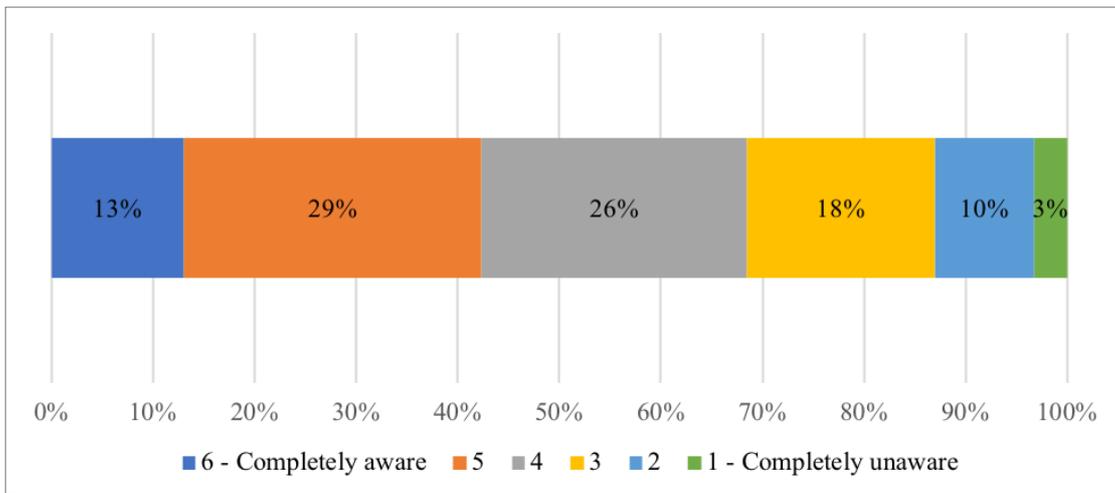


Figure 7. Respondents' awareness of animals' living conditions in circuses (n=92)  
Source: data from questionnaire

This shows that although many people are aware of the conditions, there are also relatively many who are not well-informed on these matters. In addition to this, respondents were asked to report where they had got the information from concerning the living conditions. The most popular option was from the Internet, which was chosen by the majority, followed by television, newspaper/magazine, and less people had got information from their friend or acquaintance, from radio and also from school. Other answers which the respondents had typed in themselves included being informed by animal advocacy organization Loomus, documental movies, books, scientific literature and one respondent claimed to have seen it in person once again. Few people picked the option that they have not received any specific information on the topic, which was mainly chosen by those who had little knowledge of animal living conditions.

Similarly to the previous two questions, the surveyed were then asked to rate their awareness in connection to the training methods circuses use on animals. 32,6% people felt they are fairly well informed about animal training methods, 17,3% chose option 3 to reflect they have some knowledge about the topic, while 8,6% think they know everything. Other responses are depicted on figure 8.

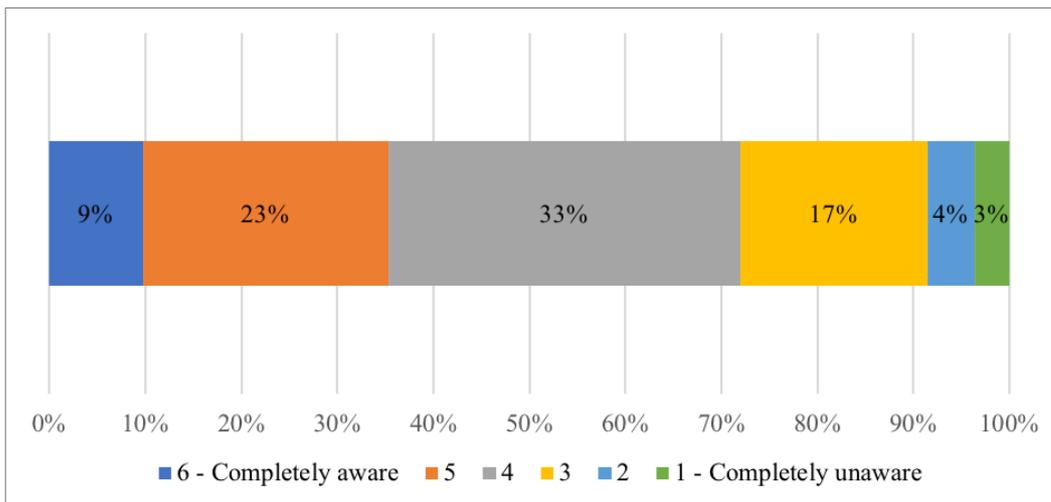


Figure 8. Respondents' awareness of animal training methods in circuses (n=92)  
Source: data from questionnaire

Again the surveyed were asked where they have got the information about the topic of animal training methods in circuses and similarly to the previous question the majority acquired it from the Internet, television, newspaper/ magazine and from a friend/ acquaintance. One person argued that they have seen animals being hit and called names in circuses and also seen the use of opiates on animals.

In reply to the question whether all circuses using animals should be banned, 70,6% respondents answered yes, while 20,6% people maintained that some should be closed but not all and 8,6% people did not agree with shutting down circuses using animals. This indicates that animal circuses are becoming a trend of the past and many feel they do not serve the need to exist anymore.

The last question inquired the respondents whether they themselves had contributed to the banning of circuses using animals and in which way. 38,0% people had signed a petition against animal circuses, while 42,3% had not taken any action. Curiously, many of these 42,3% people had previously stated that circuses with animal performances should be eliminated. One person noted that they have not taken any action because up to this day it has not been clear to them how to do something. This can point to the somewhat insufficient work done by animal activists and organisations, which should therefore more actively and publicly involve people. Other 5,4% reported they have sent an email to corresponding institutions stating their outlook on animal circuses and 8,6% have participated in demonstration against those circuses. Some other responses

included sharing information on social media, educating and guiding acquaintanceship, sharing disturbing content on animal abuse in circuses on social media and also removing animal circus' advertisements displayed on streets near one's home. Two people reported not going to circus as being against animal circuses and another person stated that not going to circus is indeed already a contribution, as they had attended circus with animal performances as a child, but could not then see it the way they see it now. In addition to this, two people stated they are part of animal custody and one even claimed to have worked long to ban wild animal circuses in Estonia. Unexpectedly, one respondent even admitted to criminally undermining circus activities.

In the very last part of the questionnaire the respondents had the chance to further speak their mind or comment on the topic. The first respondent to share their thoughts stated that they have been to circus only once as a little kid and it felt a scary place. She then went on to add that all animals cannot be treated equally at all – it is illogical to treat wild animals and pets the same way as animals are different and should be treated as is suitable for them, but no animal should be hurt. “It would not be sensible to take a wolf and a tiger beside you on the couch”, while cats and dogs have evolved that far that they enjoy human company. Another female said she had also been to circus as a child and if children are exposed to such “entertainment” in their childhood they will develop an understanding that it is normal. Next person argued that any kind of animal exploitation is already a thing of the past and the new mindset maintains that all species are equal, there is no exploitation of other species. Another respondent added to the same idea that animal use in entertainment dates back to the time when people could not do anything reasonable with their time. Some others claimed that it is about time to ban zoos and bigger circuses, as the training methods and living conditions may be bad.

There was clearly an emergence of a group of people who shared similar thoughts in the last question. One of the surveyed stated that to her mind wild animal circuses should be clearly distinguished from circuses that use pets and the training methods should be more modernised and positive. As an example she brought dog trick shows, which could be categorised as circuses, where dogs perform activities with pleasure and there is no point in banning these kind of shows. On the contrast, a lion jumping through a burning ring, afraid of getting whipped, is another subject. Another respondent maintained that cheerful trained dogs are “totally ok” in a circus. What is more, a female added that she has nothing against trained pets who perform tricks and also mentioned the topic of dogs doing agility, which trains their obedience. Animals' life should not only consist of performing tricks forced on them, living in cages, being transported from one

place to another and being fed only as much is needed for them to survive. Furthermore, a female claimed that the use of cats and dogs would be justified if the training process itself is educative and fun for the animal and performing does not cause unnecessary stress. Next respondent further discussed that even though wild animal circuses are banned, the housing conditions and training techniques of pets in circuses should be supervised, as pets should not be treated badly or be kept in transportation boxes.

There were also people who appreciated the diversity of animals and one of them suggested that animal behaviour itself is already very fascinating to observe and is especially entertaining in the natural habitat. Moreover, a male respondent admitted that animal circuses are entertaining and seeing any kind of an animal is astonishing, but that does not justify imprisoning, hurting and exploiting them. He then went on to say that circus could only be done with humans as the circuses right now “lack most of the things”, this would also create more jobs and give the opportunity to perform and no one would be whipped. He concluded that animals should be free, their place is not in the human system. Two respondents stood out as they expressed their lack of knowledge regarding circuses. First one believed that most of the information in media concerning circuses is based on rumours and not on actual facts. She then added, that she presumes there are circuses that actually treat animals well, but she may be wrong as she just wants to believe it in good faith. The other female stated she has little knowledge about animal use in circuses and therefore she cannot firmly declare that animals are tortured there. However, if the animal itself enjoys the learning process and attention they get, she could not distinguish circus from dog school, where dogs are asked to lie down in exchange for a treat.

As for the results of the youth, somewhat surprisingly 30,2% respondents had completely changed their eating habits for the benefit of animals, while 39,4% had done it partly and the remaining 26,6% had not changed their eating habits. This is also one of the clear indicators that the youth have a more broader and modern outlook on different issues related to animals, as they have changed their diet for the well-being of animals. When asked about having owned or currently having a pet, 96,3% people answered positively and 95,4% surveyed had felt an emotional or close connection with an animal. In the framework of this research it once again shows how the youth has had reasonably enough contact with animals and maybe as a result of that view animal related problems more sensitively.

In the next section the surveyed were asked if they had ever been to circus with animal performances and 69,7% had, while 12,8% could not recall and 17,4% had not been to such circus. Furthermore, when enquired about being to circus with animals in the last year only 2 people answered “yes”. These results may suggest the trend that for the youth aged up to 26 years old, going to circus in childhood was a common thing, but the majority do not continue going to circus as they grow older. In response to the question asking to rate their attitude towards circuses using animals on a scale of 6, curiously only 3 people chose 5 or 6 to reflect their quite positive attitude. The remaining 71,5% chose option 1, other responses can be seen below on figure 8.

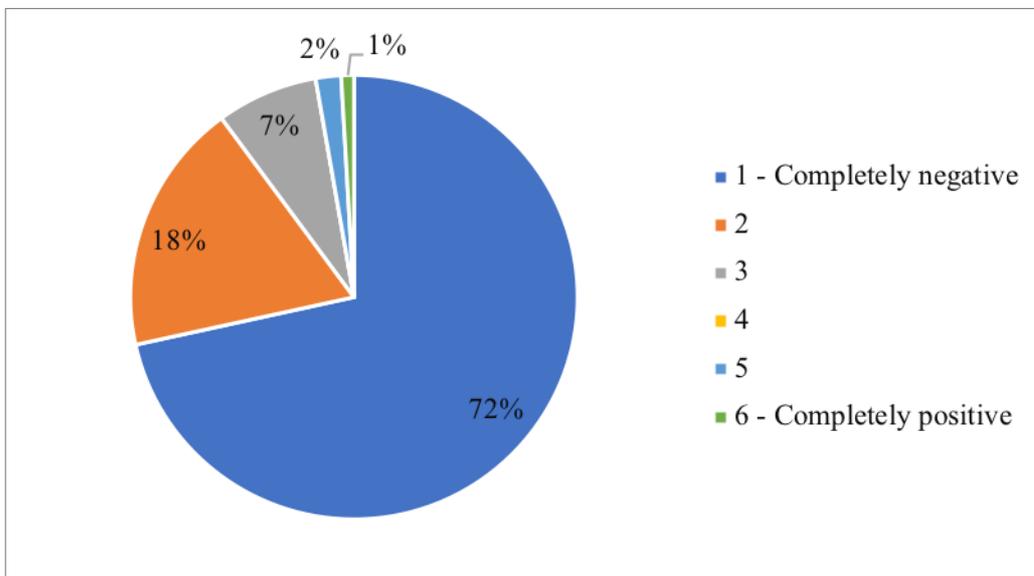


Figure 8. Youth attitude towards circuses that use animals (n=109)  
Source: data from questionnaire

When asked to explain their choice of option many mentioned that animals are not treated well in circuses, they are tortured and abused. A lot of them also admitted to investigating different circus related material and articles on their own, which shows that young people are curious to find out how places like circuses are actually operating and are willing to accept the harsh reality. Furthermore, many people mentioned it is ethically wrong to use wild animals for the benefit of entertainment or getting money. Only one female aged 21, whose attitude towards circuses using animals was rather positive, said she simply likes to watch animals.

The results from the first three statements presented to respondents revealed no differences in answers of youth compared to older respondents. A matter worth mentioning would be that in

second argument the four people who rather disagreed with animals being capable of feeling emotions belonged to younger respondents. Nevertheless, these results from the first three statements show youth's high level of belief in animal mind.

Next set of statements did also not reveal any striking differences between younger and older respondents. Moreover, the results showed that although the youth generally have a negative attitude towards animal circuses, they still can understand and see the entertaining point of these circuses. It is interesting to note that there were 11,0% people who chose option "Don't know" in reply to the statement that animals are trained with violent techniques at circuses, which shows that a minority of young people is still unaware of the training techniques practised in circuses.

Last set of arguments strongly showed the opposition of the use of wild animals in circuses among the youth. As for the wider consent among youth for the argument referring to only using pets in circuses, these results may be due to the fact that for some of the young people cheerful pets performing tricks in circuses would be acceptable.

The respondents were thereupon asked whether they had seen pictures or videos with disturbing content regarding animal circuses and 88,0% people had. Most of these people had seen both pictures and videos and also read an article, 13,7% had only seen a video, 1 only pictures and 3,6% had only read an article. This shows that there is a lot of negative content concerning circuses and animals available online, more commonly in the form of videos.

The next section asked respondents to rate their awareness of animal living conditions in circuses on a scale of 6, where 9,1% people opted for 6 to show they know the conditions perfectly, 20,1% went with 5 to show they know almost everything, 23,8% people chose 4 to show their rather satisfactory knowledge. It can be said, the youth is rather aware of living conditions as the rest of the data suggest on figure 9.

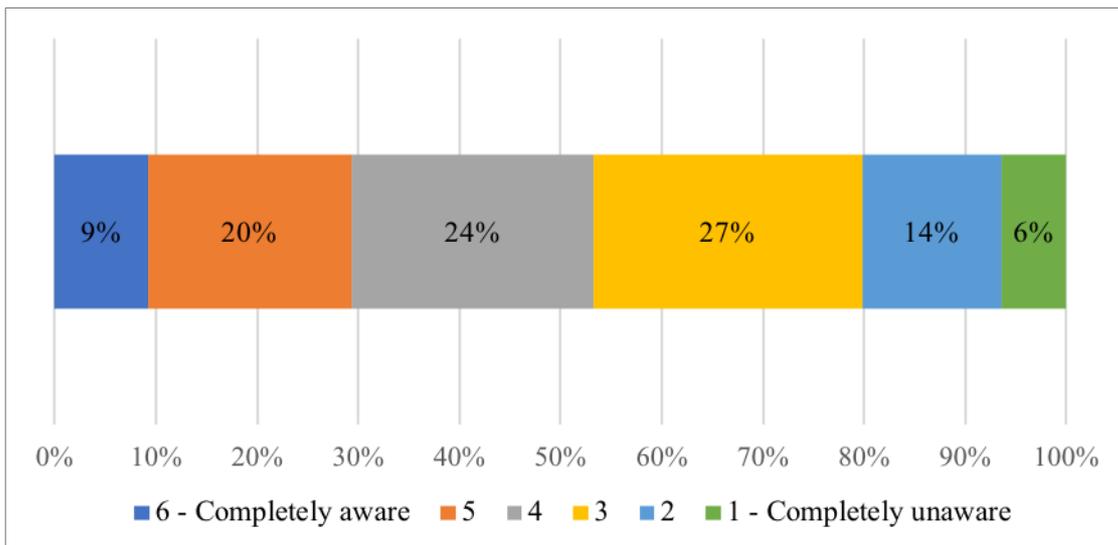


Figure 9. Youth's awareness of animals' living conditions in circuses (n=109)  
 Source: data from questionnaire

A surprisingly large number of the respondents had gotten their knowledge from television and also from the Internet. This information can help animal activists in choosing their communication ways and measures to get specific information to wider audience, as television and the Internet are the most common and popular channels for getting new information. One respondent wrote that people are starting to “open their eyes” on the topic of circuses and that is really nice, they added that unfortunately as long as most of the population is not ready to stand up to this problem, media will also not reflect it. Next respondents' awareness concerning animal training methods in circuses was questioned, again on a 6-point scale and only 4,5% people chose the maximum option as they are fully aware of training methods. As can be seen from figure 10, respondents were rather unaware than aware of the training methods and compared to the previous figure 9 it can be said that the youth knows more about animals' housing conditions in circuses than they know of training techniques.

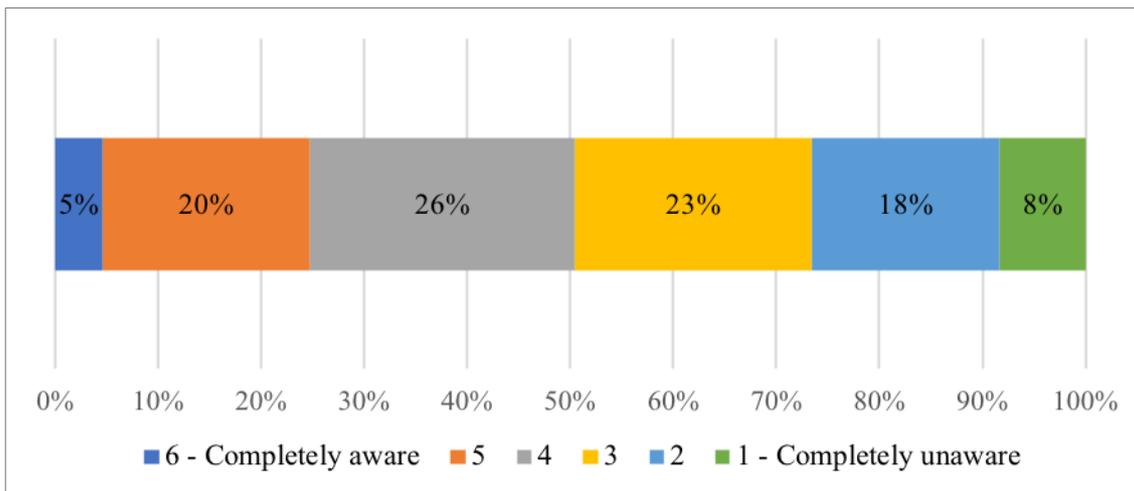


Figure 10. Youth's awareness of animal training methods in circuses (n=109)

Source: data from questionnaire

The most common means of having gained the knowledge were once again television and the Internet. The results from these questions clearly demonstrate that the youth is more aware of the animals' living conditions in circuses than they are aware of the training methods used there.

In reply to the question asking whether circuses using animals should be shut down, 77,0% people picked the option that all should be shut down, 19,2% think some should be eliminated, but not all and the remaining 3,6% respondents do not feel any circuses using animals should be closed.

Last question inquired the respondents how they themselves had contributed to banning animal use in circuses and most, 47,7%, of the youth has signed a petition, less people have been to a demonstration or sent an email to organisations showing their negative attitude towards circuses that use animals. Two females admitted not having taken any action due to not having had the chance, but promised to do so in the future. 41,8% reported to not having taken any action, which may be because the youth are not that courageous to go on a demonstration or simply have not come across a petition about circuses. Either way 41,8% people in a group of 109 is quite a large number of young people who have not taken any action against showing their negative attitude towards animal circuses and therefore animal advocacy organisations should focus more on getting the attention of youth and integrating them more into their activities and campaigns.

### **3.3. Discussion of the results**

To conclude, the objective of this paper was fulfilled and the attitude of people towards the topic of animals used in circuses is predominantly negative and this fact also provides an answer to the first research question. In comparison to the attitudes of the youth, the latter had slightly more negative attitude. As for the second research question, one of the main influencers of negative attitude has been people's growing awareness of real life situation and conditions of animals in circuses. This means that a lot of people have discovered pictures, videos or even articles containing graphic content regarding animal circuses. Another major influencer has been belief in animal mind and ethicality, animals are seen as individuals, who are capable of feeling emotions, fear and pain, they are not viewed as objects. The answer to the final main research question is that people has mainly signed petitions, while some have sent emails to authorities responsible for this subject and few have been to a demonstration.

The negative attitude can be explained by theoretical background presented earlier in the paper. As the focus was on circuses that work with animals, this can be related to the affective component, as the majority of respondents had felt an emotional of close connection to an animal before. What is more, seeing a video of circus workers hurting animals most likely provokes strong emotional reactions which then lead to a more stronger viewpoint. Another component closely connected to animals is the cognitive attribute, which explains why the people who have felt close to an animal before still have positive attitude towards animal circuses, despite the fact animals are often treated badly there. The reason lies within a person's beliefs, as they see the entertaining and fun side of circuses, seemingly happy animals performing tricks and therefore believe in the goodness of circuses.

Moreover, the study also confirmed a statement put forward by Ajzen (2008) that consumer attitudes cannot in reality be predicted by behaviour. An example is the case that although some people did not go to circus with animals and had not done so in the last year, their attitude was still positive. Some, on the other hand on purpose avoided going to circuses to reflect their negativity towards it and it was their contribution to make a change in the situation.

One of the negative and concerning findings of the research was the fact that a considerable number of younger respondents had not taken any action to make a change in the situation of animals being used in circuses. What is more, many of them had a negative attitude towards

circuses and agreed that all animal circuses should be eliminated. This can indicate the lack of work done by animal activists, who should therefore make it easier and more clear how to engage in their activities and how people themselves can give their contribution. In addition to this, as one of the main reasons behind forming negative attitudes was the great awareness of the topic, animal activists could focus more on publishing even more undercover material regarding animals and circuses.

## **SUMMARY**

The main aim of this research paper was to find out the attitude of people towards circuses that use animal performances, also why have they formed such attitudes and have they contributed towards banning the use of animals in circuses.

The main findings revealed people's negative attitude towards circuses that use animals, while only a small minority had a rather positive attitude. Youth's attitudes were slightly more negative than the attitudes of people over the age of 26. One of the main reasons behind the formation of a negative attitudes was respondents' vision of seeing circus activities as a way of animal abuse. A lot of people also stated they have seen undercover videos with disturbing content and read articles regarding the way animals are trained and kept in cages in circuses. Moreover, many brought out the unethical side, as animals should not be used for entertainment and for the purpose of making money.

The study found that the youth has relatively high levels of belief in animal mind, even slightly higher than people over the age of 27 years. This indicator along with the fact that many respondents have felt an emotional connection to an animal have further shaped their attitudes. Furthermore, awareness also plays a significant role in the formation of the attitudes, as respondents who had little knowledge of animal housing conditions or training methods in circuses voted that circuses using animals should not be eliminated, whereas well-aware people voted for the opposite.

The most common way the respondents themselves have contributed to make a change in animal circuses has been by signing a petition. Less people have also sent an email to respecting organisations to voice their opinion about shutting down these circuses and some have even took part in demonstrations. Unexpectedly a considerable amount of respondents had not taken any action, some of them explaining this by saying they have not had the chance.

It is important for the animal advocacy organisations to understand that in order to form people's attitudes on animal topics, they first need to raise awareness about the topic. It was clear from the responses that people with less knowledge had more positive attitudes concerning circuses, whereas others knowing more about the topic had formed negative attitudes. This can be extended to the marketing field as well, as marketers are continuously working to get positive publicity and attention to their products or services and with some of the products little knowledge may lead to negative understandings. Therefore, marketers should first make sure people are well-aware of their product and have enough information to get the right idea of it. In today's world, the most efficient way to do so is by the means of television or Internet advertising, as was revealed in the current research, though it also depends on the product itself or the target group.

Curiously, a remarkable number of respondents had investigated the topic in greater detail by themselves. By doing that, they had come across videos and pictures containing graphic content as mentioned before and these somewhat shocking findings had further influenced their attitudes. This indicates how easily peoples' understandings and viewpoints can be changed by information found on the Internet. Marketers should keep that mind and to some extent try to control or manage the material about their product spread online, as good communication with their clients ensures a more positive image and more satisfactory reviews of their brand.

It is plausible that a number of limitations might have influenced the results obtained. First source of error may be the relatively small sample, which does not reflect the attitudes of the whole population. Second, given that the questionnaire was also distributed in a vegan Facebook group there is a possibility the responses collected from this group might have influenced the overall results and impressions, as vegans usually have a very certain attitude regarding the use of animals.

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# APPENDICES

## Appendix 1. The questionnaire

Tere! Olen Helen-Britt Liidemann TTÜ bakalaureuse 3.kursuse tudeng ning teen lõputööd teemal inimeste hoiakud loomi kasutavatesse tsirkustesse. Sellega seoses palun Teil vastata järgnevatele küsimustele. Küsitlus võtab aega umbes 7 minutit ja on anonüümne.

1. Sugu:

Naine (91,1%)

Mees (8,9%)

2. Vanus:

3. Milline on teie haridus?

Põhiharidus (9,4%)

Keskharidus (16,8%)

Kutseharidus (7,4%)

Omandamisel kõrgharidus (25,7%)

Kõrgharidus (40,6%)

4. Kas olete muutnud oma toitumisharjumusi loomade hüvangu nimel?

Jah, täielikult (30,2%)

Jah, osaliselt (39,1%)

Ei (27,2%)

Ei oska öelda (3,5%)

5. Kas teie peres on/on olnud koduloomi?

Jah (96,5%)

Ei (3,5%)

6. Kas olete kunagi olnud mõne loomaga lähedane/tundnud emotsionaalset sidet?

Jah (95,5%)

Ei (2,0%)

Ei oska öelda (2,5%)

7. Kas olete kunagi külastanud tsirkust, kus esinesid ka loomad?

Jah (69,8%)

Ei (16,3%)

Ei mäleta täpselt (13,9%)

8. Kas olete VIIMASE AASTA jooksul külastanud tsirkust, kus esinesid ka loomad? (N=

Jah (2,5%)

Ei (97,5%)

9. Kuidas suhtute loomi kasutatavatesse tsirkustesse?

1 – Täiesti negatiivselt      2      3      4      5      6 – Täiesti positiivselt

68,6%                              17,9%    6,4%    1,9%    2,9%    1,9%

10. Mille põhjal olete oma seisukoha võtnud?

.....

11. Palun hinnake kuivõrd nõustute allpool esitatud väidetega

	Täiesti nõus	Pigem nõus	Pigem ei ole nõus	Ei ole üldse nõus	Ei oska öelda
Kõiki loomi tuleks võrdselt kohelda	72,1%	21,3%	4,9%	0,9%	-
Loomad on võimelised emotsioone tundma	88,0%	9,4%	1,9%	-	0,4%
Loomad on võimelised tundma hirmu ja valu	94,5%	4,9%	0,4%	-	-
Loomi kasutatav tsirkus on meelelahutuslik	23,8%	9,4%	12,9%	50,2%	3,4%
Loomade etteastetega tsirkus on hea ajaviitmisviis	3,4%	4,9%	12,9%	77,1%	1,4%
Loomade etteasted tsirkustes on õpetlikud/harivad	1,9%	3,9%	11,9%	80,0%	1,9%
Loomi treenitakse tsirkustes agressiivsete võtetega	61,1%	20,3%	5,9%	0,9%	11,4%
Tsirkuses võiks kasutada vaid metsloomi	0,4%	-	8,9%	87,5%	2,9%
Tsirkuses võiks kasutada vaid koduloomi	6,4%	6,4%	13,4%	68,1%	5,4%
Tsirkuses võiks esineda kõik loomad	2,4%	2,4%	6,4%	83,5%	4,9%

12. Kas olete näinud negatiivse/häiriva materjaliga pilte/videosid seoses loomi kasutava tsirkusega?

Jah (83,7%)

Ei (16,3%)

13. Kui vastasite eelmisele küsimusele "Jah", palun täpsustage, kas tegemist oli:

Piltidega (68,3%)

Videoga (91,0%)

Artikliga (61,1%)

Other:

14. Kuidas hindate oma teadlikkust tsirkuses elavate loomade elamistingimuste osas?

1 – Ei ole üldse teadlik	2	3	4	5	6 – Olen täiesti teadlik
4,9%	11,9%	22,8%	24,8%	24,3%	10,9%

15. Millis(t)est allika(te)st olete informatsiooni saanud tsirkustes elavate loomade elamistingimuste kohta?

Televisioonist (52,0%)

Raadiost (9,9%)

Internetist (91,6%)

Ajalehest/ ajakirjast (33,2%)

Koolist (9,9%)

Tuttavalt/ sõbralt (29,7%)

Ei olegi spetsiifilist informatsiooni saanud (7,9%)

Other:

16. Kuidas hindate oma teadlikkust tsirkuses olevate loomade treeningvõtete osas?

1 – Ei ole üldse teadlik	2	3	4	5	6 – Olen täiesti teadlik
5,9%	16,9%	20,3%	28,8%	21,3%	6,4%

17. Millis(t)est allika(te)st olete informatsiooni saanud tsirkuses olevate loomade treeningvõtete kohta?

Televisioonist (43,1%)

Raadiost (5,4%)

Internetist (87,1%)

Ajalehest/ ajakirjast (25,2%)

Koolist (8,4%)

Tuttavalt/ sõbralt (25,2%)

Ei olegi spetsiifilist informatsiooni saanud (6,9%)

Other:

18. Kas teie arvates tuleks kõik loomi kasutada tsirkused kaotada?

Jah, kindlasti (73,8%)

Ei (5,9%)

Osad, kuid mitte kõik (20,3%)

19. Kas olete ka ise panuse andnud loomade tsirkuses kasutamise vastu?

Olen meeleavaldusel käinud (6,4%)

Olen allkirjastanud palvekirja keelustamise poolt (55,4%)

Olen saatnud e-kirja/sid vastavatesse asutustesse (6,4%)

Ei ole (42,6%)

Other:

20. Kas soovite midagi lisada?

Source: compiled by the author